Sensation of '26
Triumph of '27
The Brunswick Panatrope and Panatrope & Radiola

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

Sonora
CLEAR AS A BELL
Edward E. Shumaker Elected President of the Victor Talking Machine Company

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

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

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

At this meeting control of the Victor Talking Machine Co. was transferred to Speyer & Co. and J. W. Seligman & Co. when the bankers purchased from Eldridge R. Johnson, founder of the business, his holdings of Victor stock. Immediately following formal transfer of control the directors met and approved a recapitalization plan which provides for an increase in the authorized capital of the company from $35,500,000 to $49,780,000 and a reclassification of the company's common stock. As part of the plan the directors also voted a dividend of $8 a share on the common stock now outstanding, payable January 17 to stockholders of record January 13.

The total authorized capitalization of the company under the terms of the plan as outlined to stockholders by Edward E. Shumaker, newly elected president, will be as follows: 340 shares of 7 per cent cumulative preferred stock of $100 par value; 122,113 shares of $6 cumulative convertible preferred stock without par value; and 619,15 shares of common stock of no par value. There will also be outstanding 69 shares of preferred stock of $100 par value.

It is proposed that all authorized stock shall presently be issued, with the exception of 340 shares of the common stock which will be reserved for conversion of the cumulative convertible preferred stock at the rate of two shares of common for each share of convertible preferred.

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

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

The 69 shares of preferred stock of $100 par value, included in the total capitalization, represent the conversion rights of the preferred which have not come into the plan. For retirement of this issue presented by the company some time ago.

An offer by the bankers to purchase common stock at $115 a share, as provided for in the purchase agreement with Mr. Johnson, accompanied the call sent out by Mr. Shumaker for the stockholders' meeting, which was held on January 13, and at which the recapitalization plans were ratified.

The final balance sheet of the Victor Talking Machine Co. and its subsidiaries, as of September 30, 1926, after giving effect to the proposed recapitalization plan and to the approval of certain of the real estate, plant and equipment, but without reflecting the dividend declared yesterday on earnings for the last quarter of 1926, shows total assets of $34,161,062. Of this aggregate $23,129,913 represents current assets, including $12,971,138 cash and marketable securities, whereas current liabilities are shown as only $2,817,249. Patents and territorial rights are carried at $1 while no value is assigned to goodwill.

E. E. Shumaker, the newly elected president of the Victor Co., was elected to the board of directors in 1908 and is the officer who conducted the negotiations with the Western Electric Co. and the Bell Telephone Laboratories which resulted in the perfection of the Orthophonic talking machine, and its production by the Victor Co. He also negotiated with the Radio Corporation of America for the electrical amplifying talking machine being produced by the Victor Co., and the radio equipment being built into the combination Victor instruments.

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

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

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

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

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

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

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

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

President of Crosley Radio Corp., Cincinnati, 0., to Have a Free Hand in Operations of New Jersey Concern—Dr. Lee De Forest Elected Vice-President and Consulting Engineer

One of the most important happenings in radio circles during the month was the announcement that Powel Crosley, Jr., president of the Crosley Radio Corp., Cincinnati, 0., had taken over the management of the De Forest Radio Co., Jersey City, N. J., which was placed in the hands of trustees in bankruptcy last summer. Mr. Crosley advanced $300,000, which was necessary for the operation of the company during the summer, and was elevated to the vice-presidency and consulting engineer. The board of directors consists of Mr. Crosley, Dr. Elmer L. Lee, Powel Crosley, Jr., Charles Sawyer and R. A. Cline.

"I have been familiar for a long time with the affairs and business and difficulties of the (Continued on page 18)"
Prosperity in 1927 Rests With the Retailer

By Robert L. Kent

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

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

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

Who Wins the Race?

During the past year I have covered several thousands of miles and talked to hundreds of dealers in large cities, small towns and in isolated places; and, although there are two or more talking machine stores there is one leader. In some small cities where four or five talking machine stores existed; often with one exception "next business" was reported. The exception usually reported business booming. Why? Was that one dealer hiding the real facts? His books proved that he told the truth. Business was exceptionally good for him.

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

Living in the Past

There is another dealer whose store has been in existence in a city not far from New York for the past twenty years. This dealer has reached the point where he is trying to live on his reputation. He thinks every one in the city knows of his store, losing sight of the fact that the city is growing and each year there is a big shift in the population. Recently a live music concern opened a branch in that city. This store is busy from morning until evening; according to the report of the long-established dealer things are not as good this year as they might be. It is significant that the new store advertises in large space in the leading local newspaper, while the old store's advertising consists mainly of a few "for sale" announcements in the classified section. There are other dealers in this community who are "saving money(?)" by not advertising.

The Dealer is Responsible

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

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

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

Jobber's Attention!

Under Your Own Name

S E L L

Popular Priced Portable Phonographs

Why not

Boost Your Own Brand

Lessen Competition

Enlarge Your Profits

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

NEW YORK ALBUM & CARD CO., Inc.

Established 1907

23-25 Lispenard Street

NEW YORK
Full-Page Ads in Color for 1927

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

Total circulation over seven million monthly

With 1926 furnishing overwhelming proof of the public's desire for the Brunswick Panatrope, Brunswick's New Musical Instrument, and Brunswick Records by the "Light-Ray" electrical method (musical photography), the Brunswick Company is pleased to announce for 1927 one of the most comprehensive programs of color advertising in leading magazines ever given any musical merchandise. This advertising is in addition to Brunswick's consistent newspaper advertising and Brunswick's colorful window-display service.

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

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

As announced in the December issue of The Talking Machine World, P. L. Deutsch, vice-president of the Brunswick-Balke-Collender Co. and general manager of the Brunswick music-radio division, closed, recently, in Europe, a very important expansion program for Brunswick products. The Deutsche Gramophone Co., the Deutsche Gramophone Co. will, by the terms of these new arrangements, manufacture and market the complete line of Brunswick products, including Panatropes, phonographs and records, throughout Europe with the exception of England, France and Italy. The company maintains immense factories at Vienna, Hanover and Leipzig and is a tremendous factor in the distribution of phonograph products.

Mr. Borchardt, who sailed for Germany on the S. S. "Columbia," expressed a keen appreciation of the sales possibilities of Brunswick products in Europe, stating that the Panatropes gives every indication of achieving world-wide fame, and that the new Brunswick phonographs embody constructional features and tone quality far beyond his highest anticipations.

Bruno Borchardt at His Desk

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

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

Bruno Borchardt

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

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

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

CASE Radio Products

Greater Selectivity Makes CASE Radios Easiest to Sell

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

ALL Good Features—At Low Prices!

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

Write today for complete literature and information

INDIANA MFG. & ELECTRIC CO.
MARION, INDIANA

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

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

Tho. A. Edison, Inc., in connection with the energetic advertising and sales campaign on the new long-playing Edison phonographs and records that has been instituted, has established sales promotion departments in each of the wholesale branches to operate direct from Orange headquarters, provides for a direct sales promotion service for the various wholesale houses.

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

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

Important Stewart-Warner Executive Change Announced

George M. McCulloch Resigns as Advertising Manager to Join Charles H. Touzalin Agency

—Succeeded by Allan B. Dius

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

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

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

J. Kelly Smith is assistant advertising manager in charge of broadcasting and the Stewart-Warner Air Theatre, WBBM. Under the supervision of the advertising department is the publications department, and the display division headed by W. L. Stensgaard.
More "Light-Ray" Business for 1927

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


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

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

Electrically recorded

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

Brunswick

PANATROPES • PHONOGRAPHS • RADIOLAS • RECORDS

THE BRUNSWICK-BALKE-COLLENDER CO., GENERAL OFFICES: 623-633 SOUTH WABASH AVE., CHICAGO
George Gershwin, Composer, Recording for Columbia Co.

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

George Gershwin, noted young composer of "jazz" music, has recorded several of his latest hits for the Columbia Phonograph Co. These recordings include "Clap Yo' Hands" and "Do-Do," the outstanding number from "Oh, Kay!"; Gershwin's own billiard show "La La Lucille," "Tip Toes" and "Lady Be Good."

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

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

Beethoven Centennial to Have Wide Observeance

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

Brunswick Dividend Declared

The directors of the Brunswick-Balke Collender Co., Chicago, Ill., authorized a dividend of 1½ cents on the outstanding preferred stock of the company paid on January 1 to holders of record as of December 20.

PEERLESS ALBUMS

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

Peerless Portables

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

Genuine Leather Covered in Black, Brown and Blue

Retails $25.00

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

PEERLESS ALBUM CO.

PHILO RAVIS, President

636-638 BROADWAY, NEW YORK

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

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

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

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

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

Bent's Music Store Opened

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

**Stromberg-Carlson Receivers Sell, because**

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

**Stromberg-Carlson Receivers Stay Sold, because**

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

**Stromberg-Carlson Dealers are Assured Good Profit, because**

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

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

Stromberg-Carlson
Analysis of the Radio Service Problems of Talking Machine Dealers

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

Inefficient and costly methods in the radio service departments of retail talking machine stores are consuming profits, in many cases; in others they are serious incursions on profits or are nullifying the arguments in favor of restriction of lines, although a few dealers have organized their service work so that this department is not costing practically nothing and in rare instances showing a profit, according to a national survey just completed by The Talking Machine World.

Information regarding radio servicing methods received from retailers in large and small cities and towns throughout the country indicates that a lamentable condition exists. There seems to be a general lack of knowledge regarding costs; many dealers stated frankly that they had "never figured it out," and many more took it at the cost of servicing radio. That the situation can be remedied so that dealers handling radio will profit from giving service is borne out by the fact that the radio department in a large number of the radio departments of the country have reduced costs in this department to the point where this satisfactory condition has been achieved.

What Price Radio Service

Answers given to the question "What is the percentage of cost of service in comparison to total overhead of the radio department?" are interesting chiefly because they show the wide divergence existing in service department overhead in proportion to general overhead. Per centage of service expense starts at 1 per cent and goes as high as 10 per cent. On the other hand, many estimated that 50 per cent of the department overhead was reported.

A few dealers declared the cost of service to be 2, 3, 4, 5 and 6 per cent of the total overhead of the radio department. The majority of dealers figured 10 per cent as being about right. Comparatively few dealers stated that the cost ranged between 10 per cent and 45 per cent. On the other hand, many estimated that 50 per cent of every dollar spent in the operation of the radio department went for maintenance of the service department. Forty per cent of the dealers answering the questionnaire did not know what service was costing them, while a few answered that service paid its way.

Influence on Service of Lines Handled

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

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

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339 Metropolitan Dealers Listed in Symphonic Ad.

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

In line with its policy of giving its dealers wholehearted support through widespread advertising and sales promotion aids, the Symphonic Sales Corp., maker of the Symphonic phonograph reproducer, inserted a full-page advertisement in colors on the last page of the January 5th issue of The Talking Machine World.

In addition to giving the buyers a clear definition of the Symphonic reproducer and its merits, the advertisement listed the names of dealers in New York and nearby cities and towns where the reproduction could be purchased. This list, which included 339 names and addresses of Symphonic dealers, was sub-divided into sections so that anyone interested could immediately select the name of the dealer located nearest to his home or place of business.

Northwest Radio Trade Ass'n Activities Planned

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

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

Watch Costs, Says Tregoe

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

Hygrade Radio Products, Newark, N.J., has been incorporated with authorized capital of $50,000 and shares of no par value. The incorporators are G. Harrison, V. W. Bennett and A. M. Bennett.

Inefficient and costly methods in the radio service departments of retail talking machine stores are consuming profits, in many cases; in others they are serious incursions on profits or are nullifying the arguments in favor of restriction of lines, although a few dealers have organized their service work so that this department is not costing practically nothing and in rare instances showing a profit, according to a national survey just completed by The Talking Machine World. Information regarding radio servicing methods received from retailers in large and small cities and towns throughout the country indicates that a lamentable condition exists. There seems to be a general lack of knowledge regarding costs; many dealers stated frankly that they had "never figured it out," and many more took it at the cost of servicing radio. That the situation can be remedied so that dealers handling radio will profit from giving service is borne out by the fact that the radio department in a large number of the radio departments of the country have reduced costs in this department to the point where this satisfactory condition has been achieved.

What Price Radio Service

Answers given to the question "What is the percentage of cost of service in comparison to total overhead of the radio department?" are interesting chiefly because they show the wide divergence existing in service department overhead in proportion to general overhead. Percentage of service expense starts at 1 per cent and goes as high as 10 per cent. On the other hand, many estimated that 50 per cent of the department overhead was reported.

A few dealers declared the cost of service to be 2, 3, 4, 5 and 6 per cent of the total overhead of the radio department. The majority of dealers figured 10 per cent as being about right. Comparatively few dealers stated that the cost ranged between 10 per cent and 45 per cent. On the other hand, many estimated that 50 per cent of every dollar spent in the operation of the radio department went for maintenance of the service department. Forty per cent of the dealers answering the questionnaire did not know what service was costing them, while a few answered that service paid its way.

Influence on Service of Lines Handled

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

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

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339 Metropolitan Dealers Listed in Symphonic Ad.

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

In line with its policy of giving its dealers wholehearted support through widespread advertising and sales promotion aids, the Symphonic Sales Corp., maker of the Symphonic phonograph reproducer, inserted a full-page advertisement in colors on the last page of the January 5th issue of The Talking Machine World.

In addition to giving the buyers a clear definition of the Symphonic reproducer and its merits, the advertisement listed the names of dealers in New York and nearby cities and towns where the reproduction could be purchased. This list, which included 339 names and addresses of Symphonic dealers, was sub-divided into sections so that anyone interested could immediately select the name of the dealer located nearest to his home or place of business.

Northwest Radio Trade Ass'n Activities Planned

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

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

Watch Costs, Says Tregoe

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

Hygrade Radio Products, Newark, N.J., has been incorporated with authorized capital of $50,000 and shares of no par value. The incorporators are G. Harrison, V. W. Bennett and A. M. Bennett.
This ad is one of the brilliant color pages running every month all the year 'round in a long list of the most important national magazines. Can you afford to be without the one heavily advertised vacuum tube, when customers demand it?

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

RCA Radiotron

MADE BY THE MAKERS OF THE RADIOOLA
Great at home or on the open seas
-this double purpose Radiola

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

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

RCA Radiola
MADE • BY • THE • MAKERS • OF • THE • RADIOTRON
THE TALKING MACHINE WORLD, NEW YORK, JANUARY 15, 1927

RCA Radiola
MADE • BY • THE • MAKERS • OF • THE • RADIOTRON

Radio Corporation of America
New York - Chicago - San Francisco
Sell performance—at a price

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

Sell now to the traveler

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

Sell battery or "light socket" operation

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

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

RADIO CORPORATION OF AMERICA

New York  Chicago  San Francisco
RCA Loudspeaker 104

LOUDSPEAKER
with battery eliminator

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

A home demonstration usually results in an immediate sale.
Profit Winning Sales Wrinkles

One of the greatest problems of the retail telephone dealer is to-day is to promote record sales to the point where turnover will enable him to show a profit. The record department is assuming greater importance in the telephone store each year and for that reason the dealer who fails to get behind records is automatically limiting his profits. A one or two-time turnover per year is not sufficient. The dealer must constantly analyze the desires of his customers and potential customers and buy records accordingly. With the merchandise in hand the next step is to dispose of it as quickly as possible.

A Worth-while Demonstration

Demonstrations, whether they are given to groups or individuals, are admittedly the means by which radio receivers are sold and when it proves difficult to induce prospective customers to come into the store the forethoughtful dealer will find some way of interesting the public in records. Sending out the supplements regularly is the first step. The second step is window and store display as well as other forms of advertising. Wittich's, The Musical Shop, of Reading, Pa., has found an inexpensive way of moving records. This consists of a postal card which bears the title "Specially Released this Morning." The card contains the titles of a specially selected record and beneath is this following message: "The demand for this record will possibly be without precedent, because it is the first record in which Jesse Crawford-organist of the National Record Albums—has never become

One Demonstration Sold Nine Radio Receivers—Schafer's

Clever Publicity—Radio Salesmen Demonstrate Sets in Their Own Homes—Uses Telephone to Hold Record Customers—Other Unusual Stunts

The company has found the telephone of inestimable value in keeping track of many of its products printed on slip covers for school books and had the printer deliver 5,000 of the covers to the superintendent of schools to be given to pupils as they needed them. Naturally the pictures of the radio receiver were constant before the eyes of the children and of their parents also with the result that in addition to what sales resulted, the name of the Radio Shop and Radiola became connected in the minds of thousands with radio products.

Weekly record concerts at which the latest record releases are played for an audience which averages between fifty and sixty have proved a most successful sales stimulator for the Boulder Masterwork album record. Miss Schwinger finds, best serves to hold her old customers.

School Book Advertising

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

A certain New York dealer does a very large foreign language record business. In quite moments he plays over and acquaints himself with these records. That's the answer!
New Methods Are Needed to Build Sales of Talking Machines and Recordings

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

If we look back over the past twenty years, we find that talking machine manufacturers one by one found themselves compelled to build demand for their products by the most elaborate methods. These began with the gradual collection of recordings of great operatic voices. A sort of contract war to obtain the greatest number of well-known operatic names as those of exclusive recording artists was waged with varying success for several years. This foundation of names was then built upon by ingenious and extensive national advertising. The talking machine became popular and much wanted, and extensive national advertising began. This founda-

Creating Its Own Troubles

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

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

New Salesmanship Called For

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

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

The Old Machine and Its Problem

Moreover, there are the millions who have bought talking machines and records of the older types. Those who have the finer among the old machines may be willing for long to put up with them, in spite of their now obvious inferiority; but in that case there is the whole new and wonderful world of electrical recording to which they have not yet been introduced and which makes even old-type machines sound quite different and better in every way. On the other hand, those who have older machines and records, but who become convinced of the immense superiority of the latest instruments, will not long delay in purchasing one. It will be entirely a matter of good salesmanship, of demonstration; in fact, of education.

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

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

The Dependable Music Store

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

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

STARR PIANOS  STARR PHONOGRAPHs  GENNERT RECORDS
Represent the Highest Attainment in Musical Worth
The STARR PIANO COMPANY
Established 1872
Richmond, Indiana
For Your Protection!

**KING** Dealers Get Every Inquiry

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

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

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

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

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

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

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

THE H. N. WHITE CO.
5215-83 Superior Avenue
CLEVELAND, OHIO

Makers of

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

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

Also send information about your plan for financing sales.

Name of Firm

Address

City

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

Victor's headliners make it possible for you to build a bigger business!
Famous instrumental soloists and organizations

Frank Banta
Goldman's Band

Jesse Crawford
Arthur Pryor's Band

Sousa's Band

Dance orchestras

Paul Whiteman and His Orchestra
Aaronson and His Commanders
Coon-Sanders Orchestra
Jan Garber and His Orchestra
Jean Goldkette and His Orchestra
Goodrich Silvertown Cord Orchestra
Johnny Hamp's Kentucky Serenaders

Roger Wolfe Kahn and His Orchestra
Art Landry and His Orchestra
George Olsen and His Music
Russo & Fiorito and the Oriole Orchestra
Philip Spitalny and His Orchestra
Waring's Pennsylvanians
Ted Weems and His Orchestra

Musical comedy, vaudeville and radio headliners

Will Rogers
Gene Austin
Brox Sisters
Correll and Gosden
Frank Crumit
Duncan Sisters
The Eight Popular Victor Artists

Jane Green
Maurice Gunsky
Walter E. Kelly
(She Virginian Judge)
Sir Harry Lauder
Gertrude Lawrence
Beatrice Lillie

Miller and Farrell
The Revelers
Sam 'n' Henry
Silver Masked Tenor
Jack Smith
Aileen Stanley
Tom Waring

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

Farling’s Music Store is now seven years old and from the day the proprietor purchased a truck and started canvassing until the present time outside sales is the bulk of the business of the talking machine sales. To-day the accountson the books of this enterprising dealer are valued at $60,000. Some time of each day is given over to canvassing outside of the buying districts within a radius of fifteen miles of the store.

How Farling Canvasses

Here is how Farling goes after business on the outside. From two to four talking machines are loaded on the truck and started canvassing drive during a season when things are slow the cost of the outside selling is minimized by increased revenue.

Star of “Honeymoon Lane” Is New Columbia Artist

Kate Smith, newcomer to Broadway ranks, has proved one of the “finds” of the year —is now exclusive Columbia star.

Kate Smith, one of the latest additions to the Columbia Phonograph Co.’s list of exclusive artists, is one of the brightest of the stars in “Honeymoon Lane.” Miss Smith was “found” by Eddie Dowling, entertaining at private affairs in Washington.

F. B. Connelly Co. Wins Success With Carryolas

In less than two months Montana Carryola distributor has opened more than one hundred accounts and secured big volume.

Billings, Mont., January 4—Just sixty days ago the F. B. Connelly Co., of this city and Great Falls, Mont., was appointed a Carryola jobber for this section. In that short period this firm has developed a portable business that is indeed remarkable. STARTING FROM SCRATCH, it has interested more than one hundred live retail accounts.

Don Leopold, sales-promotion manager of the Carryola Co., with whom the F. B. Connelly Co. originally contracted, is extravagant in his praise for this distributor. He states that the Connelly Co. is one of the most aggressive and dynamic concerns that he has known in his seven years of contact in this industry. K. A. Connelly is the guiding genius of the operation and he is a merchandiser of the most practical type.

For Quality Receivers

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

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

BOUDETTE MFG. CO. M. P. A.
1992 OTYOR ST. BOSTON, MASS.

For Quality Receivers

$25.00

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BOUDETTE MFG. CO. M. P. A.
1992 OTYOR ST. BOSTON, MASS.
Reproduction of this ad will appear in over 50 Metropolitan Newspapers

$1000.00 Cash for a Name

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

Contestants are to suggest an improvement for the words:

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

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

Present Slogan . . . . "Delivers pure direct current from your light socket."


Dependability . . . Maximum and un-varying power always available.

Flexibility . . . Voltage adjustable to meet varying conditions on any radio set.

Durability . . . No acids or liquids.

Economy . . . Low cost and best form of "B" power.

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

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

GRIGSBY-GRUNOW-HINDS CO.
4584 ARMITAGE AVE.
CHICAGO, ILL.

(Use this form or one similar)


I submit for name MAJESTIC

For slogan

My name

Address

(If desired, attach explanatory letter)
Announce the Electrobeam Gennett Recording Process


The Starr Piano Co., Richmond, Ind., has just announced to the trade a new process of recording which will be designated as the Electrobeam Gennett. This new process embodies several distinctive characteristics in connection with electrical development, and was perfected by a staff of experienced electrical experts working in conjunction with the engineers of the General Electric Co.'s laboratories. It is stated that the Electrobeam Gennett is based on a new recording principle. Charles Bechtel, controller of sales for the record division of the Starr Piano Co., during a recent visit to New York commented as follows upon the new recordings: "We feel that in our Electrobeam Gennett we are producing a record whose approach to perfection is an outstanding achievement of this industry. The most striking characteristics of this new principle of recording is that the exceptional volume secured without a trace of blast or harshness and the rich quality of tone, combined with a bell-like resonance. The secret of this lies in a process of tonal modulation, which our engineers have perfected after more than a year's research. We are also using the finest quality of stock that can be secured."

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

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

(Continued from page 3)

De Forest Radio Co," said Mr. Crosley while in New York. "I have always believed that the name De Forest and certain other rights of the company could be made of great value. "After giving considerable study to the matter, and at the request of a large number of stockholders, I have entered into an agreement for the operation and management of the company, with the intent to develop its business and to enable it to occupy the position in the radio field to which its name and other rights entitle it."

The De Forest Company will still maintain its name, according to Mr. Crosley, and not change or submerge its identity in any way. As compensation for his work and for the money advanced, Mr. Crosley will receive 3% per cent of commission on the first $3,000,000 of annual net sales and 1 1/2% per cent on the net annual sales over that amount. The 39,000 shares of treasury stock which Mr. Crosley received will be placed in escrow in a Cincinnati bank until the stock earns $1.50 per share, when they will become his property.

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

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

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

In keeping with the diversification of its present line of distribution, the Blackman Talking Machine Co., Inc., New York, one of the foremost distributors in the country, changed its name, on January 1, 1927, to the Blackman Distributing Co., Inc. J. Newcomb Blackman, president of the company and for many years a foremost factor in all constructive developments pertaining to the music industry, announced the change in name, advising the trade at the same time that the new corporate title involved no change in ownership or management. The company's sales policy will continue unaltered except as its increased business will make for improved service.

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

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

"The Radiotrons" on the Air

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

Announces

The fourth of a series of advertisements /

2 pages facing in color in

THE SATURDAY EVENING POST
This Advertisement Appears in THE

Two things every

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

Columbia

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

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

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

Columbia

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

Columbia New Process Records (Viva-tonal Recording)

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

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

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

Columbia Phonograph Company, 3819 Broadway, New York

Canada: Columbia Phonograph Company, Ltd., Toronto

Viva-tonal Columbia: Model 10—$1.50. (Deco: rated ‘Brown Malta’: any.) Model 100—$2.95. (Viva-Tone Walnut.)

Tiger Rag

Ted Lewis and His Band

770-D (144444)

MUSIC OF ALL THE WORLD
It is evident, from all indications, that 1927 will be the banner year for the phonograph and record trade—still better, even, than 1926.

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

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

COLUMBIA PHONOGRAPH COMPANY
1819 Broadway
New York
Crosley Foreign Sales Show Material Increase

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

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

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

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

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

Fifteen Hundred Employes Share in Prosperity of Neutrodyne Radio Manufacturer

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

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

Pacific Radio Trade Ass'n Holds Enthusiastic Meeting

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

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

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

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

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

Harry Reser and Eskimos Renew Columbia Contract

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

Carryola Executives Make Important Trade Trip

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

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

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

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

PRIESS STRAIGHT NINE

Write for name of our distributor in your territory [We have a most unusual opportunity for the right man]

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

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

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

PRIESS STRAIGHT EIGHT

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

PRIESS STRAIGHT NINE

Priess Radios are nationally advertised. Full information on request.

PRIESS RADIO CORPORATION

693 BROADWAY, NEW YORK

Console Model, $335
Money-Making Suggestions for Ambitious Merchants

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

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

The public schools as prospective customers for the new talking machines and records should prove profitable to the dealer who is willing to co-operate with the school authorities. It often happens that the principal of a school is more than willing to purchase an instrument and a large stock of records for the education and entertainment of pupils, but the necessary funds are lacking and the budget prepared by the civic authorities provides for no such outlay of money. There are a number of methods by which the money can be raised and the enterprising dealer will find that the necessary co-operation will in most cases be forthcoming from those interested. A Brooklyn, N. Y., talking machine dealer has for years past been working in close harmony with the principals and music supervisors of several schools in his vicinity and has profited greatly thereby through the sale of several Orthophonic Victrolas, a number of portables and a large number of records. This dealer has raised the money through which the schools made their purchases by working with Mothers’ Clubs, which are organized in some schools and conduct social events such as card parties and cake sales at intervals, to which a small admission is charged, the money going toward the purchase of the instrument. In other cases, where no such organization exists, an entertainment is prepared with the assistance of the principal and an hour or so of the school time is given over to the event. The children pay an admission fee of about twenty-five cents, and as a great part of the entertainment consists of selections played by the Orthophonic, together with songs and recitations by talented pupils and volunteer entertainers, the entire proceeds go to the purchase of the instrument. Another feature of this type of sale is that repeat sales of records are steady and large, and good will toward the dealer’s establishment is built with the teachers and pupils of the schools.

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

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

Without Question

America’s Finest

Radio Cabinets

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

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

Cabinets for Every Purpose—They Complete Any陈列

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

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

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

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

One of the most effective aids to a display of band instruments is the proper use of spotlights in the wall cases in interior store displays. The polished metals of the various instruments are in themselves eye-arresting, but the full value and eye-appeal of the various instruments are not shown as their best when the light is placed in a position which has not the full advantage of natural light, and in cases where artificial lights are employed spotlights will bring out the full beauty of the instrument. Any dealer can do to attract attention to the lines he handles, of course, is certain to have a favorable effect on sales and the intelligent use of spotlights on instruments makes them stand out sharply and brings them more forcibly to the attention of prospective customers.
The New Balkite Charger
MODEL J. Has two charging rates. A low trickle charge rate and a high rate for rapid charging and heavy duty use. Can thus be used either as a trickle or as a high rate charger and combines their advantages. Noiseless. Large water capacity. Visible electrolyte level. Rates: with 6-volt battery, 2.5 and .5 amperes; with 4-volt battery, .8 and .2 amperes. Special model for 25-40 cycles with 1.5 amperes high rate. Price $19.50. West of Rockies $20. (In Canada $27.50.)

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

Three New Balkite "B"s
Balkite "B" eliminates "B" batteries and supplies "B" current from the light socket. Noiseless. Permanent. Employes no tubes and requires no replace- ment of tubes or motors. Three new models. The new and popular priced Balkite "B"-W at $37.50 for sets of 5 tubes or less requiring 67 to 90 volts; Balkite "B"-X, for sets of 6 tubes or less; capacity 30 milliamperes at 135 volts—$42. Balkite "B"-Y, for any radio set capacity 40 milliamperes at 150 volts—$69. (In Canada "B"-W $39; "B"-X $59.50; "B"-Y $96.)

Balkite Combination
When connected to the "A" battery this new Balkite Combination Radio Unit supplies automatic power to both "A" and "B" circuits. Controlled by the filament switch on your set. Entirely automatic in operation. Can be put either near the set or in a remote location. Will serve any set now using either or both "A" batteries and requiring not more than 30 milliamperes at 135 volts or 40 milliamperes at 150 volts. Price $59.50. (In Canada $83.)

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

Now push the line that sells after January 1st
Balkite sales during the 1925-26 season were 15% greater after than before January 1st

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

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

Such a record is to be expected. Every sale of a radio set creates a new Balkite prospect. In many cases a Balkite sale is made at the same time. But in many more the sale follows a month or two later. That is why Balkite sales continue to mount after the peak of the selling season for sets is over. That is why Balkite is one of the lines you ought to push now.

Jobbers and dealers who concentrated their efforts last year on a few live lines secured a much larger volume of sales than those who scattered their efforts on many items, most of which were Practically unsaleable at this time of year. When you push Balkite you profit by Balkite broadcasting and by one of the greatest advertising campaigns in radio.

This campaign goes right on after January 1st. It is behind you when it can do you the most good.

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

FANSTEEL PRODUCTS COMPANY, INC., North Chicago, Ill.
There Is a Big Market in Portables for Kiddies’ Use

By V. S. Martin

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

Just now there is so much ado in the educational world about the “neglected age,” the pre-school age, the two-to-schooltime age, that I want to tell you a small model for the twins. And it is about the machine.

They began to play it before they could talk. To date, in two years, they have never broken the regular records that the two-to-schooltime age, that the want to tell you. This is not to say that the things they themselves thought of learned to operate it unsupervised. I began to pace on the record near the hole little pictures that would suggest that record to the child. This they did with great enjoyment. The words were easy because they think it a lullaby. A darkie’s head marks the negro spirituals (and how the wee lads do love those simple spirituals. They know them by heart) I might go on indefinitely. But the idea is enough. Each mother would find ways to mark the records in her collection.

And now a word about jazz. I have a few instrumental records only. They readily distinguish and like very much the saxophone and the rhythm of jazz. But—I do not want to make this your year’s popular words permanent in the hearts of children who are at their most impressionable age. So, “Yes, Sir, She’s My Baby” and similar ones are eliminated from our collection—just because we object to them. I keep them in their place when the boys, three years of age, have free access to the cabinet of records. And in the days when I wished it, I could sew between records, or put the thing on my kitchen table while I washed dishes and prepared meals. I did operate it. But it was not long before they were demanding eagerly to run it for themselves. I began by letting them put toys on the disc, but I removed sound box first out of the wax of bumps. They put pieces of paper on and watched them revolve. I gave them colored discs of paper with holes in (educational, too, as well as amusing). They piled their blocks on the table and started it revolving and shrieked delightfully when the blocks fell off. They put tiny autos on the turntable and had races. The things they themselves thought of to do with that revolving turntable surprised even me.

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

Let me tell you the records they favor. Do you wonder how they develop? For instance, a “Cornet” record. It is instantly apparent and takes but a few moments to adjust again to the seventy-eight revolutions suggested.

For Profits and Radio Results with WESTON Instruments

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The Silent Motor Family

Motors Tone Arms Reproducers
Made Right and Offered at Astonishing Prices

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

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

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

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

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

Now located in our new home

Silent Motor Corporation

Herman Segal, President

317-323 East 34th St. New York City
Business Outlook for Nineteen Twenty-seven

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

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

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

Elsewhere in the World there are presented the views of various prominent figures in the talking machine and radio trades relative to the problems that are likely to face the retailer during 1927. It is the consensus of these opinions that although there is every reason for optimism, and although the retailers will have highly developed and improved mechanisms and greatly improved means for the utilization of those mechanisms to offer the public, there will still be a real need for intensive salesmanship. It will not be simply a question of telling the public how good this talking machine or that radio really is, but rather of convincing prospects that they need that particular instrument in their homes far more than they need some other article of home equipment or adornment.

The competition will not be within the trade itself so much as it will be outside the industry, with thousands of new products of various kinds seeking to capture the public’s dollars.

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

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

Nation-wide Survey of Radio Servicing Methods

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

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

The truth of the matter is that all too few dealers have any accurate knowledge as to the cost of servicing radio, or how that cost can be kept within reasonable bounds, despite the fact that...
there are at present the experiences of several years in radio merchandising on which to draw.

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

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

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then he can set about remedying the situation and he need not work in the dark in bringing about reforms.

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

Reaching Common Ground on Radio Legislation

ORD comes from Washington to the effect that the conference committee of Congress has been giving earnest thought to the drafting of a new radio bill that will iron out the differences between the House and Senate as to the ideal measure and serve to clear up a situation that is so embarrassing to broadcasters, the radio industry generally and the public. Although the work of the committee is being held more or less secret, it is hinted that there is a leaning toward the White Bill, which is designed to place administration matters are taken care of, it is likely to be the legislation that shows the most pressure behind it that will receive consideration at this short session of Congress.

A Sales Practice That Hurts Retail Trade

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

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

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

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

Growth of Musical Appreciation

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

OCTAONE

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

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

Slightly Higher
west of the Rockies

Licensed Under Frank E. Miller,
Patent Numbers 1,190,787, 1,220,669, 1,294,137. Other Patents Pending.
Radio Service Builds Profits for Schott

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

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

Profit or Loss From Service

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

$500 Per Month From Installations

"The revenue of the service department from installations of sets averages a little over $500 per month. In addition, there is an income from other service work, an important item of which is sales of accessories to owners of radio sets. "We have found that it pays to make service installation a matter of principle. The loss of the trade of one individual customer would not be so bad, but the adverse advertising resulting from customer dissatisfaction is something which no dealer can fight. Then, too, if the right kind of service men are employed considerable business in replacements should accrue from service calls.

Educating the Customer

"Our service men are experienced in radio engineering. When they examine and repair a set they know what they are doing. Also at the time the set is installed in the home of a customer the service man is given strict orders not to leave the house until the set has been completely installed and at least four broad-casting stations have been logged. The service man gives the customer from fifteen to twenty minutes' instruction in the operation of the set before he leaves the house. This, alone, has been a tremendous factor in making satisfied customers and in reducing the necessity for service. If people know how to operate their sets and what the set will and will not do they will not blame the receiver and the dealer as soon as something goes wrong."

Life of Batteries

"We are careful to advise radio customers of the probable life of the batteries, and where storage batteries are part of the installation we explain that the battery is not fully charged and after a week of normal use a 48-hour charge is necessary; then at intervals of two weeks for a short period it is advisable to recharge and after that charge only when necessary, as made up by the service department. These instructions reduce the need for service because men are called out many times only to find the set in perfect condition and the trouble in round-

The perfected Single Dial Set!

Shamrock condensers are synchronized to a hair's breadth and no model is equipped with this condenser until it is subjected to exhausting tests in special devices built and owned exclusively by Shamrock. As a result the Shamrock Radio possesses a degree of selectivity enjoyed by few—even the most expensive models.

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

SHAMROCK

SHAMROCK RADO SETS

SHAMROCK MANUFACTURING COMPANY

Main Office and Factory: 196 Waverly Ave., Newark, N. J.
The VAL PHONIC Reproducer is constructed with a hand hammered metal diaphragm—thin as a hair.

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

Every record buyer is a prospect.

Send for a Sample

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

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

J.A. FISCHER COMPANY
730 Market Street
Philadelphia, U.S.A.
Radio Service Builds Profits for S. L. Schott

(Continued from page 26)

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

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

Standard Radio Corp. to Market New One-Tube Set

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

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

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

Ellen O'Byrne De Witt Dies

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

Victor Record Posters

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

Exclusive Columbia Artists

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

New York Firm Chartered

Koenig & Koch, Glendale, N. Y., were recently incorporated at Albany to deal in radio apparatus with a capital stock of $5,000. The incorporators are C. and M. Koch and A. Koenig.
Creating Proper Atmosphere in Store Eliminates Evil of Home Demonstrations

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

Many radio prospects seem thoroughly "sold" on the idea that they cannot accurately judge the reproducing qualities of a radio set unless they are already doing it. And so Brown and Green, the other dealers, while feeling the weakness of such a policy, are sometimes practically driven to doing the same thing by the other dealers, who are already doing it.

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

Perhaps one reason why the Conkey store seems almost like a room in a real home, and has the genuine home atmosphere, is because Mrs. Conkey works here as a radio sales woman, and it is her dèct touch which has converted the store into a home sort of place, without subtracting any of its business-like characteristics.

To enhance the home effect, comfortable divans and rocking chairs are placed here and there among the displays of radio sets, and here women customers, or men, too, for that matter, may be seated in the same calm and leisurely fashion as in their own living rooms, and listen to demonstrations for a half day, if they please, and feel as much at ease as if actually at home.

"As far as possible, I have brought the home effect right into the store," said Mrs. Conkey. "Our problem is just exactly that of radio dealers, and we have practically solved it in this manner. We no longer, under any circumstances, leave a set for "experimental" purposes, in the home of a prospect. The greatest length to which we go, in this matter, is an occasional brief demonstration in a home, say an hour or 40. We have our own truck, and if the set is not sold, back it comes right into this store, and so argument.

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

"The method has succeeded so well that we have extended our experiments to another angle, that having to do with the matter of payability. Many radio customers have grown to expect time payments extending for a year or eighteen months. That's another evil which has grown up about the radio industry, and we are combating that from our particular business, as well as the other.

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

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

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

Tunes in on Japan and Makes Records of Program

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

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

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

He suspected that the music was coming from a Japanese station, although he could not understand the language. The following day he got into communication with Torao Kawasaki, T. Kaneko, attaché of the Japanese Consulate, and T. Mihar, a newspaper correspondent. These three gentlemen came to his home and then listened to the music as it was reproduced on the phonograph. They immediately recognized it and stated that the program had been broadcast from station JOAK, San Francisco, immediately.

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

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

Royal Roumanian Artists Make Brunswick Records

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

The Brunswick records of the brothers Jonescu include "Dream of Rotes," "Eyes of Sin," "Russian Gypsy Romance" and "My Thoughts." "Russian Gypsy airs and themes of vivid appeal.

Ceco Tube Dealer Aid

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

Suffers Fire Loss

The Harry C. Grove Co., Inc., Victor dealer, suffered losses when fire destroyed the three-story building at 1210 G street, Washington, D. C., in which his store is located, causing damage of about $65,000.
This is the most satisfactory and profitable "B" battery to sell, because it is the most economical in use

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

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

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

During 1927 this story is being told the public in smashing, convincing advertisements in leading national magazines and radio papers. Double-page spreads in two colors in The Saturday Evening Post form the keystone of the biggest advertising program ever planned for Eveready Radio Batteries. For "B" battery profits, put your sales effort on the Layerbilt.

Manufactured and guaranteed by NATIONAL CARBON COMPANY, Inc.

New York    San Francisco
Atlanta     Chicago     Kansas City

Canadian National Carbon Co., Limited, Toronto, Ontario

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

WABC-New York
WFIL-Philadelphia
WJZ-Washington
WOR-New York
WORB-Boston
WDEF-Birmingham
WJZ-Worcester
WWJ-Baltimore
WIP-Indianapolis
WJZ-Chicago
WECO-Detroit
WJZ-Grand Rapids
WJR-South Bend

For "B" battery profits, put your sales effort on the Layerbilt.
How Consistent Advertising Has Built Big Sales Volume for Bloomingdale's

Taking stock at the close of the business day a month or two ago, William Schneider, manager of the talking machine department of Bloomingdale's, New York, discovered that eighty instruments had been sold during the hours that the store was open. Naturally upon hearing of a volume of sales of this magnitude, one asks Mr. Schneider to what agency he attributes his success. How consistent advertising has built sales of this magnitude.

Mr. Schneider keeps this department busy throughout the entire year and has resulted in a volume of sales of phonographs and phonograph-radio combinations during the year amounting in value to approximately $500,000.

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

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

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

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

Mid-West States Possess Greatest Number of Sets

The report places New York leads the individual States with a percentage of radio sets in use in the United States. The report places 27 per cent of the country's sets in those States, which gives 19 per cent each to the Middle Atlantic States, composed of New York, New Jersey and Pennsylvania, and who are found to be good credit risks, the opportunity of purchasing records on a time basis.

These lead all other States by far, the ratios being in a general way reflected by the density of population.

Crosley Animal Cracker Radio Dial Sent Dealers

Cincinnati, O., January 5-In order that children, who cannot read figures, may tune in on their favorite station, an "animal cracker" tuning dial has been designed by the Crosley Radio Corp. This new dial, which consists of a hugging strip for drum-type station selectors on which is printed a series of animals, is set to respond to the numbers on an ordinary dial, is being supplied by the Crosley Radio, to all of its dealers. When the child wishes to tune in on a station he simply turns the dial to the cat, or the dog, or the particular animal that he has learned stands for the broadcasting station desired.

Equity Receivers Appointed for David Grimes, Inc.

In the matter of David Grimes, Inc. radio products, 1571 Broadway, Frank E. Burdette and Robert P. Lisswe were appointed under $15,000 bond, by Judge Bondy upon the petition of T. M. Miller Co., a creditor for $16,024, and the consent of the debtor corporation, which was organized in 1924 to engage in the manufacture of radio devices and electrical equipment. In October, 1925, the company has been in financial difficulties and turned the business over to the creditors under a trust agreement. Under the arrangement a bond issue of $1,500,000 was floated and the creditors accepted bonds in payment of their claims. Since that time additional liabilities of over $300,000 are said to have been incurred. The company operates a plant at Jersey City, which is subject to a mortgage of $170,000 and has additional assets consisting of stock and materials valued at over $600,000.

Musical Terms in Radio

Musical terms are entering more and more into discussions of radio performance. According to J. C. Lincoln, advertising manager of F. A. D. Andrea, Inc. New York, one of the latest Fada radio posters available to retail dealers is based on "timbre." The tone colors in loud-speaker radio reproduction are the subject matter of the poster, with the Fada Nenloulette and the Fada cone speaker strongly featured.
There's POWER behind the Gold Seal Line

Get the benefit of the powerful selling factors that aid Gold Seal dealers—
- quality product, finest of materials, design and workmanship
- backed without quibbling by a strong company whose success is based on a square deal policy to all
- national advertising which makes customers and satisfied dealers
- dealer cooperation of every type

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

Better get full particulars now—mail coupon today

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

Gold Seal
Radio Tubes

COUPON T.M.W. 1-27
GOLD SEAL ELECTRICAL CO., Inc.
250 Park Ave., New York, N. Y.

Gentlemen,—Please send me full particulars of the Gold Seal line and your attractive proposition.

Name ____________________________
Address __________________________
City ______________________________

Jobbers—A few attractive territories still open—write for details at once.
Interesting Proposals Regarding Broadcasting Legislation Made by C. R. Smith

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

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

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

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

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

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

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

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

A new radio loud speaker unit is being offered by the United Scientific Laboratories, Inc., on the Pierce-Airo single-dial receivers is now under way. It is a six-tube model with three stages of tuned radiofrequency, detector and frequency. Its single-dial control affords simplicity of operation. The Pierce-Airo is sold in chassis form, and David Wald, president of the organization, states that there is a splendid demand for this type of receiver.

Display Super-Ball Antenna

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

New Fada Distributor

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

Market New Rudell Unit

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

The 5-50

The SuperMusicone

The 5-75 Console

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

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

This set includes ideas for radio reception perfection NOT found in any other radio. Marvelous exclusive Crosley "Crescendon" and "Acuminators" increase volume on distant stations and bring in programs entirely passed by and missed on ordinary one dial control radios. Console is 40 inches high with ample room for batteries and a genuine Crosley Musicon is built in. Radio chassis same as in the 5-70 receiver. Beautifully finished two-tone mahogany cabinet, rose gold fittings.

$50.

$14.75

$75.

Prices slightly higher west of the Rocky Mountains Write Department 26, for Illustrative Literature

Crosley Radio Co., Cincinnati, Ohio. Powel Crosley, Jr., President

CROSLEY RADIO

THE CROSLEY RADIO CORPORATION

CINCINNATI, OHIO. POWEL CROSLEY, Jr., President

CROSLEY INSTRUMENTS

Each from the finest in radio of its class. All prices generally better for quantities; prices without accessories.

THE "40"-75

This little radio exten-
sion can add a million
happiness to thousands
capable receiver for
to long distance receiving.

THE "5-75" 159

A take preview of
amplification. Cros-
ley's genuine Crosley
amplification.

THE "5-75" 138

A two stage radio
frequency set with
the display of non-
fundamental, Crosley
amplification.

THE "RFL-75" $65

"THE "75-50"

A take preview of
amplification. Cros-
ley's genuine Crosley
amplification.

THE "SINGLE DIAL"

"THE SUPERMUSICONE"

"THE 5-75 CONSOLE"

"THE CRESCENDON"

"THE KNOBLE" DIAL SELECTOR

"THE "RFL-75" 185"

Six tubes, RFL-75. "RFL-75" condenser and tube shield for protecting each tube from interference.

CROSLEY 1927

THE TALKING MACHINE WORLD

January 15, 1927

THE TALKING MACHINE WORLD

JANUARY

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Traveling Advertisements

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

Using New Power Tubes in Old Type Radio Sets


The question with which dealers are frequently confronted, “Can I use the new power tubes in my old set?” has been answered by W. J. Bowles, Technical Engineer of Gold Seal Electric Co., Inc., New York, in the affirmative. Mr. Bowles points out that it is necessary for dealers to explain to their patrons that this type of tube is not designed to furnish more power or volume, but merely to handle more power, which is supplied by the B batteries and the additional volume provided by the speaker. In other words, the real function of power tubes is to furnish undistorted volume.

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

Manufacturers Inspect the Federal Brandes Factory

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

Predicts a Record Year Ahead for Radio Industry

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

Sterling Mfg. Co. Markets Two New Type Testers

Sterling Mfg. Co. Markets Two New Type Testers

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

Cleveland, O., January 3—The Sterling Mfg. Co., maker of automotive and electrical specialties and radio apparatus has placed on the market a Universal tester for “B” eliminators and a Universal tube tester that will take care of all the new power tubes. The “B” power tester, which is known as R-410, has been especially designed to promote store sales and to reduce the cost of service work. With this product the radio dealer is in a position to demonstrate suitable “B” power units to prove what they will do on a set he proposes to sell or show their adaptability to the receiver the customer already has. The tester will also protect the dealer from carrying in stock any “B” power unit which is below standard. The service expert will find that the power tester has been designed with ample forethought to cover any of the plate current tests which come up in his daily work.

The Universal tube tester and set servicer, No. R-408, is built essentially for testing in mil-lampere the plate current of vacuum tubes. It is by this test that the amplification value of a tube is determined. A socket and suitable adapters are furnished so that all tests can be made directly in the tube sockets without disconnecting any wires.

The Radio Builders Co., New York, has been incorporated with a capital stock of $5,000. The incorporators are G. A. Turley, L. M. Con- coran and T. F. Tormey.
With 1927 comes the 5th Year of PAL, the oldest and best known Portable Phonograph in the country.

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

$25.00 retail!
The Greatest Line of Portables Ever Offered to the Trade

**Kompact**
$12.50
(For West and South add 10%) (Canada, 10.50)

**Regal**
$15.00
(For West and South add 10%) (Canada, $13.00)

**P.A.L.**
DeLuxe
$25.00 Retail
(For West and South add 10%) (Canada, 25.00)

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

- Atlanta, Ga.
  Atlanta Sales Company
  39 Cone Street

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

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

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

- Butte, Montana
  Montana Electric Co.

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

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

- Cincinnati, Ohio
  Arthur Brand & Company
  1618 Vine Street

- Cleveland, Ohio
  Cleveland Phonograph Co.
  5300 Harvard Avenue

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

- Dallas, Texas
  James K. Polk, Inc.
  1313 Young Street

- Denver, Colo.
  Moore-Bird Company
  1720 Wazee Avenue

- Des Moines, Iowa
  Harger & Blish
  112 Eleventh Street

- Detroit, Mich.
  Wm. A. Carroll, Inc.
  10457 Woodward Avenue

- Elmira, New York
  Amusement Novelty Supply Co.
  Carroll Street

- Ft. Worth, Texas
  Novelty Sales Company
  512 Dan Waggner Bldg.

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

- Milwaukee, Wis.
  Music Arts Corporation
  517 Grand Avenue

- Montreal, Canada
  1270 St. Lawrence Blvd.

- Minneapolis, Minn.
  Superior Sales Company
  500 Kasota Building

- New Orleans, La.
  Janius Hart Piano House
  123 Carondelet Street

- Providence, R. I.
  George Gerber & Co.
  64 Weybosset Street

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

  810 Arch Street

- Pittsburgh, Pa.
  M. D. Swisher
  19 West Broad Street

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

- Salt Lake City, Utah
  Columbia Stores
  221 South West Temple

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

- Spokane, Wash.
  Washington Elec. Supply Co.

- Vancouver, Canada
  H. V. Mackinnon & Son

- Seattle, Wash.
  Seattle Hardware Co.

- San Francisco, Calif.
  Frederick H. Thompson
  1131 Mission Street

- Salt Lake City, Utah
  Strevell-Patterson Hdw. Co.

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

- Los Angeles, Calif.
  Yale Radio Electric Co.
  1111 Wall Street

- Knoxville, Tenn.
  Sterchi Brothers
  418 Gay Street

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

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

By concentrating on PAL you will be assured of REAL profits

PLAZA MUSIC COMPANY, NEW YORK, N. Y.
This MICRO-PHONIC Outfit actually changes an old style phonograph into a DEEP RICH TONE Instrument

This is the BIGGEST thing in a phonograph accessory ever offered

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

End Your Trade-in Worries

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

Complete

$10.00 LIST

Reproducer Only

$6.50 LIST

Liberal Discounts

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

Plaza Music Company, New York, N. Y.
Music Should Be Basis of Phonograph and Record Merchandising, Says G. C. Jell

Music is an art that transcends the confines of class or economic status. The composer of a piece should not be concerned with the manner in which it is played; it is the music itself that matters. A performance that degenerates into mere execution of the music can be detrimental to its true essence. Proponents of the phonograph and record business must emphasize the importance of music as the basis of their work. The artist who creates a piece of music has the responsibility to make it accessible to all who appreciate it. The record companies should not only provide recordings of the music but also ensure that they are of high quality. This would help to promote the art of music and encourage a greater appreciation for it. The goal should be to make music available to everyone, regardless of their background or financial status.
W. F. Barrett Elected to an Important Post

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

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

Mr. Barrett began his association with the subsidiary companies of the corporation in August, 1913. He is now president of the Prest-O-Lite Co., Inc., and a director of the National Carbon Corp., to the headquarters of the company in this city.

During the World War Mr. Barrett was a member of several war-work and advisory committees and put in the greater part of his time at Washington, assisting the Government in an advisory capacity on gases. He had charge of design, construction and operation of the U. S. Government Helium-producing plant for Army and Navy dirigible and balloon experiments.

In recognition of much longer time under ordinary conditions.

Edison Slovakian Records

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

Another Gulbransen Dividend

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

Phonographs Test Telephones

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

Elsa Alsen, Columbia Star Wins Acclaim in Chicago

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

Elsa Alsen, exclusive Columbia Phonograph Co. artist, is enjoying one of the most successful seasons of her career, as Wagnerian Prima Donna of the Chicago Opera Company. This famous dramatic soprano was born in Russian Poland of a Norwegian father and French mother. Her prodigious musical talent was evident early in life, for in school she sang soprano, contralto and tenor parts as needed. When seventeen years of age she began her musical studies at Breslau, making her debut some twenty months later.

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

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

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

Powel Crosley, Jr., Donates Christmas Gift Program

CINCINNATI, O., January 4.—An organ recital by Adolph H. Stadler, Lillian Flogstedt and Johanna Gross was broadcast from station WLW, this city, and a network of seventeen stations of the National Broadcasting Co. The program was the Christmas gift of Powel Crosley, jr., president of the Crosley Radio Corp., to the radio audience of America. The program was given from 3:00 to 4:00 p. m. Eastern Standard time and was of a varied nature, beginning with favorite Christmas carols and continuing with many well-known melodies with some of the most popular hits of the past year interspersed.

Particular People Who Insist on the BEST Are Asking for The New

MU-RAD

SUPER-SIX RECEIVER

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

Write for Proposition!
The World's Largest Service Institution

Everybody's
Talking Machine Co. Inc.
810 Arch St.

Makers of Honest Quaker Products
The Time is
Equip those ‘Trade-in’
Reap Big

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

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

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

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

Because the Symphonic Reproducer brings out

Symphonic
PHONOGRAPH REPRODUCER
The Original Aluminum-Alloy Diaphragm Sound-box

SYMPHONIC SALES CORPORATION - 370 SEVENTH
Ripe NOW to Phonographs—and Profits!

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

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

And its margin is highly satisfying.

TURN "TRADE-INS" TO QUICK ASSETS

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

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

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

Symphonic TONE ARM

The Symphonic Tone-Arm comes in two sizes, 8 1/2 inches and 9 1/2 inches. Only three screws to be inserted, making replacement hardly a five-minute job. Heavily nickel or gold plated. Hinge permits reproducer to rest against arm when not playing.
Christmas Gift Buying Brings Up Sales
Volumes of Retailers in Kansas City

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

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

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

Predicts Big Brunswick Year Ahead

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

"We base our optimism for a great year in 1927 not only on the above facts but because conditions in our territory are sound and normal. We will have a record flour production this year and wheat, which has been holding at a good price, has offset corn production, which this year, but not disturbed in total because of millions that will create a broad basis of purchasing power, a power not everywhere equal to what it was quite a few years ago.

Expensive Instruments Moved briskly

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

Strong Holiday Demand

Burton J. Pierce, sales manager of the Orthophonic department of the J. W. Jenkins Sons Music Co., reports that business in Orthophonics for Christmas delivery was eminently satisfactory. Christmas buying was especially strong at the Wurlitzer store here during the pre-Christmas season. The new radio department, recently installed, has had a good share of the attention of customers.

"Stewart-Warner Matched Unit Radio" Is Registered

The phrase "Stewart-Warner Matched Unit Radio" as applied to radio receiving apparatus is now officially registered at Washington, D. C. A certificate of U. S. Patent registration has been issued to the Stewart-Warner Speedometer Corp., Chicago, under date of October 26, 1926, No. 19222. As a result the phrase "Reg. U. S. Pat. Off." may now be used in all Stewart-Warner radio advertising.

On 7,000 Mile Trade Tour

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

Huge Shipment of Bosch Radio for New York City

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

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

Peggy Bernier with Columbia

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

F. A. D. Andrea a Father

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

FULL LINE of HARDWARE
For Radios and Phonographs

H. A. GUDEN CO., Inc.
87 WALKER STREET
NEW YORK, N. Y.
THE YEAR 1926 has again proven conclusively to the makers of the Stewart-Warner Matched-Unit Radio that reliable merchandise manufactured by a concern of good reputation and distributed on a clean-cut basis is the one certain means of obtaining success in present day marketing.

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

One big reason why these houses have shown preference for the Stewart-Warner line is the distributing organization. Stewart-Warner Products Service Stations handle Stewart-Warner products exclusively. Their activities are directed by the factory to a large extent. They have at all times lived up to Stewart-Warner policies and standards, always maintaining list prices and establishing dealers with territorial rights. They have not attempted to obtain distribution at every street corner; Stewart-Warner Blue Ribbon Dealers are given an opportunity to build a successful business on Stewart-Warner Matched-Unit Radio in their respective localities because of our protective franchise.

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

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

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

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

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

**Distribution Is Country-wide**

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

**Important Announcement to the Trade**

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

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

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

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

**Amplion Patrician**

AA-18—$50

**Amplion Cone**

AC12—$30

**The Amplion Corporation of America**

Suite C

280 Madison Avenue

New York City

The Amplion Corporation of Canada Ltd.

Toronto

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

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

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

**New Distance Records Being Made With Kolster Sets**

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

New records in distance reception for small sets are being made by the Kolster six-tube table models this Winter, according to reports received by Federal-Branches, Inc., New York, from Pacific Coast radio fans that they hear Tokyo, Japan, regularly, and others report cross-country reception on indoor aerials. The Kolster radio line includes five models this year, with six or eight tubes. One knob in the center of the panel lends simplicity of control. Three models operate on indoor or outdoor antenna and two on loop aerials. All tubes are lighted by one control switch, doing away with filament rheostat adjustment. Cone speakers designed by Brandes acoustical experts are either built into the Kolster sets or recommended for their use to match impedance and pitch. Engineers are attracted by the sturdy construction of the new Kolster models. It is said that a man can stand on the chassis without injuring it in any way. All connections are soldered and all tubes are completely cushioned.

**Introduces New Tube**

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

**New Columbia Artists**

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

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

**A. D. Silva Is Valuable Addition to Farrand Staff**

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

The Farrand Mfg. Co., Thompson avenue at Court street, Long Island City, N.Y., manufacturer of Farrand cone speakers and Farrand battery eliminators, has been receiving congratulations from many members of the trade following its recent appointment of A. D. Silva as vice-president in charge of engineering. Mr. Silva is one of the best-known engineers in the trade and the acquisition of his services by the Farrand Co. is considered particularly fortunate.

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

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

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

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

Music Merchants

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

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

Just turn this page!

CARRYOLA COMPANY of AMERICA
647 Clinton Street
Milwaukee, Wisconsin
The Largest Makers of Portable

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

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

CARRYOLA COMPANY of AMERICA
647 Clinton Street
Milwaukee, Wisconsin
Phonographs in the World!

The Carryola Cub

Completin;g the New Line

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

This new portable is a real performer, with splendid volume, excellent tone, and sturdy construction. Strong, thoroughly-tested motor, standard tone-arm, and reproducer. Attractively covered with genuine Du Pont Fabrikoid of distinctive new design. Three colors—blue, black, or brown. Plenty of eye-value and sales appeal!

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

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

Carryola Company of America
647 Clinton Street
Milwaukee, Wisconsin
FEATURING CARRYOLA PORTABLES

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

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

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

ALUMINUM SPECIALTY COMPANY
45 Trinity Avenue
ATLANTA GEORGIA

A COMPLETE LINE OF PORTABLES—CARRYOLAS

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

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

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

F. B. CONNELLY CO.
BILLINGS MONTANA
GREAT FALLS MONTANA

COMPLETE STOCK OF CARRYOLA MODELS

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

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

ALUMINUM SPECIALTY COMPANY
330 N. Ervay Street
DALLAS TEXAS

CARRYOLAS SELL THE WHOLE YEAR ’ROUND

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

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

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

FRANK R. WITMAN PHONOGRAPH SUPPLY CO.
PUTNAM CONN.
NEW ENGLAND DISTRIBUTOR OF CARRYOLAS

The Carryola Master
ATTENTION!
ROCKY MOUNTAIN MUSIC MERCHANTS

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

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

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

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

GRAY BROTHERS COMPANY
Wholesale Exclusively
1453-1455 Court Place
DENVER COLORADO

THE FASTEST SELLING LINE OF PORTABLES IN THE WORLD

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

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

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

PROFIT BY SELLING THE CUB

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

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

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

CARRYOLA
SALES ARE CLEAN, QUICK, CASH BUSINESS

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

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

Our motto is—Immediate Service!

HALPERIN DISTRIBUTING CO.
30 West 15th Street
NEW YORK NEW YORK

Illinois Musical Supply Co.
615-617 So. Wabash Ave.
CHICAGO ILLINOIS

OKEH PHONOGRAPH CORP.
15 West 18th Street
NEW YORK NEW YORK

The Carryola Master
CARRYOLA PORTABLES

CARRYOLA
Service For Southern Dealers

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

We serve a large group of these satisfied dealers in the South. It is our business to keep them happy. And we do so, easily, with the Carryola line. The profit margin is generous and they sell quickly. They offer more for the price—in tone, volume and appearance.

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

Southern Aluminum Company
Incorporated
513 Conti Street
New Orleans, Louisiana

Anticipating Our Biggest Carryola Year

We expect 1927 to be our biggest Carryola year.

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

Our complete stock insures you prompt service.

Sterchi Furniture and Carpet Company
Atlanta, Georgia

Why We Are Carryola Distributors

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

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

And every sale is profitable. There’s a good margin for dealers—and Carryolas “stay sold.”

Walter S. Gray Co.
Jobbers
1054 Mission St., San Francisco
926 Midway Pl., Los Angeles
1241 Railroad Ave., So., Seattle

The Carryola Master
CAR RYO LA

MUSIC DEALERS!
HERE’S A LINE
THAT SELLS!

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

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

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

We guarantee prompt service from our constantly replenished stocks.

WILLIAMS MUSICHROME
Everything in Music
BIRMINGHAM ALABAMA

CARRYOLAS
ARE THE FASTEST
SELLING PORTABLES

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

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

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

YAHRL-LANGE, Inc.
442 E. Lafayette Ave. DETROIT
207-15 E. Water St. MILWAUKEE

CARRYOLA USES QUALITY PLYWOOD
They Think in Terms of Production

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

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

GEORGE L. WAETJEN & CO.
713-723 PARK STREET MILWAUKEE

The Carryola Master
GENERAL BOX COMPANY

with fifteen plants, and a corps of box engineers, is in a superior position to render unfailing service and the most economical of box and crate designs.
YEARS of experimenting, years of sincere effort, years of successful experience in motor building, have brought an acknowledged record of accomplishment which is recognized throughout the industry.

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

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

THE GENERAL INDUSTRIES CO.
Formerly Named The General Phonograph Mfg. Co.
ELYRIA OHIO

Makers of Precision Products for a Quarter of a Century
STAMPING and DESIGNING
for both
GENUINE and ARTIFICIAL LEATHER

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

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

THE HEINN COMPANY
Originators of the Loose-Leaf System of Cataloging
340 FLORIDA STREET
MILWAUKEE WISCONSIN
EMPIRE
UNIVERSAL TONE-ARMS
and
REPRODUCERS

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

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

No. 75 TONE-ARM and
EMPIRONIC REPRODUCER

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

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

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

THE EMPIRE PHONO-PARTS CO.
(Est. 1914)
WM. J. McNAMARA, President
10316 Madison Avenue
CLEVELAND

OHIO

The Carryola Master
WILBUR PRODUCTS COMPANY, INC.

Exclusive American Representatives

of

Maestrophone Societe Anonyme

STE. CROIX SWITZERLAND

We represent the world’s foremost manufacturers of motors, tone-arms, sound boxes, etc. We specialize in creating and producing to manufacturer’s own individual specifications and requirements.

Among our patrons is the Carryola Company of America, famous portable manufacturers.

WILBUR PRODUCTS COMPANY INCORPORATED

LANCASTER PENNSYLVANIA, U.S.A

New York Representative, H. L. COOMBS, Fisk Bldg.
250 W. 57th Street Phone, Columbus 0874
Abe Lyman's Orchestra on West Coast Circuit

Poplar Brunswick Recording Aggregation Receiving $85,000 for Engagement of Twenty Weeks in Leading West Coast Theatres

CHICAGO, Ill., January 5—Abe Lyman's California Orchestra, exclusive Brunswick recording artists, has just closed a contract with the West Coast theatre circuit which calls for a salary of $85,000 for a twenty-week engagement. The orchestra opened Christmas Eve at the Uptown theatre, Los Angeles, at which time Lyman and his boys gave a Christmas eve party, distributing Brunswick records, autographed by Lyman, to each patron.

Windsor Furniture Co. Markets New Cone Speaker

Model No. 200 Has Twenty-inch Cone and Is Enclosed in Handsome Console Cabinet With Room for Batteries and Eliminator

CHICAGO, Ill., January 3—The Windsor Furniture Co. has placed on the market a new twenty-two-inch cone speaker enclosed in a handsome console cabinet and the product has received an enthusiastic reception from both the trade and the public.

Although the console is handsome and artistic in every sense of the words, it is built with a full sympathy for every radio requirement and has in the rear a large compartment with room for batteries, charger and eliminator. Although these accessories are entirely concealed from view, ample ventilation is allowed for batteries. The product is known as Windsor Model 200.

Talking machine records were put to a new use recently when S. W. Dittenhofer, president of the Golden Rule Store, St. Paul, Minn., personally recorded an announcement of a big ten-party, distributing Brunswick records, autographed by Lyman, to each patron.

Abe Lyman

Zenith Enjoys Record Prosperity Says Paul B. Klugh

In an open letter addressed to members of the trade press, distributors and dealers several weeks ago, Paul B. Klugh, vice-president and general manager of Zenith Radio Corp., Chicago, stated that rumors had been circulated regarding the financial condition of the Zenith Corporation, for the purpose of injuring the firm's standing. In his message he branded the reports as untrue and forthright his statement with a financial report, showing the Zenith Radio Corp. to be in a healthy and prosperous condition. Mr. Klugh's letter, in part, follows:

"Our attention has been called to some malicious rumors being circulated for the purpose of injuring this company. None of these rumors is based on fact. It is embarrassing to us, to say the least, to be compelled to defend ourselves against such sinister, evil influence. So that there will be no misunderstanding, we make the following plainly worded statement:

"The Zenith Radio Corp. has never been in a more prosperous condition. Our gross sales and net profits so far this year, July 1 to December 1, are the largest in our history. We have $406,221.08 cash in the bank and discount our bills. Our ratio of assets to liabilities is, in our opinion, equalled by few radio manufacturers.

"If anyone will lend us aid by giving a usable affidavit containing the name or names of these scandal mongers, together with their statements, we shall immediately institute court proceedings against the offenders and expose their rascality to public disapproval. Men capable of perpetrating mischief of this kind should be brought to justice without delay, not only for our own sake, but for the good of the trade and the community as a whole."

W. Rautenstrauch President of Splitdorf-Bethlehem Co.

Former President of the Fred F. French Co. Elected to Post Vacated by the Retirement From Business of M. W. Bartlett

Announcement of the election of Walter Rautenstrauch, president of the Fred F. French Co., to the presidency of the Splitdorf-Bethlehem Electrical Co. was made recently, following a meeting of the company's board of directors. Mr. Rautenstrauch's election will fill the post recently vacated by the retirement from the business of M. W. Bartlett, and which has been temporarily filled by E. H. Schwab, chairman of the board of directors and brother of Charles M. Schwab, a member of the board of directors.

Mr. Rautenstrauch will assume his new duties January 1, when his resignation from the Fred F. French Co. will take effect. In addition to being president of the Fred F. French Co. of engineers and builders, he is also treasurer of the Fred F. French Investing Co., large and prominent concerns.

The Splitdorf-Bethlehem Electrical Co., with headquarters and main plant at 392 High st, Newark, N. J., represents the merged interests of two of the pioneers in the electrical and automotive manufacturing industries—the Splitdorf Electrical Co., founded in 1858, and the Bethlehem Sparkplug Co. of Bethlehem, Pa.

The company produces radio receiving sets, sparkplugs, magnetos and allied lines.

Mr. Rautenstrauch is a member of the engineering faculty of Columbia University, a director of the Hudson Insurance Co. and a member of the American Society of Mechanical Engineers, American Society of Refrigerating Engineers, National Research Council and a Fellow of the New York Academy of Science. Prior to his association with the Fred F. French companies he was vice-president of the J. G. White Management Corp. and president and general manager of the Liberty Yeast Corp.

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He is recognized as an authority on industrial problems in the fields of finance and economics.

Election of Mr. Rautenstrauch as president, following the recent appointment of Robert W. Porter as general sales manager and Fred W. Upton and George W. Lang as vice-presidents of the subsidiary, Splitdorf Electrical Co. in charge, respectively, of engineering research and production, is regarded as completing the final step in the plans of the merged concern's financial management to make Splitdorf-Bethlehem an increasingly important factor in the electrical, radio and automotive industries.

"Our attention has been called to some malicious rumors being circulated for the purpose of injuring this company. None of these rumors is based on fact. It is embarrassing to us, to say the least, to be compelled to defend ourselves against such sinister, evil influence. So that there will be no misunderstanding, we make the following plainly worded statement:

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Constantly increasing sales are testifying to the superior quality of our COTTON FLOCKS FOR PHONOGRAPH RECORDS

STEP INTO LINE WITH THE BUYERS OF "QUALITY"

CLAREMONT WASTE MFG. CO., Claremont, N. H.

Vita-Phonic Products

J. E. RUDELL
83 Greene Street
New York City
RIVALING IN TONE THE

The Remington Super-Harmonic Sound Box is new in construction—made entirely of brass—there are no screws, loose parts or springs to get out of adjustment. We claim greater volume of tone without blasts—equip the old type phonographs with this sound box and you will be astounded at the character of its tone.

Finished in nickel and oxidized $8.00
Gold plate $10.00

The Remington Super-Harmonic Sound Box is new in construction—made entirely of brass—there are no screws, loose parts or springs to get out of adjustment. We claim greater volume of tone without blasts—equip the old type phonographs with this sound box and you will be astounded at the character of its tone.

Finished in nickel and oxidized $8.00
Gold plate $10.00

ONE!! high and low notes—the new broad tones—and that super clarity and definition—the entire range of musical sound held in perfect balance—solo or ensemble, the reproduction is of the utmost fidelity.

THIS tone is due to the refinement of the new principles of sound amplification perfected by an acoustical engineer who stands among the leaders in this field of science. These important features have been brought to the highest state of perfection, synchronizing perfectly with the new electrically recorded records and the result is a tone of great volume, warmth and beauty.

THE Remington Super-Harmonic in point of size, compactness and weight, is ideal and it sells at a price no higher than the present portables.

JOBBERS—DEALERS—Write for samples, discounts and territory now—shipments will be made on the 15th of February, 1927

Remington Manufacturing Corp.
BRIDGETON, N. J.

No connection with any other firm bearing this name
ARMONIC
ABLE
LARGE PHONOGRAPH
S

Retails $25.00

Slightly higher in the Far West and Canada

A powerful motor—a specially designed, all-brass, throw-back tone arm in ball-bearing base—hardware of the best—covered with Du Pont fabrikoid in the latest grains and colors and the weight only 16 pounds, this in spite of the exclusive elaborate amplifying system, which remains unseen, and the Super-Harmonic Sound Box are a few of the many outstanding features of the Remington Super-Harmonic Portable.

Finished in black, green, blue, gray and maroon.
Improved Line of Portables Is Being Introduced to Trade by Carryola Co.

Important Additions and Improvements Made in Line. According to Don T. Allen, Vice-President of Company—Extensive Advertising Schedule for 1927 Outlined by H. D. Leopold

Don T. Allen, vice-president of the Carryola Co. of America, has just announced to the trade an attractive new line for the current year. The feature instrument is the Carryola Master, which is well known everywhere in the music trades. The new Master maintains all of the essential features which have brought popularity to the old, and includes a number of important additions which are now being introduced. For instance, a new type curved tone arm is being used, and several improvements in design are to be noted. This new Carryola Master is covered in genuine Du Pont Fabrikoid, colors blue, black, brown, green, red, of an exclusive design and pattern. The finish is almost identical in appearance to genuine leather, and has a two-toned effect which lends much to its attractiveness.

The Carryola Cub, a popular portable somewhat lower in price than the Master, contains for 1927 a number of distinct improvements. It has a new type sound chamber, and is covered attractively in an exclusive futurist pattern of genuine Du Pont Fabrikoid.

The new Carryola Flapper has followed the vogue of designs in hat box styles. It is completely equipped with a self-contained record album, and embodies a number of important additions, both from the standpoint of eye-appeal and musical reproduction—an attractive model. At the close of the biggest year in its history, the Carryola Co. of America has completed its budget for 1927 advertising. During the year just passed, this aggressive company consistently reached the public through the Saturday Evening Post, Liberty and many other nationally known publications. The schedule for 1927, as announced by H. D. Leopold, advertising and sales promotion manager, is by far the most ambitious ever launched for portable phonographs. The 1927 plan includes consistent appearance of copy in the Saturday Evening Post, Liberty, the American Weekly, True Stories and other publications.

In addition to the 1927 space commitments, the Carryola Co. has just announced to its dealers a most attractive and complete window display. The new display makes it very easy for the music dealer to feature his portables, and accordingly to command the attention of those who pass his windows. Further, a highly decorative counter display card, lithographed in striking colors, has just been distributed to the Carryola trade.

Mr. Leopold states that during 1927 the Carryola Co. will offer an advertising service to its dealers that is complete in every detail. This will include not only the national advertising to the consumer, and the display materials referred to above, but as well a full line of prepared dealer advertisements, selling helps, and attractive pamphlets for distribution by mail.

This new appropriation is based upon the anticipated volume of the company for 1927. During the year just passed the volume was 70 per cent in excess of any previous figure in Carryola history, and the Carryola forecast for 1927, although an ambitious one, gives every indication of reaching maximum fulfillment.

Radio Over-Production Is Becoming Regulated

Overproduction and overstocking in the radio industry are rapidly becoming regulated to the extent found in older, well established industries, according to D. S. Specter, general manager of the Kolster-Brandes merchandising division. Pointing out that competition has become less keen from unreliable manufacturers and keener among the well-established firms, Mr. Specter stated that sales are depending more and more upon the actual performance of the receiving set.

F. A. D. Andrea Pays Largest Royalty Check

The largest royalty check in the history of Fada radio is being paid to the Hazeline Corp., owner of the Neutrodyne patents. In making this announcement, R. M. Klein, general manager of Fada radio, stated that this record payment is due to the tremendous volume of business done during the last quarter of 1926 under the Fada radio license from the Independent Radio Manufacturers, Inc., to build Neutrodyne receivers.

Feature Panatrope Radiola

MINNEAPOLIS, MINN., January 4.—Foster & Waldo, well-known music house of this city, featured the Brunswick Panatrope Radiola last month in full-page advertisements and by attractive window and store displays. The newspaper advertisement stressed the electification of the instrument, thus eliminating batteries, also mentioning that no outside aerial was required for its operation.

Louis Sterling Abroad

Louis Sterling, chairman of the Board of Directors of the Columbia Phonograph Co., Inc., New York, sailed for Europe last month and expects to return in this country the early part of February.
The first receiving set sold by the Atwater Kent Manufacturing Company was shipped from the factory November, 1922.

Figures for the intervening years, showing the increasing demand for Atwater Kent Sets, are:

<table>
<thead>
<tr>
<th>Year</th>
<th>Sets Sold</th>
</tr>
</thead>
<tbody>
<tr>
<td>1922-1923</td>
<td>6,628</td>
</tr>
<tr>
<td>1923-1924</td>
<td>58,927</td>
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<tr>
<td>1924-1925</td>
<td>173,461</td>
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</table>

Production of sets for:

<table>
<thead>
<tr>
<th>Year</th>
<th>Sets Produced</th>
</tr>
</thead>
<tbody>
<tr>
<td>1925-1926</td>
<td>331,208</td>
</tr>
<tr>
<td>1926-1927</td>
<td>600,000</td>
</tr>
</tbody>
</table>

ATWATER KENT MANUFACTURING COMPANY
A. Atwater Kent, President
4725 Wissahickon Avenue, Philadelphia, Pa.
Convince the Music Lovers

A couple of weeks ago a group of enthusiasts, lovers of the phonograph and of recorded music, met in the concert hall of Lyon & Healy's great Chicago store and organized the Chicago Gramophone Society. A few days later another group of men and women, animated by precisely similar desires, met privately and formed the Phonograph Art Society of Chicago.

In the city of Boston there is a Phonograph Society, in the city of Philadelphia there is one and in Minneapolis another. It is evident that a movement is beginning, spontaneously and without any common external pressure, which is destined to exert a very powerful influence upon the policy and the methods of the phonograph industry in the United States.

Societies of amateur lovers of recorded music have been known for some five or six years in Great Britain, and now they are spreading to the United States. A little consideration must show dealers that there is some reason for any movement of this sort. These things do not happen without cause. Moreover, when they begin to happen it is usually quite safe to assume that the reason for their coming into existence is becoming compelling, so acute that it can no longer be put aside.

And I think it fair to say that just such a state of affairs has come to exist in this country. While we have all been wondering about the phonograph coming back, the thing has been happening, silently and under our very noses. While we have all been wondering whether the new electrical recordings of the finest and best music would really sell (and mostly deciding that they would not) music lovers who want that music have been getting it, with our aid or without it, mostly without. They have been going to vast trouble to back up the courageous manufacturers who have put on the market such wonderful sets of records as those which are known by the name of Columbia Masterworks; and they have done this in face of a very considerable and quite lamentable apathy on the part of the dealers. When men and women not only ask for Columbia Masterworks or for similar recorded music, and, rather than do without, get it themselves at long distance because local dealers will not take an interest in it, then we may be fairly sure that something very interesting is happening. It is pretty nearly time, I think, for dealers to wake up.

Why We Speak

Now the cardinal principle of musical merchandising selling lies in recognizing that the heart of the whole problem is contained in the word "musical." To sell musical merchandise one must like music, feel a sympathy for others who like it, one must know it, one must be able to talk the same language as is talked by others. To attempt to sell good records, high-class records, records of fine orchestral, solo or ensemble music, without knowing what it is all about, is to attempt the impossible.

Fascinating Possibilities

To-day, as never before, the musical possibilities of the talking machine fascinate the imagination. A little has been given to the game by the invention of the new processes of recording. To-day we can look forward to the day when records of a whole orchestral performance will be on sale within a few days of its original performance at a low price. The day is coming when the library of great performances will be as common as the library of books; but the phonograph dealer must be on his guard or he will take a great deal more interest than they are now taking if this prophecy is to be more than a glittering dream.

It seems to me that the opportunity for realizing on the musical possibilities of the talking machine is greater to-day than ever. I have often urged in these columns that dealers would be well advised to go over the phonograph recitals, for constant demonstration of the very best in music, no matter whether the community around them be small, no matter whether the interest in good music may seem to be slight. For these things grow. Indifference yields to interest and interest to enthusiasm. Popular music, said Theodore Thomas many years ago, is simply familiar music. And when he said that, he said very much in few words.

Where We Can Learn

But if these things are to be done at all they must be done right. Here the reproducing piano people can give us cards and spades. Long ago they learned that there is nothing so effective as a reproduction of a public willing and able to pay the high prices demanded for these instruments when once they have been convinced that the claims made for them are really substantial and can actually be realized. The reproducing piano people have been wise enough to do their recital work under the best auspices. They have got in touch with eminent musicians, who like to do their recital work under the best auspices. They have sought out the public willing and able to pay the high prices demanded for these instruments when once they have been convinced that the claims made for them are really substantial and can actually be realized. The reproducing piano people have been wise enough to do their recital work under the best auspices. They have got in touch with eminent musicians, who like to do their recital work under the best auspices. They have sought out the public willing and able to pay the high prices demanded for these instruments when once they have been convinced that the claims made for them are really substantial and can actually be realized. The reproducing piano people have been wise enough to do their recital work under the best auspices. They have got in touch with eminent musicians, who like to do their recital work under the best auspices. They have sought out the public willing and able to pay the high prices demanded for these instruments when once they have been convinced that the claims made for them are really substantial and can actually be realized. The reproducing piano people have been wise enough to do their recital work under the best auspices.
The remarkable opportunity offered in the Complete Line of Vesta Radio Products is without a parallel in the industry.

1—They are of the utmost quality.
2—They are the products of an organization of 30 years' experience in electrical units.
3—The line embraces the essentials for complete radio satisfaction in reception and service.
4—The nation-wide distributor organization perfected by Vesta gives the dealer a near-by source of supply. Join the Vesta organization and enjoy a prosperous 1927!

There's a Vesta Central Near You

VESTA BATTERY CORPORATION
2100 INDIANA AVENUE, CHICAGO

Tune in Vesta Broadcasting Station—WFKB—on 217.3 Meters—Chicago—7:00 to 8 and 9 to 11:00 every weekday evening—

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Consensus of Cincinnati Trade Is That 1927 Will Be Banner Year in All Lines

Heavy Christmas Season Buying Almost Exhausted Stocks of Merchandise—Buying Activity Continued Into New Year—How Dealers Sum Up 1926 and Anticipate the Coming Year

CINCINNATI, O., January 7.—After the usual post-holiday lull, the demand for talking machines and records is again getting back to normal and the dealers are having an increased number of customers each day. The very heavy Christmas demand almost exhausted stocks of instruments and records, and for this reason a good volume of orders are going to manufacturers and wholesalers for replenishments. Taking the year 1926 as a whole, and taking the trade as a whole, sales of instruments and records showed a considerable gain over the previous year. The common prediction is that a still greater gain will be made in 1927.

Charting the year 1926 as a whole, and taking the manufacturers and wholesalers for replenishments. Taking the year 1926 as a whole, and taking the trade as a whole, sales of instruments and records showed a considerable gain over the previous year. The common prediction is that a still greater gain will be made in 1927.

Commercing the first of the year the Brunswick Shop, of which Louis H. Ahaus is president, enlarged the scope of its business by adding pianos and radio to its stock of merchandise. The Gulbransen piano is now being offered to customers, as well as the Stewart-Warner radio. The holiday demand for the highest-priced Brunswick models was astonishingly large and the entire line moved well, according to Mr. Ahaus. General business conditions are good and things are on the up-grade, and I expect 1927 to be a good year. "We had a splendid holiday trade and I am well satisfied with our volume of sales," stated Morris Fantle, of the M. A. Fantle Co. "There was a splendid demand for the more expensive talking machines, and, going to the other extreme, there was a big demand for portables."

The Fansteel Products Co., Inc., during the post-Holiday period, had an exceptionally good business. "Talking machines were in fine demand during the Christmas season," said Mr. H. W. Robinson, of the company's Norwood branch, said, regarding business: "As to records, we could hardly keep up with the orders that came in. It looks to me as though 1927 is going to be a panacea for all we have seen before."

J. E. Henderson, manager, Cincinnati Brunswick branch, said, regarding business: "Summing up conditions, I am very optimistic over the prospects for 1927. It would seem to me that proper advertising and sales promotion work by the manufacturer would entice the dealer to take advantage of his present opportunity would give us the best years we have ever experienced. I certainly am preparing for the largest business we have ever experienced. Dealers have been hungry for phonograph business for the past two years and they are willing to advertise and push while the iron is hot. I look for more activity among the dealers during 1927 than ever before and all of my salesmen are very enthusiastic over future prospects."

"We had a most gratifying holiday demand for our new models, from all parts of our territory," said Mr. H. W. Robinson, of the company's Norwood branch. "As to records, we could hardly keep up with the orders that came in. It looks to me as though 1927 is going to be a panacea for all the troubles we have seen before."

"We have made a satisfactory gain in the past year and we expect to make a further gain in the coming year."

At the Baldwin Victrola Shop a satisfactory volume of holiday trade was reported by Frank Le Fèvre, manager, who stated: "January has started out in an encouraging way and it looks as though 1927 is going to be a good year."

"Talking machines did well the last few months of 1926, especially during the holiday season," said E. M. Abbott, of the E. M. Abbott Piano Co. "With us 1926 has been a better year than 1925, and we expect a further improvement in 1927."

"We had a fine holiday demand for talking machines of the better grades, and we are very well satisfied with the way this year is starting out," said Walter Canfield, proprietor of the Canfield Piano Co.

At the store of the Starr Piano Co. it was stated by W. M. Purnell, that the talking machine section had a fine holiday business and that after the usual lull business is beginning to pick up rapidly. E. L. Pauling, vice-president of the company, who had been operated on for appendicitis five weeks previously, was able to be removed from the hospital on December 30, and it is expected that he will be back to business by the middle of January.

"Talking machines were in fine demand during the holidays and our business in this line was very satisfactory, with an unexpectedly large demand for the more expensive models," stated Frank Graul, of the William R. Graul Piano Co. "We made a gain in the past year and the outlook for the coming year seems to be very bright."

The new year is starting out well, and prospects for 1927 seem bright," stated Howard L. Chubb, of the Chubb-Steinberg Music Shop. "We had a fine holiday business in our talking machine section, showing a gain over the same period in 1926."

Walter Grau, of the company's Norwood store, is to be married soon to Miss Dorothy Jackson, a charming young woman of this city.

Coming Balkite Programs

The Fansteel Products Co., Inc., during the Balkite hour of radio broadcasting on Saturday, January 22, will present the New York Symphony Orchestra, under Walter Damrosch in a varied program of the works of Mozart, Beethoven, Casella, Tchaikowsky, Bach and Saint-Saëns. One week later, during the Balkite hour, the program will be composed exclusively of music by the world-famous French composer, Camille Saint-Saëns.
HEINEMAN MOTOR No. 77

THE

STANDARD Motor

Standard means first choice; the best Standards are earned not claimed. Millions of Heineman Motors distributed during the past ten years have served the Phonograph Manufacturer, the Dealer and the Phonograph Owner with such complete satisfaction that Heineman Motors have earned first place in the phonograph industry. They are standard; best.

Phonographs with Heineman Motors are quality phonographs

OKEH PHONOGRAPH CORPORATION
Otto Heineman, President and General Manager

Exclusive Sales Agents for

HEINEMAN MOTORS—OK EH-TRUETONE NEEDLES

25 West 45th Street
New York, N. Y.
WE are the makers of music . . . dance music that glows with the spirit of orchestral inspiration. Everyone is dancing to Okeh music because our orchestras suit the mood of the dancers —

For languishing passages and expressively phrased sentiment dancers move this way and that way to the golden harmony and grace of

JUSTIN RING'S YELLOW JACKETS

<table>
<thead>
<tr>
<th>Catalog</th>
<th>Title</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>40721</td>
<td>Shine On, Harvest Moon—</td>
<td>0.75</td>
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<tr>
<td></td>
<td>Fox Trot</td>
<td></td>
</tr>
<tr>
<td>40721</td>
<td>When You Wait With the One—</td>
<td>0.75</td>
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<tr>
<td></td>
<td>Fox Trot</td>
<td></td>
</tr>
<tr>
<td>40723</td>
<td>Trail of Dreams—Wait—</td>
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<tr>
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<td>10 in.</td>
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</tr>
<tr>
<td>40723</td>
<td>Because I Love You—Wait</td>
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MIKE MARKELS' ORCHESTRA

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<tr>
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<td>Fox Trot</td>
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<td>40714</td>
<td>I Love the Moonlight—</td>
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<tr>
<td></td>
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<tr>
<td>40688</td>
<td>Down on the Banks of the Old Yass—</td>
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<td>40688</td>
<td>Precious—Fox Trot</td>
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<tr>
<td></td>
<td>10 in.</td>
<td></td>
</tr>
</tbody>
</table>

For music that is turbulent, that thrills with suspended intensity, that sings to the buoyant gaiety of youthful dancers select

HARRY RESER'S JAZZ PILOTS

<table>
<thead>
<tr>
<th>Catalog</th>
<th>Title</th>
<th>Price</th>
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<td>I'm Telling the Birds—Tellin' the Bird—</td>
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<tr>
<td></td>
<td>Fox Trot</td>
<td></td>
</tr>
<tr>
<td>40721</td>
<td>How Could Red Riding Hood—</td>
<td>0.75</td>
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<tr>
<td></td>
<td>Fox Trot</td>
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<td>Looking at the World thru Rose Colored Glasses—</td>
<td>0.75</td>
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<tr>
<td></td>
<td>Fox Trot</td>
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<td>40720</td>
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<tr>
<td></td>
<td>Fox Trot</td>
<td></td>
</tr>
</tbody>
</table>

A suggestion worth taking —

Sell Okeh Records

It is more than an introduction of a newer, finer recording that is giving the Licensed Okeh Record Dealer his chance to maintain a profitable business.

It is more than the all-round cooperation the Record Dealer receives from Okeh Distributor and Okeh Distributor from our Service-Giving Organization.

It is more than the desirable qualities of our different classifications of music — Popular Dance, Vocal, Old-time Tunes and Race.

It is more than all this that makes Okeh Records the "satisfaction to all" records that they are: It is the Spirit of Popularity the history of their sales has left with the buying public. It is our ambition always through personal cooperation to establish the Okeh Record Dealer's store as the finest one in his neighborhood.

As you read this why not decide that now is the time to inquire about an Okeh Dealer's License for yourself?

Okeh Phonograph Corporation

OTTO HEINEMAN, President and General Manager

25 West 45th Street

New York, N. Y.
# Odeon Library

Orchestral Works of the Great Masters

(Imported Odeon Recordings)

All 12 inch double-faced records

## SYMPHONIC WORKS IN ALBUM SETS

### BEETHOVEN

<table>
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<tr>
<th>Symphony</th>
<th>Records</th>
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<tr>
<td>Second in D Major</td>
<td>4</td>
<td>included</td>
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</tr>
<tr>
<td>Third in E Flat</td>
<td>7</td>
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<tr>
<td>Fourth in B Major</td>
<td>4</td>
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<td>$6.00</td>
</tr>
<tr>
<td>Fifth in C Minor</td>
<td>4</td>
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<td>$6.00</td>
</tr>
<tr>
<td>Sixth (Pastorale) in F Major (op. 68)</td>
<td>5</td>
<td>included</td>
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</tr>
<tr>
<td>Fourth in B Major</td>
<td>4</td>
<td>included</td>
<td>$6.00</td>
</tr>
<tr>
<td>Fifth in C Minor</td>
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### RIMSKY-KORSAKOV

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<th>Composition</th>
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### RICHARD STRAUSS

<table>
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<tbody>
<tr>
<td>Tod und Verklärung (Death and Transfiguration)</td>
<td>3</td>
<td>included</td>
<td>$4.50</td>
</tr>
<tr>
<td>Don Juan—Salome's Dance (The Dance of the Seven Veils)</td>
<td>3</td>
<td>included</td>
<td>$4.50</td>
</tr>
<tr>
<td>&quot;Ein Heldenleben&quot; (A Hero's Life)</td>
<td>5</td>
<td>included</td>
<td>$7.50</td>
</tr>
<tr>
<td>Till Eulenspiegel's Merry Pranks</td>
<td>2</td>
<td>each</td>
<td>$3.00</td>
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### SCHUBERT

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<tr>
<th>Composition</th>
<th>Records</th>
<th>Album</th>
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</thead>
<tbody>
<tr>
<td>Unfinished Symphony (Symphony in B Minor)</td>
<td>3</td>
<td>included</td>
<td>$4.50</td>
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### TSCHAIKOWSKY

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<tbody>
<tr>
<td>Symphony Pathétique</td>
<td>6</td>
<td>included</td>
<td>$9.00</td>
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## OPERATIC SCORES IN ALBUM SETS

### BIZET

<table>
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<th>Records</th>
<th>Album</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Orchestra Music From Carmen</td>
<td>3</td>
<td>included</td>
<td>$4.50</td>
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### WAGNER

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<th>Records</th>
<th>Album</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Iseold's Love Death from &quot;Tristan and Isolde&quot; Overture and Ballet Music from &quot;Rienzi&quot;</td>
<td>3</td>
<td>included</td>
<td>$4.50</td>
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### WEBER

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<tr>
<th>Composition</th>
<th>Records</th>
<th>Album</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Overture to &quot;Der Freischütz&quot; and &quot;Oberon&quot;</td>
<td>3</td>
<td>included</td>
<td>$4.50</td>
</tr>
</tbody>
</table>

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Okeeh Phonograph Corporation

OTTO HEINEMAN, President and General Manager

25 West 45th Street

New York, N. Y.
A PROFITABLE POINT

Better played records increase record sales. Use only Okeh needles in your demonstrating booths.
Continuation of Buying Activity Puts Buffalo Music Trade in Optimistic Mood

BUFFALO, N. Y., January 7.—Talking machines and records are moving in better volume than they were during the month of December, particularly the days immediately preceding Christmas, which has put dealers in a much more optimistic mood with an outlook for a brisk January and February business. Radio sales during December and early January were greater than expectations of either the dealer or jobber, and many dealers report this the best radio season they have ever had.

Electrolas for 25-Cycle Current

The Victor Electrola and the $1,000 combination are now obtainable for operation on a 25-cycle electric current prevalent in Buffalo. In the past these instruments could be operated on a current not under 60-cycle, which reduced their sale in Buffalo to a minimum. Since their introduction to the Buffalo trade about ten days before Christmas, they have been moving from dealers' floors as rapidly as they were received. There is an exceedingly bright future for these instruments in Buffalo, and also the Brunswick Panatrope-Radioola, which is available for 25-cycle electric current.

Association Plans Active Year


Don Miller New Brunswick Manager

Don Miller, formerly connected with the Cleveland distributing office of the Brunswick Co., took charge of the Buffalo office January 1, succeeding George Jensen, who has been placed in charge of the Pittsburgh office. Dealers who have seen the new Parisian portable Brunswick model, samples of which are on display at the local office, have expressed considerable enthusiasm over it.

The local branch of the Brunswick Co. says: “The outlook for 1927, as voiced by leading dealers throughout this entire territory, is very bright. As stated above, we are looking forward to a very good year indeed, especially as regards the sale of the electrical reproducing musical instruments—the Panatrope.”

Optimistic Over Outlook

Dealers who have declared 1926 to have been the biggest year in their history, with prospects of 1927 surpassing the volume of the business of the year just closed, include Charles Liske, John Kibler, Erion Piano Co., and Schweger Bros. Mrs. Loretta Spring, who has had charge of Adam, Meldrum & Anderson's music store in Jamestown, has been bought by Henry S. Holmes and Albert G. Volz. The purchase price is said to be in excess of $100,000. Mr. Volz has been general manager of the company for the past seven years. He is president and general manager of the new company. Mr. Holmes is secretary and treasurer.

Urges Support of Radio Legislation

As a means toward impowering a competent board of Federal control to regulate radio broadcasting, L. C. F. Horle, chief engineer of the Federal Radio Corp., urged members of the Marshall Club, in a recent address, to lend their support to needed legislation now before Congress.

J. B. Robertson Honored

James B. Robertson, president of the Robertson-Cateret Electric Co., radio jobber, was support to legislation before Congress.

J. A. Goldstein Elected President

Joseph A. Goldstein, of the Music Shop, was elected president of the Niagara Falls Radio Trade Association following an organization meeting recently. The members will meet bi-monthly in the Hotel Niagara. Clearing the air of outside interference for better radio reception is one of the objects of the organization.

Burnett and Rutherford to Record for Columbia

From the Kentucky hills come Burnett and Rutherford, the latest team of vocalists to join the list of the Columbia Phonograph Co.'s exclusive artists. These two singers have a great reputation throughout the South as well as in their own blue grass country.

New Incorporation

Among the corporations registered at Albany, New York, last week, was that of William Waldman to conduct a business in musical instruments and radio in Manhattan, with a capital stock of $10,000.

Loudest on Earth!

The “Needle to Make a Song About” and Its

Attractive “Get Up” Send for full range of Songster Samples and Prices — to

J. STEAD & CO., Ltd.

Manor Works SHEFFIELD, ENGLAND
Kolster

6-G

Closed

The latest addition to the Kolster line.

A BEAUTIFUL, new cabinet model, in genuine mahogany with walnut finish, highlighted, and with decorative overlays—modern design of conservative dimensions—housing a Kolster 6 tube set with inbuilt Special Cone. Antenna operation. Ample space for all batteries. List, $185.
As with other Kolsters, we urge you to let this winning set demonstrate its own superiority. It satisfies the most exacting demands—a super-fine instrument in a beautiful cabinet at a popular price. Ask your distributor for a demonstration or mail the coupon.

Kolster 6-G
Open
The doors fold all the way back. No unsightly "wing" effect.

Kolster
ALTHOUGH the New Year just opened holds every promise of being highly productive of sound business in both the phonograph and radio fields, there must naturally be expected many problems of merchandising that will arise as a result of the constant shifting in conditions that is faced by this and practically all other industries. The fundamental principles of salesmanship may be said to remain unchanged, but the application of those principles must vary according to various situations that develop and may be anticipated.

The Talking Machine World this month is privileged to present opinions of various prominent members of the phonograph and radio divisions of the industry regarding some of the problems that will have to be faced during the year just opened. These opinions, although coming from manufacturers and wholesale men, are nevertheless of value to the retail merchant for the reason that these manufacturers and distributors through their widespread connections have excellent facilities for keeping in touch with developments over a wide area and to anticipate changes.

Those whose opinions are presented herewith are not to be considered infallible, but they certainly have at hand greater opportunities for analyzing the prospective situation than are available to the average retailer. The building up and maintaining of sales volume depends not alone upon expending the proper amount of energy at the moment, but in anticipating so far as possible future trade conditions so that effective preparations may be made to meet them.

The industry has entered 1927 under most favorable conditions. There is little or no inflation in the market, and particularly in the radio field things have been stabilized to a point where the merchant can look ahead with a great measure of confidence to the selling prospects that are before him. In the phonograph field there still exists, and will exist for some months to come at least, what is termed a seller’s market, but those who have been in the trade for a number of years realize that this condition cannot be made an excuse for the letting down of sales effort. No product, however revolutionary or worthwhile, can be depended upon, to sell itself indefinitely, and the expenditure of normal energy during times of greatest activity means the cutting down of sales resistance during periods of temporary lassitude on the part of buyers.

The opinions presented herewith are offered in the belief that they have sufficient authority back of them to make them of general value to the retail members of the industry.

E. E. Shumaker Tells of Splendid Outlook for 1927

The satisfactory business record of the Victor Talking Machine Co. for the year 1926 is now history, and the company enters 1927 with a continuation of the healthy condition which characterized the past twelve months' period. Reports from the company's district managers, at a conference in Camden, immediately after the first of the year, give no evidence of any let-up on the part of the trade. In fact, distributors and dealers give every evidence of an intention to work their territories even more intensively.

Demand for the Orthophonic Victrola, the combination radio-talking machine instruments and the Orthophonic record continues active, and prospects for the future of both instruments and records are unusually good.

When the company entered 1926 there was an extraordinary accumulation of advance orders for instruments, and throughout the year the entire organization was concentrated upon meeting the heavy demands that had resulted from introduction of the Orthophonic Victorla. The Summer brought no seasonal slump, and the close of the year found the company with more instrument orders on its books than on January 1, 1926.

Following the announcement of the Orthophonic record, in the Fall of 1926, there was a substantial increase in record orders, and the outlook for this branch of the business for the New Year is very bright.

One of the happiest omens for 1927 is the feeling of confidence in the future of the business which pervades the trade to-day. This feeling is reflected strongly in the reports from the field. Another interesting indication is found in the fact that jobbers' stocks are now down to about normal, and they are organizing their business to take care of any unusual demands that may occur at any time during the year.

E. E. Shumaker, President, Victor Talking Machine Co.

Duplicate Sales Will Boom Volume, Says Sterling

The last year has been wonderful for the whole industry. The sales of phonographs have reached a higher level, based upon a unit sale, than ever before. Even in the old boom years of 1919 and 1920 no one dreamed of the possibilities of the big sales of 1926 on instruments retailing at a price considerably over $100.

I believe that every good phonograph that has been sold this year will result in a duplicate sale on a new instrument, both mechanical and electrical, of the easily secured higher unit sale price than ever before. In the phonograph field things have been stabilized to a point where the merchant can look ahead with a great measure of confidence to the selling prospects that are before him. In the phonograph field there still exists, and will exist for some months to come at least, what is termed a seller's market.

Training Salesmen 1927 Problem, Says Kendrick

Conditions seem unusually excellent. The big issue is man power—and training of men to sell. This is the main problem for both the wholesaler and the retailer.

New types of salesmen are coming into the musical industry by reason of the introduction of new instruments, both mechanical and electrical. The introduction of these new instruments is having a stabilizing effect on the general musical merchandising trade. That they, particularly the electrical, are the outstanding factors of the easily secured higher unit sale price with its larger profit, is evidenced. As a result, the dealer has awakened to the imperative necessity of trained salesmen to consistently handle the present market and take full advantage of the enormous field for such instruments everywhere apparent.

A. J. Kendrick, General Sales Manager, Phonograph Division, Brunswick-Balke-Collender Co., Chicago.

Business More Competitive in 1927, Says S. O. Martin

Though a majority of the opinions of students of economic conditions and of business men seems to be that 1927 may be somewhat duller than 1926, still it is hard to measure how much this feeling is due to the general and not very scientific reasoning that because conditions have been good for so long, it is reasonable to expect a change and how much it is based on real (Continued on page 56)
Brilliantone is Starting the New Year Right
With a Smashing Proposition for Dealers

On orders for 20 cartons of Brilliantone Steel Needles, we will imprint FREE your name and address on every package. Each carton contains 50 packages of 100 needles each.

We Will Also Furnish You FREE—

500 Advertising blotters, with your name and address printed thereon, for distribution to your customers.

Here is your opportunity to put your name and address into the home of every needle customer — a lasting advertisement of your store — at no cost to YOU!

ASK YOUR JOBBER ABOUT THIS STERLING PROPOSITION!

Brilliantone Steel Needle Co. of America, Inc.
370 Seventh Ave.
New York City
1927 Outlook Is Bright, Say Trade Leaders—(Continued from page 54)

Conditions Interestingly Analyzed by President Cox

The Talking Machine World has asked me two specific questions, which, coming as they do at the close of a year that has witnessed the remarkable and almost unmarked progress of the phonograph industry which many observers thought had been relegated to a less important position, are particularly pertinent at this time. Both these specific questions are subservient to the general question, "What, in your opinion, will be the big sales problem facing the dealer in phonographs and records during 1927?"

The first specific question asks, "When the production of the various factories begins to catch up with public demand and there is a shift from a seller's to a buyer's market, what, in your opinion, will be the best method of approach that will enable the dealer to cash in on the business opportunity to the fullest extent?"

I will answer this question by saying that I do not believe that there will be a "trade-off" as such in 1927.

To the second question, "Does it mean more intensive demonstration, more diverse advertising, in cooperation with national publicity, or what?" I affirm my belief that the use of the power of the phonograph to sell records is still a very effective and indispensable method and that the key to the more intensive selling, both inside and outside, of phonographs, is probably by no means a serious depression. Just as surely as the production of the various factories begins to catch up with public demand and there is a shift from a seller's to a buyer's market, the objects which are foremost in the minds of the manufacturers of phonographs and records will be to sell them to their customers, and to do so by means of the most effective methods of approaching their markets.

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After Having Served America's Leading Railways for Over 20 Years it is gratifying to know that now, Radios, in over 2,000,000 Homes, are Protected by BRACH LIGHTNING ARRESTERS

BRACH CONTROLIT

Gives the SET SWITCH Control of Trickle Charger and "B" Substitute — AUTOMATICALLY

No need, now, to operate three switches every time you turn on or off your set. The Brach CONTROLIT makes this unnecessary by eliminating all extra switches and placing complete control of your power plant and set in the set switch. At the same time it makes any Radio a light socket power-operated set.

Anyone can install a CONTROLIT — no extra wiring or altering is necessary.

PRICE $6 in U.S.A.

Brach Radio Products

L. S. BRACH MFG. CO.

Newark, N. J., U. S. A.    Toronto, Canada
Basic Conditions Sound Is General Opinion—(Continued from page 56)

Manufacturers of records are educating the public to a keener appreciation of the finer things in music. They are building firmer and firmer the foundations for continued and continued sales. Dealers are tying up and cashing in upon this great movement.

H. E. Cox, President, Columbia Phonograph Co., Inc., New York

C. B. Mason, Jr., Sees Need for Energetic Selling in 1927

In my opinion sales problems for 1927 will not be materially different than they have been during 1926 or in any other year. At the present time we have all types of dealers and only those who attack the problem of selling Victor merchandise in an energetic way get the results which they are entitled. Unquestionably if factory production catches up with public demand it will be necessary to advertise more and develop outside solicitation and selling, demonstrate in the greatest possible degree, make the salessroom attractive, maintain a live mailing list, inculcate in the sales people a knowledge of the product which can be utilized in the presentation of it to the customer and generally adopt methods that will bring results.

Competition with other lines of merchandise has increased, but we have a product that has an appeal infinitely greater than any other which makes possible its sale, provided the dealer will put the proper thought and effort behind it.


Value Basis of Success, Says L. B. CasAGRANDE

I believe now and always have believed that any successful merchandising should be based on value—and value alone.

What constitutes value? This question may be answered in a great many ways and it has always been the policy of the Caswell Mfg. Co. to answer it by manufacturing a product which not only represents intrinsic value, but, on the other hand, we have never lost sight of what was really expected of our product. Primarily, phonographs are purchased for their entertaining qualities, and it follows that the better the tone, the more pleasure the ultimate purchaser derives from his purchase. The customer only receives value when he secures this happy combination of intrinsic worth, coupled with tone quality and the continued mechanical perfection of the instrument.

When we stop to consider and analyze the successes that have been achieved by manufacturers and dealers in other lines of endeavor, we can readily see where its success they are enjoying may be directly attributed to the quality of their products or, in other words, the values that they have given in exchange for the moneys they have received. In order that the ultimate phonograph purchaser receive values, it is necessary that the manufacturer carefully study his production problems—be in a position to take advantage of his cash discounts, watch his manufacturing costs very carefully, likewise quality and workmanship of his product. The distributor, in turn, should not expect excessive discounts from the manufacturer, because excessive discounts can only be allowed by actually taking something away from the value of the instrument.

In turn, the dealer—the man on the firing-line—should make his purchases from distributors who are financially responsible so that he may be confident that when he puts real effort behind the introduction of any line of merchandise he can enjoy the satisfaction that will accrue in time to come. Fewer lines, and better lines seems to be the answer to the dealer's problem for 1927.

Phonograph selling is not another a waiting game; neither is any other selling problem. Retail merchandising has been reduced to a science, especially when the purchase price and mountings into the figures which are common to the phonograph industry. We can all learn a whole lot by carefully studying the methods used in distributing such products as typewriters, check protectors, vacuum cleaners, washing machines and so on down the line. All the foregoing realize that they have a selling proposition and putting the sale of their product over means a carefully worked out sales campaign. Does it not seem reasonable that the adoption of some such methods in phonograph selling would be well worthy of consideration?

Summing up the entire situation you can readily appreciate where it all reverts to the question of values, or, in other words, assuring your trade of genuine satisfaction in their purchases.


Prosperity Assured in Radio Field in 1927

1927 Finds Radio Industry Stronger—A. Atwater Kent

The radio industry enters the year 1927 on a firmer and more substantial basis than it has ever known before. Both from the viewpoint of the manufacturer who produces radio equipment and of the public who uses it, the new year seems certain to bring new high records in achievements and satisfaction.

I believe the public recognizes that the day of superficial innovations in radio equipment has passed. Public interest is to-day centered in the practical and permanent features of radio installation and successful manufacturers have concentrated on the production of equipment to meet that need.

Radio is now accepted with as much definiteness as the telephone, the automobile or the motion picture. This explains the United States Census Bureau figures on manufactures, which show an increase of over 1,000 per cent in the production of multiple tube receiving sets between 1923 and 1925. We found it necessary, in the Atwater Kent Mfg. Co. to speed production up to over 3,500 sets a day to meet the 1926 demand. The utility value of radio, its practical and cultural value, is today recognized as equal or greater than its worth as an instrumentality for entertainment. The result is that 1927 finds the field of radio expansion and development immeasurably widened, the position of the industry strengthened, and the demand for efficient, simple, high-grade sets greater and more generally distributed than at any time in radio history.


Should Be a Great Year for Radio, Says E. E. Bucher

First, let me say that the radio retailer should by all means affiliate himself with nationally advertised products, and thus take advantage of the sales opportunities which will created for him. He should select, for his retail operation, the types of receivers which incorporate the most advanced technical and acoustical developments. He should endeavor to carry a line of sets that covers the various price classes, and he should emphasize in his sales and advertising activities the type of set most adaptable to his community in performance, appearance and price.

Retail selling is more highly competitive than it used to be. It is not sufficient for a radio dealer merely to maintain a competitive store and an attractive window. He should have an organization equipped to make home demonstrations. He should make arrangements with a reputable finance company to take his local town so that he may sell on time payments. He should

(Continued on page 59)
"Imitation is the Sincerest Flattery"

Well! Maybe We Ought to Feel Flattered
—But how about the Jobbers and Dealers?

NOTHING more certainly indicates leadership than imitation. The Leader leads—originates—produces genuine improvements. The imitators follow—copying as nearly as they can—the man or the product that is successful.

But there's always this important difference—imitations may resemble the genuine, but they cannot act like it. In actual performance, the genuine stands alone.

The ULTRA (phonic) Reproducer achieved instant and remarkable success. And because of that success, there has followed the usual army of imitators and imitations, many of which are made to resemble the ULTRA—but none of which give the same completely satisfactory performance.

The new electrical records are so remarkably true to the original performance that some reproducers cannot help reproducing the bass notes fairly well, but they utterly fail to bring out the brilliancy of the high register. Others again, will bring out the high register fairly well, but utterly fail to do justice to the booming notes of the bass.

To combine both these things in one reproducer—bringing out the full booming tones of the bass a full octave below the limits of the average reproducer, and the highest notes in all their brilliance, without distortion—that is the sort of thing that only a genuine ULTRA will do—

Only a Genuine

ULTRA (PHONIC)

Reproducer

will do

The AUDAK COMPANY

Makers of Acoustical and Electrical Apparatus for more than 10 years

565 Fifth Avenue, New York, N. Y.
Announcing

The POLYPHASE ULTRA (PHONIC)

The Reproducer with the "Musical Third Dimension"

THINGS are moving in the talking machine business. To stand still is to go back! The ULTRA is going forward—progressing, improving, developing. The Singlephase ULTRA Reproducer still stands alone—head and shoulders above all competitors. (See the fourth page of this series.)

The POLYPHASE ULTRA — The Reproducer with the "Musical Third Dimension" is a further development of the Singlephase ULTRA—a super product, built on an entirely new principle. The oscillating elements consist of two opposing cones designed to cover the lowest as well as the highest musical register. This permits a refinement of reproduction possible in no other way. It creates that spread of sound and broad tone for which the new type machines are famous.

The Polyphase ULTRA makes it possible for the first time to give binaural reproduction, the feeling of perspective—of space between the orchestral instruments just as actually is the case upon the stage.

Since the tone chambers of different phonographs (even of the same make) differ in size and shape, Polyphase is equipped with an ingenious means for readily adjusting the acoustic impedance of the instrument to match as nearly as possible the tone chamber of the phonograph with which it is used.

$12.50
Retail

The Standard by which all reproducers are judged and valued!

The Polyphase is a marvel also on any of the new type talking machines. You will find it an amazing improvement.

The BIG DEALER SUCCESSES Being Made With ULTRA (one of which is referred to on the opposite page) Now Become DOUBLY Certain.

Jobbers and Dealers Can Be Sure That ULTRA Products Not Only Are Ahead, but Will Stay Ahead—Progressing, Improving, Developing in Advance of Demands.

The AUDAK Makers of Acoustical and Electrical
Less than a year ago Hill and Kosowitz— the two young men pictured above— took over a run-down shop and started in business.

Today they are the most talked of men in New York talking machine circles.

Their sales of machines have astonished the old timers.

Their sales of records have made new history in the talking machine business.

**WHY? Because—**

1st. They featured the revolutionary new talking machines.

2nd. They demonstrated the new records on old-type machines with ULTRA REPRODUCERS.

3rd. They tacked a card on the inside cover of each machine, calling attention to the ULTRA Reproducer.

4th. They see to it that every talking machine in their neighborhood is equipped with an ULTRA Reproducer.

An average of 35 ULTRAS per week for the past seven months! — a profit since June of $3500! On ULTRA Reproducers alone — Think of it!

—plus the increase in sales of records and the cultivation of a musical taste which finally will be satisfied only with the ultimate in music—a complete machine of the latest type.

**You Can Do As Well—**

It's Not Magic, Just Common Sense — Give Your Customers the Best Performance and They'll Buy More and More of It — Get in Touch with Your Jobber To-day and Order ULTRA Reproducers.

**COMPANY,**

565 Fifth Ave.,

New York City

Apparatus for More Than 10 Years
The 100,000 mark has been passed in the sale of ULTRA (phonic) Reproducers — and this in less than six months time

This is a tribute not only to the exceptional merit of this high quality product but also stands as proof that the progressive music merchants are quick to recognize superiority.

Progressive dealers everywhere have made and are making real profits on the sale of Audakco products, with the knowledge that they are giving their customers the very best the market affords.

Beginning with the New Year (1927), there will be further additions to Audakco products — which will mean still more profits to our ever increasing number of retailers.

All Ultra Reproducer diaphragms are of a scientifically proportioned aluminum alloy — as thin as a human hair. Nothing else will meet the exacting requirements of the new electrical recordings — and remember the better these records are reproduced, in the home, the more of them you will sell.

The AUDAK COMPANY
Makers of high grade Acoustical and Electrical Apparatus for over 10 years

565 Fifth Avenue, New York, N. Y.
Scientific Merchandising Needed This Year — (Continued from page 58)

Price appeal is the "ideal" of the opportunist and therefore more users of radio will come into the market for apparatus. This will, through the process of evolution, eliminate the manufacturers of poor quality radio apparatus and therefore costly radio apparatus. On the other hand, this will tend to make the radio user more pleased with radio and therefore more users of radio will come into the market for apparatus.

Let us therefore impress upon manufacturers, jobbers, retail merchants and consumers that quality must be the important factor, which means giving value for money paid.

S. B. TRAINER, President.
Ampion Corp. of America, New York.

1927 Market for High-Grade Sets, Says R. M. Klein

The radio dealer has a 1927 outlook which is most pleasing. Price appeal has been the basis of procedure of by far the majority of radio dealers in the past. It will so continue with a number of them in the future.

True music appeal, however, is a much stronger and permanent element of the radio business. The advances in radio during the past year, and probably those advances which can be anticipated for the coming year, are in the nature of improved quality of reception and simplification of operation.

Even as the trend in automobiles, phonographs and motion pictures has been along the lines of improved quality, so will the radio trend be for an appreciable period in the future.

Price appeal is the "ideal" of the opportunist who is here to-day and gone to-morrow. In the interval he may have made some money, but he has not laid the foundation for a broad future growth of his business.

The word "quality" can be justifiably applied to a line of merchandise, and it is particularly applicable to radio because music is far and away the chief factor in radio reception, and there is no such thing as real music without quality.

Those radio dealers who have the vision to cater to the future and to realize that any volume of radio business they may have done in the past is but a fraction of what they can do in the future are the dealers who are in line to reap the best benefit from 1927 business. Of course, there will always be a price mar

(Continued on page 62)

POINTER NO. 15

Without doubt, the strongest part of a Mainspring is the place where the hole is punched out and it is most fortunate that this style of fitting has come to be regarded as the standard. As in all cases, regardless of whether the mainspring is used in a size, small sizes, it means the cutting away of half the width and it is no wonder that the two cases are both cases of 8 in 8 appears in three hands. In our opinion, the ideal center-fitting has been adopted in some of the M. 8 T. cases, which are fitted into the "HUB", which is fitted with a pin and a lip is fitted to the lower end of the string which acts really into a groove in the pin of the spring-barrel. This style of center-fitting, which is really the best fitting on the market, gives the maximum of strength, and if the more rigid to affine and the risk of breakages is reduced considerably. It would be a boon to the trade if it was adopted more universally.

USE VULCAN MAINSPRINGS

**Best in the Long Run!**

**H U B S**

**M A I N S P R I N G S**

**S E A T E D**

**S H E F F I E L D, ENGLAND**

**MANOR WORKS**

**S E A T E D**

**S H E F F I E L D, ENGLAND**
NEUTRODYNE
approaches its fourth birthday
in 1927

It has proved itself fittest to survive

LOOK back over the last five years of radio history. What have you seen? First, the public success of the three pre-broadcasting receiving circuits—a success due to circumstances rather than merit. They were all there was, until Neutrodyne entered the field in 1923 with the first method of reception devised solely for home radio, for the faithful reproduction as well as selective and sensitive selection of programs.

Neutrodyne's success was immediate, and spectacular. Never had the public had such magnificent radio results, such supremely easy operation.

Came the flood, as the movie people say. A flood of imitators, of dynes this and that. The name was copied, simulated, imitated. But without the Neutrodyne principle, any imitation of the name was and is worthless. The name and the fundamental principle are one and inseparable. Only the 14 licensed manufacturers named below make Neutrodyne receivers.

Today, when the fourth anniversary of the Neutrodyne receiver approaches, Neutrodyne is in a stronger position than ever, in public favor, in the sales asset it puts in dealers' hands. During nearly four years, scores of imitators have come and gone, leaving dealers and users holding the bag for these manufacturers, some of whom were merely ignorant of the patent situation, while others were plainly piratical.

Nearly four years have demonstrated Neutrodyne's inherent merit, its stability, permanence and profitableness. Ask yourself if you can afford to do business without a line of Neutrodyne receivers.
The Mershon Condensers
smooth out tone through B eliminators as
a plane smooths the rough surface of a board

Makes old “B” eliminators ever fresh
like brand new “B” batteries!

Connecting a Mershon condenser to your “B” eliminator vastly improves
the tone quality from your receiving set. The famous Mershon’s action is
twofold. First, it assists in more perfect filtering (straining) of the uneven
current supplied by the Lamp Socket. Second, it acts as a reservoir
to store a large amount of energy which is fed to the Receiver in a continuous
smooth flow as called for by incoming broadcasts. This action may be
considered the same as the result of using a plane for a rough board.
Most “B” eliminators use a good filter which can be noted by the lack of any
AC hum. But for perfect results and tone quality comparable to that which
is obtained from the use of new “B” batteries, it is essential that a sufficient
amount of energy be stored directly back of the receiving set. This energy
must be on tap to instantaneously supply current for loud or long
sustained musical notes. The famous Mershon enables this storage of
energy to be accomplished electrically rather than chemically. The result
is a great improvement in tone quality. It is particularly noticeable on low
notes which require a large amount of current for proper reproduction.

To connect a Mershon is as simple as connecting a battery to your Receiver.
Three lead wires are provided, attached to the Mershon, the positives being colored red and the negative black.

Caution: Of course it must be realized that a Mershon added to a
“B” eliminator will not improve tone quality, or the use of any
other tone improvement device; if the design of a receiving set or
loud speaker is such that the tubes or loud speaker are overloaded.

There are many other uses for Mershon condensers. Write Dept. 747 for descriptive folder.

AMRAD CORPORATION, Medford Hillside, Mass.

Harold J. Power, Pres.
A. H. Bartsch Tells Why 1927 Outlook Is Bright

The so-called season of 1926 possessed some rather unusual situations. For instance, unprecedented future buying in October was followed by a let-down in the early part of November, due to many circumstances—perhaps the most important was the unusually warm November, which maintained the "call of the great outdoors." November "Indian Summer" was reputed as the cause for the retardation in many sales lines, and, of course, radio sales were likewise affected in many important centers.

Thus a heretofore unexperienced slump in radio sales during the early part of November was experienced. This situation just explained was further aggravated by unsatisfactory radio weather, as far as reception goes, and thus poor reception was further aggravated because of the jamming of the air, due to too great a number of stations within the receptive zones. This latter condition called for perhaps better receivers than most concerns had considered necessary, and so a further hesitancy in buying on the part of the public was brought about, while prospects sought for better sets or the "impossible" receiver.

Then, too, there was a general hesitancy, temporary of course, on the part of the public to spend money on anything, and this had its effect on the radio industry, as it did on many lines. It puzzled a number of manufacturers in the radio industry, as it did on many lines. It puzzled a number of manufacturers in the radio industry, as it did on many lines.

Reports of Conneway Plant Destruction Are Unfounded

The report that the Conneway Electric Company, at 406-108 Jefferson street, Hoboken, N. J., was destroyed by fire, which recently appeared in various publications, was unfounded. The Conneway Company, which manufactures the Magnetron radio tubes, is continuing in operation and making regular deliveries. The fire itself was confined to the upper structure of the building, including part of the executive offices but did not reach the plant proper. The fire was small, and the damage was confined to the upper floors in the Magnetron building, which would have enlarged the manufacturing space, but have to await rebuilding.

Eastern Members of Radio Manufacturers Show Association Hold New York Meeting

Banner Attendance at December Meeting at Hotel Commodore Indicated Interest—Dr. Alfred N. Goldsmith, Chief Broadcasting Engineer of Radio Corp. of America, Delivered Talk

The Eastern members of the Radio Manufacturers Show Association responded enthusiastically to the call for the December meeting held the latter part of the month at the Commodore Hotel, New York City, and a banner attendance evidence that keen interest manifested by the members in the activities of their Association. Arthur T. Haugh, president of the R. M. A., presided at the luncheon and was ably assisted by R. F. Ruark, executive vice-president of the organization, who made a special trip from Chicago to handle the details of the meeting.

Dr. Alfred N. Goldsmith, chief broadcasting engineer of the Radio Corp. of America, and one of the world's leading authorities on radio, was the featured speaker at the meeting and gave his auditors a splendid and constructive address, emphasizing the co-ordination and cooperation which must exist in every branch of the industry in order to build for permanent success. In the course of his address, Dr. Goldsmith said: "The broadcasting stations must produce programs that are diversified and interesting. No one wants to listen to a specific type of program. Tastes differ, and what is suitable for one is unsuitable for another. "We are on the verge of a new era in broadcasting when stations put 'chain' programs on the air. I hope that there will be many such programs in place of the features from individual stations. There is plenty of room for a few more real good broadcasting 'chains.' The manufacturers must keep in mind that there are certain qualifications the public wants when it comes to receiving sets. First, the designs must be simplified. Reliability is another asset the public demands. If the broadcasters and manufacturers keep these things in mind, there is no reason why the radio industry should not be one of the greatest industries in the United States."

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Weeding-Out Process Has Stabilized Radio—(Continued from page 59)

ket, and there will always be a field for low-priced sets, perhaps for sets which are utterly lacking in quality reproduction, but the real market, the firm market, the growing market is the market with real profit possibilities is the market for the higher grade sets which produce true music, and it is to this market all progressive dealers must cater.

R. M. KLEIN, General Manager, F. A. D. Andrea, Inc.

A. H. Bartsch Tells Why 1927 Outlook Is Bright

What does 1927 hold for the radio industry? To consider the answer to this question seriously requires, of necessity, to consider what has just passed.

Let us put aside the rose basket and look at the cold mortar and bricks.

The 1926 season was brought about while prospects for their health, from time to time.

The discontinuance of interest in radio on the part of certain types of manufacturers, distributors and dealers, giving more opportunity for the stronger and more able, will cause 1927 to open with a brighter future than we have been able to forecast for some time. For those manufacturers who sense with care and follow the trend of public desire—for those distributors who pay more attention to how they build, rather than to how much they sell—for those dealers who realize their responsibilities to their co-workers—the manufacturer and distributor, as well as their responsibilities to their customers, along the avenues of merchandising and servicing, radio holds a remarkable long-time future, and January looks fine—it will probably be one of the best months of the season so far run.

A. H. BARTSCH, General Sales Manager, American Bosch Magneto Corp.
On the Crest!

WE know of no parallel to the speed and size of the wave of popularity that is carrying Sandar, the new cone speaker, along on its crest. All over the country Sandar dealers are sending in frequent re-orders, and dealers not yet signed up are asking for terms and territory, anxious to cash in on the exceptional demand that Sandar has created. For its remarkably low price, $27.50—lower than any other licensed speaker of its size—its mechanical excellence and attractive appearance have registered so emphatically that it has brought steady, sustained profits to all concerned. The opportunity to take on Sandar still exists. Write today for terms and full information.

SANDAR CORPORATION
Crescent Plaza Building, Long Island City, New York
Bell & Howell Co.'s New York Branch Reorganized to Give Maximum Service

Eastern Dealers Handling the Filmo Line of Automatic Motion Picture Cameras and Equipment Advised of Important Change That Facilitates Service to Trade and Public

It was just recently announced in this publication that the Bell & Howell Co., Chicago, manufacturer of personal and professional motion picture equipment, is expanding its sales and service personnel at the New York branch, located at 220 West Forty-second street. Authorized B. & H. Filmo dealers in the Eastern territory, who are promoting the sale of the Filmo automatic motion picture camera and equipment designed for individual use, have been advised by personal letter of the fact that the New York branch is now organized to promptly and efficiently handle service instead of requiring that the machines be sent to the Chicago factory for adjustments. Quoting from the letter:

"As a Filmo dealer you are, of course, interested in the servicing of Filmo and Eyemo machines at the least cost in transportation charges and in the quickest possible time when this becomes necessary."

"We are pleased to advise that we have increased the facilities at our New York office at 220 West Forty-second street by having added a complete mechanical department. Therefore, we are now in a position to do all minor repairs there, and can also take care of changing cameras to double speed. Also changes on projectors, installation of variable voltages, etc."

Other Eastern readers of this publication who contemplate a connection with the B. & H. organization to cash in on the rapidly increasing demand for Filmo products created by the tremendous promotional campaign now being carried on by this company, will be glad to know of these increased facilities for handling service "close to home," as service is an important factor which must be considered in the successful merchandising of any product.

In discussing the matter of service with F. A. Cotton, newly appointed Eastern manager, he brought out a very important point on the close tie-up of sales and service, and its significance in the steady growth of the world-wide business enjoyed by his company.

"The rendering of prompt and continuous service is one of the factors to which we attribute the fact that approximately 95 per cent of professional motion picture cameras are not in use throughout the world bear the B. & H. trade-mark," states Mr. Cotton. "Of course, the quality of the product is another and important factor, but any piece of mechanism, regardless of how fine the materials and the care used in its construction, requires certain adjustments and attention while in use. Whether a $7,000 motor car, an expensive radio, or other quality device or machine, to ignore the service factor is business suicide."

"From the very beginning of this business twenty years ago service has been a strong point with this company. Shortly after the establishment of the New York branch, and during the first few years, a $7,000 motor car, an expensive radio, or other equipment in use throughout the world bear the B. & H. trade-mark. "

"It is the same helpful service that this office has always rendered to the customers, and it is our desire to help those serious-minded cinematographers get the very best possible results with our equipment. Assisting users makes for Filmo boosters, and benefits the dealer and the manufacturer."

"You can therefore appreciate that our interpretation of the word service embraces more than is usually implied by this term. Our sales promotion department here in the East is prepared to give information and suggestions not only in the use of camera, projector and accessories themselves, but to work with the Filmo dealers in promoting the sales of Filmo products. And our mechanical department, under the supervision of H. O. Lott, Eastern service manager, and one of the pioneers of this business, is geared up to function promptly and efficiently on such mechanical adjustments as may be necessary."

A. G. Gulbransen Subject of Two Magazine Articles

Piano Manufacturer, Head of the Gulbransen Co., Writes Story for Sales Management and Is Written of in American Magazine

A. G. Gulbransen, president of the Gulbransen Co., manufacturer of Gulbransen pianos, has been the subject of two articles in national magazines during the past two months. In the December issue of Sales Management there appeared an article written by Mr. Gulbransen, entitled "The Lone Hand vs. the 'Me, Too.' Policy in Sales Tactics," telling how the Gulbransen Co. has prospered and grown on policies different from those of other manufacturers in the same industry. He relates how the company has, in the ten years in which it has made pianos, grown to the extent of making 10 per cent of the total piano production of the country, with about 140 piano manufacturers in the United States.

The chief differences in policies between the Gulbransen Co. and other piano manufacturers, as explained by Mr. Gulbransen, are: Selling on terms of thirty days net, with 6 per cent interest if the account is not paid; the national price plan whereby Gulbransen pianos are sold at uniform prices in all sections of the country; Gulbransen manufactures one brand name only, and the advertising policy of stressing music.

In the current issue of the American Magazine there appears a full-page portrait of Mr. Gulbransen, followed by a lengthy article on his business methods and his ideals, written by Neil M. Clark. The article tells of boyshood experiences that served to shape Mr. Gulbransen's business views and his motto: "Finish the job fast; do it thoroughly; go on to something else."

Bob Emery, originator of the Big Brother club at Station WEEI, Boston, paid high tribute to Stromberg-Carlton radio in a letter to the company recently.
Your franchise . . .
what is it really worth?

Does it give you neighborhood protection against "next door" competition on the same line—a territory all your own?

Does it bring you the benefits of sound merchandising plans which lead buyers into your store, speed up turn-over, and make possible a profit-building business?

Does it have behind it a product that is non-competitive in itself—that differs so radically from all others that comparisons invariably mean sales?

Does it support a complete line of such radio, a set to meet practically every price requirement?

Does it carry with it a fixed policy of national advertising supplemented by local newspaper advertising which brings demand to a focus on your store?

Does it involve business dealings with an organization of square shooters—men long in the business—successful—here to stay? With a manufacturer who has confidence in you, requires no signed agreement, expects your co-operation only in so far as they themselves merit it?

Designated Federal Retailers work under a policy, fair in every detail. Their service maintenance on Federal Ortho-sonic sets is down to the very minimum of expense to them. They enjoy a quality of co-operation heretofore unknown in this industry.

Federal Ortho-sonic Radio, dominant in beauty and performance, has created its own individual market in the eyes of the buying public. It is represented by a splendid class of retailers and wholesalers. Write the Federal Wholesaler in your territory. If you don’t know who he is, write us.

FEDERAL RADIO CORPORATION, Buffalo, N.Y.
(Division of Federal Telephone and Telegraph Co.)

Operating Broadcast Station WGR at Buffalo

Federal
ORTHO-SONIC*

Radio

The fundamental exclusive circuit making possible Ortho-sonic reproduction is patented under U. S. Letters Patent Nos. 1,582,470.
Sales Volumes Reach Satisfactory Figures in Milwaukee in Year-end Business

Entire Trade Faces the Forthcoming Year With Optimism Over the Outlook—Retailers and Wholesalers Predict Continuation of Good Business for All Lines—Trade Activities of Month

Milwaukee, Wis., January 6—Following one of the most successful years ever experienced in the talking machine business, and with record radio sales, dealers in the wholesale and retail fields express themselves as well satisfied and very hopeful for this year’s prospects. Retail dealers stated that radio was the outstanding item in Christmas business, and they find that the demand continued through the holiday season and seems to be good for the next three or four months. Sidney Neu, manager of the radio department of Julius Andrae & Sons Co., RCA and Crosley distributors, says that he expects the radio business to continue strong through January and February. Sidney Neu, manager of the radio department of Julius Andrae & Sons Co., RCA and Crosley distributors, says that he expects the radio business to continue strong through January and February.

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Orthophonic concerts have been featured at the three stores of Ed. Schuster & Co., in connection with the appearance of the Chicago Civic Opera Co. in Milwaukee. The concerts are given in the recreation rooms of the stores to invited guests, and are sponsored by prominent Milwaukee women. While the Orthophonic plays the music of the opera, the story of the opera is told by one of the members of Schuster’s. Christmas carol concerts were also featured by the store with good effect. The conception has been extended popular with Milwaukee women, who look on them as an educational entertainment.

Harry Goldsmith, secretary of the Badger Talking Machine Co., jobber of the Victor line, states that 1926 was a most successful year and exceeded his fondest expectations. During the latter part of December representatives of the Badger Talking Machine Co. met at the home office for a sales conference to discuss plans for 1927. The Auditorium model of the Victor Orthophonic will be introduced in Milwaukee for the first time at the Automobile Show, which will take place January 15 in the Milwaukee Auditorium. The instrument will be the sole source of music at the show.

G. K. Purdy, of Yahr-Lange, Inc., wholesaler for the Sonora in Wisconsin and Michigan, states that his house has completed a satisfactory year, especially in consideration of the fact that they did not receive their merchandise until late in the season, and consequently were obliged to lose a lot of business. He looks for a bigger business in January, February and March than was experienced in December. The Super-Ball antenna continues to go over big. Mr. Purdy, states, and business grows every day. He looks for big sales during the next three months, especially in view of the fact that connections with distributors have been improved and have been effected in practically every State in the Union and in Canada and several foreign countries.

Max Rosenthal, seventy-three, vice-president of Yahr-Lange, died at his home on the evening of December 25. Mr. Rosenthal was a pioneer resident of Wauwatosa and was formerly very active in Milwaukee’s club life. Surviving him are his widow, Emily, and four daughters, Mrs. Rose Zinn, Mrs. Cora Vossm and Miss Hilda Rosenthal, of Milwaukee, and Mrs. Gertrude Mueller, of Minneapolis.

Arthur Freed, of Freed-Eisemann Co., called on the Interstate Sales Co. distributor for Freed-Eisemann in Wisconsin and northern Michigan, during the latter part of December. A special meeting of the Wisconsin Radio Trades Association resulted in the election of three new members of the board of directors, and the Association now has a complete representation in all branches of the retail and wholesale radio trade. The new directors are Charles Kree, of the Krech Electric Co.; Henry M. Steussy, of Kesselman & Co.; and Clarence Bates, of the Bates Radio Corp.

Adds the Victor Line

When the woman pays—the demands the quality which makes Stevens Speakers so easy to sell—technical excellence as well as decorative adaptability.

Women decide 50 per cent of radio purchases today—but show them a Stevens, and the sale is more than half made. Let them hear it can ring it up on the cash register, and you can ring it up on the cash register. There’s a sale power in every Stevens feature—ornamental, mechanical and electrical. It will pay you to be familiar with these features, many of which are exclusive, such as the conoidal, seamless, moisture-proof, diaphragm, the Stevens "TT" balanced armature unit, and mahogany sound board. There’s still time this season to get your share of the profits on this fast selling line. Don’t wait another day—write NOW for details of our attractive proposition to jobber and dealers.

Seger Ellis, Columbia Artist

Seger Ellis, noted Texas pianist, recently discovered that, in addition to his remarkable talent for interpreting the unusual on the piano, he also has an exceptionally fine voice. He has recorded both his playing and singing for the Columbia Phonograph Co., coupling "Sunday" and " Ain’t That Too Bad."
PROGRESS

In one year—1926—we have built a line and attained a standing in the industry unsurpassed by any other manufacturer in such a short time.

In spite of this phenomenal success, we are not resting on our laurels—constant improvement will always be our motto! Hence the following:

IMPROVED TONE—

In collaboration with Maximilian Weil, well-known creator of the famous Ultra Reproducer, a remarkable new Artone sound box has been made, that is absolutely second to none.

IMPROVED MOTORS—

In collaboration with The General Industries Company, our motors have been brought to perfection; especially the new 1927 Junior Flyer, used in our small portables.

IMPROVED MODELS—

In collaboration with the Dupont Laboratories, our Mr. Joseph Berg has designed new cabinets, beautiful enough to grace any home, yet reasonable—in accordance with our policy of SENSIBLE PRICES.
COMPLETE IN 1926

Artone No. 18, open $18.50
Artone No. 22, with lid $22.50
Artone No. 79 $85

Artone No. 80, nickel finish $95
Artone No. 81, gilt $110

Artone No. 5 $20
ORDER
SAMPLES
TODAY

Long Island City, N.Y.

NEW TABLE MODELS—

Artone No. 25, open $25
Artone No. 35, with lid $35
1927
JUNIOR FLYER MOTORS

Adopted 100% for Smaller Models of

FLYER MOTORS

The Berg A. T. & S. Co., Inc.

Makers of

Estimate Using 100,000 of These Dependable Motors in 1927

Designed and Manufactured by

THE GENERAL INDUSTRIES CO.
ELYRIA, OHIO
St. Louis Brunswick District Manager Discusses Outlook for Coming Year

Jobs and Dealers in This Territory Report Most Satisfactory Holiday Business With Continuation of Demand—Recording Artists in Personal Appearances—Other News

St. Louis, Mo., January 6.—The holiday business in radio, phonographs and records in the territory served by wholesalers and dealers of this city was far in advance of that of last year. This was expected because of the fact that in 1926 there was a lamentable lack of merchandise. However, viewed from all angles, the total business accomplished during December was most satisfactory to dealers, and the manner in which sales have continued beyond Christmas and into the new year promises well for 1927. Another feature of the trend of the trade that is pleasing to dealers is that the demand is for all types of merchandise, radio and talking machines and records.

W. C. Schoenly Discusses Outlook

W. C. Schoenly, district manager of the Brunswick Co., reports a decided increase over last year's sales and makes a forecast for 1927 saying:

"General trade conditions that will prevail during 1927 as far as the St. Louis territory is concerned must necessarily be classified by sections because of the diversified controlling factors having bearing on business in different sections of the territory, since manufacturing is the guiding factor in one section, agriculture in another, mining in another, etc.

"On the whole, manufacturing throughout the territory looks very promising for a continuance of normally prosperous conditions, which will reflect favorably toward good retail business. To perpetuate a growth of the manufacturing industry the St. Louis Chamber of Commerce is organizing and financing now a subsidiary organization to be known as 'The Industrial Club of St. Louis,' for the special and direct purpose of selling St. Louis facilities and ideal geographical location to manufacturing concerns."

Columbia Sales Gains Reported

The St. Louis office of the Columbia Phonograph Co., which serves the Central West and lower Mississippi Valley territory and maintains branches in Kansas City and Minneapolis, reports a very large increase over December of last year, with the Viva-tonal phonographs and the New Process Columbia records continuing to gain in popularity.

Messages of Optimism

"Business has been very good for the holiday season," states Herbert Schiefe, of the Artophone Co., manufacturer of the Artophone and distributor of Okeh records, "and the prospects for 1927 are good, although salesmen report that there are a few quiet spots in the South."

"The demand for the New Edison long-playing phonograph and records has been very good," states Mark Silverstone, "but the supply for the market is far below the demand." The Koerber-Brenner Co., distributor of Victor Orthophonic talking machines and records, reports that despite the shortage of certain models business was satisfactory throughout the entire territory served by the company during December and the brisk buying has continued after Christmas and into January.

Striking Radio Advertising

Radio jobbers and dealers used an unusual amount of newspaper space in bringing their products before the holiday buyers. A striking ad was that of a Freshman representative, which told of a Freshman owner, A. Delmas Robison, securing seventy-five stations in one night by arrangement with the ambassadors.

Big A. K. Sales Volume

The Atwater Kent radio sets continued to sell in usual volume, Norman S. Hall, president of the Brown-Hall Supply Co., Atwater Kent jobber, stating that sales for 1926 were in the neighborhood of 25,000 receivers. Artists' Appearances Aid Sales

Record sales have been helped to a great extent through the appearance here of several recording orchestras, among them being Ray Miller and His Brunswick recording orchestra, who are playing at the Hotel Chase, Ted Lewis and His Band, Columbia artists, played for a time at the American Theatre, and Paul Whitman and His Orchestra, Victor artists, played in a two-weeks' engagement at the Ambassador Theatre.

Enlarges Radio Department

The Lehman Piano Co. has expanded its radio division by the addition of the Sonora, Grebe and Stewart-Warner lines of radio apparatus. This company has arranged to broadcast twice a week from station KVFE.

The Nafr Radio Corp. recently moved to new quarters at 3320 Locust street.

Remington Mfg. Corp.

Enters Portable Field


A new entry into the ranks of portable talking machine manufacturers was recently made by the announcement of the Remington Mfg. Corp., of Bridgeton, N. J., of a new product known as the "Remington Super-Harmonic" portable. This is a quality product, sold at slightly higher than the average price, and is together with the "Remington Super-Harmonic" sound box, also a Bensel product, when working in unison and playing modern recordings, are two of the sales features. The sound box is also to be presented in the trade separately in various finishes.

The Remington Mfg. Corp. is headed by G. Warren Baker, who for a number of years has been interested in various phases of manufacturing. He is an active figure in the Bridgeton, N. J., Chamber of Commerce, the home of the Remington product, and where the factory is situated. The factory itself is ideally located in the southern part of New Jersey, having both rail and water shipping facilities.

An interesting demonstration of the Columbia Viva-tonal phonograph and New Process records was given at a Seattle, Wash., theatre, where a recording artist sang immediately following the playing of one of his records.

WALL-KANE

THE ORIGINAL 10-RECORD NEEDLE PUT UP IN ATTRACTIVE COUNTER DISPLAYS

PROTECT YOUR RECORDS BY USING THE ORIGINAL TEN TIME NEEDLE

GIVES YOU 150% PROFIT

Also Jazz, Concert, Petmecky and Best Tone Phonograph Needles

WALL-KANE NEEDLE MFG. CO., Inc., 3922—14th Ave., Brooklyn, N. Y.
We have sold Sonora radios on quality and rich, mellow tone . . . its ocean deep tones have made it famous . . . but for those who want distance . . . read the letter opposite

Sonora Shielded Six
$125
Sonora Phonograph Corp.

Dear Sirs:

Just a few words about the Sonora radio which I bought last Dec. It is the best receiver that you can buy.

I have heard 23 American stations and 26 foreign stations. The foreign stations are listed as follows:

1. Belgium
2. Cuba
1. Spain
2. Mexico
20. Canada

If any set would do any better it would be another Sonora. On the other page you will see the amount of stations in each State that I tuned in.

Geo. O. Witham
Demand for High Priced Merchandise
Is Feature of Richmond Holiday Trade

Prominent Dealer Attributes Large Unit Sales to Improved Sales Methods—James Cowan Sees Coming Year as Record Breaker—Corley Co. Employees at Christmas Party

RICHMOND, Va., January 7.—An outstanding feature of business in the talking machine line during 1926 in this territory was the demand for a higher grade of machine than formerly. In the opinion of dealers, this desire for something better is going to be even more marked during the current year. The firm, entertained the sales force at dinner December 21, to discuss conditions and the outlook in the territory covering Virginia and adjacent States. As a part of the contest, many of the leaders in the number of entries in the contest, and each of these contestants, of course, paid a visit to their store to be told of the main features of the instrument and have them demonstrated.

The Toman Reproductor

Retail Prices
Nickel Plated $7.50
Gold Plated $10.00

Write for trade discounts.

Sample on approval (5 days) to any responsible dealer. Will sell itself on quality and volume of tone. We challenge comparison. Wonderful, deep, rich, mellow and powerful tone. Surpassed by none. Send for sample NOW!

Manufactured by
E. Toman & Co.
2621 West 21st Place
CHICAGO, ILL.

Audak Co. Announces the Polyphase Ultra Reproducer

Maximilian Weil, Well-known Inventor, Adds to Long List of New Accessories—Reproducer Conceived on Entirely New Principle

Maximilian Weil, head of the Audak Co., 565 Fifth avenue, New York City, manufacturer of the Ultra-(phonic) reproducer, now announced an entirely new item which heretofore had not been included in the products of the company. This new product is known as the Polyphase Ultra-(phonic) reproducer and will retail at a higher price than its predecessor. The Ultra-(phonic), known as the Singlephase Ultra, will continue to be marketed by the company and it is not thought that the newer reproducer will interfere with its present volume of sales.

Maximilian Weil, the inventor of this new reproducer, is a well-known electrical and mechanical engineer and an acoustical scientist. He has contributed a number of products to the talking machine field and as a consultant was instrumental in the perfection of many more. In his latest Polyphase reproducer he has conceived what is said to be an entirely new principle, the oscillating elements, consisting of two reposing cones, designed to cover the lowest as well as the highest musical registers. It is said that this new combination permits a refinement of reproduction, making for a spread of sound and a broad tone.

The outer cover of the new Polyphase Ultra has a knob effect, which is used as an indicator on a series of numbers from one to five. Thus the tone of the instrument allows for adjustment. This is said to make possible the regulating of the performance to conform with various size tone chambers of old machines, which vary even when produced by the same manufacturer. This refinement is said to make possible the raising or lowering of the pitch about four notes (one-half octave).

W. M. Ringen was recently appointed manager of the H. C. Hanson Music House, San Francisco, Cal. Mr. Ringen has had wide experience in the retail music field, particularly with small goods, having managed that department of the Wurlitzer store for many years.

Demand for High Priced Merchandise
Is Feature of Richmond Holiday Trade

Prominent Dealer Attributes Large Unit Sales to Improved Sales Methods—James Cowan Sees Coming Year as Record Breaker—Corley Co. Employees at Christmas Party

RICHMOND, Va., January 7.—An outstanding feature of business in the talking machine line during 1926 in this territory was the demand for a higher grade of machine than formerly. In the opinion of dealers, this desire for something better is going to be even more marked during the current year. The firm, entertained the sales force at dinner December 21, to discuss conditions and the outlook in the territory covering Virginia and adjacent States. As a part of the contest, many of the leaders in the number of entries in the contest, and each of these contestants, of course, paid a visit to their store to be told of the main features of the instrument and have them demonstrated.

The Toman Reproductor

Retail Prices
Nickel Plated $7.50
Gold Plated $10.00

Write for trade discounts.

Sample on approval (5 days) to any responsible dealer. Will sell itself on quality and volume of tone. We challenge comparison. Wonderful, deep, rich, mellow and powerful tone. Surpassed by none. Send for sample NOW!

Manufactured by
E. Toman & Co.
2621 West 21st Place
CHICAGO, ILL.

Audak Co. Announces the Polyphase Ultra Reproducer

Maximilian Weil, Well-known Inventor, Adds to Long List of New Accessories—Reproducer Conceived on Entirely New Principle

Maximilian Weil, head of the Audak Co., 565 Fifth avenue, New York City, manufacturer of the Ultra-(phonic) reproducer, now announced an entirely new item which heretofore had not been included in the products of the company. This new product is known as the Polyphase Ultra-(phonic) reproducer and will retail at a higher price than its predecessor. The Ultra-(phonic), known as the Singlephase Ultra, will continue to be marketed by the company and it is not thought that the newer reproducer will interfere with its present volume of sales.

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W. M. Ringen was recently appointed manager of the H. C. Hanson Music House, San Francisco, Cal. Mr. Ringen has had wide experience in the retail music field, particularly with small goods, having managed that department of the Wurlitzer store for many years.
The Triumph of 25 Years - - -
Yet Only a Beginning!

The most phenomenal year's business in the history of the Victor Talking Machine Co. has clinked through the cash registers of Victor dealers everywhere. So secure has the popularity of the Victrola and Victor Records again become that it seems fantastic to recall that brief period from October to December of 1925, when well-nigh over-night the miraculous new Orthophonic invention transformed public interest from apathy to feverish enthusiasm. Until Victor Day, 1925, the trade could not foresee the future. In that single event and its consequent business flood, every vestige of irresolution for able merchants has been swept away. They know now which-- way the finger of public favor points.

More important to us, even than the sales increase which 1926 registered throughout the Victor line, is the unmistakable proof of the people's demand for talking machine entertainment that the Orthophonic Era has disclosed. Homes that never had a Victrola have found unimaginable pleasure in new possession of the instrument. Homes that had old-style Victrolas have discovered the Orthophonic record and through it, the Orthophonic Victrola. And with these discoveries there has been uncovered a steady, sweeping, tremendous demand for "Victor in the Home" which in one year alone has piled up a sales total that no other maker of a household entertainment device approaches. Remember that!

These conclusions support what has been our belief from the beginning. Namely, that as the telephone has stimulated use of the telegraph, as moving pictures have made a public habit of seeking theatre entertainment, so the various great features of home amusement as typified in the Orthophonic Victrola will make a new "fashion in fun" at the fireside. We can see the custom growing, among millions of American families, of bestowing more and more of their time and more and more of their dollars for what comes to them quickly and conveniently on the records, or in radio. In the Victor product one may truly have everything on the air and anything before the footlights.

This “new creation for the nation” now stands ready to reward thousands of Victor Dealers with additional millions of dollars in sales in return for their work alone. You, therefore, Mr. Victor Dealer, owe it to yourself and the product to put such effort behind Victor merchandise as you have never put before. We live in the Orthophonic Era but are faced by the motor age, million-dollar movie, the world-wide traveller, etc., etc. It is up to you to carry this triumph to a successful conclusion — and for your benefit alone the Victor Company has paved the way and is leading on. Jump into the procession for greater Victor supremacy.

C. Bruno & Son, Inc.
351-353 Fourth Avenue
New York City
Victor Distributors

1834—Almost One Hundred Years of Dependable Service to the Music Trade—1927
Despite a Shortage of Merchandise
Baltimore Trade Has Record Year-End

Victor Distributor Has Largest December in History With Record Sales as Feature—Brunswick
Manager Makes Forecast—Columbia Wholesalers Close Banner Year

BALTIMORE, Md., January 7.—Christmas business was one of the best in the history of the trade here, according to reports from both wholesalers and retailers. Although handicapped by lack of desired models of all makes the dollars-and-cents volume of business in 1926 ran considerably ahead of that of 1925.

Orthophonic Concerts Boost Sales

Sales of both Victor machines and records were greatly stimulated during the holiday season by the installation of the Auditorium orthophonic Victrola, shown at the Sesqui-Centennial in Philadelphia, on the roof of Hochschild, Kolin & Co., one of Baltimore's largest department stores. Daily concerts were given in the afternoon and evening, which attracted thousands of Christmas shoppers, and which could be heard at a distance of several squares.

E. F. Droop & Sons Do Bigger Business

"December business was the largest in the history of our firm," declared W. F. Roberts, manager of E. F. Droop & Sons, Victor distributors. "Our record business was simply phenomenal and it was impossible to begin to supply the demand, and at a low estimate I would say we lost at least sales of a thousand records a day. We were also handicapped to some extent by inability to obtain all types of instruments which the trade desired, but hope to catch up with our orders some time this month. New Victor dealers added to our list this month include Besche Bros., Pollacks, and the Exchange Furniture Co., all of Baltimore."

Columbia Wholesalers Close Big Year

"Complete figures for the month of December are not available, total business is already far beyond the big December, 1925," declared W. H. Swartz, vice-president of Columbia Wholesalers, Inc. "All departments were ahead, and this in spite of the fact that thousands upon thousands of dollars of machine business was lost through inability to supply the demand. Six different model machines were out of stock practically the whole month of December, and dealers telephoned, wired and came in person trying to get more phonographs. It will indeed be a happy day when Columbia Wholesalers at last will be able to supply any and all of the new models."

New Brunswick Dealers

C. D. MacKinnon, of the Brunswick Co.'s record-promotion department, visited the agency last month, and Jack Capp, of the Vocalion record-promotion sales force, was another local visitor.


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"Record business showed a splendid increase over December of last year, sales by the twen-

dy-first of last year ran on a volume of $3,100,000, while December of this year reached $2,700,000. While complete figures for the month of December are not available, total business is already far beyond the big December, 1925.""}

Alma Rotter Becomes an Exclusive Okeh Artist

The Okeh Phonograph Corp., New York, announces the addition of Alma Rotter, well-known vaudeville artist, to the list of exclusive Okeh artists. Miss Rotter has been before the public eye as an entertainer since she was eleven years old and was one of the first of the well-known singers to enter the radio entertaining field. Last year she was featured over station KMOX. In addition to her recording and broadcasting activities Miss Rotter is making a series of singing pictures for the De Forest Photofilm Co. Among the recent Okeh records made by Miss Rotter are included: "Rags" coupled with "To-night You Belong to Me," "Put 'Your' Arms Around Me," and others.

Atwater Kent Bulletin

Devoted to Lyon & Healy

The Lyon & Healy store in Chicago was the subject of a recent eight-page Atwater Kent radio bulletin sent to Atwater Kent dealers by the Atwater Kent Mfg. Co., of Philadelphia, Pa. The inside spread depicted two interior views of Lyon & Healy's large Atwater Kent radio department, a picture of the Lyon & Healy building was shown, as was a reproduction of a full-page ad featuring the Atwater Kent line run in Chicago newspapers by Lyon & Healy.

1927? Bigger Than 1926!

There's no other way to look at it. December sales topped even those of October, which up to that time had been the biggest in our history.

Every month, every week, every day, our dealers who handle and push Columbia New Process Records and the new Viva-tonal Columbia are getting greater and greater sales volume.

The same opportunity awaits you. Increased business is yours for the asking. Write us for details.

Columbia Wholesalers, Inc.

L. L. Andrews

Wm. H. Swartz

Exclusive Wholesaler

205 W. Camden St.

Baltimore, Md.
THREE POINTS OF SUPERIORITY
1—The Patented Perryman Bridge  2—The Double Filament  3—The Tension Springs

Remember the story of the little girl who was suspected of being a Princess. To make certain they placed a bean under the mattress in her bed and sure enough she was so uncomfortable she couldn’t sleep.

That's pretty sensitive—but it's a long way from equalling the sensitivity of P.D. 200-A, the Perryman Super-Sensitive Detector. This tube penetrates a mattress of air thousands of miles wide and delivers the station you want—and only that station. It annihilates distance and confusion.

P.D. 200-A makes local stations out of distant stations and brings in all stations clearly and distinctly with minimum tuning. Demonstrate by alternating P.D. 200-A with ordinary detector-amplifiers and your customers will take all of them you can deliver.

Super-Sensitive Detector

Perryman Radio Tubes offer you a substantial and permanent profit. All Perryman Tubes are carefully made, rigidly checked and merchandised under common sense methods. Perryman Distributors are prepared to co-operate with all dealers on advertising, displays, newspaper mats and prompt deliveries of tubes. There is a Perryman Radio Tube for every purpose.

PERRYMAN ELECTRIC COMPANY, Inc.
Executive Offices:
33 West 60th St.,
New York City

Laboratories and Plant:
North Bergen,
N. J.

PERRYMAN
RADIO P TUBES
"DISTANCE WITHOUT DISTORTION"
Huge Volume of Record Sales Indicates Popularity of Phonograph in New York

Due to the fact that during December, 1925, there was a scarcity of models of practically every type talking machine and phonograph, in fact, several of the newer types had not yet been placed on the market, and a shortage of several makes of radio receivers was also felt, the usual basis of comparison, that of placing the figures against those of the same month of the year before, did not mean very much for December, 1926. Practically every dealer reported enormous percentages of increase in all departments. It is senseless therefore to quote figures as regards the sales of last month. However, the month's volume of business was eminently satisfactory, with the prospects of the future, based on the continuance of business for the weeks following the holidays, very bright.

Growing Record Business

Without doubt, one of the best barometers of the public's interest in the phonograph is the volume of record sales. No other department in the music store has been consistently gaining as a profit maker. All types of records have figured in the advanced, popular, standard, classical, foreign language, and last but not least, the album sets of symphonic works and other orchestral selections. A pleasing phase of the past month's business in the New York territory was that the buying was centered on no one type or class of merchandise—All instruments were in demand and sold well—phonographs and radio receivers, from the portable talking machine selling for a very small sum, to the $1,000 and more combination talking machines and radio receivers—the public's favor embraced them all.

Satisfactory Columbia Sales

"Columbia sales of Viva-tonal phonographs, New Process records and Harmony records were most satisfactory," stated E. W. Gutenberger, manager of the metropolitan wholesale division of the Columbia Phonograph Co., Inc., "despite the fact that there was a shortage of one of the models of our line. Portable phonographs were also in great demand and the Columbia series of Masterworks recordings in album sets evidently found favor with the buying public as gifts, if one can judge by the way they sold. The prospect for the coming year for Columbia products looks most promising and we expect steadily increasing sales totals each month."

Edward Strauss Discusses Outlook

In commenting on the outlook for 1927, Edward Strauss, district manager of the Brunswick Co., said: "The public is rapidly learning the meaning of the word 'Panatrope' and the future is exceptionally bright for this instrument and for our combination Radiola and Panatrope. Record sales have been on the increase, and, with the broad vision of our company, realizing the necessity of an intensive campaign behind Brunswick products for 1927, we feel quite confident that we will take another important step forward."

Striking Window Displays Aid Sales

Two large, tastefully decorated show windows featured the presentation of talking machine and radio lines at the International Phonograph Co., 103 Essex street, which did a brisk business during the month, with radio receivers in greatest demand. One of the windows was devoted to a showing of Victor products, the other to radio sets, featuring the Stromberg-Carlson, Atwater Kent and the R C A lines.

Big Year-end Business

The New York Band Instrument Co., operating two retail stores in the city, experienced an exceptionally fine December, the sales total for the month of talking machines, talking machine-combinations and records doubling that of November. At the main store on Fourteenth street, while business was steady throughout the entire month, it was not until four or five days previous to Christmas that the real holiday buying started, and then it came with a rush, dozens of people at times waiting for a chance to hear records which they wished to purchase. While record sales were great, instruments of all types were likewise in demand. Album sets of records were popular favorites with buyers. A remarkable angle of the month's business was that the week following Christmas found business almost, if not quite, as good as that of the pre-holiday week.

The branch store on Thirty-fourth street likewise did a most satisfactory business, but in this store the business was consistent throughout the month and the trade for the few days before Christmas was somewhat greater than that of a few weeks before the twenty-fifth. Records of all types and languages, including album sets, provided a large percentage of the month's business.

Portables in Demand for Gifts

Miss B. B. Steele, manager of the music section of Stern Bros., department store, reported an unusual tendency in the pre-holiday buying season. Starting at the first of November and continuing until the fifteenth of that month, buying activity in talking machines and records was most active. It then slackened and did not resume the expected volume until the beginning of December, when a steady, consistent business started, which continued right throughout the month with the usual spurt as Christmas drew near entirely lacking. The total volume was most satisfactory with all types of merchandise selling well, portables and album sets of records being in special demand. Victor, Lumière and Aristocast loud speakers also sold well.

Wide Interest in New Edison Record

The Buckley-Newhall Co., carrying the New Edison and Victor lines, reported sales of unexpected volume, with the New Edison long-playing phonograph and records being in the greatest demand.

J. C. Lichterman a Daddy

Jay C. Lichterman, comptroller of the Saul Birns' chain of music stores in the metropolitan district, is the proud father of a bouncing boy, Irwin Stanley, who arrived in time to enjoy his first Christmas at home.

Atwater Kent Radio Is Popular With Farmers

In a comprehensive survey recently made by the Farm Journal, a national publication published in Philadelphia, the popularity of Atwater Kent radio in rural communities was described. The survey includes reports from nearly 30,000 farmers in all parts of the country. In response to a questionnaire it was found, in point of present ownership, Atwater Kent radio was among the most popular and in answer to the question, "If buying another set, which brand or make would you buy?" the Atwater Kent set was well in the lead. In radio reproducers it was found that more Atwater Kent radio speakers were in use on farms than any other make. The Farm Journal estimates that the number of farms now equipped with radio is nearly one million, nearly double the number of 1925.

Bremer-Tully "B" Battery Eliminator Is Introduced

The Bremer-Tully Mfg. Co., Chicago, offers what the firm's officials believe to be a design in "B" battery eliminators that will be generally adopted in the near future. There are no variable resistances and, consequently, no knobs to turn. The design is worked out so that it is only necessary to "plug in" as directed on a chart furnished with each unit. The voltages delivered are correct and it is not necessary to guess, according to the manufacturer. A Raytheon rectifier tube is used, and the unit has a capacity of 150 volts at 60 milliamperes drain.

Auditorium Victrola Installed in Omaha

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FOUR months ago a new product—TODAY the accepted standard of “B” battery elimination. There's a Farrand distributor near you. Capitalize on the ever-growing demand by ordering NOW!
Interesting Events of the Trade in Pictures

Above: Allan McQuahe, Atwater Kent radio artist and opera star, singing from Stone Mountain to crowds below prior to broadcasting from radio station WSB, Atlanta.

Right: "The Big Parade of Hits": record window display in general offices of the Brunswick Co., Chicago, that attracted wide attention.

Above: Camera department, Lynn & Healy store, Chicago, where B. & H. Filmo cameras are featured.

Above: Eye-arresting Atwater Kent window display of Wm. Taylor Son & Co., Cleveland, O.

Left: Fada radio exhibit of L. C. Warner & Co., Portland, Ore., at Northwest Radio Trades Exposition held recently in that city.


Right: An RCA Display of St. Marks Music Studio, Brooklyn, N. Y., that increased sales for that retail store.

AN ARTISTIC RADIO WINDOW

PHILADELPHIA, PA., January 6.—One of the most attractive window displays devoted to radio seen in this city in a long time was that of the local John Wiamaker store here, in which the "millionth" Atwater Kent radio set was exhibited to the public in an artistic setting. The entire window on the Chestnut street side was given over to the display, the center of which was the radio set, as may be seen by a glance at the accompanying illustration. A photograph of A. Atwater Kent, founder of the radio manufacturing company bearing his name, and a placard giving the "story" of the set shown, completed the foreground of the display, while an artistic background of rich draperies formed a harmonious setting. The windows of the Wiamaker store are usually given over to displays of art products, Oriental rugs, original paintings, etc., and because of this policy the exhibit of the Atwater Kent radio was significant and attracted wide attention.
Factors That Brought an Outstanding Success to a Portable Manufacturer

"Confidence Plus Common Sense" Is the Slogan Upon Which O. L. Prime, President of Carryola Co. Started the Business and Following It Has Brought Success

Under the heading “Producing 200,000 Portable Phonographs in a Single Year,” H. D. Leopold, advertising and sales promotion manager of the Carryola Co. of America, Milwaukee, gives the following interesting résumé of Carryola activities the past few years and the company’s plans for the coming year: Confidence plus ordinary common sense will carry you most anywhere you want to go. Three years ago had one forecast that some day a single manufacturer would develop an annual outlet for 200,000 portable phonographs such statement would have brought a broad grin from practically the entire industry. To-day you could run your 1927 prediction to 300,000 without causing a ripple.

It was upon these premises that O. L. Prime, president of the Carryola Co. of America, Milwaukee, gives the following interesting résumé of Carryola activities the past few years and the company’s plans for the coming year: Confidence plus ordinary common sense will carry you most anywhere you want to go. Three years ago had one forecast that some day a single manufacturer would develop an annual outlet for 200,000 portable phonographs such statement would have brought a broad grin from practically the entire industry. To-day you could run your 1927 prediction to 300,000 without causing a ripple.

During the past year an average of approximately 600 portables have been built every business day. Plans for 1927 are even more ambitious, and it is almost an assured fact that during the latter part of the new year the plant’s capacity (2,000 instruments per day) will be taxed.

O. L. Prime

To become the world’s largest portable manufacturer in two years is a man-sized job. It required endless hard work, and the development of a real sales organization. In direct charge of this part of the operation is Don T. Allen, vice-president of the Carryola Co. and of the Prime Mfg. Co. Mr. Allen is to-day one of the outstanding personalities in the industry, and he is known from coast to coast among the trade. He is a real student of matters phonographic, and his guiding genius has contributed much to the present position now enjoyed by Carryola.

Harry G. Wild, secretary and treasurer of Carryola

The Carryola organization is rounded out by George P. Hough, sales manager; Fred Busche, advertising executive and sales manager; H. K. Drotning, engineer and inventor, and Gene R. Driscoll, special representative, men of ability and wide experience in the field.

World-Famous Artists in Atwater Kent Concerts

The Atwater Kent radio hours since the last issue of The Talking Machine World offered exceptional talent. Mme. Ernestine Schumann-Heink, contralto, on December 9, presented a program of real enjoyment. Appearing with Mme. Schumann-Heink on the program was Miss Florence Hardeman, violinist. The hour on December 26 was fittingly devoted to a Christmas program by Betsy Lane Shepherd, soprano; Elsie Biker, contralto; Arthur Hackett - Granville, tenor, and William Simmons, baritone, assisted by the Atwater Kent Orchestra. Louise Homer, contralto, and Louise Homer Stires, soprano, presented the first program of the new year. January 9 Edward Johnson, tenor; Editha Fleischer and the Atwater Kent Orchestra, were the artists.

METAL DIAPHRAGMS

Our first Metal Diaphragm was patented May 8th, 1900, and used by one of the largest Talking Machine Companies and we have been making them ever since.

We are also makers of

The MOBLEY REPRODUCERS

Used by some of the leading manufacturers.

We shall be pleased to take care of your requirements in this line.

MOBLEY MANUFACTURING CO.

ROSLYN, PA.
"Nothingness of Vacuum Tube Its Most Important Feature," Says Dr. Goldsmith

Chief Broadcasting Engineer of the Radio Corp. of America Gives Interesting and Instructive Story of Importance and Functions of the Modern Vacuum Tube

"Much ado about nothing" was the title given by Shakespeare to one of his famous plays. Yet the venerable Bard of Avon, had he lived to-day, could have found no better title with which to label the modern vacuum tube. The very nothingness of the vacuum tube is its most important feature; for without it, the vacuum device could not be, and without a high degree of vacuum, or virtually nothing, a good vacuum tube is, in general, quite impossible.

Now in order to get a true picture of the vacuum tube and its work let us start with an analogy. Consider, if you will, a dam, impounding millions of gallons of water. At one side there is a spillway, together with a system of floodgates. A man, through the agency of a lever, can readily control the flow of water over the spillway, from a mere trickle to a competitor of Niagara.

In the vacuum tube we have precisely the same state of affairs, although in electrical rather than mechanical form. There is a vast quantity of electricity impounded in the tube filament; it is heated. When the filament is heated the flow of electricity is from the heated filament over to a cold surface of metal called the plate. However, this electrical spillway is controlled by a floodgate in the form of a metal wire or prongs of wire placed between the filament and plate and known as the grid. The slightest variation in electrical charge on the grid, immediately controls the flow of electricity from filament to plate.

Just how the vacuum tube accomplishes all this is a much longer story. Everybody knows first of all, that water can be boiled. What happens? Well, the water is converted into an invisible vapor and disappears in the air. Likewise, almost everybody knows that camphor, left about the house at ordinary temperatures, will eventually disappear. Why? Because the camphor has evaporated—tiny particles of camphor have been flung into the air to permeate it with the strong odor which drives off moths.

Few persons, however, know that electricity can be boiled out of hot metals. Yet such is the case. A metal wire, such as tungsten, when heated to its ordinary temperature will eventually disappear. Why? Because the camphor has evaporated—tiny particles of camphor have been flung into the air to permeate it with the strong odor which drives off moths.

Secondly, electrical charges or electrons, like camphor, can be boiled out of metal wires placed in the form of a vapor broom.

A metal wire, such as tungsten, when heated to its ordinary temperature will eventually disappear. Why? Because the camphor has evaporated—tiny particles of camphor have been flung into the air to permeate it with the strong odor which drives off moths.

The plate and the grid must be precise in dimensions and most carefully mounted in exact relation to each other and the filament. The necessarily delicate filament—it can hardly be seen except when lighted—must be delicately mounted so as not to vibrate or shake from powerful sound waves of a nearby loud-speaker. Otherwise, the tube is "microphonic." The plate and the grid must be mounted so that they cannot get off gas or impurities to interfere with the operation of the tube.

The leading-in wires passing through the glass must be of a kind that will not expand or contract at a different rate from that of the surrounding glass. If the expansion should be too rapid, the surrounding glass will crack; if slowly, it will be held and the vacuum will be destroyed. A cleverly conceived bi-metallic wire, known as dunet, is used for the best vacuum tubes, ensuring a tight seal at all times.

The glass employed in the making of tubes must be of a special kind to permit of ready working in automatic machines, yet sufficiently tough to withstand hard usage. Every piece of glass is rigidly inspected before it is admitted to the manufacturing process.

The base must be of strong moulded insulating material, so as to hold the complete pins or prongs in exact relative position. Even so humble a factor as the contact pin must be held to within thousandths of an inch, so as to give the interchangeability in ready to be mounted.

To get the air out of the tube, unique methods have had to be evolved. Pumping alone could not achieve the high vacuum in a sufficiently thorough and rapid manner to transform it into the vacuum saved for millions upon millions of vacuum tubes.

Here, again, a clever inspiration has provided what is in reality a vapor bong. Now the housewife would hesitate to pour the contents of a bong into a room with a metallic fog. Certainly a husky bong would be preferred. Yet vacua are swept with a metallic fog. A small quantity of suitable chemicals reduces the "getter," placed in the tube at the time of assembly. Following the sealing operation, when the vacuum pumps have done their best in the time allotted to them in quantity, the getter, which form it combines with the remaining gas atoms and finally condenses on the cool glass wall. And so the bright silvery coating we see on the vacuum tube is the sign of good housekeeping on a minute scale. It signifies that the tube has been swept clean.

All of which means that the vacuum tube, accordingly so simple in itself, is a highly complicated device. Mechanically, it involves a whole series of problems, from the making of the parts to their assembly into the most intricate groups, covering them with a glass envelope, and securing a high vacuum and perfect seal, together with bashing. From the electrical standpoint, the vacuum tube involves delicate values which must be met and maintained despite the call for volume production. From the production standpoint, the vacuum tube takes its place with the finest kind of precision work found in any other field, together with a volume that is truly stupendous. American industry has scored no greater achievement than the making of millions upon millions of vacuum tubes each year.

Ralph B. Austrian, vice-president of the R. B. Rose Co., which operates a chain of radio sections in department stores, recently left New York for an extended trip, visiting the various branches of the company and looking over possible new outlets of the company. By adequate demonstration...
Dealers, jobbers and manufacturers! New tones for thousands of old and new phonographs! What a profit opportunity! The New No. 90 Military Oro-Phone makes possible the reproduction of every variety of music. All the brilliance, sparkle and solidity of military band performance—all the delicacy and loveliness of the soprano voice—are reproduced with a fidelity and beauty that is astonishing.

There is no chattering or vibration—no muffled tones or lack of power—every note in the musical scale is reproduced with full-throated volume. Combined with the No. E-1 compo brass and copper arm or C-1 all brass arm, the Military Oro-Phone, with Oro-Alloy metal diaphragm, will enable you to supply your trade with the means of securing that much-desired rich quality of reproduced music.

No. E-1 Compo Arm 8½ or 10½-inch length
List $5.00 nickel; $7.50 gold
No. 90 New Military Oro-Phone Reproducer
List $7.50 nickel; $10.00 gold
Further details regarding the New Military Oro-Phone will be sent immediately upon request.

The Standard Oro-Phone Reproducer with
the Oro-Tone C-1 All Brass Tone Arm

The original No. O-76 Oro-Phone reproducer, when used as a single unit or with the C-1 or E-1 curved arm, is the most ideal combination for the true music lover who appreciates and demands delicacy and beautiful modulation in reproduced music.

Both C-1 and E-1 curved arms are of air-tight gradual taper design and, like all Oro-Tone products, are guaranteed unreservedly. The Oro-Tone and Oro-Phone combinations meet every requirement necessary to supply the ultra-fine quality of reproduced music so much in demand. Your opportunities for greatly increased profits on these combinations are unlimited. Our splendid proposition is of tremendous interest to everyone in the music trade. Write for it.

No. O-76 Oro-Phone Reproducer
List $7.50 nickel; $10.00 gold

The ORO-TONE COMPANY
1010 George Street, CHICAGO, ILL.
The annual dinner of the executive, editorial, and sales staffs of Edward Lyman Bill, Inc. and divisional companies, publishers of The Talking Machine World and other business publications, was held at the Twin Oaks Restaurant on December 17. About fifty attended the get-together and the evening was given over to dining, several contests successfully designed to add to the general merriment and to a program of entertainment to which the talented members of the various staffs contributed with Paul Specht and His Twin Oaks Orchestra who entertain at this restaurant and who volunteered their services, and the Record Boys, vocal trio.

There were a few timely words spoken by the officers of the company, but no speeches in the accepted sense of the word. Instead a number of contests participated in by members of each of the ten papers published by the organization. The first a harmonica contest, on Hohner Marine Band harmonicas, brought forth talent that had been unsuspected; another a tire-pumping contest, in addition to showing up "skill," also brought weariness to several of the contestants.

In brief, the gathering was voted the most successful of the many annual get-togethers of the Edward Lyman Bill organization and should the attendance of staff members increase at the rate that it has during the past few years, Madison Square Garden will eventually house the annual banquet.

Empironic Sound Box and Tone Arm Wins Praise

CLEVELAND, O., January 3.—The Empire Phono Parts Co., of this city, one of the pioneer manufacturers of tone arms and sound boxes, has been receiving many letters of praise from manufacturers and dealers in connection with the company's new product which was introduced recently. The Empironic sound box and drawn brass tone arm have already won the approval of the industry generally, and W. J. McNamara, president of the company and one of the veterans of the industry, is responsible for this latest development in the activities of the Empire Phono Parts Co.

The Empironic tone arm is made of drawn brass, the large elbow being one piece. It has a ball-bearing base and is air tight, being perfected under the direct supervision of Mr. McNamara and embodying the company's extensive experimental activities during the past few years.

The Empironic reproducer represents the latest development in the new type of sound box and its various constructional features are patented. The first announcement of the new product resulted in the receipt of good-sized orders from all parts of the country, as well as abroad, and the Empire Phono Parts Co. is preparing for a banner year.

Fine Christmas Gifts Distributed to Trade

Gross-Brennan, Inc., 342 Madison avenue, New York, and New England representative for Stromberg-Carlson products, played Santa Claus this year to its many friends in the industry by mailing to each one an exceptionally attractive desk set, comprising an onyx stand with two handsome fountain pens.

The Clarenmont Waste Alg., Claremont, N. H., manufacturer of cotton flocks, presented to its many friends in the trade at Christmas-time a very handsome perpetual calendar and desk pad.

The Blackman Talking Machine Co., New York, Victor wholesaler, in accordance with its usual custom, presented this year a practical and attractive leather billfold accompanied by a timely and appropriate Christmas greeting.

Fada Issues Letter Series

A series of letters for radio dealers to use in a direct-mail campaign has been prepared by L. C. Lincoln, advertising manager of F. A. D. Andrea, Inc., New York. The series is available to all Fada radio franchised dealers and is designed to appeal to women as well as men who are logical prospects for radio.

O. L. Moise With Wurlitzer

O. L. Moise was recently added to the sales staff of the talking machine and radio section of the Wurlitzer store, San Francisco, Calif. Mr. Moise formerly conducted a radio service business in Stockton, Calif.
You Can Sell this Set with Complete Assurance

SLAGLE RADIO SETS are good. Thousands of our old and new customers have told us so. We do everything that 14 years has taught us about building good sets. Every set is carefully tested "on the air." It gives perfect reception when it leaves our plant.

Note the thick, cast-aluminum shielding used by Slagle. Each unit completely protected from the others and from the outside. Cleaner, sharper tuning; purer tone values; more satisfactory operation all around. This beautiful job is thoroughly characteristic of Slagle workmanship.

The Slagle "hook-up," complete internal shielding, plus careful work and expert inspection guarantee extremely smooth, quiet operation, and perfectly natural tone with any desired volume.

Because it's built right, it works right, and gives your customers a brand of service that keeps them loyal to you. We have a real proposition for energetic dealers. Let us tell you all about it.

SLAGLE RADIO COMPANY, Fort Wayne, Indiana
High Grade Sets Since 1911

Slagle Radio
Estimate That $28,000,000 Worth of Radio Apparatus Was Sold in Northwest in 1926

Survey Made by Northwest Radio Trade Association Gives Interesting Figures—Victor Auditorium Orthophonic Instrument to Make Tour of Territory—News of the Trade

ST. PAUL AND MINNEAPOLIS, MINN., January 7—Twins City music dealers are celebrating the new year with hopeful predictions. Chief among the optimists is Charles Hicks, manager of the George C. Beckwith Co., who is enthusiastic over the sales possibilities of the Victor Orthophonic. Beckwith headquarters have mapped out a quota system of 20 per cent increase in 1927 over the past year and salesman will have to meet a minimum requirement.

The huge Victor Auditorium Orthophonic instrument will soon start on a tour of the Northwest territory. The Dayton Co. will exhibit it next week and the Beckwith Co. intends to place it on the roof of the building that houses the Auto Show. This event is scheduled for February 5 to 10.

A. R. Bloom, formerly assistant to the Beckwith sales manager, has rejoined the firm as contact and sales-promotion man, principally in the Twin City area.

The Majestic Music Shop, which is one of the most progressive of Minneapolis retail stores, has been added to the Beckwith books as a Victor record outlet.

R. C. Coleman, head of the radio division of the Beckwith Co., reports a wonderful business done on both the Federal and Mohawk lines. Many new accounts have been opened. The Beckwith Co. has been appointed distributor in the Northwest territory for Sandar speakers. Beckwith Co. has been appointed distributor in the Northwest territory for Sandar speakers.

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W. C. Fubri, vice-president and general manager of Columbia, in Minneapolis during the holiday week. Other visitors were George Compton, of Sioux Falls; S. Duk; M. Slay, of Hartington; Mont., and Arthur Shapiro from international Falls.

"It would have been a rash prophecy a year ago to state that Panatrope-Radiolas would be delivered in callout lots direct to a retail dealer in an American city the size of Minneapolis, with not a single machine below $1,000 in list price, yet such has come to pass," said E. F. O'Neill, Brunswick district manager. "The reason has been the remarkable improvement within the industry with its reflection in reawakened public interest as demonstrated by purchases of big units.

"To him who hath shall be given and from him who hath not it shall be taken away," will hold good in 1927. The big man will grow and the small man will shrink. Gone are the days for parasiting on the business with an agency and a catalog. The business will be good to those who watch and work and go after the big combination sales units, not with dizzy forebodings but with a knowledge of products and methods. More work, knowledge and endeavor on bigger units than ever 1927 will bear 1926 positively."

Dave Roden, who for a number of years was in charge of the phonograph and radio depart- ment at Powers Mercantile Co., has joined the Baldike Co. and will assist Thomas Hoy, who is Northwest representative.

Approximately $14,000,000 worth of radio sets and $14,000,000 worth of radio accessories, approximating a total retail value of $28,534,335, were sold during 1926 by radio distributors, according to a survey just completed by the Northwest Radio Trade Association.

The number of radio jobbers in the North- west has increased from 50 to 67. The number of radio jobbers in the Northwest has doubled during the past year.

Total value of goods sold in the Northwest in 1926: Number of sets, 126,950; retail value, $14,347,520; value of parts and accessories, $14,206,131.

It is estimated that the following percentages of homes had radio tube sets on January 1:

- Total value of goods sold in the Northwest in 1926:
- Number of sets: 126,950; retail value, $14,347,520; value of parts and accessories, $14,206,131.
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In accordance with plans for large scale pro- duction in 1927, the plants of the Silent Motor Corp. and Unique Reproduction Corp. have been consolidated by Herman Segal, president of both organizations at 103 East Thirty-fourth street, New York, where two floors provide 18,000 square feet of manufacturing space. In this new factory, Mr. Segal will manufacture three types of the Silent Motor, as well as the latest type of phonograph reproducer and tone arm, which he is prepared to sell to manufac- turers at a combination price, thus eliminating the manufacturer an opportunity to purchase these three essentials from one organization at a saving.

Production and manufacturing economies have been instituted by Mr. Segal from which the trade will benefit. The new plant is equipped to do all necessary nickel-plating.

**Consolidate the Silent Motor Corp. and Unique Co. Plants**

Herman Segal, President, Announces Plans for Three Types of Silent Motor and Reproducer and Tone Arm

John Foster & Waldo will open an addition to his piano store at 238 South Eighth street, has bought the entire Minneapolis stock of the P. A. Starck Piano Co., which is closing its place on Nicollet street.

The Minnesota Co. features the Starr phonographs, Starr pianos and Gennett records.

On February 1 the Foster & Waldo Co. will close the doors of its old store, which has hosed the firm for sixteen of the fifty-two years it has done business here.

Foster & Waldo enjoyed a splendid year, says R. O. Foster, and he is confident of selling 1,500 instruments this month—which is starting the new year right.

**John Foster & Waldo**

**Introduction of Trickle Charger**

The John Foster Products Co., with main offices and factories located in Chicago, Ill., recently placed a trickle charger on the radio market. This new trickle charger is guaranteed by the maker to be absolutely silent in opera- tion, consequently the charger need not be turned off when the set is being used. There is said to be no hum or "singing" during the reception of the program.

One of the objectionable features sometimes found in trickle chargers is the corrosion which takes place at the electrodes and which causes stoppage of the electrical action. It is stated that in the Johnson product the electrodes are chemically treated so that they will neither corrode nor crust, no matter how long in service.

Another feature is that the heretofore cumbersome liquid used in the charger is now shipped in dry chemical form and when the charger is ready to be put into operation the chemical material is mixed with distilled water. The advantage not only lies in the lower shipping cost but also in the fact that the chemical is more portable and more convenient for the dealer. All liquid residua- ties of short-circling are done away with by the use of molded rubber, both in the jar cover and base.

Imperial Phonographs

are equipped with our
NEW TRIPARTITE AMPLIFIERS.

Three scientifically proportioned and designed Tone Chambers combine in one Unit.

They will please the Dealer who is looking for volume Reproduction without sacrificing quality.

PHONOGRADES MAKE SELLING EASIER.

The Tone, the Quality and the Prices are right.

Send for Catalog and Prices

**Imperial**

**Phonograph Division**

FUEHR & STEMMER PIANO CO.

1934 Wentworth Avenue

Chicago, Ill., U. S. A.

Musical Instrument Builders for 25 years
A Trickle Charger that is Absolutely Silent

Electrodes never corrode or crust.
1. The Neutral Solution used is harmless and has no corrosive effect.
2. The rubber base, coil cover, and jar cap assure perfect insulation—no shorts.
3. Delivers a constant 0.6 Amp. charging rate to batteries below normal.
4. All terminals easily accessible.
5. Simple installation and hook up.
6. Built to endure—sturdy, heavy construction assures years of constant service.

Retails for $8.75

Johnson Trickle Charger

Now it is possible for radio users to enjoy perfect radio reception without interrupting the work of the trickle charger. The Johnson Trickle Charger has been tested under varying conditions and in every case has failed to produce the slightest noise. Absolutely no hum nor buzz.

No longer is it necessary to disconnect the charger when using the set. Let the charger continue its work without interruption.

Radio users everywhere are discovering this better Trickle Charger. The demand has increased by leaps and bounds.

We stand ready to prove the superiority of Johnson Trickle Chargers.

Ask your jobber or write to us direct!

Johnson
MOTOR PRODUCTS CO.
308 NORTH SHELDON ST. CHICAGO
Failure of Dealers in Boston to Stock
Up for Holiday Season Affected Sales

Satisfactory Business Accomplished Although Many Dealers Encountered Shortage of Merchandise—Boston Phonograph Society Meets—Brunswick Co. Branch to Move—Other News

Boston, Mass., January 8.—The story with most retail houses so far as holiday business is concerned is about the same. Sales were somewhat retarded by a disposition to pursue the hand-to-mouth attitude so far as buying from the jobbers and this in spite of the fact that the trade was early warned to stock up before the holiday demand for goods came. But for the twelve months the business showed up pretty well.

Look Forward to Association Party

The retail trade is interested in the approaching completion of the Hotel Statler. The special reason why the talking machine industry has its eyes focused on the opening is because the New England Music Trades Association is to be the first trade body to have a social function within its portals.

Boston Phonograph Society Meets

The December meeting of the Boston Phonograph Society was held in the model room of the New England branch of the Columbia Phonograph Co. at 1000 Washington street. The meeting was presided over by Robert D. Darrell, secretary of the Society. There was an attendance of nearly forty members and friends. Plans for the development of the society were considered by the advisory committee, which consists of Harry L. Spencer, William S. Parks, James A. Frye, George S. Maynard and Axel B. Johnson, which had earlier held a meeting at the Brunswick Co., and it was the opinion of this committee that its action in changing the name of the Society to the one it now uses and the appointment of George S. Maynard as acting presiding officer of Albert Gogan, resigned, was approved. A course in the appreciation of records, with the result that there was additional business derived from all of them.

Brunswick Co. Preparing to Move

The Kingston street headquarters of the Brunswick Co. are gradually getting dismantled as the process of removal gets under way, the new place of business to be at 314-316 Stuart street, in what is known as the Park Square section, which is to be the great business center of the future for this city. Meanwhile Manager Harry Spencer is expressing satisfaction over the Brunswick business done during 1926, which in total volume was ahead of last year. Manager Spencer had the pleasure of having with him for the first time a new district manager, Robert Stewart, who will make his headquarters at 451 Warren street. He states that E. O'Byrne DeWitt's Sons, in Roxbury, are handling the Columbia line in the branch store just opened at 451 Warren street. Another concern to take over the Columbia line is the Littlefield Piano Co., of Barre and Montpelier, Vt.

Robert Stewart in New Territory

Beginning January 1 there was a change in the Connecticut representation of the J. H. Burke Co. The territory from now on will be handled by Robert Stewart, who will make his headquarters in New Haven. Up to now Stewart has been in the local field. Ray Burke, who had the Connecticut district before, is coming back to Boston, and will look after the interests in eastern Massachusetts.

1927 Will Be Another Great Victor Year

Everything points to the fact that the market for Orthophonic Victrolas and the new Orthophonic records has barely been skimmed. With increased supplies available, this year should prove one of unprecedented opportunity for the Victor dealer who is really prepared and who displays the proper energy.

The years of experience of the Ditson organization are at your command.

Victor Exclusively

Oliver Ditson Co.
BOSTON

Chas. H. Ditson & Co.
NEW YORK
ANNOUNCEMENT

In keeping with the diversification of its present lines of distribution, the Blackman Talking Machine Company, Inc., changed its name, on January 1, 1927, to BLACKMAN DISTRIBUTING CO., Inc.

The new corporate title involves no change in ownership or management. Our sales policy will continue unaltered, except as a steadily growing business with corresponding progressiveness and improved service may make advisable or necessary.

BLACKMAN DISTRIBUTING CO., Inc.
J. NEWCOMB BLACKMAN, President.

28 West 23rd Street :: New York, N. Y.

WHOLESALE DISTRIBUTORS
Victor Talking Machines and Records
Radio Sets and Accessories
R. C. A. Radiotrons
Eveready Flashlights
Pathex Cameras and Projectors
The love for music in the home is being gratified more and more every day. Fine entertainment is now within the reach of all. New standards in reproduction are being made—new heights in reproducer cabinet beauty are being attained.

The new Euphonic Reproducers are earning high favor among those who buy the finest in musical reproduction creations. The splendid Euphonic performance, achieved by the Euphonic tone chamber and matched reproducer units, is remarkable. Absolute tone fidelity is given to every note recorded from either the human voice or musical instruments.

In beauty of finish and design the Euphonic cannot be surpassed. Its beautiful cabinet work and lustrous blended two-tone, hand-rubbed finishes are in harmony with the most select home surroundings.

Investigation of the complete Euphonic line will convince you of its wonderful profit-making attributes. A letter from you will enable us to explain our generous co-operative selling plan to you. Make your 1927 association with us NOW—it will mean great success for you during the coming year.

WASMUTH-GOODRICH COMPANY
PERU, INDIANA
Edison Distributing Co.
Takes Over Two Jobbers
H. E. Porter Placed in Charge of Atlanta Division—Helena Branch Divided Between Kansas City and San Francisco

Phonographs, Inc., Atlanta, Ga., Edison jobber for that section, has been taken over by the Edison Phonograph Distributing Co., the distributing division of Thos. A. Edison, Inc., and H. E. Porter has been placed in charge of the office and territory.

The Montana Phonograph Co., Helena, Mont., has also been taken over by the Edison Distributing Co., and the territory served from that city has been divided between the Kansas City and San Francisco offices of the Edison Phonograph Distributing Co. This new move gives to the Kansas City branch the largest operating territory for Edison in the country, extending from the Canadian border to Mexico. The Kansas City division maintains a branch office in Denver.

Completes Most Successful Year in Company's History
Electrical Research Laboratories Officials Hold Important Business Meeting and Banquet

Electrical Research Laboratories, Chicago, manufacturer of Erla radio receivers, has just completed what is termed by the firm's executives as the most successful year in its history with a four-day sales conference held in the general offices December 27 to 30.

In one of the meetings H. J. Edwards, sales manager, discussed the importance of the RFL circuits and stated that in the opinion of the leading engineers of to-day the RFL circuit will be one of the leading circuits used during the season of 1927-28. Geo. A. Pearson, president of the firm, also addressed the sales staff, stating that the outlook for the radio industry is very favorable, and he is already planning big things for the year of 1927.

A dinner held at the Terrace Gardens, in the Morrisson Hotel, Wednesday evening, December 29, was attended by the sales force and officials of the Electrical Research Laboratories. The guests of honor and other representatives in attendance were: S. G. Allen, W. W. Fitch, A. R. Stuetz, J. O. Mueller, R. R. Myers, I. C. Chaple, Geo. Lewis, H. J. Edwards, sales manager; Geo. A. Pearson, president; Fred Weisman, vice-president; J. F. Quinn, assistant sales manager, and others.

Beatrice Weisman, Wall Kane Secretary, Is Married

Miss Beatrice Weisman, secretary of the Wall Kane Needle Mfg. Co., Brooklyn, N. Y., was married on the day after Christmas to Samuel Alloff. Miss Weisman, who has handled all the details of the business management of the Wall Kane Needle Mfg. Co. for a number of years, is well known in talking machine circles. Mr. Alloff is engaged in the practice of law and is associated with Milton C. Weisman, brother of Miss Weisman, in his New York law office.

The happy pair divided their honeymoon between Lakewood and Atlantic City and returned to take up their abode in Brooklyn. The Wall Kane Needle Mfg. Co. will not lose the valuable services of Miss Weisman, as she has agreed to remain with the organization several years longer.

Celebrates Fifth Year as Producer of Pal Portable
Plaza Music Co. Plans Wide Expansion of Dealer Co-operative Activities—Expects Biggest Year in Company's History

The Plaza Music Co., 10 West Twentieth street, New York City, manufacturer of the Pal, Regal and Pal Junior portable talking machines and other products for the music industry, is celebrating its fifth year as the distributors of Pal portables. During the early years the marketing of the Pal portables was made direct to the retail trade. In recent seasons, however, the Plaza Music Co. has further extended its activities and has distributed its products through representative jobbers throughout the country. Its jobbers have available the merchandising ideas, sales book-ups and other material supplementing the Plaza Music Co.'s advertising activities on its portable products.

In celebrating its fifth year as the manufacturer of the Pal portable the Plaza Music Co. will this year greatly expand its dealer co-operation activities. Some unusually attractive and expensive advertising material will be available for window dressings. There will also be a series of multi-colored cut-outs and many other sales literature for counter and mailing purposes.

Early last year the Plaza Music Co. took over additional floor space in its present factory quarters, installed modern machinery of the most efficient type and extended its production activities. According to the annual reports on its portable production the Plaza Co.'s sales on small talking machines exceeded by over a third the volume that had heretofore been attained. It is the belief of the Plaza organization that this present market for portable talking machines will not only continue active, but that there will be a further increase in demands. Its plans for 1927 are being made on the basis of caring for the largest season in the firm's history.

C. W. Woddrop, a Former Columbia Executive, Dies

C. W. Woddrop, many years connected with the old Columbia Phonograph Co., New York, died the early part of last week at the Hotel Traymore, Atlantic City, N. J., after a lengthy illness. He was sixty-eight years old. Mr. Woddrop went to the resort a month before his decease in an effort to regain his health. Funeral services were held at the Woddrop home in Arcola, N. J., and interment was made at Ivy Hill Cemetery, Philadelphia.
A Great New Portable Phonograph

GianTone will be a leader in 1927.

GianTone, the portable that has all the volume of a console phonograph. That preserves all the naturalness and beauty of every recorded note—reproducing them clearly and easily, without blurring, blasting or rattling—every note re-created with a fullness and richness that means perfect reproduction.

Tremendous volume, under control, is the triumph of this new Caswell product.

New and exclusive features coupled with the highest degree of workmanship and materials make this de luxe instrument 1927's greatest sales possibility for you and your trade.

Like other Caswell models, GianTone will again lead the portable field, for nowhere is there a portable that can compare.

A musical delight is awaiting you when you hear this masterpiece of reproduction, for you will at once recognize it as the portable for which there has been a long unsupplied demand.

Full value merchandise, constantly improved numbers, fairly priced, and correctly sold—one step ahead of competition—assure you success with the Caswell line.

Build with Caswell—grow with Caswell—and the year 1927 will be the most profitable you have ever enjoyed.

Whether you are a jobber or dealer, write or wire for your sample at once.

CASWELL
Portable Phonographs of Distinction
Milwaukee, U.S.A.
Introducing

The Amplion Grand

which utilizes an entirely new principle—
representing one of the greatest strides forward in the science of radio sound reproduction.

This remarkable development is a combination of Sound Board, Air Column and Cone. The result of this combination is a wonderful depth of note—resonance—and a fine natural tone.

The Amplion Grand does not need a power amplifier but functions perfectly with one. This model not only opens up a new market for both Sets and Amplions—namely, those people who have not considered Radio Reproduction true music—but it also affords you a splendid opportunity to make additional sales to those customers who buy anything that will really improve their present radio installation.

The instantaneous popularity of the improved Amplion Cone is due to its success in the greatest test of Cone type speakers—clear, clean reproduction of speech. Magazine advertising carrying this thought to over 6,000,000 readers a month is helping all Amplion Dealers to increase their sales.

Amplion Cone—Model AC 12 . . . . . . . List $30.00

The Amplion Line includes

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THE AMPLION CORPORATION of AMERICA
Suite C, 280 Madison Ave., NEW YORK CITY
Retail Merchants in Toledo Territory
Look Forward to a Prosperous New Year

Talking Machines and Radio Sets Proved Popular as Christmas Gifts and Entire Trade Reports
Satisfactory Sales Volume—Last-Minute Buying Kept Salesmen Busy

TOLEDO, O., January 8.—Phonograph and radio dealers in this territory enjoyed an increased holiday trade over last year and are entering 1927 with high hopes. Seldom has optimism been so widespread or the outlook brighter.

At the Lion store music rooms a program is under way of demonstrating the Orthophonic and the Panatrope in public places, including banks, hotels, restaurants and general business places, according to Lawson S. Talbert, manager. The radio department closed a December volume far ahead of 1925, according to Doyle Wylie, in charge.

E. A. Kopf, manager of the talking machine and radio departments of the J. W. Greene Co., stated that while trade throughout the month was good, last-minute buying was a knockout. Overland branch managers in session here purchased a Brunswick combination as a Christmas gift for Leroy Peel, general manager. Russell Hughes is a new member of the sales staff and Martha Spewick of the record force.

The Atlas Book & Music Shop on Lagrange street is a new Polish phonograph and record shop recently opened, carrying the Columbia line of phonographs and records.

Wm. King, proprietor of King's Music Shop in the Summit-Cherry Market Building, stated the sale of Columbia Masterworks series for gifts netted a very satisfactory volume of holiday trade. In addition portable machines are selling briskly.

The Toledo Radio Co., wholesaler, closed an excellent December trade. The call for the new light-sOCKET Sparton radio exceeded the supply. The new Thompson Minuet, now in stock, is selling briskly.

The sale of Columbia Viva-tonal machines was greater than the supply.

Ted Lewis, leading Columbia artist, is playing at the Hartman Theatre, Columbus, O., and will operate the shop in connection with the main store. At Elyria Columbia and Brunswick phonographs, sheet music and small goods are dealt in, with Martha Graham in charge.

At Hoermle's music store, Columbus, O., the call for the new Columbia Viva-tonal machines was greater than the supply.

A. B. Sauer, Lorain, O., Columbia and Edison dealer, has purchased Clark's Music Store, Elyria, O., and will operate the shop in connection with the main store. At Elyria Columbia and Brunswick phonographs, sheet music and small goods are dealt in, with Martha Graham in charge.

At Hoermle's music store, Columbus, O., the call for the new Columbia Viva-tonal machines was greater than the supply.

 liberated houses.

Ted Lewis, leading Columbia artist, is playing at the Hartman Theatre, Columbus, O., to packed houses.

A. G. Burr, Brunswick representative; Larry Richardson, Victor representative; Geo. Bitterlick, of the Cleveland Talking Machine Co.; Howard Shartle, of the same concern, and C. F. Saenger, of the Fansteel Products Co., called on dealers recently.

Ruddock music store, Main street, Columbus, O., Columbia dealer, is closing an exceptional business with portable machines, which are making steady strides in popularity, if the sales volume of this dealer and others may be taken as an indication.

Popular Executive Wed

On the evening of January 1, George P. Hough, sales manager of the Carryola Co. of America, married Miss Ada Mae Eshelby. The wedding took place in the home of the bride at St. Paul, Minn. Mr. Hough has been associated with this industry for a number of years, and has countless good friends among the trade throughout the country. Immediately following the ceremony, the bride and groom departed on an extensive honeymoon to the Pacific Coast.
Higher Priced Instruments Prove Most Popular With the Pittsburgh Trade

Possibilities for Coming Year Appear Bright to Dealers and Distributors—Ideal Phono Parts Co. Expands—G. M. Jensen New Brunswick Manager—Other News of Trade

PITTSBURGH, PA., January 8.—With the advent of a New Year talking machine and radio distributors and retail dealers are impressed with the notable possibilities for business that are at hand. Due to the marked increase in industrial activity in the Pittsburgh and adjoining districts, all indications point to a rather busy season ahead for the trade.

Sees Combination Instrument as Leader

In reviewing the business of the past year and giving a forecast of the coming year the Standard Talking Machine Co. issued a statement in which it was declared that: "For the Victor wholesaler the year of 1926 has been surprisingly good. We believe the year of 1927 will be in many respects similar to the year just passed in the Victor trade. While undoubtedly larger quantities of the popular-priced instruments will be manufactured and will be available to the trade, yet as never before we believe the combination instruments, radio and Victrola, will be in greater demand than ever. It goes without saying that the New Year's broadcasting, big magazine advertising, the combination Victrolas and the subsequent Victor and RCA and other broadcastings will all keep actively before the public the combination instrument, and will give additional impetus to the general drift towards the combined radio and Victrola. Therefore it would seem that all indications point to 1927 as the first big radio and Victrola Combination year and this is most desirable to the trade from every point of view."

Ideal Phono Parts Co. Expands

An optimistic spirit is prevalent among the trade here, especially in view of the hopeful outlook that is taken by leaders in the business and financial world. Paul Susselem, president of the Ideal Phono Parts Co., Inc., in reviewing the situation, said: "Our business for the past year was most gratifying and showed a neat increase. As to 1927, we are more than convinced that the coming twelve months will be very busy ones for this company. We have enlarged our territory and increased our staff very busy ones for this company. We have convinced that the coming twelve months will be a material increase monthly."

I. M. Goldsmith Optimistic

"Our sales for 1926 were most gratifying and we believe that we will do even greater business in 1927," was the statement by I. M. Goldsmith, president of the Player Tone Talking Machine Co., manufacturer of the new Saxophone consoles and upright phonographs. Mr. Goldsmith stated that new models of the Saxophone line were to be placed on exhibition shortly. These, he said, would undoubtedly find a very favorable reception on the part of the retail dealers. Mr. Goldsmith said, "I am quite optimistic for 1927 as far as business is concerned."

G. M. Jensen in Brunswick Post

George M. Jensen, on January 1, assumed the management of the Pittsburgh offices of the Brunswick Co., succeeding C. T. Markham, who resigned to enter another line of business. Mr. Jensen was transferred to Pittsburgh from the Buffalo offices of the Brunswick organization. Mr. Markham, stated before turning over the offices to Mr. Jensen, that sales of the Brunswick phonograph and the Brunswick Panatrope for the holiday season had been "most gratifying."

Displays Famous A-K Set

A duplicate of the millionth Atwater Kent receiving set was placed on exhibition by the Esenbe Co., local distributor, at the Union Depot of the Pennsylvania Railroad. Thousands of persons during Christmas week stopped to look at the display. A. A. Buchen, president of the company, stated that he was much pleased with the large volume of business in Atwater Kent sets handled by the retail dealers in the Pittsburgh district.

Delivers Address on Radio

George H. Phillips, Jr., of Pittsburgh, representing the Radio Corp. of America, addressed the Men's Club of St. John's Episcopal Church at Sharon, Pa., on "The Technicalities of the Radio." Mr. Phillips spoke in an entertaining manner and at the close of his talk answered a number of questions about the radio and radio reception.

Death of F. A. Winter

Ferdinand A. Winter, founder of the music house of F. A. Winter & Son, Steinway and Victor dealers, of Altoona, Pa., died at his home in that city on December 17, aged eighty-two. Mr. Winter was widely known to the trade and had built up a large and growing business. He is survived by seven children, two of whom, Arthur E. Winter and Paul T. Winter, are associated with the business.

Advertising Wins Sales

Leo W. Reed, president of the Reed Radio & Electric Co., of Pittsburgh and Uniontown, stated that the elaborate advertising campaign carried on by the Atwater Kent Co. was directly responsible for the large volume of sales. Mr. Reed had on display at the Uniontown store a replica of the millionth Atwater Kent radio set, which attracted wide attention.

Excellent Vita-tonal Sales Continue

Sales of the new Columbia Vita-tonal are holding up well, according to reports from retail dealers received at the Pittsburgh offices of the company. The New Process Columbia records are also being well received, it was stated, by music lovers.

"Dealer Must Be Salesman Rather Than Shopkeeper"

D. S. Spector, of Federal-Branding, Inc., Gives Opinion on Trend of Radio Trade for Coming Year and Necessity of Dealers' Caution

The radio dealer must become a salesman this year, rather than be a shopkeeper, and go out after his customers, even into their homes, if necessary, to demonstrate, without waiting for them to come to his shop.

That is the opinion of D. S. Spector, general manager of the merchandising division of Federal-Branding, Inc., manufacturer of Kolster receiving sets and Brandes speakers.

"More caution is being shown each year by the public in buying sets," he pointed out, "and in 1927, more than ever before, a dealer will have to demonstrate the performance of a set in the home before a sale is made. He will have to guarantee satisfaction and stand behind his goods.

"To avoid a large percentage of complaints and loss of reputation, he will have to be careful to stock his store with only well-known sets and accessories. The market is narrowing down to what are called 'standard sets,' and the wise dealer handles only that kind.

"He should investigate the policies of the manufacturer in dealing with jobbers and dealers. That precaution may mean the difference between success and the loss of money on obsolete merchandise. In stocking, he should realize that single-control sets have become the standard. Another year will see practically nothing but single-controls on the market.

"The dealer must also realize that radio has outgrown the part-time field and has become a full-time business. To be successful in this line, he must devote more time to it than he did a few years ago, when customers came to him and bought anything. The permanency of the business and its certain growth are the rewards for more time given to it."

The BOSCH combination—

The Armored Radio, the Ambotone and the Nobattery together make, not only radio perfection, but in addition keep your customers happy and your bank deposits healthy.

ARMORED RADIO, AMBOTONE NOBATTERY WEBER RANGE CORP.

In Brooklyn

1271 Bedford Ave.

Sole Metropolitan Distributors

Circle 7610

In New York

225 West 57th St.
They sell so fast you'd scarcely believe it!

Amazing proof that a $15 price opens a new field of portable phonograph sales.

LIST

$15

(less regular discount)

Price is not the only feature

Anyone can make a portable to sell at $15. But where is another $15 machine that cannot be distinguished from a $25 value in construction and tone?

Case is full sized and made in all colors

This Nifty case is a wonderful construction, specially braced and with strong, thickly plated hardware.

Consolidated Talking Machine Co.
Consolidated Building
227-229 West Washington St., Chicago
Minneapolis: 1424 Washington Ave., South
Detroit: 2949 Gratiot Ave.
Cleveland Retailers Reap the Reward of Extensive Programs of Sales Promotion

Advertising Campaigns and Concerts Had Favorable Effect on Sales of Talking Machines and Radios Preceding and After the Holiday—Important Changes in Brunswick Branch

Cleveland, O., January 8.—The New Year has made an auspicious start from a business standpoint. Both wholesalers and dealers of radio are preparing for a busy season and ambitious programs along sales and advertising lines have been mapped out. The Victor concerts, and those of Atwater Kent as well as the many other fine ones being broadcast, are doing much to create a better market for receivers. Large quantities of musical merchandise were bought for Christmas, but the higher-priced instruments had the best call.

Entertained Employees at Christmas Party

The Cleveland Talking Machine Co. gave a fine Christmas party to its employees on Friday afternoon, December 24, which was thoroughly enjoyed by all. Howard Shartle, president of the company, was master of ceremonies. The big event of the affair was the distribution of bonuses, which is an annual custom of the company. The executives of the company gave short addresses and there was also a distribution of gifts. The children of employees were also remembered with presents.

There was a jolly occasion for everybody and one that will be long remembered.

Victor Dealers Stage Tie-ups

Victor dealers tied up in their advertising and window displays with the broadcasting of the first Victor concert and were well satisfied with the results obtained. The concert not only helped radio sales but also the sale of records of those artists taking part in the concert. The Cleveland Talking Machine Co., Victor distributor, staged two demonstrations of the Credenza Electrola, one of which was before the Advertising Club at the Hotel Statler and the other before the Men's Club at the Temple on Euclid avenue and East Eighty-second street.

Henry Dreher, president of the Dreher Piano Co., accompanied by Mrs. Dreher, has left for a two months' sojourn at Miami Beach, Fla.

Trades Association Meets

The Cleveland Music Trades Association held its regular monthly meeting at the Hotel Wilton on Tuesday evening, January 4, at which President Maresh presided. There was a good attendance and the principal business of the evening was a discussion of plans for the activities of the new year.

E. S. Germain Optimistic

"Dealers are unanimous in expressing an optimistic outlook for 1927," stated E. S. Germain, district manager of the Brunswick Co. "They have entered the new year firmly convinced, as a result of present consumer demand for performance, that their volume of business during 1927 will be forthcoming from the electrical field. Consumer demand for high-powered radio, both independent of and in combination with the electrical reproducing instrument, is indicative of what 1927 offers to the dealer who will back up these convictions with a highly efficient and trained sales organization, most dealers realizing that this is necessary to profitably and intelligently merchandise the higher units.

"Public and dealer interest in electrically recorded records is increasing with the distribution of the electrical reproducing musical instruments and electrically recorded records will play a very important part in the dealers' 1927 program." The following revision of territories throughout the Cleveland district has been made:

George M. Jensen, formerly representing the Brunswick Co., in Buffalo and western New York, will succeed C. W. Markham at Pittsburgh; Don Miller, of the Pittsburgh office, will succeed Mr. Jensen at Buffalo; Walter Beilman, a native of the Rochester territory, who has been in the city for the past year, is taking over the Rochester territory; F. C. McMullen will operate out of the Pittsburgh office; Carl P. Meyers will cover southern Pennsylvania, Maryland, and West Virginia territory; Messrs. Scott and Lewis will continue in northeastern Ohio territory.

Phonograph Co. Busy

The Phonograph Co., Edison distributor, held a clearance sale this month to dispose of the old model machines and records on hand. The demand has been very good over this year, especially for the new models and long-playing machines. The company, which is also a Federal radio distributor, had an exceptionally big demand for all models.

To Award Prizes for Window Displays

Atwater Kent dealers of northern Ohio will gather in Cleveland on January 13 at the Statler Hotel to attend a business meeting and a banquet in the evening, following which the presentation of prizes to the winners of the Atwater Kent Window Display Contest will take place. The judges of the contest are Franklin C. Frinzen, manager for northern Ohio, for Underwood and Underwood, photographers; Kenneth H. Kolpein, secretary of S. M. Masse Co., advertising counselors, and H. Van Luit, district manager of the Sterling & Welch Co. The three are experts in their respective lines, photography, advertising and window display.

Cleveland Extensive Sales Promotion

Cleveland will get better acquainted with the merits of Sonora phonographs and radio this year. An aggressive advertising campaign will be put on and a number of salesmen will be used, particularly in the downtown section, will be opened. This does not mean that Sonora is a stranger to Cleveland at the present time, as there are a number of live dealers handling the line, such as the Wright Music Co., Frank Cernes, Brown Bros., Basta Music Co., and others. General Manager Du Breuil reports an excellent holiday business, with many orders on hand for future delivery.

Visitors to the Trade

Among recent Cleveland visitors were Don T. Allen of the Medford Furniture Co., Columbia Masterworks Popular

The Cleveland branch of the Columbia Co. enjoyed a big business in Masterworks sets for the holiday and district managers are sure that business will continue. Sellers are revising territories through the year just ended.

Reduced Prices on Line

The Forest Electric Co., New and Wilsey streets, Newark, N. J., manufacturer of Unison battery rectifiers, many models of which are made specially for radio-receiving sets, announce a reduction in 15 per cent or more on its complete line. These reductions apply to all models of its rectifiers, including the Unison 6-6, the Unison 4 and additional models. The new price reductions also were made on the Phonograph Co., in Buffalo and western New York, who was here in the interests of the Masterworks sets.

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"Get the Argus Franchise!"

THATS NOT A SLOGAN
BUT ADVICE THAT HAS
A WORLD OF VALUE
FOR THE DEALER WHO
WILL HEED IT
Second Annual Banquet of Gross-Brennan, Inc., Showed Growth of the Organization

Spirits of Good Fellowship Prevailed at Annual Party of Stromberg-Carlson Distributor, Held at the Hotel Commodore, New York City—Brief Talks and Entertainment

The second annual banquet of the organization of Gross-Brennan, Inc., was held December 29, at the Waldorf-Astoria Hotel, and not only proved an outstanding success but was noteworthy for the spirit of good fellowship and informality, which characterized the evening’s proceedings. Gross-Brennan, Inc., with headquarters at 342 Madison avenue, New York, and a branch office in Boston, are New York and New England representatives for the radio products of the Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y., and during the past three years this firm has performed one of the most impressive and successful merchandising "jobs" of any concern in the radio industry. Through its untiring efforts and exceptional knowledge of merchandising conditions, the organization has placed Stromberg-Carlson radio products in the very front ranks of the industry in the territory it is serving, and at the present time Stromberg-Carlson radio receivers and loud speakers are being extensively featured by the most successful and representative retail dealers throughout the New York and New England districts.

Benjamin Gross and Herbert A. Brennan, who are at the head of the organization, are both known throughout the radio and talking machine industries; Mr. Gross having spent a number of years as a distributor of radio products and Mr. Brennan having been associated for many years with important talking machine interests, including the Victor Talking Machine Co. Their alliance was successful from the very outset, and the banquet on December 29 emphasized the progress which the firm has made as Stromberg-Carlson representatives in this territory.

The firm was organized in October, 1924, with only three people, but at the second annual banquet twenty-seven were present as members of the organization. Frank G. Loughlin, sales promotion manager, presided as toastmaster and introduced the various members of the organization, each of whom made a brief talk, as well as a number of popular artists, including Mort Downey, prominent tenor; Miss Edna Beatrice Bloom, soprano; Charles and Harry Warren, song writers, and Jimmy Caruso’s Orchestra. The members of the Gross-Brennan organization who attended the banquet were: Benjamin Gross, Herbert A. Brennan, Horace G. Bloom, Karl E. Bran, Walter I. Brunner, Laura Buckner, Arthur W. Chamberlain, Wendie L. Collins, Blanche DeBrito, Rose Hartig, Chester D. Jourdan, Harry C. Lansell, Eugene M. Latham, Frank G. Loughlin, Townsend D. MacCoun, Elma W. Madisen, Oscar Mautner, Jean Miller, Joseph T. O’Shea, Madeline Phelan, Rita Pollock, Emily V. Rogers, Rose Safyre, S. Claire...

Gross-Brennan Executive and Sales Staff

W. H. Lyon and R. H. Canning in New Positions

BUFFALO, N. Y., January 6—W. H. Lyon and R. H. Canning, special representatives of the Federal Radio Corp., have been recalled from the field to take up new duties in their contact with wholesalers of Ortho-sonic radio. Mr. Lyon will direct the application of Federal’s merchandising methods to sales conditions among the wholesalers and Mr. Canning will be given full charge of the solution of service problems of the trade. Each is experienced in his field of activities.

Mr. Lyon and Mr. Canning will alternate between the main office and the Federal wholesalers, as the occasion requires.
Born With the Year 1927

The "Super Saxophonic" Reproducer and Saxo Tone Arm

The demand for this new type reproducer is heavy—the exclusive features of this new combination will best satisfy this demand and build profits for you during the ensuing year. Write today—while the year is still young—for our attractive prices and further information.

Mutual Phono Parts Manufacturing Corp.

610-614 Broadway (Cor. Houston St.)
New York City

DISTRIBUTORS

HARRY A. OTIS, 500 Diversey Parkway, Chicago, Ill., Factory Representative

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

Targ & Dinner Music Co., 229 W. Randolph St., Chicago, Ill.

Playertone Talking Machine Co., 632 Grant St., Pittsburgh, Pa.

Shapleigh Hardware Co., 4th St. and Washington Ave., St. Louis, Mo.
The Phonograph

For Dependability—Service—Value

Use the Flyer—

Of all portable phonographs sold the country over, the majority are equipped with Flyer Motors. That's because manufacturers and dealers have learned that Flyer Motors—all Flyer Motors—are as silent and as precisely made as a fine watch, dependable, easy to sell, and full of value.

Flyer Motors are fully guaranteed. They have a cast iron frame, remarkably tough and athletic spring, and absolute precision bearings, governors and gears. Before it leaves our factory, every Flyer Motor must successfully pass 77 rigid inspections—it must be built to stand years of hard wear and constant use.

The General Industries Co.
ELYRIA, OHIO
Formerly named The General Phonograph Mfg. Co.
Makers of Precision Products for a Quarter of a Century
Industry agrees

The New 1927 Junior

To meet the demand for Flyer dependability in a motor for lighter, smaller portables, the new, improved Junior has been designed.

This new Junior has a sturdy frame of cast iron—bearings are of everlasting bronze—the spring is made of the finest steel. Like the Flyer, the Junior is inspected at every step of manufacture, and the complete motor must successfully pass the Listening Test—it must be absolutely silent, smooth-running, free of all vibration.

Junior and Flyer both are OK’d at every stage of their manufacture, OK’d by manufacturers and dealers, and OK’d by hundreds of thousands of users, because they are built to give generous service and long years of satisfaction.

Demand portables equipped with Junior or Flyer Motors.

The General Industries Co.
ELYRIA, OHIO
Formerly named The General Phonograph Mfg. Co.

Makers of Precision Products for a Quarter of a Century
Holiday Rush Brings Shortage of Stock to Dealers Who Failed to Place Orders

Distributors Handicapped by Insufficient Stocks to Meet the Last-Minute Demands of Retailers

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Outlook for a Profitable Year Is Bright, Is Consensus of Opinion—The News

Philadelphia, Pa., January 8.—While the Christmas trade was quite up to the expectations of the dealers and the distributors in the merry whirl of the holiday demands for talking machines and records there was some regret among those who were not prepared by freely stocking the new instruments. Manufacturers and distributors have been urging retailers to place orders for their holiday stocks for the past three months in anticipation that the demand for talking machines would be heavy and that there was possibility of being caught short of the popular selling models.

Those dealers who heeded the advice of the distributors and stocked with sufficient machines were richly rewarded by quickly disposing of their purchases of the popular-priced models.

Distributors were unable to secure sufficient stocks to fill the orders of those who delayed their purchases of the popular-priced models. In fact, most shipments from the factory were in transit on their way to the retailers shortly after arrival at the headquarters of the local distribution centers. Few models were left in the hands of the distributors to begin the new year's business.

Records and other accessories have been equally as active as the various machines and this year's order list was a record-breaking one.

While the holiday business was most gratifying there has been little attention at this time to the plans for the new year. Few distributors of the Philadelphia branch managers of the manufacturers are prepared to announce their to the plans for the new year. Few distributors of the Philadelphia branch managers of the manufacturers are prepared to announce their

Preparing for an Active Year

Although no definite plans have yet been announced the Philadelphia Victor Distributors, Inc., 835 Arch street, have been preparing for the new year plans effective when the new sales representatives will take to the road again this week after a holiday sojourn at headquarters here. The four representatives that have been attending the business conferences at headquarters are Claude Kohl, Albert Hughes, George Tatem and William Anderson. When the road work of 1927 commences this week there will be a new representative to replace William Anderson, who has been assigned to take over the management of the newly inaugurated service department and to supervise its activities in the repairing of machines. He will be replaced by Harold Cregar, who has been assisting Manager Raymond J. Boldt, of the record department. William Starke, recently record clerk, succeeds Mr. Cregar.

The new service department of the Philadelphia Victor Distributors will be devoted entirely to the rendition of repair and other services of accessory supply to the dealers and to customers. A corps of repair men will be maintained to travel the territory for the benefit of both the retailers and their patrons whenever repair work is needed. Under the direction of Mr. Anderson this department will be extensively developed in the coming months.

Tie-Up With Record Artists

Simultaneously with the appearance of the Silvertown Cord Orchestra of the B. F. Goodrich Rubber Co. at Keith's Theatre here, the Philadelphia Victor Distributors, Inc., made arrangements to exploit the recordings on the Victor of the notable aggregation devoted to the adventuring of the tire-manufacturing concern. Manager Raymond J. Boldt tied up with special displays in the dealers' windows and with the local branch of the Goodrich Co. to advertise the records of the Victor of the Keith bill was featured in the city. The tie-up proved one of the successful holiday week features in connection with trade activities.

President Louis Buehn, of the Philadelphia Victor Distributors, Inc., will sail this month for a cruise of the Mediterranean, accompanied by Mrs. Buehn.

Big Brunswick Holiday Demand

Causes for jubilation over the holiday successes of the Brunswick Co. were ample when it is stated that the entire supply of the Panatrope and the Spanish models of the Brunswick in the latest improved types were entirely cleaned out of warehouses during the holiday buying season. When Vice-President R. S. Bensinger called on District Manager George A. Lyons, he was most pleased at the reports of the clean sweep of all available supplies of the Brunswick. Vice-President Bensinger stopped over on a brief vacation. Another caller at headquarters here was Jack Kapp, sales manager of the race record department at the factory.

Panatrope Concerts Increase Sales

A very important sales campaign was inaugurated in the Capital City of Pennsylvania during December when the Brunswick Panatrope was demonstrated before the many patrons of the J. H. Troup Music House at Harrisburg in a series of concerts. With factory representative W. J. Lorenzo attending, the Panatrope, Sevilla and other newest Brunswicks were used in the concert in appropriate assortment of the various records in popular and classic selections. Coming in the midst of the buying season, the success was marked by the sale of many of the latest models for the Yuletide.

Features an Extensive Line

M. S. Jacobs, who conducts the Central Music Supply Co., 904 North Marshall street, wholesale and retailer of talking machines and accessories, features parts and a complete line of records and machines in the Victor, Columbia, Peerless and Okeh makes, after four years in the industry.

R. E. Tongue & Bros. Have Excellent Season

R. E. Tongue & Bros. Co., Inc., wholesaler of Federal Ortho-sonic radio in this territory, reports a very strong activity in this popular line. The Philadelphia concern has done splendid work with Ortho-sonic sets from their introduction in 1925 and since that time has handled Federal exclusively in its radio department.

G. T. Tongue, assistant treasurer of the company, recently made a visit to the factory of the Federal Radio Corp., in Buffalo, and found every available space in the plant being used to combat the production problem created by an enormous demand for Ortho-sonics.

Hold Business and Social Get-together

In celebration of the holidays and in conformity with the business plans for the new year the traveling representatives of Everybody's Talking Machine Co., 810 Arch street, held a joint business and social gathering in the last days of December. With representatives of Atlantic City, attending, the firm acted as host to the workers at a banquet held in the Hotel Benjamin Franklin when President Philip Grabuski reviewed (Continued on page 94)
Tungar is ideal for any cabinet

Never hesitate to install a G-E Tungar battery charger in any cabinet.

It is safe—contains nothing which can damage furniture.

In appearance, it will harmonize with the finest radio cabinet.

And it is a simple matter to connect it permanently so that a switch can control the charging of the batteries.

Tungars are easy to sell. They have been advertised consistently for ten years. The radio public knows them. And they bring a more-than-generous profit.

And this is important:

The two-ampere Tungar will trickle charge a 6 volt "A" battery—or give it a full rate boost.

It will also charge:

2 or 4 volt radio "A" batteries, Automobile batteries, and all radio "B" batteries.

Ask your Tungar Jobber for Tungar Sales Helps—Now

Tungar—a registered trademark—is found only on the genuine. Look for it on the name plate.

GENERAL ELECTRIC COMPANY
MERCHANDISE DEPARTMENT
BRIDGEPORT, CONNECTICUT
his recent journey over 14,000 miles of territory in this country, Mexico, Central America and in Cuba. While the banquet was the social occasion, there were many business sessions held at headquarters in Arch street during the three days of the conference and at these meetings the plans for the coming year were outlined. Among the changes effective was that of the enlargement of the storage facilities through the addition of an adjoining building basement which has been connected to the present home through demolition of the linking walls. Among the 1927 plans are those that will promote the sales of the newest additions to the Everybody's Talking Machine Co. lines, the Honest Quaker portable, which appeared for the first time last November, and that of the Quaker-tone Junior, a small-size talking machine. The demand for the Honest Quaker parts has been so heavy that the factory and shipping departments have been put on increased schedule and overtime. There will be developments in the new year to add to the laurels already obtained for the Honest Quaker in the way of new devices that will aid in the modernizing of old-time machines and in perfecting the newer makes. Jacobs, Inc., now known as Shuman Bros., Inc. On January 1 the assets of the firm of Jacobs, Inc., music and furniture dealer, were taken over by Shuman Bros., Inc. and the business will be continued at the same address at 1501 Germantown avenue under the new name. The change amounts only to a new name, as the officers of the company have for a number of years controlled and directed Jacobs, Inc.

Cupid Scores at J. A. Fischer Co.

Cupid is busy in the ranks of the Fischer organization. On December 26 two big announcements were made. Martin Kropnick, of the Fischer sales staff, has become engaged to Bessee Simons, and Milton Leidner, head shipping clerk of the J. A. Fischer Co., has become engaged to Miss Reba Block.

Prepare for Heavy Victor Demand

While the Xmas shopping in the talking machine trade cleaned out the wholesale supply of Victor Orthophonics and other models of the new types, H. A. Weymann & Son, wholesalers, under Manager Charles W. Bahl, are now being put in readiness for 1927. The firm is negotiating with the new interests at the factory for the coming year and expects to be able to announce its policies within the next few weeks. There will be stocked a complete supply of the new models ready for trade distribution as soon as the plans are perfected. Already some shipments have been received, but these have been sent on their way to the dealers listed in the books as urgently in need of stocks. Additional shipping forces were added for the holidays to take care of the rush, and part of the staff will be maintained for the better service of the dealers in the current year.

Plans to Add Radio

A radio department is to be added to the Crown Talking Machine Co., 35 Ninth Street, this year. The firm has been engaged in the talking machine business for more than a decade. No particular type of radio has yet been selected but will be within a few weeks. The firm has been retailer of the Victor, Ohz and Columbia machines and records, with M. Berger at the helm. The larger quarters acquired within the last year will enable the extension of the business to the radio branch of the industry.

Rich Rewards in 1927, Says G. A. Lyons

"In writing Finis to 1926 a definite improvement in Brunswick business in the Philadelphia territory can be set down as part of the history," said George A. Lyons, Brunswick district manager. "General conditions have been in the main prosperous; the outlook is that they will continue to be so. New merchandise and new policies in the past few months have proved themselves to the dealers and the public so that a definitely good groundwork is already laid for 1927.

"The day when radio was a disturbing factor is past; the constructive element is in the ascendency. The public is demanding musical entertainment, not distance,' and better programs are beginning to show their effect on the sales of combination and records. The new year holds out every promise of rich rewards to those who will study new Brunswick merchandise and properly present it to the public."

Optimistic Over Outlook

Louis Buehn, president of Philadelphia Victor Distributors, Inc., whose headquarters are at 835 Arch street, this city, reports that sales for 1926 were far ahead of his expectations and the quota which he set. It is Mr. Buehn's personal opinion that there is nothing in sight to change business conditions for the next year and it is his belief that every Victor dealer with the proper effort can do an even better business during 1927 than has been done. During the past year the Philadelphia Victor Distributors not only received huge shipments of merchandise from the Victor Co., but at considerable expense purchased Victor instruments of various types from other importers whenever and wherever available in its effort to provide the best possible service.

J. A. Fischer Co. Expands

With the growth of popularity of the newly introduced tone arm, the Val Phonie, the J. A. Fischer Co., 230 Market street, has been obliged to add to its factory facilities and larger quarters have been acquired to take care of the increased orders. Dealers have been fitting their old style machines with the new Val Phonie devices and have been able to clear out old stocks at a profit as a result. J. A. Fischer, of

(Continued on page 96)
The FACTS

—about getting maximum profits
out of 1927

WHAT you have left after all expense is paid—that's PROFIT.

Suppose you have had a record Fall and Holiday business. As the weather warms up your winter profits will melt away—UNLESS you somehow keep SALES up.

Experience has shown that you need a hot-selling line for Spring and Summer—a line that will keep sales up to the high levels of cold-weather Radio and Musical Instrument business.

The Bell & Howell line of Motion Picture Cameras, Projectors and Equipment fits in perfectly with your set-up. The hotter the weather, the better this line sells. Keeps your sales force intact and busy on a profitable basis. Wonderful advertising and dealer support. Protective franchises granted responsible dealers. No technical experience necessary to handle this high grade line.

The coupon below will bring you very timely and important information—about discounts, follow-up profits, description of the line and why it is the leader in the field. Get this information now. Don't get caught flat-footed when sales begin to break. Leading music house, like Lyon & Healy, J. L. Hudson, Hanley and many others have already adopted this idea—and are cashing in.

For MORE of the FACTS
mail this coupon!

BELL & HOWELL CO.
1810 Larchmont Avenue, Chicago, Illinois
Established 1907

Thousands of these cameras will be sold to families, travelers, and vacationists this year. Do you want your share of these profits? Mail the coupon.
It Pays to Add Deeds to Words
This Helps to Break Down Sales Resistance
Word advertising helps business, of course, but being helpful is more effective. The OFFER.
VELVALOID RECORD BRUSH
will bring people to your store, and your message is permanently delivered to them.
Dealer's ad beautifully imprinted on Pyralin tag. Pyle plush polishing surface in assorted shades.
We know it pays. Let us tell you how and why, then we are sure you will order VELVALOIDS thus your jobbers.

PHILADELPHIA BUDGE CO.
MANUFACTURERS
942 Market Street
Philadelphia, U. S. A.

Atlanta Salesman Makes
$100,000 Carryola Sales

Wayland Attkisson, Assistant Sales Manager of Aluminum Specialty Co., Carryola Distributor, Runs Up Fine Sales Record.

ATLANTA, GA., January 6.—During the twelve months of 1926 Wayland Attkisson, assistant sales manager of the Aluminum Specialty Co., of this city, amassed a sales record which is remarkable. In addition to his executive duties, he was successful in selling over $100,000 of Carryola portables to retail operators in the Southeast.

He is one of the best known and most popular members of the music industry in this section of the country, and numbers among his friends hundreds of music merchants and furniture dealers with whom he has had an opportunity to co-operate. Mr. Attkisson not only sells the merchandise, but consistently introduces constructive plans to assist dealers.

In pointing toward the achievements of Mr. Attkisson, C. Miller Jones, sales manager of the Aluminum Specialty Co., makes the prediction that his assistant will double his volume of last year during 1927.

Frederick Dietrich Host to Kolster-Brandes Heads

Department heads and foremen of two Kolster-Brandes plants in Newark, N. J., were entertained by Frederick Dietrich, president of the Brandes Products Corp., subsidiary of Federal-Branding, Inc. at a New Year's luncheon. Piano selections, duets, monologues and other entertainment by some of the executives present featured this get-together party. The history of the past successful year was reviewed and prophecies were made of future growth.

Federal Advertising Tie-up Contest Is Most Successful

BUFFALO, N. Y., January 7.—R. F. Lovelace, western New York representative of the Federal Radio Corp., manufacturer of Federal Ortho-sonic radio receivers, received first prize in the advertising contest conducted by the company among its territorial representatives.

L. M. Blye, New England representative, secured second prize, and R. G. Blair, representing Federal in Wisconsin, was third in order.

COTTON FLOCKS
Air-Brushed, All Insect-Cide Foreign Matter Eliminated

Record and Radio Manufacturing

The Peckham Mfg. Co.
250 South Street
Newark, N. J.

R. M. Klein on Vacation

R. M. Klein, general manager of F. A. D. Andrews, Inc., is now enjoying his first vacation in several years. Hunting and golf will occupy Mr. Klein's time for the next two weeks at the Dover Hall Club, near Brunswick. Ga.

L. G. Hermann, of the Radio World's Fair, and a number of prominent figures in the sport world are with Mr. Klein.

SELL PERMANENT RADIO SATISFACTION

The Bremer-Tully Counterphase-Eight

—the set on which many successful dealers rely to satisfy their most exacting customers

It is the product of a firm that has never put out a RADIO product that was not more than ordinarily successful. They are originators of the “NAMELESS” and “COUNTERPHASE” circuits as well as designers of many parts, famous for their efficiency.

The demand for their greatest success, Counterphase Receivers, is working the factory to the limit of its production. It bears out what has always been our firm belief, that quality will be recognized.

We invite you to investigate the new B-T Counterphase, the Authorized Dealer Plan, and the past record of B-T.

B-POWER-UNIT

When you explain to the prospect—that the Bremer-Tully B-Power Unit is made by a company with Radio experience behind them,—that it delivers 150 volts at 60 mls—enough for the big sets,—that there are no knobs to turn, no guess-work, no variable resistances to get out of order,—that it is better in every detail,—they will see the wisdom and economy of buying the Bremer-Tully B-Power Unit.

Send for circulars on all B-T products.

BREMER-TULLY MFG. CO.

520 So. Canal St.
CHICAGO, ILL.
Many Holiday Good Wishes for Talking Machine World

Greetings Received From All Parts of the Country and From All Branches of the Trade, Manufacturing, Wholesale and Retail

The Talking Machine World acknowledges with thanks and reciprocates the Christmas and New Year's Greetings received from its many friends in the trade, among whom were Elmer E. Bucher, Radio Corporation of America; Joseph Wolf, Sonora Phonograph Co.; L. W. Staunton, Carroll Van Ark and A. W. Rhinow, Federal-Brandes, Inc.; Pierre Boucher, J. L. Bernard and J. Harber, Radio Corporation of America; Roy Davey, American Bosch Magneto Federal-Brandes, Inc.; Pierre Boucheron, J. H. Joseph Wolff, Sonora Phonograph Co.; L. W. E.


The Sterling Model RT-41 is the low priced "B" Eliminator that sells—and stays sold!

Here is the right "B" Eliminator to sell to owners of moderate sized sets—those who have two to five large tubes or more than five peanut tubes. And you can sell it, too, because of its remarkably low price and because of its Sterling features which put it in a class with "B" Eliminators selling at far higher prices.

Adjustable detector and amplifier voltages controlled by knobs. Supplies up to 150 volts at 20 milliamperes. Uses standard UX-213 or CX-313 tube. Shielded—absolutely free from hum.

The Sterling RT-41 is a Sterling product backed by 20 years of electrical experience that meet every Radio buying need.


The Sterling RT-41 is the ideal installation for Radiolas 25 and 28. It is a Sterling product backed by 20 years of electrical experience that meet every Radio buying need.

"B" ELIMINATORS

The Sterling RT-41 is the low priced "B" Eliminator that sells—and stays sold!

Here is the right "B" Eliminator to sell to owners of moderate sized sets—those who have two to five large tubes or more than five peanut tubes. And you can sell it, too, because of its remarkably low price and because of its Sterling features which put it in a class with "B" Eliminators selling at far higher prices.

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The Sterling RT-41 is the ideal installation for Radiolas 25 and 28. It is a Sterling product backed by 20 years of electrical experience that meet every Radio buying need.

"B" ELIMINATORS

Write for information about Sterling's comprehensive line of battery chargers and other accessories that meet every Radio buying need.

THE STERLING MANUFACTURING COMPANY
2831 Prospect Avenue
Cleveland, Ohio
The Ideal Radio for the Musical Instrument House

Many of the greatest Musical Instrument houses of the United States have lined up with Kellogg. Many more, who have been cautious in getting behind Radio, will find the Kellogg a Musical Instrument which meets every requirement of quality and Profit Possibilities.

Landay Brothers of New York, Sherman, Clay & Co., of the "coast," Grinnell Brothers of Detroit—these are among the nationally known Musical Instrument houses who have found Kellogg worthy of their most enthusiastic endorsement.

Write for 1927 Plans

Our merchandising plans for 1927 will open your eyes to new profit possibilities in Radio. Every low priced set you sell or have sold, is creating a prospect for a Kellogg set. Let us outline our plans for turning these prospects into sales. A line from you will enable us to present these important matters for your consideration without entailing any obligation on your part.

Kellogg Switchboard & Supply Company
Dept. 21-A—1066 West Adams Street, Chicago
RECORD DEALERS
WHO AIM AT
PROSPERITY COME
TO
CONSOLIDATED
TALKING MACHINE
COMPANY
THEY STAY WITH US
BECAUSE
Shoulder to shoulder with them we
go after record sales. We give them
an Okeh Dealers' License—then, the
very popularity of Okeh-Odeon Rec-
ords plus Our Service starts Prosper-
ous Sales.

WE SOLICIT YOUR
INTEREST IN OUR
LICENSED DEALER'S PLAN
Such a plan gives you the
privilege to sell

Okeh Odeon Records

Only the Best Satisfy
the Race

Here Are Some of the Best
10 inch — 75c.

WISH I HAD A DIED IN EGYPT LAND
8115
Both sung by Alberta and Victoria

ORIGINAL BLACK BOTTOM DANCE—Fox Trot
8116
Both played by Perry Bradford and His Gang

FIVE O'CLOCK BLUES—Lonnie Johnson
JOHNSON'S TRIO STOMP—Lonnie Johnson and
James Johnson

DOWN YONDER BLUES
8118
HEAVY BURDEN BLUES
Both sung by Margaret Johnson

LAMB'S BLOOD HAS WASHED ME CLEAN
8119
I'M GOING HOME ON THE MORNING TRAIN
Both sung by Arizona Barnes

FREIGHT CITY BLUES
8120
PLEADIN' FOR THE BLUES
Both sung by Bertha "Chippie" Hill

MY SOUL BE ON THY GUARD
8121
COME YE THAT LOVE THE LORD
Both preached by Rev. H. R. Tomlin

BIG BUTTER AND EGG MAN FROM THE WEST—Fox Trot
8123
SUNSET CAFE STOMP—Fox Trot
Both played by Louis Armstrong and His Hot Five

PLANTATIONS JOYS—Fox Trot
8124
PLEASE DON'T TURN ME DOWN—Fox Trot
Both played by Louis Russell's Heebie Jeebie Stompers

BOUNCING BLUES
8125
NOLAN WELCH'S BLUES
Both sung by Nolan Welch

EVERYBODY'S DOWN ON ME
8126
DIDN'T IT RAIN
Both preached by Rev. Leon Davis

MOURNFUL BLUES
8127
GEORGIA MOSSCADE BLUES
Both sung by Sara Martin

RELIGION IS A FORTUNE
8128
MY WAY IS CLOUDY
Both sung by Wheat Street Female Quartette of Atlanta

THE BLIND MAN BY THE WAYSIDE
8129
I'M GONNA DIE A WITNESS
Both preached by Rev. J. M. Gates

Consolidated Talking Machine Co.
227 W. Washington St.
Chicago, Illinois

Branches: 2957 Gratiot Ave., Detroit, Mich. :: 1424 Washington Ave., Minneapolis, Minn.
Every Branch of Trade in Mid-West
Territory Reports Satisfactory 1926

Talking Machines Show Greatest Increase Due Largely to the New Products Placed on Market During the Year—Distributor Reports $1,000,000 Sales in Three Weeks—Other News.

Chicago, Ill., January 5.—A final computing of sales of phonographs, records, radio receivers and accessories in the Chicago territory by the trade brought forth reports, almost without exception, that the year 1926 far outstripped the preceding twelve months in financial returns. This is especially true in the phonograph field, for in 1925 only two manufacturers had placed new reproducing machines on the market and the supply was so limited at that time as to deny the retailer the advantage of capitalizing on the demand which had been created about two months before the holidays. This year the situation was bettered, with a number of improved phonographs on the market and record sales booming in consequence.

The November slump in radio sales, which was felt perhaps more in Chicago than in the surrounding territory, subsided with the advent of holiday buying, and, according to Chicago newspapers, more money was spent for receiving apparatus in the city than for any other single item of merchandise. It is estimated that well over one hundred million dollars was spent in the city in holiday and gift buying, with radio claiming about six million of the total, an increase over that of 1925.

One distributor of talking machines and radio phonograph combinations reported sales totaling one million dollars during the first three weeks of December, a record for the organization, which has been an important factor in the mid-West trade for many years. Similar reports have been obtained from dealers, jobbers and manufacturers throughout this territory, and it is particularly interesting to note the rapid rise during the past year of makers of socket power appliances, such as battery eliminators and "A" power devices. Many of these firms produced their first models last Spring, the products found immediate acceptance and popularity, with the result that sales soared until they reached an amazing total this Fall. The market for such accessories is not as sensitive as the radio set field, and it is probable that the demand will not dwindle so noticeably with the coming of Spring.

50,000 Sales of One Vocalion Record

Fifty thousand sales of one record in one month is the unusual feat reported by the race record department of the Brunswick-Balke-Collender Co., Chicago. Jack Kapp, manager of the department, in accounting for the tremendous demand for the number, "Some Day, Sweetheart," credits its popularity to the remarkable recording of the hit, which, by the way, is ten years old. In the record a tuba is successfully recorded as a solo instrument, and Mr. Kapp has received letters from dealers throughout the country stating that they are using this particular Vocalion record to demonstrate their new talking machines to prospective customers. "Some Day, Sweetheart," was recorded under the Vocalion trade name by King Oliver and His Dixie Syncopators, from the Plantation Days Cafe in Chicago.

Since the race record department of the Brunswick Co. was inaugurated on May 1, under Mr. Kapp's direction, steady progress has been made in securing talent, and sales have consistently increased month by month, reaching a gratifying total in December. A major portion of credit for this success belongs to Mr. Kapp, who has visited every important trade center in the United States, calling personally upon the dealers, and pointing out ways to increase record sales volume through the stocking of race records. Nor are sales confined alone to the colored population, for the dealers have found that a demand is growing among their regular customers for hits recorded by colored artists.

Jack Kapp Visits New York

Mr. Kapp recently spent three weeks in New York City, Philadelphia and Baltimore recording new talent for the Vocalion race record catalog, among the artists being the Rev. S. J. Worrell, noted negro evangelist, known as "Steamboat Bill." He recorded recently two powerful sermons, "Christ Healing the Blind," and "Noah Building the Ark." The following news item from a recent number of Variety, a (Continued on page 102)

The Realism of Music Through the NEW
KIMBALL PHONOGRAPH

Style 300

The above is one of the new designs in the latest Kimball phonograph, which represents a comprehensive line for the dealer; a variety of design and price range that is satisfying.

Fidelity of Tone
Plays All Records
Quietness of Operation
Exclusive Features

Write, wire or call

W. W. KIMBALL COMPANY
Established 1857
306 S. Wabash Ave., Kimball Bldg.
CHICAGO, ILL.
Through the United States, with twelve een-
by the automotive field and they may be secured
successful distribution of its radio products in
which
fected a non-microphonic tube, a radio "A" unit,
special study of radio reproduction and has per-
the units which must be used with the radio set.
have directed their energies toward improving
perfected, the Vesta executives and engineers
that radio receivers themselves have been highly
factured by the firm.

At the beginning of the year 1927, in the in-
usual with the new outfit of impressing a tym-
pani sound on a record.

During the past year the firm has attained
progressive sales drive in the music and radio fields.

That was ever manufactured

Repair Parts
For All and Every Motor That Was Ever Manufactured

We can supply any part. The largest and most
complete assortment of repair parts—in the
United States—on hand, for old, obsolete and
present-day motors. If your order cannot be
filled from stock, we will make it up special.

Special prices on main springs, governor
springs, micas, repair parts, motors, tone arms,
steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs
and motors.

New Bremer-Tully Console
C. Jell Visits Western Dealers

Geo. C. Jell, of the general sales depart-
ment of the Columbia Phonograph Co., Inc., in
charge of the Columbia Masterworks series,
spend December 30 in Chicago. He made his
headquarters at the Chicago branch of the Co-
and visited a number of Columbia
dealers, giving them valuable information re-
garding the Masterworks series, together with
sales ideas which the dealers can put in actual
practice to increase turnover in records of the
more serious type. Mr. Jell left for Cleveland and
visited a number of other Middle West
cities during his trip.

Vesta "A" Unit

at the beginning of the year 1927, in the in-
terests of the several radio products manu-
factured by the firm. Proceeding on the basis
that radio receivers themselves have been highly
perfected, the Vesta executives and engineers
have directed their energies toward improving
the units which must be used with the radio set.

The engineering force of the firm has made a
special study of radio reproduction and has per-
become a non-microphonic tube, a radio "A" unit,
which incorporated the "A" battery, trickle
charger and hydrometer, all in one unit, and a
trickle charger for use with any "A" battery.

During the past year the firm has attained
successful distribution of its radio products in
the automotive field and they may be secured
by dealers from forty-eight Vesta dealers
throughout the United States, with twelve cen-
trals located in foreign countries, serving the
trade in other lands. In Chicago, where the
firm's headquarters are maintained, there are the
main offices and plant, a large warehouse, to-
gether with separate factories for tubes and radio
"A" power units.

To further aid dealers in the sale of Vesta
products, the firm sponsored a national adver-
sising campaign in September, 1926, which will
continue throughout 1927, with the advertising
plans calling for a large increase. Space was
used thus in forty-eight leading newspapers
throughout the country, together with adver-
siting in Liberty and the Saturday Evening Post.
In addition, the Vesta Battery Corp. offers to
retailers who handle its products a complete
distributor help service, including counter display
cards, folders, newspaper mats, signs, window
transparencies and movie slides.

Vesta Battery Corp. "A" Unit

Consolidated Talking Machine Co.

We can supply any part. The largest and most
complete assortment of repair parts—in the
United States—on hand, for old, obsolete and
present-day motors. If your order cannot be
filled from stock, we will make it up special.

Special prices on main springs, governor
springs, micas, repair parts, motors, tone arms,
steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs
and motors.
SAFFO JEWEL POINTS

Specially manufactured for reproducing EDISON RECORDS on all TALKING MACHINES

To play Edison records perfectly and safely you must have a perfect ground and polished point.  The Jewel Saffo Point is identical with the Edison Diamond Point in size of point and arc.  It is a carefully made laboratory product, and each point is microscopically inspected to make sure that it has a perfect cone point before it is allowed to leave the work shop.  Our 090 bone shank Saffo Point is made especially to fit the Jewel Equipments for all phonographs, including the Orthophonic.  Our 060 metal shank Saffo Point will fit any reproducer with the standard sized needle hole in the stylus bar.  Retail Price: 090 Point, $1.00; 060 Point, 75c.

Jewel Attachment for Playing Edison Records on the Orthophonic Victrola

Through its Jewel Special Saffo Point, patented diaphragm and stylus bar, it recreates from Edison records the rich chords of the piano, the moving strains of the violin, the pure tones of the singer, just as though the musicians were before you in person.  Nickel-plated, $7.50; gold-plated, $10.00.

Jewel Needle Equipment for the New Edison

Perfectly balanced for playing the electrically recorded records on the Edison Diamond Disc Phonograph.  This reproducer eliminates most of the harsh metallic nasal tone so prominent in reproducers having a Mica diaphragm.

Jewel Concert Reproducer

This reproducer has a specially treated aluminum diaphragm, and the grille which protects the diaphragm and stylus bar is made of German silver.  Very sensitive to vibrations and reproduces both delicate and heavy tone waves in their exact relative volume.  Eliminates most of the surface scratch.  Made with backs to fit all Jewel tone arms and attachments; the goose-neck of the old style Victrola and the Columbia and Sonora tone arms.

We manufacture brass and die cast tone arms, automatic stops, etc.

JEWEL PHONOPARTS CO.

154 Whiting Street

CHICAGO, ILL.
with the set is tuned to exactly 400 meters. The
space to the left is provided to log the call
letters of the favorite stations. This device is
part of the standard equipment of the B-T
Counterphase Eight console, and other receivers
made by the firm.

Some Attractive Eral Literature
An attractive circular was recently mailed to
dealers throughout the country by Electrical
Research Laboratories, maker of Eral receiv-
ing sets in this city. On the front cover, which
is black trimmed with a buff border, is an illus-
tration, in several attractively blended colors,
of the Eral DeLuxe Super-Six. The Super-Six
receiver is described and illustrated in the
 pamphlet, together with the six-tube Eral De-
Luxe table cabinet receiver.
The Super-Six is an Italian Venetian console
of dark American walnut, trimmed in satinwood,
with matched burl walnut panels. Both the Super-Six and the table model are
double-dial control receivers, employing the
RFL circuit.

McMillan's Splendid Business Showing
The year 1926 brought with it a full share of
prosperity for the McMillan Radio Corp., Chi-
cago, maker of McMillan receivers, according to
a recent announcement made at the firm's head-
quar ters. Production was started in May, when
the McMillan sets made their initial bow to the
public, and each month which followed brought with it a larger sales volume than the preceding
one. In the nine months in which the sets
have been on the market sales have mounted to
a total of almost one million dollars, two dif-
erent retail accounts alone each having pur-
chased $250,000 worth of sets, according to Walter Magill, general manager. The McMillan Radio Corp. general offices are main-
tained on Michigan avenue in Chicago, with
plants at Brazil, Ind., and Indianapolis, part of a
network of plants and sales offices throughout the
United States, employing a number of salesmen
for the firm.

Stewart-Warner Co. Budget of News
Among the recent visitors to the offices of the
Stewart-Warner Speedometer Corp., Chicago,
maker of radio receiving apparatus, were Harry
Laughlin, owner of the Stewart-Warner service
station in Rochester, N. Y.; Carl Secrett, owner
of the Baltimore service station, and N. Seidel,
manager of the Kansas City Stewart-Warner
service station.

J. E. Burke, the foreign representative of the
Stewart-Warner organization, spent two weeks
at the firm's headquarters in Chicago during the
holiday period. Mr. Burke travels the entire
globe in the interests of Stewart-Warner auto-
nomobile accessory and radio products, and his
trip was of eight months' duration. He reports an increasing interest and sale in radio in a number of countries, especially in
New Zealand, where radio sales have rapidly climbed during the past six months. Mr. Burke will
leave the middle of January for Central Amer-
ica, Cuba and South America, will then return to
the Stewart-Warner headquarters in Chicago and depart for an extended trip throughout the
Orient.

John Crook, formerly of the sales quota de-
partment of the Stewart-Warner headquarters
of R. A. Steem, who acted as the toastmaster.
The speaker of the evening was M. F. Flanni-
gan, assistant secretary of the Radio Manufac-
turers' Association. In his address Mr. Flanni-
gan spoke at length of the organization of an organ-
ization such as the C. R. R. A., together with
the importance of its work and the recognition
being given the association by the R. M. A. This
was followed by short talks by a number of
the jobbers, representatives of the press and
members, who advanced the ideals and aims of
the association toward creating greater harmony
between all divisions of the trade and their
desire to promote better merchandising.

Through the able assistance of "Happy" Jack
Redell some very fine entertainment was pro-
vided, including songs and stories by Eddie and
Fannie Kavanaugh, the Gaelic twins of KYW,
card tricks and monologue by Horace Dodge,
of the Chicago Herald-Examiner, together with
a three-round boxing bout through the courtesy
of Thomas Walsh, of the Walter Rowan Battery
Co. The committee in charge of the banquet
was composed of E. F. Duskis, S. B. Darm-
istrader, Elmer E. Mills, Jack Redell and Royal
A. Steem.

Anticline Selling Well in Chicago
The Consolidated Talking Machine Co., promi-
nent distributing house of Chicago, reports
unusual activity in the Artone line of console
and upright phonographs manufactured by the
Berg Auto Trunk & Specialty Co., Inc., Ltd.,
Island City, N. Y. The Consolidated Talking
Machine Co. was appointed distributor for the
line a short time ago and Artone products
are sold to dealers through the Chicago, Detroit
and Minneapolis offices of the firm. According to
E. A. Fearn, president, the Artone products
have enjoyed a particularly heavy demand in the
State of Wisconsin.

Paul B. Kbhug Back From Vacation
Paul B. Kbhug, vice-president and general
manager of the Zenith Radio Corp., Chicago,
accompanied by Mrs. Kbhug, spent the holidays
at their home in Madison, N. J., returning to
Chicago the first week in January. Mr. Kbhug's
jaunt, during which he spent some time at the
Zenith New York office and visiting friends in
the trade.

Vitatonla Service Bureau Formed
The Vitatonla Service Bureau has been estab-
lished at 11 East austin avenue, Chicago, to
give service to dealers handling Vitatonla talking machines and other machines. Mr. E. L. Mil-
ton Selleh is in active charge of the organization.

Notable Gulbransen National Advertising
Copies of the first three advertisements of the
1927 national series have been forwarded to Gul-
bransen dealers throughout the country by the
Gulbransen Co., Chicago. The 1927 series of gen-
eral advertisements is one of the most impenetrable
that has ever been laid before the trade, and,
according to an announcement from the gen-
eral offices in Chicago, the thought, theme, and
the general form of this advertising will be con-
tinued throughout the year.

One page of the broadside, which was sent
to dealers, calls attention to the artists who
will do the illustrating for the 1927 series, point-
ing out that these men, R. B. Gruger, E. F. Ward,
J. Karl and others, are among the fore-
most illustrators in the country. For nine
years the Gulbransen Co. has not missed a sin-
gle month of full-page advertising in leading
magazines, and during 1927 the Gulbransen Co.
tenth year's series will appear in most prominent
publications, in the general, women's and agri-
cultural fields.

H. B. Bibb Optimistic Over Outlook
"The outlook for 1927 is most encouraging,"
declared H. B. Bibb, manager of the Chicago
Brunswick branch. "We have a line-up of in-
struments which will enable Brunswick dealers
to reach the entire market—both from a price
and a musical standpoint—to far better advantage
than ever before.

(Continued on page 106)
This Cone Speaker is the Famous Leader of the Famous Utah Line
UTAH RADIO PRODUCTS CO., 1421 S. MICHIGAN AVENUE, CHICAGO

Each One Guaranteed
The higher-priced instruments—Panatrope and Panatrope with Radiola models—will be particularly active, and dealers who recognize the tremendous possibilities in this connection and equip themselves to go out and get this class of business will be the ones to reap the harvest.

The improved mechanical type of instrument with its corresponding lower price and amazing reproducing qualities, in addition to the electrical line, rounds out the picture of sales volume possibilities, the like of which the music dealer has never before been privileged to contemplate. Add to these the marvelous Light Ray recordings on Brunswick records, and the entirely new and interesting story which the dealer may now convey to the public regarding both instruments and records, and we have a situation which we believe is unprecedented in the history of the phonograph business. The answer to the dealer's selling problem in the vast majority of cases can be summed up in the following: The imperative necessity of trained salesmen—and this condition is being felt more acutely every day.

Grigsby-Grunow-Hinds Co. Conference

Ten sales representatives from the Middle West territory attended a conference at the general offices of the Grigsby-Grunow-Hinds Co., Chicago, makers of the Majestic "B" eliminator, on January 3 and 4, at which time the work of the past year was reviewed and sales plans for 1927 discussed and outlined. Fred D. Williams, general sales manager, and N. D. Patti, district manager of the central division, addressed the salesmen at the meetings, which were held at the Parkway Hotel.

An addition to the present factory of the Grigsby-Grunow-Hinds Co. will be built shortly and tools are now being made preparatory to the introduction of an "A" power unit. The engineers of the company have been experimenting with such a device for several months and it is expected that the Grigsby-Grunow-Hinds Co. will make an important announcement to the trade regarding the new product in the near future.

New Distributor of Mohawk Products

The Washington Automobile Supply Co., Washington, Ill., was appointed distributor for the radio products of the Mohawk Corp. of Illinois, Chicago, late in December, according to F. S. Spofford, for the past twenty-five years

Spofford to Sell Planos Only

F. S. Spofford, for the past twenty-five years widely known as a retail phonograph and piano dealer with branch house in the Republic Building, recently discontinued his phonographs and radio department and in the future will devote his time to the piano business exclusively. Mr. Spofford left for two months' stay at his Winter home in Sarasota, Fla., early in January.

Portable Salesroom Aids Dealers

A portable salesroom, mounted on an automobile truck, is a featured unit in the sales helps being given to dealers throughout the Middle West territory by the Harry Alter Co., radio distributecn of Chicago, the product being known as the "Quala-tonic." It is finished in either nickel or gold and is made in a number of different styles to fit various makes of talking machines. The diaphragm, which is of aluminum alloy construction, is said to reproduce low bass and high treble notes with volume and fidelity of tone.

Last Summer the Duro Metal Products Co. introduced a reproducer, a feature of which was its magnesium diaphragm, and the manufacturer is placing an ambitious sales program behind both of the new sound boxes. The "Qualatonic" is being used as standard equipment by a number of prominent talking machine manufacturers, according to W. H. O'dium, president of the Duro Metal Products Co.

Harry Alter Co. Radio Demonstration Car

always parked in front of the Freed-Eisemann dealer's place of business and it is often a figure in the civic parades, country fairs and various civic functions. Before the truck visits a city the Freed-Eisemann advertiser in the local newspaper that the display will arrive upon a Friday date, and may be seen in front of his place of business by the public.

Wisselwood Radio Co., Sparton Distributor

The Wisselwood Radio Co., prominent Chicago house, was recently appointed distributecn for the Sparton line of radio receivers, manufactured by the Sparks-Withinco Co., Jackson, Mich. The Wisselwood Co. is headed by Leslie C. Wissel, one of the most prominent figures in the music-radio field. He has spent twenty-eight years of his business life in the music trade, and his distributing organization, founded three years ago, has met with outstanding success in the Middle West territory. Among the other lines handled by the Wisselwood Radio Co. are Sleeper, WorkRite and Beacon receivers, Perryman and Q. R. S. tubes, Burgess batteries, Caswell portable phonographs and Symphonic reproducers.

String of Pearls for Ruth Etting

Ruth Etting, Columbia record artist and star in "Paul Ash's Splashes," at the Oriental Theatre during the holidays, received a very valuable string of pearls as a Christmas gift from her father, Col. P. T. Etting, of David City, Neb. The pearls are valued at $45,000.

Gene Redewill, of the Redewill Music Co., Phoenix, Ariz., recently established a store in San Francisco, Calif., the business being known as the Col. Redewill Co., 612 Mission street. The store opening took place December 28, with an ambitious sales and advertising program already in progress. The store at Phoenix, Ariz., which has been a very successful venture, will be retained and continued as formerly. Mr. Redewill has become quite well known to dealers generally through his plan of giving musical demonstrations on the Gulbransen registering piano and his system has proved a constructive force in the music business in his section of the country.

Jos. F. Budrik, Inc., Opens Store

烔he formal opening of the new store of Jos. F. Budrik, Inc., 3417 South Halsted street, was recently held in Chicago. The old store at 3343 South Halsted street being retained as a warehouse. With a frontage of sixty feet in his new quarters, Mr. Budrik has an excellent opportunity for the display of his stock. His success in the sixteen

(Continued on page 108)
"The Most Amazing Achievement of Radio Science"

**ERLA**

**Begins Where The Latest Improved Phonograph Leaves Off**

That is the impression received by Mr. Boguslawski after hearing this wonderful radio receiver. This master musician knows tone quality — read his letter again.

Just visualize the sales possibilities of this outstanding radio line. Offers everything desired of a radio receiver. A franchise will protect you and assure you real profits. Write or wire today for complete data. Address Dept. 152 2500 Cottage Grove Ave.

Moissaye Boguslawski's programs are enjoyed by thousands through Station KYW.

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**Says—**

**MOISSAYE BOGUSLAWSKI—**

**World Famous Pianist**

**MOISSAYE BOGUSLAWSKI**

**Studio**

64 E. Van Buren St.

Chicago, Illinois

December 10, 1926

Electrical Research Laboratories,
2500 Cottage Grove Ave.,
Chicago, Illinois

Gentlemen:

Today I had a genuine musical thrill—I listened to the Erala "Super-Sly". It begins where the latest improved phonograph has left off. The Erala produces the true voice of the singer, retains the individual tone of every orchestral instrument, and the most amazing achievement of radio science—the piano tone comes in with all its ravishing beauty, singing quality, security and brilliance! Erala tone should be added to the terminology of music's greatest names, along with Beethoven, Wagner, and Chopin.

My heartiest congratulations upon the perfection of Erala's most faithful broadcasts.

Sincerely yours,

Moissaye Boguslawski
years he has been established on the south side of Chicago is evidenced by the business which he has built up to a point where he is serving a large clientele with pianos, phonographs, radio receiving apparatus, sheet music, small goods and furniture. Although the opening day was a disagreeable one, from a weather standpoint, three thousand people inspected the store and received rules and cigars as souvenirs. J. F. Budrik, Inc., handles Brunswick Panatropes, Radiolas, talking machines and records, Colum- bia Viva-tonal phonographs and records, Swon- son portables, Gulbransen registration pianos, Radio Corp. of America, Freshman, Atwater Kent, Zenith and Crosley radio receivers. Boguslawski Pays Tribute to Erla Super-Six An unusual tribute to the tone quality of the Erla "Super-Six" was recently received at the office of Electrical Research Labs., Chicago, from Missouri Boguslawski, world-famous pianist. Mr. Boguslawski has been heard in re-

Percy Ware Has Possession of Millionth A. K. Set Member of Atwater Kent Co. Is Temporary Custodian of Receiver and Is Securing Wide and Unusual Publicity for the Line PHILADELPHIA, Jan. 6—The famous millionth Atwater Kent set, which received widespread publicity throughout the entire country and which enjoyed the honor of being displayed in the windows of the Philadelphia Wanamaker store, has been placed in the cus-

William H. Priess Views Radio Outlook for 1927 President of Priess Radio Corp. Sees Nothing Epochally New in Offing, but Says Everything Is Capable of Improvement William H. Priess, president of the Priess Radio Corp., 695 Broadway, New York City, and one of the best-known radio engineers in the country, in speaking of the outlook for 1927 recently said: "While I subscribe to the doctrine that nothing epochally new is in the offing in radio, I also know that everything we have is capable of being improved, and it behooves the individual manufacturer, for his own sake as well as that of the industry, to bend every possible effort toward contributing toward improvement. "The great development that has come about in radio in these last few years has given emphasis to its business structure more or less to the neglect of the engineering side. I expect to see in 1927 a shifting of this emphasis to its proper place. The business structure is highly important because it is the property more important than the foundation upon which it rests, which is the basis provided by the engineers. Engineering research is the most vital thing connected with the progress of radio."

Harger & Blish "Mike" Full of Interesting News Items DES MONES, Ia., Jan. 5—Harger & Blish, Atwater Kent distributors, have the January issue of their interesting house organ, entitled "The Mike," present considerable news matter of interest to the Atwater Kent dealers in its territory. A page is devoted to the illustration and description of window displays made by dealers in the territory; an article by Harry R. Oster- man, of Little Rock, Ia., entitled "Why I Sell Atwater Kent Radios," is included. A talk on Atwater Kent radio in public schools. Lyle A. Pratt, of the Atwater Kent marketing manager, had an interesting article on the subject of "True Salesmanship-Determines What the Prospective Can Afford." An announcement of five big free trips to Philadelphia and New York for Harger & Blish Atwater Kent dealers is also made. Complete details of which were mailed to the dealers. A 100 cent Atwater Kent club has been formed with a membership of an inspiring list of dealers. An announcement of a trip to Philadelphia and New York for Harger & Blish Atwater Kent dealers is also made. Complete details of which were mailed to the dealers. A 100 cent Atwater Kent club has been formed with a membership of an inspiring list of dealers. A trip to Philadelphia and New York for Harger & Blish Atwater Kent dealers is also made. Complete details of which were mailed to the dealers. A 100 cent Atwater Kent club has been formed with a membership of an inspiring list of dealers. A trip to Philadelphia and New York for Harger & Blish Atwater Kent dealers is also made. Complete details of which were mailed to the dealers. A 100 cent Atwater Kent club has been formed with a membership of an inspiring list of dealers.
QUALITY—

THE QUALI-TONE
"ALL BRASS"
TONE ARM

Manufactured in lengths: 8½ in., 9½ in., 10 in.

Quali-Tone’s Reproducers

These marvelous instruments assure an unbelievable perfection of reproduction. The Quali-Tone Reproducers demonstrate most emphatically the superiority that QUALITY always guarantees. Manufacturers and Dealers invariably find it both pleasant and profitable to use Quali-Tone Products.

Manufactured by the Phono-Parts Division of

Duro Metal Products Co.
2651 North Kildare Avenue

Unequalled . . . Unsurpassed . . . Rigidly Maintained Always . . . That has been the outstanding, dominating feature of every Quali-Tone Product. That same policy will be adhered to in the future . . . vigorously . . . without deviation.

EXTRAORDINARY QUALITY ALWAYS—This constitutes Quali-Tone’s Guarantee!

Made complete in our own factory under the supervision of vigilant experts. The Quali-Tone Tone Arm incorporates every known improvement, and represents the "last word" in scientific sound-conveyance.
New Recording Stars Added to Edison List

A Number of Popular Orchestras and Individual Artists Now Record Exclusively for the Edison—Noticeable Improvement in Recordings

Numerous and important additions have recently been made to the list of organizations and individual artists now making records for Thomas A. Edison, Inc., many of them being under exclusive contract. These include Oreste and His Queensland Orchestra of Brooklyn, N. Y.; Phil Napoleon, one of the original Memphis Five, and his Rosemont Orchestra of New York; the Five Harmonics, which group has made such a success in vaudeville over the Pantages Circuit, with their music produced by means of washboards, wine jugs, etc.; Dale Wimbrow, known as the Del Marval songster; Vaughn DeLeath, one of the original and most popular of the female radio stars; the Rubellite Tunes, and numerous others.

Among the concert artists who have recently recorded for Edison is included Arcade Birkanhola, the young American violinist, recently soloist with the Baltimore Symphony Orchestra, and who recently has joined the Philadelphia Symphony in the same capacity. He studied under Leopold Auer, and is considered to be one of the most promising of the younger generation of violinists.

Dealers and the public, incidentally, have seen fit to comment most favorably upon the improvement both in quality and volume that has been made in Edison records through the development of the company’s own recording process, and this applies to recordings of dance music as well as the more serious selections.

Blackman-Garod Suit is Settled Out of Court

The suit which was entered recently by the Blackman Distributing Co. against the Garod Corp., Belleville, N. J., in the United States District Court of Newark, was settled out of court.

By the terms of the compromise it is stated that a substantial sum in cash and court costs was paid by the Garod Corp.

J. Newcomb Blackman, president of the Blackman Distributing Co., stated that this action was the first one which the company had found it necessary to institute in its quarter of a century’s trade relations with manufacturers and that he was pleased with the out-of-court settlement. Mr. Blackman stated further that the sole intention in bringing these proceedings was to try to establish that there should be good faith on the part of a manufacturer as well as on the part of a distributor in establishing and maintaining trade relations. The suit was brought under the Sherman anti-trust act, the complaint being based on an alleged conspiracy by a former management of the manufacturer to withdraw its line from the Blackman Distributing Co.

Allan W. Fritzsch Back From Visits to Jobbers

Allan W. Fritzsch, vice-president and general sales manager of the Okeh Phonograph Corp., returned to his desk a few days ago after a visit to the company’s jobbers in Cleveland, Pittsburgh, Cincinnati and Buffalo. His reports on business conditions in these important cities are very optimistic and Mr. Fritzsch states that the company’s jobbers and dealers are keenly enthusiastic regarding the new foreign Okeh dance recordings and the new Okeh dance electric recordings. The company’s needle business is showing a substantial increase over last January and the sales totals in the needle division for 1926 are far ahead of 1925.

A. T. Haugh Buys Interest in the Peerless Reproducer

Popular Sales Executive and President of Radio Manufacturers’ Association Will Direct Sales of Rochester Firm—Retains Interest and Connection With King Radio

Arthur T. Haugh, president of the Radio Manufacturers’ Association, has recently purchased an interest in the United Radio Corp., of Rochester, New York, manufacturer of the Peerless reproducer, a cone-type loud speaker, and other radio devices and will devote much of his time to the promotion of sales for that concern. He will retain his financial interest in the various King companies, viz., King-Buffalo, Tectron Radio Corp.

1270 Broadway New York, N. Y.
Unipower’s special advantages are easily sold to customers

Unipower is compact and fits readily into the battery compartments of most consoles. Its gas-tight cover makes it safe for cabinet installation.

For 199 tubes or equivalent
AC-4 $33.00
Proven quality!

Unipower is manufactured by the makers of the famous Gould Batteries for automobiles, submarines, railways, farm-lighting, vehicle and fire-alarm service.

For 201-A tubes or equivalent
AC-6HA $42.50

Unipower contains a Balkite charging unit of Gould design. It operates from alternating current 110-125 volt-60 cycle. Special models, 25-50 cycle, at slightly higher prices.

YOUR radio “A” power customers are in two groups—those who know so little that they must depend on your advice—or those who know so much that they must be convinced on every point.

Let Unipower help you with both. Its simplicity of operation—all power control from the set switch—will appeal to the novice, while the more experienced “fans” will appreciate Unipower’s other special features.

For instance—Unipower employs the proven principle of trickle charge plus an indispensable rapid charge rate. Four trickle rates, operated by one dial, can be applied to give just the right power adjustment for the heavily worked multi-tube sets now in use. Only Unipower is protected by automatic cut-off in the rectifying cell!

Unipower construction makes it fool-proof. There are no parts that need adjustment or replacement during the normal life of the product.


Unipower
A GOULD PRODUCT

AUTOMATIC “A” POWER WITH “B” POWER CONTROL
Otto Heineman Optimistic Over the Business Outlook

President and General Manager of Okeh Phonograph Co. Returns From Southern and Middle Western Trip—Finds Outlook Bright

"General business conditions in the talking machine industry are very satisfactory," said Otto Heineman, president and general manager of the Okeh Phonograph Corp., who returned recently from a two-weeks' Southern and Middle Western trip. "In all of the cities which I visited I found jobbers and dealers keenly enthusiastic as to their record sales during the recent holiday season. In practically every instance the totals for the month of December were far in advance of last year, and there is every reason to believe that record sales for the first quarter of 1927 will be substantially ahead of the corresponding period in recent years. The demand for phonographs during the last three months of 1926 was very satisfactory, with the exception of the closing two weeks of the year, when there seemed to be a general slowing up of business everywhere without any reflection on the phonograph business specifically.

"Judging from the comments of jobbers and dealers the medium-priced phonograph will be most actively in demand this year, with the majority of the trade looking for a steadily increasing call for the small console. This instrument, representing a medium size between the large console and the upright, is meeting with considerable favor everywhere.

"Apparently one of the outstanding features of the phonograph industry at the present time is the tremendous popularity of the portable phonograph. I visited several portable phonograph manufacturers on this trip and found them getting ready for a banner year, which will be marked by the introduction of a better type of portable phonograph. With the intensive sales and publicity plans which will be sponsored in behalf of these instruments, the success of the new lines is assured, and this type of portable phonograph will undoubtedly take the place of the very low-priced portable, which heretofore has been so popular. Generally speaking, I believe 1927 will be a year of prosperity for every factor of the phonograph industry, with manufacturers, jobbers and dealers co-operating towards the constructive development of the industry itself."

While away from his desk Mr. Heineman visited Atlanta, New Orleans, St. Louis, Chicago and Milwaukee, and incidentally this trip gave him an opportunity to call for the first time upon the trade in the leading Southern cities.

Peekless Album Co. Will Increase Portable Output

Peekless Portable Production to Be Tripled—Product Has Been Greatly Improved and Many Distributors Have Been Appointed

The Peerless Album Co., 638 Broadway, New York City, well-known manufacturer of record albums, envelopes and carrying cases, and which introduced a portable talking machine during the past season, now announces the further expansion of this department of its business. Under a new plan of manufacture and with additional machinery the Peerless portable output will shortly be tripled. The company has made many improvements in its product and has been appointing jobbers throughout the country, and this, together with the general trade reception, has justified the increased production.

Phil Ravis, president of the Peerless Album Co., expects shortly to announce the addition of new members to his sales staff and details of a drive on all of his firm's products.

Latest Summary of Exports and Imports of "Talkers"

WASHINGTON, D. C., January 7.—In the summary of exports and imports of the commerce of the United States for the month of November, 1926 (the latest period for which it has been compiled), the following are the figures bearing on talking machines and records:

The dutiable imports of talking machines and parts during November, 1926, amounted in value to $80,126, as compared with $40,058 worth which were imported during the same period of 1925. The eleven months' total ended November, 1926, showed importations valued at $356,731, in the same period of 1925, $353,485.

Talking machines to the number of 8,657, valued at $272,152, were exported in November, 1926, as compared with 8,078 talking machines, valued at $207,703, sent abroad in the same period of 1925. The eleven months' total showed that we exported 92,822 talking machines, valued at $2,865,994, as against 73,101 talking machines, valued at $2,001,772, in 1925.

The total exports of records and supplies for November, 1926, were valued at $204,153, as compared with $160,005 in November, 1925. The eleven months ending November, 1926, show records and accessories exported valued at $1,992,450, as compared with $1,555,379 in 1925.

The countries to which these instruments were sent during November and their values were as follows: United Kingdom, $951; other Europe, $17,468; Canada, $7,771; Central America, $13,344; Mexico, $28,666; Cuba, $9,528; Argentina, $19,786; Chile, $14,997; Colombia, $11,590; Paru, $3,314; other South America, $40,329; China, $8,104; Japan, $1,990; Philippine Islands, $12,132; Australia, $50,626; New Zealand, $10,410; other countries, $21,146.
The Serenader

5 tubes, tuned radio frequency, built-in loud speaker with Amplion Unit, exquisite cabinet, metal panel in wood graining outlined in gold. Size 35"x11"x16" Price $125.

SLEEPER RADIO & MFG. CORPORATION, 440 Washington Ave., Long Island City, N. Y
Edward B. Lyons joins sales staff of Standard T. M. Co.

The many friends in the talking machine industry, and particularly throughout the Ohio territory, of Edward B. Lyons, former general manager of the Eclipse Musical Co., Cleveland, will be interested to hear of the announcement of Edward B. Lyons, former general manager of the Standard Association of Northern Ohio, and has lately been sold and consolidated with a Pittsburgh concern. For a number of years Mr. Lyons was secretary of the Talking Machine Dealers Association of Northern Ohio, and has been a member of and active in the State Association of Music Merchants for some time past.

During the eleven years spent in the wholesale talking machine field in Ohio, Mr. Lyons has won many loyal friends, who will welcome his return to the Victor fold.

Edward B. Lyons will be interested to hear of the announcement just made by J. C. Roush, president, and Wallace Russell, general manager of the Standard Talking Machine Co, Victor wholesaler, Pittsburgh, of the appointment of Mr. Lyons to the sales staff of that company.

Mr. Lyons has been identified with the talking machine industry for nearly seventeen years, starting in 1910 as a representative for the Victor Talking Machine Co., Camden, N. J., under the late George D. Ornstein. After spending a number of years with that company as representative and Southern district manager, Mr. Lyons resigned on July 1, 1915, to accept a position as sales manager of the Eclipse Musical Co., Victor wholesaler, Cleveland, O., and on October 1, 1921, was promoted to the general management of that company, which position he held until the sale of that company in October, 1924, to the Cleveland Talking Machine Co.

Recently Mr. Lyons has been engaged in the wholesale independent phonograph and radio business in Cleveland under the name of the Buel-Lyons Co., which business has just lately been sold and consolidated with a Pittsburgh concern. For a number of years Mr. Lyons was secretary of the Talking Machine Dealers Association of Northern Ohio, and has been a member of and active in the State Association of Music Merchants for some time past.

During the eleven years spent in the wholesale talking machine field in Ohio, Mr. Lyons has won many loyal friends, who will welcome his return to the Victor fold.

New Recording Wax

F. W. Matthews, a well-known recording expert, who in recent years has specialized in Master wax for recording purposes, has developed a new wax which is particularly advantageous for electrical recordings. This wax will record the 70 degrees flats clearly and electrically perfect. The wax is being used by some of the best electrical recorders. Mr. Matthews is at present located at 126 Prospect street, East Orange, N. J.

Fred A. Bain in New Post

Fred A. Bain has resigned from the John Elliott Clark Co., Salt Lake City, Utah, to accept a position with the traveling department of the Victor Talking Machine Co.
FIRST RADIO TRADE SHOW
Hotel Stevens
CHICAGO
June 13th to 18th

In conjunction with the Annual RMA Convention

In the world's largest hotel, under the able and efficient management of G. CLAYTON IRWIN, JR., General Manager of the Radio World's Fair and the Chicago Radio Show, the radio industry will hold its first Exclusive Trade Show.

Only those manufacturers who are members of the "RMA" will exhibit; consequently the displays will be those of the radio industry's leading manufacturers of receiving sets, parts and accessories.

Being held in Chicago, within quick and easy access of all parts of the United States, the "RMA" Trade Show will afford all radio jobbers, distributors and dealers an unusual opportunity to view the latest developments in radio from the industry's most reputable and reliable manufacturers.

The dates of the show, June 13th-18th, are most opportune for at that time the trade can make their connections and arrange their lines for the 1927-28 season before the annual consumer shows to be held in the early Fall.

Members of the "RMA" and all radio jobbers, distributors and dealers should write for full particulars.

Radio Manufacturers' Association Trade Show
Room 1800, Times Building, New York City

Space for this advertisement donated by Talking Machine World. Copy, layout and cuts for this advertisement donated by Paul S. Wess, Albert Frank & Co.
Los Angeles Trade Association Plans the Issuance of Helpful Sales Statistics

Dealers Co-operating in Supplying Figures to Show the Percentage of Different Departments' Sales—Holiday Business SATISFACTORY—New Honest Quaker Jobber Appointed

Los Angeles, Calif., January 4—Dealers declared themselves as satisfied with the volume of holiday sales. Volume in dollars and cents was maintained; but volume, from the point of view of the number of instruments sold and the dollar purchases, was not as great—at least on the accustomed ratio of percentage of increase from year to year. The principal instruments sold—as in several preceding years—were phonographs and phonograph operators.

Association Plans to Issue Statistics

Plans are being made for reports on the percentage of business from the different depart- ments of the various local music houses during 1926. The figures will be collected by the secretary, A. G. Farquharson, and held in strict con- fidence by him, but used to obtain the ratios and proportions. In this manner an average estimate will be produced which will indicate how much business comes from the piano, phonograph, musical merchandise, radio and sheet music departments, respectively.

P. L. Cook Appointed Jobber

P. L. Cook has been appointed jobber for Honest Quaker main springs and repair ma- terials by Everybody's Talking Machine Co. Mr. Cook has been actively engaged in the phonograph and supply business in southern California for the past seven years and is well known for the service which he specializes on as well as for his equipment and stock in parts often unobtainable elsewhere.

Brunswick District Manager

Brunswick district manager. R. B. Yale, president of the company, stated that Federal radio sets had met with a wonderful reception throughout the holidays, so much so that he had been com- pelled to limit the number of Federal dealers in southern California to seventy and, even under these circumstances, the demand far ex- ceeded the supply available.

Expect Best Year in History

"From the outlook of the Los Angeles branch 1927 should be the best year in the history of this department," declared Howard L. Brown, Brunswick district manager. "Bank clearings and building have shown a continual improve- ment each month this year and with mining in- terests and agriculture conditions on the up- grade nothing can hold back prosperity in this territory.

"It is interesting to note the major portion of our business is now developing in the higher-priced instruments. Dealers optimistically look forward to 1927."'s

New Series of Victor Radio Concerts Has Auspicious Start on New Year’s Day

Rosa Ponselle, John McCormack, Alfred Cortot and Mincha Elman Heard on First Program—Second Concert of Series Heard Last Night—Tie-up Material Is Supplied Victor Dealers

As The Talking Machine World is being distributed by the post office department, the second series of the Victor radio programs is being heard by millions of radio listeners—tuning in on the stations which comprise the "Blue" network of the National Broadcasting Co., which includes WIBZ, New York; WBZ, Springfield and Boston; KDUA, Pittsburgh, and KYW, Chicago. The program started at 9 p.m., Eastern standard time, and included Beniamino Gigli, tenor, and Giuseppe De Luca, baritone, both of the Metropolitan Company; Renee Chemet, French concert vi- olinist, and the Victor Concert Orchestra, under the direction of Rosario Bourdon.

Tremendous interest was manifested through- out the entire nation in the Victor series of concerts, and judging from the results of the first music department, respectively.

New Folder Super—Saxophon Reproducer

The Mutual Phone Parts Mfg. Corp, New York City, has issued an attractive four-page folder for dealer distribution on the new Super-Saxophon reproducer and Saxo-tone arm. This new Super-Saxophon reproducer, which was placed on the market at the beginning of the year, retains all the qualities of the Saxophon reproducer which was produced last year, and in addition includes several refinements.

Mobley Co. Launches Drive

Mobley Co., is one of the pioneers in the man- ufacture of talking machine sound boxes and is now promoting an aggressive campaign on its products for the coming year. The Mob- ley Mfg. Co. is a member of the manufacture of talking machine sound boxes and for its new Super-Saxophon reproducer, which was placed on the market at the beginning of the year, retains all the qualities of the Saxophon reproducer which was produced last year, and in addition includes several refinements.

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Mobley Co. Launches Drive

Mobley Co., is one of the pioneers in the man- ufacture of talking machine sound boxes and is now promoting an aggressive campaign on its products for the coming year. The Mob- ley Mfg. Co. is a member of the manufacture of talking machine sound boxes and for its new Super-Saxophon reproducer, which was placed on the market at the beginning of the year, retains all the qualities of the Saxophon reproducer which was produced last year, and in addition includes several refinements.
Eymo Moving Picture Camera Featured in Window Display

Products of Bell & Howell Used by Commanders Byrd and Eugene F. McDonald, Jr., on Arctic Trips Shown by Lyon & Healy

CHICAGO, ILL., January 6.—During the month of December pedestrians were greeted with an exclusive moving picture camera display window at Lyon & Healy’s music store in the Loop district. In the center of the display stood the Bell & Howell Eymo moving picture camera used by Commander Byrd when he flew across the North Pole, and in the left corner of the display was the Bell & Howell Filmo camera used by Commander E. F. McDonald, Jr., president of the Zenith Radio Corp., Chicago, on the MacMillan Arctic expedition in 1925. Photographs depicting various scenes snapped by the camera during both expeditions were shown in the window, together with trophies, Eskimo clothing, toys, etc., gathered by the two explorers. The window served to show the various uses and needs which the moving picture camera answers and how it may be used under the most trying weather and climatic conditions.

Tentative Agreement on Radio Legislation Reached

WASHINGTON, D. C., January 10.—A tentative agreement was reached by conference on radio legislation and Senator Dill and Representative White are drafting a bill to be presented Tuesday, taking a middle course between the Dill Commission plan and the White bill to leave radio control with Secretary Hoover. The conference said the proposed draft will set up an Appellate and semi-judicial day, taking a middle course between the Dill Commission machinery.

The commission will remain regularly organized to see to the untangling of present confusion, and how it may be used under the most trying weather and climatic conditions.

Everybody’s Sales Staff Holds Year-End Conference

Territorial Representatives of Everybody’s Talking Machine Co. Gather to Make Plans for 1927—President Grabuski Presided

Philip Grabuski, president of Everybody’s Talking Machine Co., 810 Arch street, Philadelphia, Pa., returned to headquarters in time for the Christmas holidays. On Thursday, December 30, President Grabuski called a sales conference of members of the entire staff of Everybody’s Talking Machine Co., who returned from their various territories for the occasion. The exceptional accomplishments of the firm during the past year were reviewed and extensive plans made for merchandising during 1927. A general get-together spirit was manifested and enthusiasm over the prospects for the coming year was high. This conference, which occupied the entire day, was interrupted by an informal luncheon.

Columbia McPherson Records Draw Big Crowds

Southern California Music Dealers Report That Demand for Records of Noted Evangelist Is Unprecedented

When the first record by Aimee Semple McPherson was released by the Columbia Phonograph Co., New York, hundreds of patrons rushed to the stores of Columbia dealers to hear the voice of this noted evangelist.

In the cities of southern California the demand for the new record was so great that extra clerks had to be called in...

SELLING MUSICAL MERCHANDISE

By J. R. FREW

This is a practical book that describes the methods pursued by a successful music dealer in conducting his musical merchandise departments. It covers every routine problem incident to establishing and operating a department devoted to band and orchestra instruments.

This branch of the music industry has had a very prosperous year and an excellent opportunity awaits other dealers who take it up. It requires a small investment, gets quick turnover, involves no risk and, in addition to being highly profitable itself, increases the sale of talking machines, records, etc., and helps make a given store the music center of its community.

READ THE CONTENTS OF THIS PRACTICAL BOOK

Chapter From the Publisher.
Introduction.

PART I
THE PROBLEM OF BUYING
I. Importing in General.
II. Importance of Quality in Buying.
III. How to Buy.
IV. Future Buying.
V. Buying for Special Sales.
VI. Some Don'ts for the Buyer.

PART II
THE PROBLEM OF PUBLICITY
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II. Sales or Display Advertising.
III. Direct and Mail Advertising.
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THE PROBLEM OF MANAGEMENT
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XXI. Musical Organizations and Their Instrumentation.
XXVI. The Principal Instruments of the Band and Orchestra Described.

APPENDIX
List of Principal Musical Merchandiser Products

Edward Lyman Bill, Inc.,
383 Madison Avenue, New York.

Enclosed find $3.00—check—money order—cash—for which you will please send me "Selling Musical Merchandise". Postage prepaid.

Name...........................................
Address...........................................City...........................................
**New Stores and Changes Among Talking Machine Dealers During the Past Month**

**New Stores Opened Recently Throughout Country and Changes of Management Compiled for Benefit of Talking Machine and Radio Manufacturers and Distributors**

**Arizona**

- Pine Bluff—The full line of musical instruments carried by the Barsew Piano Co., 210 West Second street, has been closed out in a sale conducted under the direction of Theodore Jones, administrator.

**California**

- Comed—New quarters on South Adams street have been opened by the Bemberg Music Shop, which has been located here for a long period.

- Oakland—The Musical Accessories Corp. has been incorporated with a capital stock of $10,000 to manufacture and deal in musical instruments.

- Santa Ana—The Rudolph Wurlitzer Co. has opened a branch store at 407 West Fourth street under the management of H. J. Searles.

- Pomona—A branch store has been opened at 329 East Second street by the Rudolph Wurlitzer Co. with W. Keene as manager.

- Pomona—The 100 Q Q Co., of Pomona, has been formally reopened.

- San Diego—Disputes between the Thistle Music Co., Broadway and Seventh street, and in management and directors of the entity, Tuberville—New and larger quarters have been taken by A. Ruby, local music dealer.

- Redwood City—G. H. Reddell, who operates a music shop in Phoenix, Ariz., has opened a branch known as the Reddell Music Co., at 617 Mission street.

**Connecticut**

- Danielson—D. J. Bouck & Son, of 91 Broad street, has been appointed special sales representative of the Plainville band instrument company, featuring the Victor line, Atwater Kent radios and other musical instruments.

- Bridgeport—The Gilman Music Store has moved to a new location a few doors away from that formerly occupied by the Farmer & Comstock Co.

- Terrington—McCoy's has opened new warerooms at 35 Main street carrying a full line of musical instruments. This is the third store of the chain.

- New Haven—Landay Bros., Inc., have opened their new quarters at 190 Chapel street with Michael M. Cloon as manager.

**District of Columbia**

- Washington—The Harmon Music Co., Inc., Victor dealer, suffered a loss of stock when fire destroyed the store at 140 Ninth street, NW.

- Washington—Clinton J. Brown heads the new music store which recently opened here under the name of the Alford & Fryar Co.

- Washington—A petition in bankruptcy was filed recently by Robinson's Music Store, Inc., 1390 G street, NW.

**Florida**

- St. Cloud—The Wilfred Music Co., has opened new warerooms here under the management of Dr. and Mrs. C. G. Kanavel. A full line of musical instruments is carried.

- Ocala—Burton's music store of West Palm Beach has opened a branch store in the Professional Building here.

**Georgia**

- Columbus—T. J. Hawkins has opened a music store at 13 Thirteenth street.

**Illinois**

- Park Ridge—The Park Ridge Music & Gift Shoppe, formerly owned by W. H. Bell, has been reopened under new management and is operating at 901 Des Plaines avenue.

- Rock Island—The Herald-Register has reported that music has been incorporated with a capital stock of $60,000. Incorporators, H. W. Barbel, J. Arek, M. Fehler and M. H. Rosenfeld.

- Fulton—The Hoffman Music Store has opened its new quarters in its remodeled three-story building. This concern has been in business for upwards of fifty years.

- Rockford—J. L. Bert Miller, jr., has opened a musical instrument store here, featuring the Buescher line of instruments.

- Gilman—Brown & Brown have moved to their new quarters on courthouse square. The stock of New Edition phonographs of the Atwater Kent receiver is shown in attractive settings.

**Indiana**

- Richmond—The Penzler Music Co., which operates branch stores in several cities, has opened a new store of B. R. Shirley is manager. A full line of musical instruments is carried.

- South Bend—The Dependable Music Stores, Inc., has filed a certificate of dissolution.

**Iowa**

- Chariton—H. T. Wilson, proprietor of the Music Co., has closed out his business.

**Kansas**

- Wichita—The J. W. Jenkins Sons Music Co. has established a music store at 2122 East Douglas avenue for the demonstration of talking machines and radio receivers.

**Kentucky**

- Louisville—A new music house, operating as Dur- lon, 20 and 21; Frankfort and Sixth street, has been reopened under the management of B. E. Shirley.

- Winona—The Winona Music Store, Tkinemo Music Co., has filed a petition in bankruptcy, listing assets of $7,139.41 and liabilities of $10,848.76.

**Louisiana**

- Shreveport—V. B. Ector Co., has returned to the Bumfield Music Co., in the capacity of a sales manager, a position he formerly held.

**Maine**

- Bangor—The Eastern Furniture Co. has added a line of band instruments.

**Maryland**

- Baltimore—A music store has been opened at 324 South Third street under the name of the Brunswick Music Shop.

**Massachusetts**

- Salem—Tollie's Music House, Inc., has been chartered with a capital stock of $25,000 to deal in musical instruments. The incorporators are Rosella M. Hailey, J. P. Sturtevant and W. L. Herring.

- Boston—Field's Corner Music Store has been opened at 1434 Durachrecht avenue by Miss Rose Carlone.

- New Bedford—The Alexander Music Co. has opened a branch store at 409 High street.

- Boston—A new location a few doors away from that formerly occupied by the Northwestern Music Co.

- Lowell—The Superior Music Co., 1519 Euclid avenue.

- Quincy—The Manganero Music & Furniture Co. is making preparations to move to its new quarters at 1354-1356 Hancock street.

- Gloucester—The Newman Radio Co., Inc., radio and musical instruments, has incorporated with a capital stock of $50,000.

- Boston—Angelo Omiara recently opened the Athenaeum Music Store at 362A Tremont street.

- Warren—A music and radio shop has been opened at 403 East Main street by Mustapha J. Adam.

**Michigan**

- Grand Rapids—Stuart F. Lyon, proprietor of the Lyon Music Co., and 250 East Second avenue, has filed a petition in bankruptcy with liabilities of $4,494 and assets of $1,974.

- Grand Haven—The Prinum Music House recently suffered heavy damage as the result of water pipes bursting in the upper part of the building.

**Minnesota**

- Minneapolis—The full Victor line of talking machines and records has been added by the Maiстрlo Music Shop, 14 South Seventh street.

- St. Paul—The Prinum Music House recently suffered heavy damage as the result of water pipes bursting in the upper part of the building.

**Mississippi**

- Columbia—Miss Mary Schaeffer has opened the Music Shop at 28 Summit avenue carrying a full line of musical instruments.

**Missouri**

- Richmond—The Penzler Music Co., which operates branch stores in several cities, has opened a new store of B. R. Shirley is manager. A full line of musical instruments is carried.

- South Bend—The Dependable Music Stores, Inc., has filed a certificate of dissolution.

**New Jersey**

- Jersey City—Two music stores in the Odd Fellows Building, handling a full line of talking machines and other musical instruments is carried.

- Paterson—A new music store has been opened at 37 South Fifth street by Signor Tolomeo.

**New Mexico**

- Albuquerque—The Portland Music Co., of Portland, Ore., has opened a branch in the city.

**New York**

- Buffalo—The Brunswick Music shop has doubled its floor space by leasing the store adjoining the establishment at 126 South Fifth street with a full stock of merchandise from M. H. Rosenthal.

- Utica—The Leiter Music Co. of Syracuse has opened a branch in the Weber building with Carlton C. Glendine, manager.

**North Carolina**

- Shelby—The Shelby Furniture Co., which recently moved to new quarters, has opened a music section with a full stock of instruments.

**Ohio**

- Lima—A. V. Schaeffer has been appointed manager of the talking machine and radio division of W. H. Howlands Co.

- Toledo—Arthur McPhillips has been appointed manager of the radio department of the Grooman Piano Co.

- Akron—Howson's Music Store has been opened at 21 West Bowery street with A. T. Howson in charge.

- Youngstown—J. A. Anderson has been appointed head of the talking machine department here.

**Ohio**

- Cleveland—The Ott Piano Co., carrying a full line of local musical instruments, has made extensive alterations in its warerooms at 1315 Euclid avenue.

- Cleveland—The warerooms of the Stait Piano Co. on Orange road, have been remodeled and redecorated.

- Youngstown—John W. Aiken has been made manager of the radio department of the Alfred & Fryar Piano Co.

- Columbus—Ernest A. Gabriell has been appointed receiver for the Robbins Piano Co., 50 South Third street, which has filed a petition in bankruptcy.

- Btria—A. B. Sauer Music Co., Lorain, has taken over the George A. Clark Music Store here and has appointed Miss Grace Rogers, manager.

- McConnellville—A branch of the Racey & Graham music store of Caldwell, has been opened in the Founts Block with William Arnold as manager.

- Canton—The L. C. Cooper Music Co. has opened new store at its old location on Cleveland avenue to dispose of the stock of merchandise from the former branch.

- Zanesville—The Spence Music Co. has acquired Longshore's, well-known local music store, and will operate the business on a much larger scale.

- Dayton—The handsome new home of the Rudolph Violin Co., 126 South Third street, has been opened with an elaborate formal reception.

- Akron—The George S. Dales Co. has discontinued its talking machine department and has made preparations for the future on its talking machine and radio business.

**Oregon**

- Portland—Loud B. Rausch has established his musical mechanical and sheet music department in the McCormick Music Co., Inc., following the closing of the local branch of the Wilsey A. Allen Co.
HARDWARE is visible to the eye, in constant use and plays an important part in giving satisfaction to a customer.

Rockford Hardware merits closer attention by you. It stands the stiffest test of all—side by side comparison.

Ask for catalog 18 and samples.
Opportunity for Live Dealers to Cash in Through Tie-Ups With Visiting Artists

Concert Dates of Leading Artists Who Make Recordings—Tie-Ups Provide an Excellent Means of Interesting the Public in Records and Promoting Sales

The following list of concert dates of a number of recording artists has been compiled for the benefit of dealers who wish to stimulate the sale of records of artists appearing in their cities or towns. Tie-ups can be effected through the medium of window displays or by direct mail, calling the attention of customers to the scheduled appearances and a mention that the artists' recordings are available:

Harold Bauer
March 16 - New York, N. Y.
March 17 - New York, N. Y.
March 20 - Baltimore, Md.
March 21 - New York, N. Y.
March 22 - New York, N. Y.

Sophie Braasch
February 4 - Chicago, Ill.
February 6 - St. Louis, Mo.
February 7 - Louisville, Ky.
February 8 - New York, N. Y. (20)
February 13 - Lincoln, Neb.
February 15 - Cedar Falls, Iowa

SOPHIE BRAASCH

February 26 - Cincinnati, O.
February 27 - Louisville, Ky.
February 28 - New York, N. Y. (30)
February 29 - Amsterdam, N. Y.
February 30 - New York, N. Y.

Anna Case
March 21 - Fort Worth, Texas
March 22 - Oklahoma City
March 23 - Kansas City
March 24 - Des Moines, Iowa
March 25 - Minneapolis, Minn.
March 26 - Dubuque, Iowa

GROSCH MEDILL

March 2 - New York, N. Y.
March 3 - Washington, D. C.
March 4 - Columbus, O.
March 5 - Dayton, Ohio
March 6 - Atlanta, Ga.
March 7 - Chicago, Ill.

Emanuel Chodowiecki
January 16 - Providence, R. I.
January 17 - Rochester, N. Y.
January 18 - Pittsburgh, Pa.
January 19 - New Haven, Conn.
January 20 - South Hadley, Mass.
January 21 - Amherst, Mass.
January 22 - Northampton, Mass.
January 24 - Buffalo, N. Y.
January 25 - Kingston, N. Y.
January 26 - New York, N. Y.

Richard Crooks
February 12 - New Orleans, La.
February 13 - Birmingham, Ala.
February 14 - Atlanta, Ga.
February 15 - Chicago, Ill.

Keiser Davis
January 19 - Providence, R. I.
January 20 - Rochester, N. Y.
January 21 - Pittsburgh, Pa.
January 22 - New Haven, Conn.
January 23 - South Hadley, Mass.
January 24 - Amherst, Mass.
January 26 - Medford, Mass.
January 27 - Buffalo, N. Y.
January 28 - Kingston, N. Y.
January 29 - New York, N. Y.

Charles Durlin
February 24 - Portland, Ore.
February 25 - Berkeley, Cal.

Bill Patlich
February 17 - Portland, Ore.
February 18 - Berkeley, Cal.

DOWNS STRING QUARTET

February 18 - New York, N. Y.
February 19 - Boston, Mass.
February 20 - Somerville, Mass.
February 21 - Rock Hill, S. C.
February 22 - Asheville, N. C.
February 23 - Atlanta, Ga.
February 24 - Mobile, Ala.
February 25 - Tallahassee, Fla.

BENJAMIN GOLDS

January 17 - Atlanta, Ga.
January 18 - Havana, Cuba
January 19 - New Orleans, La.
January 20 - Memphis, Tenn.
January 21 - Winnipeg, Canada
January 22 - Montreal, Canada
January 23 - Buffalo, N. Y.
January 24 - Syracuse, N. Y.
January 25 - Cincinnati, O.
January 26 - Detroit, Mich.
January 27 - Chicago, Ill.
January 28 - Portland, Ore.
January 29 - Oakland, Cal.
January 30 - San Rafael, Cal.
January 31 - San Francisco, Cal.

JAN MORTON

February 3 - New York, N. Y.
February 4 - Washington, D. C.
February 5 - Columbus, O.
February 6 - Cincinnati, O.
February 7 - Indianapolis, Ind.
February 8 - Cincinnati, O.
February 9 - Columbus, O.
February 10 - St. Louis, Mo.
February 11 - Des Moines, Iowa
February 12 - Des Moines, La
February 13 - Chicago, Ill.
February 14 - Ann Arbor, Mich.
February 15 - Lexington, Ky.
February 16 - Madison, Wis.
February 17 - Scranton, Pa.
February 18 - New York, N. Y.
February 19 - Amsterdam, N. Y.
February 20 - South Bend, Ind.
February 21 - Chicago, Ill.
February 22 - Pittsburgh, Pa.
February 23 - Buffalo, N. Y.
February 24 - Hilo, Hawaii
February 25 - Memphis, Tenn.
February 26 - Montgomery, Ala.
February 27 - Fort Worth, Tex.
February 28 - Columbus, O.
February 29 - Buffalo, N. Y.
February 30 - Chicago, Ill.
February 31 - Havana, Cuba

TALBOT STRING QUARTET

February 3 - New York, N. Y.
February 4 - Boston, Mass.
February 5 - Somerville, Mass.
February 6 - Rock Hill, S. C.
February 7 - Asheville, N. C.
February 8 - Atlanta, Ga.
February 9 - Mobile, Ala.
February 10 - Tallahassee, Fla.

FEBRUARY QUARTET

February 12 - Atlantic City, N. J.
February 13 - Havana, Cuba
February 14 - New Orleans, La.
February 15 - Memphis, Tenn.

Talbot String Quartet

February 18 - New York, N. Y.
February 19 - Boston, Mass.
February 20 - Somerville, Mass.
February 21 - Rock Hill, S. C.
February 22 - Asheville, N. C.
February 23 - Atlanta, Ga.
February 24 - Mobile, Ala.
February 25 - Tallahassee, Fla.

Berkeley String Quartet

February 20 - Lisbon, Portugal
With Efficient Merchandising the Coming Year Should Be a Most Profitable One

General Conditions Are Good With a Number of Factors Working for the Benefit of the Musical Merchandise and Band Instrument Dealer. But He Must Also Do His Share

In looking back over the past year and looking forward to what 1927 will bring in the musical merchandise and band instrument field, leading of the industry are practically unanimous in stating that the coming twelve months will result in a much larger volume of business being closed than was accomplished during 1926. This optimism is based upon a number of factors, one of the leading ones being the co-operative advertising and publicity work which is being done by the National Association of Musical Instrument and Accessories Manufacturers, whose first series of dealer helps were described in the December issue of The Talking Machine World, and consisted of a number of newspaper advertisements which stressed the message of “Music.” This promotional work, which is aimed toward increasing dealer sales and thus ultimately helping the manufacturer, is certain to bring results.

Another reason for optimism is that dealers: in musical merchandise throughout the entire country are becoming more and more educated to the fact that co-operation with school and civic authorities in the formation of bands and orchestras, while necessitating at the beginning some time and trouble in the organization and formation of groups, brings profits—more than compensate with the effort and money expended, and these profits are not confined to any limited period, but continue for years to come.

Still again the fact that each year the American public is becoming more and more interested in music will have its effect in increasing sales. Orchestras are being organized in new cities and those of the dance type are holding sales. The Piano Manufacturers, whose first series of dealer helps were described in the December issue of The Talking Machine World, and consisted of a number of newspaper advertisements which stressed the message of “Music.” This promotional work, which is aimed toward increasing dealer sales and thus ultimately helping the manufacturer, is certain to bring results.

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IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 121)

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THE TALKING MACHINE WORLD

Musical Magazine Published by the Buescher Band Instrument Co. Contains Interesting Items of Undoubted Value to All Musicians

Next: in addition to placing advertising in seventy-five national magazines and other sales promotional work, R. L. Shepherd, advertising manager of the Buescher Band Instrument Co., finds time to edit True-Tone, a musical journal published for the promotion of the interests of musicians and music. The Winter edition of True-Tone was recently released and mailed to the thousands of individuals who own and enjoy the band instruments manufactured by the Buescher organization.

The publication should not be classified as a house organ, although it is manufactured by the Buescher organization.

The Winter issue of True-Tone contains much current news. Musical magazine published by the Buescher Band Instrument Co. Contains interesting items of undoubted value to all musicians.

Elkhart, Ind., January 5—In addition to placing advertising in seventy-five national magazines and other sales promotional work, R. L. Shepherd, advertising manager of the Buescher Band Instrument Co., finds time to edit True-Tone, a musical journal published for the promotion of the interests of musicians and music. The Winter edition of True-Tone was recently released and mailed to the thousands of individuals who own and enjoy the band instruments manufactured by the Buescher organization. The publication should not be classified as a house organ, although it is manufactured by the Buescher organization.

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The inside front cover of the last issue of True-Tone contains a wealth of interesting current news. The publication should not be classified as a house organ, although it is manufactured by the Buescher organization. The Winter edition of True-Tone was recently released and mailed to the thousands of individuals who own and enjoy the band instruments manufactured by the Buescher organization.

True-Tone carries an admirably written article by Mr. Shepherd, entitled "I am Music," which is reproduced, in part, herewith: "Down through the ages I have walked with men, yet none have ever fathomed me. With the prince and the beggar I roam the earth and all men love me. For I am the spirit of the very best that is in them, and they praise and strive for the best that is within me. I am the soul of the arts. I am Music."

New York Band Instrument Co.'s Xmas Window Display

A most complete display of musical merchandise occupied the show window of the New York Band Instrument Co., 111 East Fourteenth street, New York, during the holiday season. In the rear of the window was erected a small Christmas tree, decorated with the usual ornaments and lights. Attached to it, hanging from the branches, were harmonicas, flutes and toy instruments of all kinds. Victor and Columbia instruments flanked the tree and scattered about were trumpets, saxophones, trombones and a drum set. In addition to being a splendid Christmas window, it also showed how a complete line may be presented most effectively by the dealer.

The publication should not be classified as a house organ, although it is manufactured by the Buescher organization. The Winter edition of True-Tone was recently released and mailed to the thousands of individuals who own and enjoy the band instruments manufactured by the Buescher organization.

The inside front cover of the last issue of True-Tone contains a wealth of interesting current news. The publication should not be classified as a house organ, although it is manufactured by the Buescher organization. The Winter edition of True-Tone was recently released and mailed to the thousands of individuals who own and enjoy the band instruments manufactured by the Buescher organization. The publication should not be classified as a house organ, although it is manufactured by the Buescher organization. The Winter edition of True-Tone was recently released and mailed to the thousands of individuals who own and enjoy the band instruments manufactured by the Buescher organization. The publication should not be classified as a house organ, although it is manufactured by the Buescher organization. The Winter edition of True-Tone was recently released and mailed to the thousands of individuals who own and enjoy the band instruments manufactured by the Buescher organization.

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Samuel Buegeleisen Urges
Education of the Public

Head of the Firm of Buegeleisen & Jacobson says that dealers should encourage the formation of school and other orchestras.

Samuel Buegeleisen, head of the wholesale and musical merchandising house of Buegeleisen & Jacobson, New York City, urges co-operative effort for the building up of the future of the industry. He points to the musical education of the public as a means to future prosperity in the field. The school band movement and the encouragement of other local musical affairs are pointed out as instances. Dealers who have cooperated with local authorities in the formation of orchestras in schools, clubs, etc., while their efforts have been primarily altruistic, have benefited financially from their efforts. Mr. Buegeleisen suggests the plan of placing propaganda behind the idea of music rather than the individual musical instrument and this propaganda is bound to bear fruit in the years to come. The person who has experienced the pleasure of being able to produce music on one instrument is usually anxious to add the playing of other instruments to his accomplishments as time goes on.

Mr. Buegeleisen is an authority on musical merchandise and his frequent trips abroad have given him a deep insight into foreign as well as domestic conditions. The firm of Buegeleisen & Jacobson has completed a very satisfactory year and the outlook for the future is bright.

Euclid Music Co. Receives
Large Ludwig Drum Order

Cleveland Board of Education orders drums for use of school bands and orchestras.

Cleveland, O., January 6—The Euclid Music Co. reports a very good business over the holiday season in the musical merchandise and band instrument sections. Among the large orders received recently was one from the Cleveland Board of Education for Ludwig drums for the use of the public school bands and orchestras. Several substantial orders for instruments have also been received from suburban schools.

Chooses Silver Bell Banjo

Coral Gables, Fla., January 7—Joe Astoria, orchestra leader of the Hotel Antilla, of this city, has adopted the B. & D. Silver Bell tenor banjo for his use. Mr. Astoria has had a special large model of the banjo made for him by the Bacon Banjo Co., Inc., of Groton, Conn.

Winter Issue of True-Tone

The World's Best Accordionists

Let Hohner Harmonicas add to your 1927 profits

Write us for our "Big Business Builders." They will help you.

M. HOHNER, Inc. 114-116 East 16th Street New York City

Hohner Products Awarded First Prize at the Panama-Pacific International Exposition San Francisco 1915

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Toledo Music Instructors Advocate 200 Minutes’ Practice a Week for Pupils

In Letter to Parents and Children Instructors of Instrumental Music Courses in Public Schools Say That This Amount of Practice Each Week Will Assure Success to Pupils

Toledo, O., January 8.—The sale of a musical instrument, whether it is a band instrument or an item of musical merchandise, should not close the transaction as far as the dealer is concerned. He should advise the purchaser of the best means of learning to secure the greatest amount of pleasure and entertainment from his purchase and when the instrument is intended for a younger he should impress upon the parent the necessity of regular practice. The instructors of the instrumental music courses in the public schools of this city, realizing that many children had been given such instruments as Christmas gifts and would enter the orchestra training courses, sent a letter to parents and children, under the caption: “Two Hundred Minutes a Week.” It reads:

“Statistiques show that students enrolled in the instrumental music course and playing in the orchestra, who put in 200 minutes a week of home practice, make the required and expected progress in their music work, develop a natural interest, and make a success of their musical undertaking. The majority of the pupils who devote less than 200 minutes a week to home practice show results below the grade B, and those who practice an hour a day are, in most cases, making lower grades of A.

Home practice is simply a matter of each day executing the substance of that week’s lesson, reducing the actions to a habit and placing the playing of the instrument on a basis of second nature. The goal of musicianship is to reduce technic and execution to a subconsciously action, leaving the mind free to consider the reason does not lie in the fact that the child is mentally or physically unable to do the prescribed work, but because that child does not do the required home practice. If parents will cooperate during one month in demanding that the child practice thirty-five minutes each day on the assigned work, this is practically a positive assurance of the success of that child. Just for one month, if the parents will insist on the 200 minutes a week practice plan, thirty-five minutes a day, the habit of practice will be formed and from then on the arrangement of the music work in the course and the orchestra will sustain the pupil’s interest to the successful completion of the course.

Children are not entirely responsible. They require the authority of parents. It is this kindly and genuine advice which constitutes a child’s bringing up. The instructor in the school explains the value of home practice, but many children do not realize the true meaning of the word until it is explained by the mother or father at home. In cases where children have not acquired the habit of practice in music, because the parents did not take the trouble to explain and co-operate, the failure to succeed in music rests absolutely with the parents and not with the child.

“Two hundred minutes a week” means success. It is best to practice on schedule, that is, at the same time, in the same place, each day. One month of parent co-operation makes regular home practice a habit with the pupil. Parents should sign the lesson slip each week. This will show your co-operation and interest. Let us watch results. Parents, students and instructors are enrolled in the 200 minutes a week drive. January grades will prove the absolute worth of 200 minutes a week.”

This message should be studied by all dealers as it contains information which they can use to advantage with that type of customer who is willing to purchase an instrument for his or her child but is afraid that the novelty of owning and learning to play will soon wear off and the purchase will be a total loss.

Opens Small Goods Shop

Kankakee, Ill., January 7.—J. Bert Miller, Jr., has opened a band instrument shop here, carrying a full line of band instruments and musical merchandise, with the Buescher line featured. The store is modern in every way and the stock is most complete.

The Vegaphone Banjo

The Vegaphone banjo, made by the Vega Co., Boston, is destined to receive considerable publicity on the vaudeville stage through the appearance of Eddie Peabody, a Vega enthusiast.

Mr. Peabody has signed a contract with Balaban & Katz Theatres, operators of Publix presentations throughout the country. It is said that this contract will place Mr. Peabody as one of the highest-priced artists on the stage. His act, entitled “Banjomania,” has an attractive setting which includes an immense replica of a banjo. As Mr. Peabody slides down the strings of this mammoth banjo he plays a Vegaphone banjo, creating a remarkable effect.

Every dealer realizes his strongest sales argument to be—REPUTATION.

To know that the instrument he has is the choice of the foremost in the professional field, is evident that there is sterling quality and inherent worth which has built up this good will.

The foremost artists have acclaimed the VEGAPHONE as the leader of Banjos—exceling in tonal achievement and beauty of design. They have made their test and comparison, merit for merit, and found their VEGAPHONE to be the ultimate choice. Time and experience have proven them superior for every type of playing, whether it be for dance orchestra, recording, broadcasting or concert work.

Now comes the new VEGAPHONE with its many improvements that give it a more flashy appearance, sturdier construction and simplified means of disassembling for reheading, still retaining the characteristic rich resonant and powerful tone that has made the VEGAPHONE the artist’s choice the world over.

There are four VEGAPHONE models, made in Tenor, Regular, Plectrum, Guitar and Mandolin Banjo styles. Also other VEGA BANJO models, ranging from $40.00 and up.

Write today for catalogs and agency proposition.
Minnevitch and Harmonica Band Are "Hits" of "Betsy"

Audience at Opening of New Ziegfeld Production Gives Loudest Cheers and Greatest Applause to the Hohner Exponents

The opening of a new Ziegfeld show is always awaited with interest, for this showman invariably offers to metropolitan audiences a galaxy of stars of the highest order, and so "Betsy," the latest of the Ziegfeld offerings, attracted a capacity audience when it opened the latter part of last month. Among the headliners in this production were listed Belle Baker, Jimmy Hussey, Madeline Cameron and others, all favorites and true. But it was for none of these that the greatest applause on the opening night went, but for Borrah Minnevitch and His Harmonica Band, who, in the words of Broadway, "stopped the show."

All of the Minnevitch aggregation are users of Hohner harmonicas and the performance which the troope gives of such numbers as "The Birth of the Blues" and the "Rhapsody in Blue" gives ample evidence of the status of the harmonica as a real musical instrument. That the scenes in which the Harmonica Band appears are welcomed by the audience is shown by the use of Hohner harmonicas and shows."

Bacon Banjo Co., Inc.,

Gets Important Patent

GROTON, CONN., January 5.—The Bacon Banjo Co., Inc., of this city, has been granted U. S. Letters Patent No. 1608875, dated November 30, 1926, on a resonance and amplifying chamber.

Lamb Music House Gives

Annual Choral Concert

POTTSTOWN, PA., January 3.—One of the methods which William F. Lamb, proprietor of the Lamb Music House, uses to build good will and establish his store as a factor in the musical life of the community, is the giving of an annual complimentary concert to the people of Pottstown. On Sunday, January 2, this annual event was given at the Hippodrome Theatre before a capacity audience. Lamb's Concert Orchestra rendered a long and varied program and the Pottstown Male Chorus sang a number of selections appropriate to the holiday season. Both the orchestra and the male chorus are directed by Mr. Lamb.

It is largely through activities such as the organization and the direction of these musical aggregations that the Lamb Music House has reached the success which it enjoys, and so vital a factor in the musical life of Pottstown has the establishment become that musical instruments and Lamb's have become practically synonymous terms.

In passing it might be mentioned that one of the soloists at the concert was William F. Lamb, Second, cornetist, who is eleven years old.

An Investment That Pays Dividends Every Day

Invest $43.35

Total Profit $42.25

Plus

the finest display cabinet to be had FREE

If our catalogue is not handy send for Details Today

Durro Cabinet
For Strings and Accessories

BUEGELEISEN & JACOBSON
(Wholesale Only)
Manufacturers and Importers of Musical Merchandise for a Generation
5-7-9 UNION SQUARE
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Musical Instrument Cases
Made of Three-ply Veneer

We also manufacture All Types of Portable Phonograph and Radio Cases and Boxes
Send for Our Price List

HYGRADE CASE CO., Inc.
Manufacturers of "Hygrade" Musical Instrument Cases
Sold by All Leading Jobbers
345-347 South 6th St. Newark, N. J.

The Men on the Firing Line at Weymann & Son

Members of the Sales Organization of Philadelphia Distributing Organization Have Been Associated With the Firm for Many Years—Veterans of the Industry

PHILADELPHIA, PA., January 7.—Whether it is a campaign of an army or a business organization, it is necessary that the men on the firing line be adequately backed up. H. A. Weymann &
The Weymann Orchestra Banjo

Has won for itself the endorsement of banjoists the count-try over! Its fine tone qualities, its beauty — have created an unparalleled demand for this instrument.

Write TO-DAY for handsome catalog describing the Weymann line of Banjos, Mandolins, Guitars and Ukuleles. Agencies are still available for a few live dealers.

Address Dept. W

H. A. WEYMANN & SON, Inc.
1108 Chestnut St.

Richard Englehart With the Clark Atlanta Co.

Well-known Drummer and Drum Expert Joins Sales Staff — Are Offering Free Lessons in Drumming — Plan Pife and Drum Corps

ATLANTA, Ga., January 5.—A new addition to the sales staff of the Clark Atlanta Co., 45 Auburn avenue, is Richard Englehart, well-known local drummer and drum expert, who will have charge of the drum department of the establishment. Mr. Englehart formerly operated a drum shop here and has a wide following among drummers in the South.

With the appointment of Mr. Englehart as manager of its drum department, the Clark Atlanta Co. plans a vigorous campaign to stimulate the sale of these instruments and offers a series of five lessons to anyone who desires to learn drumming. Plans are also being made for the organization of a fife and drum corps, recruited from pupils of the public schools.

New Haven Dealer Has Store, Teaches and Has Orchestra

Seconda Pierplapoli Kept Busy With Varied Musical Activities, but Profits Through Interest in Musical Events of the City.

New Haven, Conn., January 6.—Operating a music store, giving music lessons and directing an orchestra keeps Seconda Pierpolaoli, Columbia dealer, very busy, but all his activities help to increase his prestige as an active figure in musical circles and tend toward building the volume of profits of his music store. Mr. Pierpolaoli carries a complete stock of musical instruments, including pianos, phonographs, foreign language records, in addition to a large stock of musical merchandise and accordion. His present class of music pupils numbers seventy-seven. In addition, he has organized an orchestra of twelve pieces and furnishes music for all occasions.

Russell S. Eichinger, 42 Cross street, New-ark, N. J., has entered the musical merchandise jobbing field and is carrying a comprehensive new line of tenor banjos, sold in complete outfits with the cases included.

Ludwig & Ludwig Issue Attractive Drum Catalog

Pocket Pamphlet, Entitled "Here They Come," Contains Information of Value to Anyone Interested in Formation of a Drum Corps

CHICAGO, III., January 4.—Ludwig & Ludwig, drum and banjo manufacturers, recently issued a convenient pocket sized pamphlet bearing the name "Here They Come!" The front cover carries an illustration of a drum major in full regalia, and the pamphlet is dedicated to the modern drum corps of to-day. In the foreword J. M. Grommond, of the drum corps department of Ludwig & Ludwig, points out that in editing the publication he has tried to incorporate under one cover everything informative to those interested in organizing a drum corps. Everything used by the corps, except uniforms, has been included and described in the merchandising pages, together with illustrations and prices.

The second page of the booklet carries an illustration of William F. Ludwig, president of the firm, and Frank S. Fancher as they appeared in the United States Army Band in President Coolidge's inaugural parade March 4, 1925. Mr. Ludwig, in addition to knowing the fundamentals of drum production and selling, has played with the Chicago and Pittsburgh symphonies, Chicago Madame Butterfly and English Grand Opera companies and many other famous organizations. During his spare time and between engagements he built and perfected drums until this business demanded all of his attention and grew to its present size. Fancher has won over one hundred and eighty-two contests and is a demonstrator for Ludwig & Ludwig.

"Here They Come!" is attractively illustrated with photographs of high school, fraternal, American Legion and civic organization drum corps, together with helpful hints as to how a drum corps can be used to advantage by organizations of the above types.

Michael Spiggett Made Whittle Department Head

DALLAS, Tex., January 7.—Michael Spiggett was recently appointed manager of the stringed instrument department of the D. L. Whittle Music Co., of this city. Mr. Spiggett, who is a musician as well as salesman, was formerly connected with the D. W. Miles Music Co., of Wichita, Kans.

Publicity for Bacon Banjo

GROTON, Conn., January 6.—The widespread publicity which the Bacon B & D Silver Bell banjo received in Boston during the local appearance of Montana, the cowboy banjoist, was duplicated in various other New England cities in which Montana appeared through his bill- ing on the Keith Circuit. Besides stimulating interest in the banjo through his performance, Montana found time to call upon distributors and wholesalers in the various cities in which he appeared.

The Bacon Banjo Co., Inc.

Hohner Christmas Booklet a "Story Without Words"

The Christmas booklet of greetings sent by M. Hohner, Inc., New York City, maker of the Hohner harmonica, for distribution by the trade, was particularly appropriate. It was entitled "A Christmas story without words" and was purported to be written by Har Monica. The pictures showed St. Nick delivering a generous supply of toys at the home of a typical American boy and upon finding a harmonica in the pack St. Nick evidently stopped work for the night, as a final picture shows him playing the harmonica with much enjoyment.

Every Dealer WILL WANT A COPY OF THE

New Leedy Catalog "N" Dozen (Gow)

Send for illustrated book of Prominent Orchestra and Professional Players

The Bacon Banjo Co., Inc.

"Silver Bell" Banjos

Send for illustrated book of Prominent Orchestra and Professional Players

The Bacon Banjo Co., Inc.
December Business in British Trade
Eclipsed Most Optimistic Expectations

Gramophone Factories Working Day and Night to Keep Up With Demand—Trade Will Be Well Represented at Industries Fair—New Gramophone Manufacturers—Other Trade News

London, E. C., December 30—My last two or three reports may have appeared unduly optimistic in regard to the position of affairs in talking machine circles in this country, but even those reports fail adequately to give a clear impression of the tremendous business done these last few weeks. The only other time comparable with them was at the same period last year, but successive trades have anything eclipses even 1925. The trade here has never known such a time and it has been a real pleasure to call on manufacturers and dealers, though the companies have not been able to give to interested callers has been very small. Despite much augmented staffs, the overwhelming rush of orders, by post, telephone and telegraph, as well as from personal calls, made it impossible to cope with, and manufacturers and wholesalers are still working at the highest pressure to fill Christmas orders in addition to the unusually heavy demands for New Year's festivities. The big recording companies have been literally working day and night. The huge factories of the Gramophone Co., Ltd., have, in only a slackening of work between the hours of 2 o'clock on Sunday afternoons and 7 o'clock on Monday mornings.

The British Industries Fair

Two New Gramophone Companies
Two new gramophone companies recently incorporated under the Companies Act are Worldecho, Ltd., with a nominal capital of £10,000 in £1 shares, formed to acquire, work and deal with a secret process applicable for the manufacture of gramophone records and (with modifications) for the manufacture of wireless and electrical materials, etc., and Reproduction, Ltd., with a nominal capital of £6,000 in £1 shares, formed to manufacture and sell in gramophones employed by its specialty is a sideboard holding on the right a high-class gramophone and on the left a new wireless receiver, while a center chamber conceals a specially designed loud speaker automatically operated by either instrument.

The Solophone the Latest
New gadgets in connection with the gramophone industry at the beginning of the year are here. One of the latest is the "Solophone," put on the market by the Solophone Co., of High Holborn, this city. The object of this invention is to enable the more individuals to listen to a gramophone music in the same room in which there are other people who do not wish to listen.

Brief Paragraphs of Interest
The Crystalate Mfg. Co., Ltd., manufacturer of the well-known "Imperial" records, has opened new premises at 43 Farrington road, London, E. C. 11, which will be under the management of Warndorf Davis, and the recording department will be superintended by "Will" Ditcham, a popular musician and recording expert.

Gramophone shares on the market! These reflect the very healthy condition of the leading companies and indicate the activity of the trade generally: Columbia 10s. shares now stand at 53s., as compared with 39s. 6d. a year ago;

Sanger Bros., Inc., Bought by the T. E. Swann Co.

Dallas, Tex., January 3—The T. E. Swann Co., Victor distributor, has purchased the stock, fixtures and good will of Sanger Bros., Inc., also a Victor distributing firm, and will continue the business with no change in policies. The entire personnel of Sanger Bros. has been retained.

Useful Gift From Wall Kane
The Wall Kane Needle Mfg. Co., Inc., of Brooklyn, N.Y., greeted its many friends in the phonograph industry at the beginning of the year with a daily memorandum pad for the desk similar to the one presented last year. As this issue is going to press, N. Cohen, president of the company, is being visited by Mrs. Cohen, left for a mid-Winter vacation in Florida.

Pension Plan Announced
General James G. Harbord, president of the Radio Corp. of America, New York, recently outlined the pension and disability system inaugurated whereby the 2,000 employees of the company will benefit. Plans include that any male reaching the age of sixty-five, or any female sixty, who has been twenty years or more in the company, and the company shall be retired and receive a pension based upon their annual salary and length of service.
Year as a Whole Was an Active One in Both the Popular and Standard Fields

The year as a whole has been a very active one for both the popular and standard branches of the sheet music industry. During the late weeks of November and the holiday period that followed popular sales, however, have been a little below normal. There is nothing, however, of a permanent character about this and it is really only the record of the popular industry which has for the past several years had frequent ascending and descending demand.

It probably will be a long period before the popular sheet music industry attains a more balanced yearly business, first, because the merit and appeal of the songs issued each season are balanced yearly. The number has already been tried out and it is evident that there is no change for over twenty years. He has been associated with the popular music business is evidently looked upon as a luxury. As such it will receive treatment accordingly. It has, however, so many factors which affect popular sales that tended to limit popular sales. To-day, however, the issuance of more songs does not improve the problem. In such an event it is no time for experimentation as far as exploitation methods are concerned, but it would be worth while to see the effect of more intensive exploitation on fewer offerings. In an abnormal period where the publisher continues 100 per cent activities on a restricted number of songs it should, at least, result in keeping his organization intact and still make profits. This would allow a "breathing spell" and the retention of the full organization, which would be in a position to extend itself further when sales were again ascending.

New Berlin Numbers
Score in Ziegfeld Show

Irving Berlin, who has probably written more successful popular numbers this season than in any other season, has been associated with the music industry for the past two years. He has been associated with such publishing firms as Jerome H. Remick & Co. and M. Witmark & Sons. Among his best known songs are "Underneath the Stars," "Egypt," "In Your Dreamy Eyes," "In the Candlelight," "Me Neenyth" and others. He recently concluded a tour of the Keith circuit with his wife Fleta Jan Brown, who collaborates with him, writing the lyrics to his melodies. The new firm begins business with a waltz ballad entitled "The Broken Heart Mender." The number has already been tried out and it is said its early indications of success were one of the inducements for the organization of the new firm. Other numbers, published by the new firm, are "Tender and True," a melody fox-trot and a waltz ballad called "Hours, That Wonderful Hour With You." The new firm has opened up offices at 1595 Broadway, New York City, Mr. Sheffield handling the executive and sales departments and Mr. Spencer in charge of the professional.

Among the popular successes written by Berlin for this season's catalog of Irving Berlin, Inc., are "Just a Little Longer," "Because I Love You," "How Many Times," "I'm On My Way Home" and "That's a Good Girl." Besides these popular numbers, Berlin has contributed some new songs for this season's edition of the musical comedy "The Cocoanuts." The Berlin songs appearing in "The Cocoanuts" show include "Ting-a-ling the Bell!" Ring," "Why Do You Want to Know Why," "Florida By the Sea," "The Monkey Doodle Doo," "Lucky Boy" and "We Should Care."

Harry Engel Joins Irving Berlin, as Sales Manager

Harry Engel, who for the past five years has been associated with Bobbins-Engel, Inc. and is known to thousands of retailers throughout the country through his transcontinental trade trips, has just been appointed sales manager of Irving Berlin, Inc.

Harry Engel, almost through his entire business career, has been associated with the music industry. His experience has been quite varied, covering practically every phase of production and a most thorough knowledge of the music publishing business. For the past two years he has given close attention to both the popular and standard branches of music publishing. Through his many activities, including close relationship with producers, mechanical reproduction companies, large photoplay organizations, and a wide acquaintance in vaudeville and the orchestra field, he comes to the Berlin organization with special qualifications for his new duties.

Going with such an active and important popular publishing concern as Irving Berlin, Inc., it gives Harry Engel an opportunity of bringing to his new activities the experience obtained by his close connections with the music merchants of the country.
John McCormack Sings
"The Far-Away Bells"

Popular Tenor Features That Chappell-Harms
Number in Victor Talking Machine Co. Radio
Concert on New Year's Night

Among the songs featured by John McCormack in his Victor radio concert program on New Year's night was a Chappell-Harms, Inc., number "The Far-Away Bells." This is a typical New Year offering and it is understood that he plans to program it frequently during the present season. Doubtless also it will appear on one of the early lists of Victor releases. "The Far-Away Bells" has indications of being one of the most successful numbers ever issued by the Chappell-Harms organization. The great interest shown in this offering by concert artists demonstrates it to be a number of unusual caliber.

Bernard Prager to Enter
Ranks of Matrimony

Engagement of Edward B. Marks Traveler to
Miss Meryle Leventhal Is Announced

Bernard Prager, traveling representative for the Edward B. Marks Music Co., will soon enter the ranks of the benedicts. Mr. and Mrs. Jacob Leventhal have announced the engagement of their daughter, Meryle, to Mr. Prager, the event to take place in the Spring following Mr. Prager's return from a trip through the West.

Bernard Prager has been with the Marks firm for over fifteen years entering the employ of that company as a stock boy in the six-months time. Miss Leventhal, the bride-to-be, is an amateur singer and dancer of considerable talent and incidentally is the niece of Joe Young, of the popular song writing team of Lewis and Young.

David Columbia Recordings

Joe Davis, head of the Triangle Music Publishing Co., 1658 Broadway, New York City, and who appears on several radio broadcasting programs as "The Melody Man," has made his two first vocal records for the Columbia Phonograph Co. The numbers recorded are "I've Lost All My Love For You" and "I Don't Want to Forget." It is understood also that Joe Davis has closed arrangements with the Brunswick-Balke-Collender Co. whereby he is to make a series of Brunswick records.

The Letter Music Co., of Syracuse, N. Y., has opened a branch in the Weber Building, Carthage, N. Y., with Carlton Miller, of Syracuse, as manager. The concern has an attractive and completely equipped store.

De Sylva, Brown, Henderson, Inc.
Enter the Music Publishing Field

One of the most important announcements made in the popular publishing field is that of the organization of a new publishing firm of De Sylva, Brown, Henderson, Inc., of which Robert Crawford, former sales manager of Irving Berlin, Inc., is president and general manager. The personnel of the new firm are all well-known and successful song writers, including Bud De Sylva, Lew Brown and Ray Henderson.

The company has leased an entire floor at 747 Seventh avenue, New York City, and the building in the future is to be known as the De Sylva, Brown, Henderson building. Artistic professional studios, executive offices and other adjuncts of the popular publishing business are now being planned for the new quarters and it is hoped to make them among the most attractive in the industry.

De Sylva, Brown and Henderson are the writers of the outstanding numbers in this season's "George White's Scandals," including "Black Bottom," "Lucky Day" and other songs. A résumé of the songs these writers have contributed to the popular field includes some of the most prominent successes. Among them: "Hey, Blackie," "Then I'll Be Happy," "Cottage Small By a Waterfall," "Kiss in the Dark," "I'd Climb the Highest Mountain," "Sit

"Dorothy Lee Display Contest" Is Extended

Closing Date Advanced to February 1 in Consideration for Those Dealers Who Were Prevented from Participating By the Holidays

The "Dorothy Lee Display Contest," arranged by the Sam Fox Publishing Co. of New York and Cleveland, O., has been extended until Feb.

uary 1. Originally it was scheduled to close on December 31 but because of the fact that many music merchants were unable, due to holiday activities, to take part, the Fox Co. following many requests decided on the later date of closure.

The "Dorothy Lee Display Contest" is on three songs by this successful writer: "In the Heart of the Hills," "Out of the Desk to You" and "One Fleeing Hour." The material for the displays is furnished gratis by the Fox organization and there are no special qualifications. The judges are three members of the trade press and there are numerous prizes with duplicates in case of ties, etc. Shortly after the contest closes decision will promptly be made as to the winners. Interest in the contest is widespread, according to reports from the trade.

"Muddy Water" Offers
a New Type of Song

Number Has Some of the Character of a Negro Spiritual and Flavor of the "Blues"

A popular publisher has been quietly advancing the interest of the new popular song and dance called "Muddy Water." The number has some of the character of a negro spiritual, with a flavor of the "blues," which are somewhat related. Nora Bayes is already singing "Muddy Water" in her tour of the South play houses. The number is being programmed on dance floors and over the radio.

Featuring "Thinking"

WILMINGTON, N. C., January 4.—When interviewed recently by a reporter from the Wilmington Star Mail Maie Sinclair, the new owner of the Music Shop, seemed to be thinking, and when asked what she was doing she laughingly responded that, as she was playing "Thinking," she simply could not help from thinking about how wonderful this new song hit, "Thinking," was...
Paul Specht Has Had Interesting and Varied Career

Choir Boy, Symphony Orchestra Violinist, Music Publisher, Dance Orchestra Leader, Composer, Record and Radio Favorite

We occasionally hear of the romance of business, and, of course, more often of the romance of "Papa" Joe. That they can be combined and give us the romance of business and art has been demonstrated by the rise to international importance of Paul Specht, the orchestra leader, exponent of modern music, arranger, and director of over two-score musical combinations.

Paul Specht started as a choir boy. Later he received high honors in the study of the violin. He has played with several of the foremost symphonies in the United States.

In the early days of radio made by music publishers and machine record companies made by these or-1927
31
31

This latter is the phase of Paul Specht's character which could be greatly enlarged upon, but in this instance it will be only briefly reviewed to the extent of speech he has made for the past few years against the English labor unions and other English authorities on the restrictions placed on the entry of American musicians into that country. This depletes the fact that we have no such restrictions against English artists in this country. He still continues the fight against these restrictions both here and on the other side and he was instrumental in bringing the House of Representatives in March of last year hearings on "Restricting Passport Visas in Certain Cases."

So the chap who was once a choir boy for over six years to-day must be recognized as a real "he man," a fighter, a business man, orchestra leader, composer and artist.

"Fox Progressive Elementary Series" Widely Advertised

Work for Juvenile Bands and Orchestras Featured by Cleveland Publishing Firm in School Media—Publishers in Educational Drives

The growth of young orchestras and bands throughout the country is shown through the preparation by several publishers of special material for these new organizations. One of the latest publishing organizations to enter the education of the young band and orchestra is the Sam Fox Publishing Co., New York and Cleveland, Ohio, which some time ago announced the "Fox Progressive Elementary Series." This series is for young bands and orchestras and is available separate or combined.

The whole series has been arranged with great care and is the work of successful instructors to these young organizations. It is divided into three parts, the first two being instructive, while the third part contains melodic compositions that will appeal to the young students.

The reception of the "Fox Progressive Elementary Series" has already indicated its wide usefulness and this has induced the Fox organization to inaugurate an extensive advertising program in school magazines and other media in order to bring it further recognition. This series is sold through the retailer and for that reason the present program is interesting.

Tommy Stacks Features "Raggedy Rose" Song

Featured Singer With Clicquot Club Eskimos Singing New E. B. Marks Number

Tommy Stacks, phonograpand radio artist and featured vocalist of the Harry Reser Clicquot Club Eskimos, is introducing a new Edward B. Marks publication entitled "Raggedy Rose," written by John Milton Hagen and Marion Gillespie, writer of the success, "When You Look in the Heart of a Rose." Tommy Stacks is the singer heard every Thursday night with the Clicquot Club Eskimos over WEAF and other stations.

The New "Cry" Hit "It Made You Happy" (When You Made Me Cry)

Its "Got" Everything "I've Got the Girl"

The 1927 Waltz Hit "Take in the Sun, Hang Out the Moon"

(Rock Me in a Cradle of Dreams)

Joe Davis to Direct Viola McCoy's Recordings

Viola McCoy, famous blues singer, who is the featured entertainer at the Club Alabam, in Philadelphia, Pa., recently signed a contract to record twenty-four songs for the race catalog of the Cameo Record Corp. during 1927. All of her recordings will be under the direction of Joe Davis, head of the Triangle Music Publishing Co., who secured the contract for her. Her first releases will be "Papa If You Can't Do Better" and "I'm Savin' It All For You."
Fred K. Steele, Inc., Moves to New and Larger Quarters

Enterprise and Foresight of Fred Steele Responsible in Large Measure for the Rapid Rise of Young Publishing Firm

Fred K. Steele, Inc., which for the past several months has successfully introduced several popular successes, is now moving into new and larger quarters in order to care for the legitimate expansion of the business.

On Monday of this week it opened new studios in the northern wing on the fourth floor of 745 Seventh avenue, New York City. In its new quarters it has enlarged executive offices, several demonstration booths, a band and orchestra department and a shipping department.

The rapid rise of this young publishing firm can be credited to its wide selection of popular numbers and to the energetic work of Fred Steele, the head of the company, who has had long experience in the popular publishing field, and to his assistant, Billy Heagney.

The firm has had unusual success with the ballad fox-trot, “Ev’ry Little While,” which has been programmed widely in vaudeville and has frequently been radio broadcast and is one of the feature numbers of George Olsen and His Hotel Pennsylvania Music. A Victor record by this latter musical combination will be released sometime in February.

Under the enlarged plans of Fred K. Steele, Inc., the company will be enabled to greatly extend its activities. Its other songs that have met with success include “Will You Think of Me?” a waltz ballad. “Do-ge-oo-glee-ee,” the “Monkey Song” and “Florence! Cut It Out,” described as the laugh song.

Fred Steele, who is greatly responsible for the success of this publishing firm, has a host of friends in the music trade in the professional field, including artists and band and orchestra leaders. This, together with his sound judgment of song material, can be credited with the firm’s quick success.

Youngstown Co. Opens Sheet Music Section

Youngstown, O., January 4—Miss Catherine Townley, well-known radio artist from WTAM, Cleveland, was the featured entertainer at the opening of the new sheet music department at the store of the Youngstown Music Co. Programs continued throughout Saturday afternoon and evening, with a number of other professionals taking part in the program.

Max Siegel, for many years a vaudeville star and now a singer and musician of note, will be in charge of the new department which will feature a most complete line of sheet music, particularly radio hits.

Taylor Widely Sung

Deems Taylor, the composer who will be honored in February by the introduction of his opera “The King's Henchman,” has long been noted as a writer on musical topics. In addition he has written some well-known orchestral works and many successful songs. That these are no ordinary numbers is attested by the fact that in the present programs of Reinhard Werrenrath no less than five compositions of James Taylor appear. These songs, all published by J. Fischer & Bro., include “Captain Stratton’s Fancy,” “Plantation Love Song,” “The Messenger,” “The Rivals” and “A Song for Lovers.”

Moves to New Home

The Goodell Piano Co., which has operated warehousers at Beaumont, Tex., for a considerable period, has moved the business to Houston.

Puts Her Personality in Her Radio Programs

“Cookie," First Artist to Broadcast in the Far West, Also Wins Success Before the Microphone in the East

“Cookie,” the “California sunshine girl,” is now appearing in Eastern radio programs following several years of success in similar activities in Pacific Coast centers. “Cookie,” by the way, was the first artist to broadcast in the Far West. Some of her appearances before the microphone have been made in the East over station WMC and have proved so successful that many other broadcasting stations bid for her services.

We have many excellent radio singers, but most of these confine their activities to the mere rendering of songs. The song interpreters, which are so popular in vaudeville and play houses, invariably are unable to get over their effects in their radio work. This is due to the failure on the part of the audience to see their facial expressions and such body movements that add to the value of interpretations in vaudeville. There are, however, a few radio artists that have succeeded in getting over their personality by radio and “Cookie” is one of them. In her radio appearances she is accompanied on the piano by Miss Ida Warshauer, now with Sherman, Clay & Co. in New York.

New Novelty Song Popular

A new novelty song entitled “You’re Like a Lavalieri, Always Around Somebody’s Neck,” is winning prominence in vaudeville. The number is distributed through the Edward B. Mark Music Co., sales agent for Ross Gorman. The song is written by Frank J. Sabas, Pennsylvania representative for the Marks Co., and Jesse Greer, a well-known melody writer who is on the staff of Robbins-Engel, Inc., and who has had many successes.

New Hagen Number

John Milton Hagen, composer of “Gigolo” and “Raggedy Rose” and other popular songs, who is also well known as a director of publicity, is announced as co-author of “The Radio Murder,” with Dana A. Rush. This production will shortly be produced by Leon de Costa, who is also producer of “The Blonde Sinner,” a current Broadway success, and the musical show at last season called “Kosher Kitty Kelly.”

New Consolidated Issues

LIST FOR JANUARY 27

1204 I Love You Truly-Danc.-Contralto, Harry Lauder and His Orch.
1205 Half a Moon (From "Honeymoon Lane")-Fox-trot, Reynolds-Duets (With Vocal Refrain by Arthur Fields), Eagle-Talk Orch.
1206 You're Burnin' Me Up (Turning Me Down)-Fox-trot, Harry Lauder and His Orch.
1207 Somebody's Eyes-Fox-trot, Don Voorhees and His Orch.
1208 That's Right-Toot-Sheet (From "Criss-Cross") (I. and G. Gershwin) - Fox-trot, Nicholas Brothers Novelty Orch.
1209 I Want You (From "Oh, Kay!") - Fox-trot, Peggy Bernier and His Orch.
1210 Cleopatra (From "The King of Kings")-Dancing (With Vocal Chorus), Woodland-Bruce Orch.
1211 Don't Be Angry With Me-Fox-trot, Don Voorhees and His Orch.
1212 I've Got This Feeling (From "Circling"")-Fox-trot, Harry Lauder and His Orch.
1213 My Mother Loves Me-Fox-trot, Harry Lauder and His Orch.
1214 My Heart (In the Country)-Dancing (With Vocal Chorus), Woodland-Bruce Orch.
1215 You Will - Won't You? (From "Criss-Cross")-Fox-trot, Nicholas Brothers Novelty Orch.
1216 A Little Lovin' (From "Greenwich Village")-Dancing (With Vocal Chorus), Woodland-Bruce Orch.
1217 This Isn't The End Of The Trail (From "The Desert Trail")-Fox-trot, Charlie Alsheimer and His Orch.
1218 I Want To Be Happy-Toot-Sheet (From "Criss-Cross") (I. and G. Gershwin) - Fox-trot, Nicholas Brothers Novelty Orch.
1219 You're Gonna Love Me-One of These Days, and Everybody's Lonesome-For Dancing (With Vocal Chorus), Woodland-Bruce Orch.
1220 All Alone Monday (From "The Ramblers")-Fox-trot, Victor Arden With Their Orch.
1221 You're My Boy-It's About Time, and I'm Tired of Being Happy-For Dancing (With Vocal Chorus), Woodland-Bruce Orch.
1222 I'm Your Blame (From "Criss-Cross")-Fox-trot, Nicholas Brothers Novelty Orch.
1223 Where the Silvery Colorado Wends Its Way To the Sea-Fox-trot, Mary Washburn and Her Orch.
1224 Lulu Frizzell (New Song)-Dancing, with Vocal Refrain by Arthur Fields, Eagle-Talk Orch.
1225 When You're Away (From "The Road"")-Dancing (With Vocal Chorus), Woodland-Bruce Orch.
1226 An Old Kentucky Home (From "The Desert Trail")-Dancing (With Vocal Chorus), Woodland-Bruce Orch.
1227 Hello Bluebird (Friend)-Voice and Guitar With Vocal Refrain by Arthur Fields, Eagle-Talk Orch.
1228 Black Bottom Stomp (Morton)-Fox-trot, Don Voorhees and His Orch.
1229 Somebody's Eyes (From "Out On A Limb")-Fox-trot, with Vocal Refrain by Arthur Hart, Don Voorhees and His Orch.
1230 My Baby's Back (Cock-a-Doodle, I'm Off My Gumbo) - Fox-trot, Jack Sikes and His Orch.
1231 Maybe (From "Oh, Kay!")-Piano Solo; Fox-trot, Victor Arden With Their Orch.
1232 Tilting For A Submarine (From "Circling"")-Dancing (With Vocal Chorus), Woodland-Bruce Orch.
1234 My Wild Irish Rose - Tenor Solo, Nick Lucas Piano Duo.
1235 Little Annie Roe - Tenor Solo, Nick Lucas Piano Duo.
1236 Where the Silvery Colorado Wends Its Way To the Sea - Fox-trot, Mary Washburn and Her Orch.
1237 The Gold Dust Twins (Goldy-Dusty)-Male Voices for the Century.
1238 This Isn't The End Of The Trail (From "The Desert Trail")-Fox-trot, Charlie Alsheimer and His Orch.
1239 You're Gonna Love Me-One of These Days, and Everybody's Lonesome-For Dancing (With Vocal Chorus), Woodland-Bruce Orch.
1240 I Want To Be Happy-Toot-Sheet (From "Criss-Cross") (I. and G. Gershwin) - Fox-trot, Nicholas Brothers Novelty Orch.
1241 You're My Boy-It's About Time, and I'm Tired of Being Happy-For Dancing (With Vocal Chorus), Woodland-Bruce Orch.
1242 Where the Silvery Colorado Wends Its Way To the Sea-Fox-trot, Mary Washburn and Her Orch.
1243 An Old Kentucky Home (From "The Desert Trail")-Dancing (With Vocal Chorus), Woodland-Bruce Orch.
1244 Hello Bluebird (Friend)-Voice and Guitar With Vocal Refrain by Arthur Fields, Eagle-Talk Orch.
1245 Black Bottom Stomp (Morton)-Fox-trot, Don Voorhees and His Orch.
1246 Somebody's Eyes (From "Out On A Limb")-Fox-trot, with Vocal Refrain by Arthur Hart, Don Voorhees and His Orch.
1247 My Baby's Back (Cock-a-Doodle, I'm Off My Gumbo) - Fox-trot, Jack Sikes and His Orch.
1248 Maybe (From "Oh, Kay!")-Piano Solo; Fox-trot, Victor Arden With Their Orch.
1249 Tilting For A Submarine (From "Circling"")-Dancing (With Vocal Chorus), Woodland-Bruce Orch.
1251 My Wild Irish Rose - Tenor Solo, Nick Lucas Piano Duo.
1252 Little Annie Roe - Tenor Solo, Nick Lucas Piano Duo.
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1260 Black Bottom Stomp (Morton)-Fox-trot, Don Voorhees and His Orch.
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1262 My Baby's Back (Cock-a-Doodle, I'm Off My Gumbo) - Fox-trot, Jack Sikes and His Orch.
1263 Maybe (From "Oh, Kay!")-Piano Solo; Fox-trot, Victor Arden With Their Orch.
1264 Tilting For A Submarine (From "Circling"")-Dancing (With Vocal Chorus), Woodland-Bruce Orch.
Okeh Records

JANUARY 1 RELEASE

40724 Hello! Swanee, Hello! (Coslow-Britt)-Fox-trot, with Chorus by Jim and Young Love.—Fox-trot, with Chorus by Len Chee.

45073 Portland

3162 John Peel (Old English Hunting Song)-Male Vocal. The University of Kansas Men's Glee Club, conducted by Dr. H. A. Fricker, Conductor.

8422 Milk Cow Blues (Freddie)-Singing, with Guitar, by Papa Freddie.

8421 My Soul Be on Thy Guard—Spiritual, by Rev. H. R. Tomlin, Assisted by Rigolette Quintet.

8003 Deacon Leon Davis (Davis-Akst-Debaker)-Fox-trot, with Chorus by Deacon Leon Davis and His Beloved Solo, Vocal with Piano, Guitar, and Harmonica.

1058 Atlanta Black Bottom—Fox-trot—For Dancing, with Harmonica, Mandolin and Guitar, by Sam Yelen, Busse-Johnson-Mueller, Tuxedo Orch.

10499 Someday Sweetheart (Spikes Bros.)—Fox-trot—For Dancing, with Harmonica, Mandolin and Guitar, by Sam Yelen, Busse-Johnson-Mueller, Tuxedo Orch.

10015 Some More of Me—Fox-trot—For Dancing (With Vocal Chorus), by Papa Freddie.

10370 Some More of Me—Fox-trot—For Dancing, with Harmonica, Mandolin and Guitar, by Sam Yelen, Busse-Johnson-Mueller, Tuxedo Orch.

10653 (Tschai-Kovac) Something (Then You Can't Land 'er With Chorus by Billy Jones, with Piano, Guitar, Violin, and Harmonica) By Billy Richardson's Last Ride, Billy Richardson's Last Ride.

10589 Someday Sweetheart—Fox-trot, with Chorus by Papa Freddie, with Piano, Guitar, and Harmonica.

10488 Just An Old-Fashioned Gospel Is Needed To-day—Gospel, with Chorus by Billy Jones, with Piano, Guitar, and Harmonica.

10479 (Friend-Silver) You're Sweet As Honey—Tenor, with Piano, Guitar, and Harmonica, by The Ambassadors, Direction of Louis Katzman.

10530 (Grum) Never—Sacred Vocal Duet, with Piano, Guitar, and Harmonica, by Rev. and Mrs. C. A. Dougherty.

10377 Some More of Me—Fox-trot—For Dancing, with Harmonica, Mandolin and Guitar, by Sam Yelen, Busse-Johnson-Mueller, Tuxedo Orch.

10359 Some More of Me—Fox-trot—For Dancing, with Harmonica, Mandolin and Guitar, by Sam Yelen, Busse-Johnson-Mueller, Tuxedo Orch.

10489 I Never Knew What The Moonlight Could Do—Fox-trot, with Chorus by Papa Freddie, with Piano, Guitar, and Harmonica.

10588 Some More of Me—Fox-trot—For Dancing, with Harmonica, Mandolin and Guitar, by Sam Yelen, Busse-Johnson-Mueller, Tuxedo Orch.

10480 (Caldwell-Harbach-Kern) You Will, Won't You? (From "Criss-Cross")—Fox-trot, with Chorus by Papa Freddie, with Piano, Guitar, and Harmonica.

10478 (Rose-Fisher) I've Grown So Lonesome Thinking of You—For Dancing, with Piano, Guitar, and Harmonica, by Papa Freddie.

10548 I've Grown So Lonesome Thinking Of You—For Dancing, with Piano, Guitar, and Harmonica, by Papa Freddie.

10549 I've Grown So Lonesome Thinking Of You—For Dancing, with Piano, Guitar, and Harmonica, by Papa Freddie.

10550 I've Grown So Lonesome Thinking Of You—For Dancing, with Piano, Guitar, and Harmonica, by Papa Freddie.

10561 I've Grown So Lonesome Thinking Of You—For Dancing, with Piano, Guitar, and Harmonica, by Papa Freddie.

13396 Some More of Me—Fox-trot—For Dancing, with Harmonica, Mandolin and Guitar, by Sam Yelen, Busse-Johnson-Mueller, Tuxedo Orch.

13397 Some More of Me—Fox-trot—For Dancing, with Harmonica, Mandolin and Guitar, by Sam Yelen, Busse-Johnson-Mueller, Tuxedo Orch.

13398 Some More of Me—Fox-trot—For Dancing, with Harmonica, Mandolin and Guitar, by Sam Yelen, Busse-Johnson-Mueller, Tuxedo Orch.

13399 Some More of Me—Fox-trot—For Dancing, with Harmonica, Mandolin and Guitar, by Sam Yelen, Busse-Johnson-Mueller, Tuxedo Orch.

13400 Some More of Me—Fox-trot—For Dancing, with Harmonica, Mandolin and Guitar, by Sam Yelen, Busse-Johnson-Mueller, Tuxedo Orch.

13401 Some More of Me—Fox-trot—For Dancing, with Harmonica, Mandolin and Guitar, by Sam Yelen, Busse-Johnson-Mueller, Tuxedo Orch.

13402 Some More of Me—Fox-trot—For Dancing, with Harmonica, Mandolin and Guitar, by Sam Yelen, Busse-Johnson-Mueller, Tuxedo Orch.

13403 Some More of Me—Fox-trot—For Dancing, with Harmonica, Mandolin and Guitar, by Sam Yelen, Busse-Johnson-Mueller, Tuxedo Orch.

13404 Some More of Me—Fox-trot—For Dancing, with Harmonica, Mandolin and Guitar, by Sam Yelen, Busse-Johnson-Mueller, Tuxedo Orch.
Tuck in Kentucky (And Smiley)—fox-trot, with Vocal Chorus by John Ryan.

36567 Some Day—Thinking of You—Vocal Chorus by John Ryan.

36562 The Virginia Canners—Piano Tuner's Dream, "American Suite No. 1," Fox-trot.

36566 The Virginia Canners—For My Sweetheart—Voice and Orchestra, Jay C. Flippen and His Gang.

36565 The Virginia Canners—My Baby Knows—Voice, with Piano Accomp.

315 II Never Without You—Fox-trot (Vocal Chorus)

316-H Here or There (As Long As I'm With You)

32224 Moonlight on the Ganges—Voice and Piano.

32223 For My Sweetheart—Voice and Orchestra, Jay C. Flippen and His Gang.

36564 Take in the Sun, Hang Out the Moon.

36563 Oh, How She Could Play the Ukulele—Vocal.

36561 Angel Eyes—Vocal Chorus by John Ryan.

36557 Heebie Teebies—Fox-trot.

134 I Never Knew What the Moonlight Could Do—Tenor Solo, with Piano Accomp., Francis Carnwell and His Orch.

Regal Records

DANCE RECORDS

1919 Thinking of You—Fox-trot

Died Do I Fox-trot—Sam Lanin's Dance Orch.

Tell Me Tonight—Fox-trot—Al Lenta's Dance Orch.

I'm Tellin' the Birds, How I Love You—Fox-trot—Al Lenta's Dance Orch.

I'm looking for a Girl Named Mary—Fox-trot, Attached to Vocal Chorus by Johnny Ryan,

The Little White House (From "Honeymoon Lane")—Tenor Solo, Orch. Accompany.

The Sphinx—Duet, with Piano Accomp. The Radio Imps.

As Long As I'm With You—Fox-trot, Attached to Vocal Chorus by John Ryan, "Sons of Dark Hands,"

Wishing—Tenor Solo, with Orch. Accomp., by Hal White, Charles Keene.

I Never Knew What the Moonlight Could Do—Tenor Solo, Piano Accomp., by Al Lenta, Ross Gorman and His Orch.

I'm Looking for a Girl Named Mary—Tenor Solo, with Piano Accomp.

I'm Tired—Fox-trot—Willie Creager's Dance Orch.

I'm Looking for a Girl Like You—Vocal Solo, with Piano Accomp.

I'm Looking for a Girl Like You—Vocal Solo, with Piano Accomp.

I'm Looking for a Girl Like You—Vocal Solo, with Piano Accomp.

Let's Forgive and Forget—Baritone Solo, Orch. Accompany.

I'm Looking for a Girl Like You—Vocal Solo, with Piano Accomp.

I'm Looking for a Girl Named Mary—Tenor Solo, with Piano Accomp.

I'm Looking for a Girl Like You—Vocal Solo, with Piano Accomp.

I'm Looking for a Girl Named Mary—Tenor Solo, with Piano Accomp.

I'm Looking for a Girl Like You—Vocal Solo, with Piano Accomp.

I'm Looking for a Girl Like You—Vocal Solo, with Piano Accomp.

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I'm Looking for a Girl Like You—Vocal Solo, with Piano Accomp.

I'm Looking for a Girl Like You—Vocal Solo, with Piano Accomp.
EMERSON RECORDS

DANCE RECORDS
3078 It Made You Happy When You Made Me Cry — Fox-trot, with Vocal Chorus
3079 Here We Are — Fox-trot, with Vocal Chorus
3080 Three Little Girls — Fox-trot, with Vocal Chorus
3081 When I'm in Your Arms — Fox-trot, with Vocal Chorus
3082 When I'm in Your Arms — Fox-trot, with Vocal Chorus

VOCAL RECORDS
3085 I Found a Million Dollar Baby — Tenor Solo
3086 I'm Goin' Up to Kansas City — Tenor Solo
3087 I'm Goin' Up to Kansas City — Tenor Solo
3088 Over the Mountains and Beyond — Tenor Solo
3089 In a Little Yellow Room — Tenor Solo
3090 How Many Miles to Babylon — Tenor Solo
3091 It Is a Pleasure — Tenor Solo
3092 A Dream of You — Tenor Solo
3093 Can't Help but Love You — Tenor Solo
3094 Come on and Play With Me — Tenor Solo
3095 I Know I Got a Million — Tenor Solo
3096 When You're Gone — Tenor Solo

HIRE THEATRE TO GIVE RADIO PARTY TO THE GENERAL PUBLIC

MINNEAPOLIS, MINN., January 5.—A number of the jobber and manufacturer members of the Northwest Radio Trade Association gave a radio party to the public of this city on New Year's Day by renting the Lyceum Theatre, installing Victor Orthophonic-Radiolas and reproducing the Balkite and Victor records for a three-hour concert of such artists as the New York Symphony Orchestra, under Walter Damrosch, John McCormack, Rosa Ponselle, Armond Deroy, George Gershwin, Mischa Elman and the Victor Saloon Orchestra. Thousands attended the event and telegrams were sent to the artists at the WEAP studios, thanking them for the concert.

Edward E. Shumaker Elected President of Victor Talking Machine Co.

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

Prosperity in 1927 Rests With the Retailer

Analysis of the Radio Service Problems of Talking Machine Dealers

A Budget of Winning Sales Wrinkles

New Methods Needed to Build Sales of Talking Machines and Records

Canvassing Won Quick Success for Farling

Money Making Suggestions for Ambitious Merchants

There Is a Big Market in Portables for Kiddies' Use

Business Outlook for 1927

Nation-Wide Survey of Radio Servicing Methods

Reaching Common Ground on Radio Legislation

Sales Practices That Help Retailers

Growth of Musical Appreciation

Radio Service Builds Profits for Schott

Creating a Home Atmosphere in Stores Eliminates Evil of Home Demonstration

How Consistent Advertising Has Built Big Sales Volume for Bloomington

CONSTRUCTIVE ARTICLES IN THIS ISSUE OF THE WORLD

Ready Reference for Salesmen, Dealers and Department Heads

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CORRESPONDENCE FROM LEADING CITIES


Convention of Ediphone Distributors in Cleveland

Arthur L. Walsh Among Those Who Attend Sessions—Charles Edison Delivers Message Through the Medium of a Special Record

Arthur L. Walsh, vice-president and general manager of the phonograph division of Thos. A. Edison, Inc., was among the factory executives who attended the convention of Ediphone distributors held in Cleveland early this month. Being unable to attend the convention in person, Charles Edison delivered an important message to the Ediphone men through the medium of a special record, and Mr. Walsh wrote a special song, "Say It to the Ediphone," which was also presented at the convention in record form.

Bead, Inc., Chartered

Papers of incorporation for Beck, Inc., Am- den, N. J., have been filed recently by Frank Voigt, for the purpose of dealing in phonographs. Capital stock of the firm is $10,000.
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THE TALKING MACHINE WORLD

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