The BRUNSWICK

.............

See Liberty Magazine, April 9th issue, for winners in the great $5,000 Prize Contest for a name and slogan for Brunswick's New Musical Instrument

Brunswick
Sonora presents the Intermezzo

Now—a full volume phonograph in a beautiful cabinet—and at a price which, like its cabinet design, is in keeping with the requirements of a greater number of homes—Two hundred fifty dollars.
The Talking Machine World

Vol. 23. No. 4

New York, April, 1927

Price Twenty-five Cents

Chain of Landay Bros. Music Stores To Handle the Entire Columbia Line

Eleven Stores Situated in New York City and Surrounding Towns, New Jersey and Connecticut Will Provide Outlets for the Viva-tonal Phonograph and Records—Ad Campaign Planned

One of the most important announcements in the music industry during the past month was that of the addition of the Columbia Phonograph Co.'s line of Viva-tonal phonographs and New Process Columbia records by the Landay Bros. chain of eleven retail music stores. This new connection gives the Columbia products outlets in practically every principal shopping center in New York City and in several nearby cities, including Jamaica, I. I.; Newark, N. J.; Hartford and Bridgeport, Conn.; Yonkers and Mount Vernon, N. Y.

Julian Shield, general manager of the Landay Bros. store, in an interview with The Talking Machine World, said: "There have been many inquiries at the various Landay stores for the Columbia Viva-tonal phonographs and records. As the Landay organization is a public service corporation, whose aim is to give service to the public, we decided to add the Columbia products to the stock carried by our stores and will advertise the line extensively." "Columbia records will be featured each week in a distinctive advertisement which will appear in the music section of the newspapers. This advertising will be different from the usual type of record publicity, as there will be given short descriptions of the music or the manufacturer of the Columbia products, material which will create a greater interest in the product and give the prospective purchaser reasons why he should include the record in his home library of records." In connection with records, Mr. Shield said: "Too little publicity is given record releases, so great may be the loss to the public if the unit price is too small to merit much consideration. They do not stop to think of the much smaller price of chewing gum or cigarettes, yet these audiences, which are advertised widely and bring big profits to dealers. Another angle of the record business is that it is a strictly cash transaction. Incidentally, I might mention that records are being pushed in all of the Landay stores, and the sales total for the months of January, February and March of this year showed an increase of more than 40 per cent over the same period of last year.

H. O. Drotning Joins Caswell Engineering-Laboratory Staff

All Tone Development Work for Caswell Mfg. Co. Will Be Under His Direction—Plans Close Contact With the Trade

L. B. Casagranda, vice-president of the Caswell Mfg. Co., Milwaukee, Wis., manufacturer of Caswell portable phonographs, announced that Mr. H. O. Drotning, a veteran of the famous Red Arrow Division in the World War, has had a very interesting career, for, after being graduated from the engineering division of the University of Wisconsin, he traveled throughout the world, taking a keen interest in music and its allied branches.

Mr. Casagranda states that all tone development work for the Caswell Mfg. Co. will be under Mr. Drotning's direct charge and supervision, and, according to present plans, Mr. Drotning will visit dealers and jobbers throughout the country in pursuance of the Caswell Mfg. Co.'s policy to maintain a close trade contact and give its representatives maximum co-operation along manufacturing and merchandising lines.

I. H. Mitchell Is Federal-Brandes, Inc., Ad Manager

An announcement of considerable interest to trade circles was the appointment of Irving H. Mitchell as advertising manager of Federal-Brandes, Inc., New York, manufacturer of Kolster receiving sets and Brandes speakers. Mr. Mitchell succeeds LeRoy W. Stanton, who has undertaken new activities in the advertising field in Chicago.

Mr. Mitchell's wide experience as an advertising executive fits him particularly well for the responsibilities of his new position. He was associated for some time with the advertising agency of Thomas F. Logan, Inc., which was consolidated with Lord & Thomas under the name of Lord & Thomas & Logan. Latterly Mr. Mitchell has been advertising manager of the Dublino Camera Co. of New York.

Mr. Mitchell is now busily engaged in considering advertising plans for Kolster sets and Brandes speakers during the fiscal year 1927 to 1928, and these plans include close co-operation with dealers and jobbers.

Larger Quarters for the Symphonic Sales Corp.

The Symphonic Sales Corp., New York, manufacturer of the Symphonic reproducer and Globe speaker, will move during the month of April to larger quarters on the same floor of the building it now occupies at 370 Seventh Avenue. In its new quarters the company will have more than twice the floor space formerly available, with ample facilities to take care of its rapidly growing business and give service. J. W. Yoeger, formerly purchasing agent for a well-known manufacturer of radio products, is now occupying the same position with the Symphonic organization. R. D. Thomas, Pacific Coast representative for the Symphonic Sales Corp., was a recent visitor to the executive offices in New York.

Brunswick Co.'s Net Profit $2,553,809.79 for Year 1926

Reports Big Gain in Net Sales and Surplus as Compared With Previous Year—Earned $4.47 on Common Stock

The annual report of the Brunswick-Balke-Collender Co., Chicago, submitted recently to the stockholders of the company by B. E. Bensinger, president, is a distinct tribute to the remarkable accomplishments of the Brunswick organization in 1926, for during this year the company showed a net profit of $2,553,809.79, as against a loss of $720,512.03 for 1925. The net sales for the year amounted to $29,017,124, showing an increase of $3,665,190.30 over 1925. The current assets of the company as of December 31, 1926, were substantially four times the amount of the current liabilities. The Brunswick earnings for 1926 were equivalent to $4.47 per share on the outstanding common stock of the company, now on a dividend-paying basis. The annual surplus on December 31, 1926, was $3,822,687.32, as compared with $1,736,478.56 surplus on January 1, 1926. This annual report, which was received enthusiastically by Brunswick dealers throughout the country as indicative of the company's progress and activities for 1926, is a tribute to the worldwide popularity of Brunswick products, as well as to the keen executive ability and judgment of the company's directors and executives. The Brunswick electrical instruments were accorded in 1926 the hearty approval of the industry throughout the world, and the company's plans for 1927 call for an important and far-reaching expansion in every branch of its business.

North American Radio Corp. Is New Zenith Distributor

Well-known Metropolitan Distributing Firm Secures Exclusive Territory in Brooklyn, Long Island, New York City, except Bronx

An announcement of interest to the metropolitan radio trade is that the North American Radio Corp., which has been appointed exclusive distributor of Zenith radio receivers for the counties of New York, Queens, Kings, Nassau and Suffolk, the North American Radio Corp., which is located at 1845 Broadway, is rated as being one of the foremost radio distributing firms in the Eastern territory and has represented the manufacturers of radio and accessories, Farnand cone speakers, Cunningham tubes, Eveready batteries, Argus radio receivers, Philco power units and other nationally known products.

Through its new connection the North American Radio Corp. distributes the Zenith line, which ranges in price from $100 to $2,300 and is licensed under the radio patents of America, as well as patents in conjunction with the General Electric Co. and the Westinghouse Elec. & Mfg. Co., Universally in Brooklyn, Long Island and New York City, with the exception of Bronx borough.
Success or Failure—

Common Sense in Merchandising

Factors That Contribute to the Success or Failure in Retailing

Outlined by Dealers Who Speak With Authority of Experience

WHAT are the factors that contribute to the success or failure of a retail store?

One of the partners of a successful establishment, when asked what he considered most important in successful retail store operation, declared: "The first consideration is location. The store must be located so that the potential trade is sufficiently large to put the business on a paying basis. The best location, of course, is on a busy corner, and this is true whether the dealer operates in a neighborhood section or in the heart of the shopping district. The merchant who leases a store on a side street, away from the natural trend of traffic, might save money by closing shop. It is impossible for a retailer to change the shopping habits of the public. People go shopping in districts where there are several establishments and it is very difficult for the retailer located on a side street to excite the interest of prospects to the point where they leave the shopping center to visit his store. This is especially true when the merchant is faced with competition in his own field.

Select Your Merchandise

"The second point, and one that is of as great importance as location, is the merchandise. What chance do you suppose the dealer has of selling instruments costing in the neighborhood of $1,000 to people of very limited means? A mighty slim one, I can tell you. Yet, there are many retailers catering to this class of trade whose stores are loaded with too expensive merchandise. These merchants make sales, to be sure, but so-called high-pressure salesmanship is a dangerous practice. You can talk a person into buying a talking machine that is too expensive for his or her purse, but securing the payments is a horse of another color. That means delinquent accounts and finally repossession, and when the latter takes place, the loss of a customer and a booster for the dealer. A talking machine store operated on that principle is bound to fail."

"Along the same line of reasoning, it is ridiculous for a retailer who caters to prospects who are well fixed financially to handle a line or lines that have price as the main appeal. The retailer who caters to a mixed clientele must select his merchandise with the idea of appealing to the several classes of people with whom he expects to do business."

The Will to Serve

"Third, I believe courtesy and service are business builders for talking machine dealers. Make the person who comes into your store feel that you not only know your business but that you are really pleased to serve him and the chances are that sales resistance will be reduced to a minimum and the store earns a friend who may be instrumental in bringing about other sales. We have customers who have brought as many as three prospects to the store, and when this happens we are pretty sure to make a sale. The average man or woman appreciates courteous treatment and will go to some trouble to do business with a concern where his or her trade is appreciated. After all, you know, a customer deserves every consideration from the dealer. He is planning to spend his money in the store and he expects a square deal. If he does not get it in one store he will take his patronage to another. Yes, provided location and merchandise are right, the will to serve is the next requisite to successful merchandising."

The Cause for a Failure

Another dealer located his store on a side street, three long blocks from the shopping district, simply because he happened to own the building. The people in the district were mostly foreign-born and yet this dealer made very little attempt to build up a stock of records that appealed to them. His store was small and unattractive and there was really little inducement for people to make their purchases there when, on their regular shopping tours, they found it more convenient to patronize the more up-to-date establishments in the business district.

A Far-Sighted Dealer

In Newark, N. J., there is a dealer who pays more than $50,000 a year rent simply because the location is one of the best in the city for a talking machine and radio store. Thousands of people, both rich and poor and of all nationalities, pass the door daily, and there is a steady stream of customers into the establishment. Because of the diversity of tastes and financial standing of passersby, this store has an unusually large stock of various lines. Everything in talking machines, from the most inexpensive portables to the largest and most expensive instruments, is handled. Radio lines include the cheapest and most costly. The slogan of the store is: "You don't have to shop. We have the talking machine and radio set you desire." This dealer is making so much money that he is buying valuable real estate in the business district of Newark.

Common Sense in Business

The point is that neither of these two successful dealers is doing anything spectacular. They advertise and send out record supplements, to be sure, but the advertising is not unusual, and every dealer keeps his customers informed of the latest records by sending them the supplements, or at least he should. These merchants have used ordinary common sense in locating their stores, selecting merchandise and in conducting business. They have secured the services of average salesmen and have trained them to be courteous and obliging, and the results have been surprising.

A demonstration of the Automatic Orthophonic Victrola to an audience of invited guests was given last month at the Taylor Hotel, Allentown, Pa., under the auspices of Kramer's Music House, 544 Hamilton street.

"NYACCO" Manufactured Products

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

Twenty years' manufacturing experience enables us to offer the trade a line that is tried and proven.

Jobbers and Dealers: Write us for full information.

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

Note New Address - - - 64 Wooster Street, New York
The Finest in Radio and Recorded Music in One Superb Instrument

The Brunswick Panatrope with Radiola Model PR 138-C

The new Brunswick Panatrope with Radiola Model 138-C combines the Panatrope with the 8-tube Radiola Super-heterodyne and thus constitutes the finest combination instrument known to the world today.

This superb Brunswick instrument is presented to the public for the first time in a full-page color announcement in The Saturday Evening Post, issue of April 16th. Be sure to see this advertisement. Special mats for your own use in your local papers furnished free on request. Write our Advertising Department.

To the Brunswick dealer, this wonderful new achievement of the electrical and acoustical sciences offers the outstanding sales opportunity of the year. This instrument is now on display at all Brunswick branches.
Annual Banquet of Talking Machine and Radio Men Voted the Best Ever Held

More than 600 members of music and radio trades from New York, New Jersey and Connecticut, together with wholesale representatives, make merry at Hotel Commodore.

The annual reception and dinner dance sponsored by the Talking Machine and Radio Men, Inc., of New York, on the evening of April 6, and held in the main ballroom of the Commodore Hotel, was one of the most successful and brilliant of the several such events held by this organization. More than six hundred dealers as well as representatives from wholesale, manufacturing organizations, their wives and friends were present.

The association succeeded in presenting a long list of leading record artists who provided music for entertainment and dancing. The entire program was broadcast through Station WRNY, New York, and WODA, Paterson, N. J.

During the evening Irwin Kurtz, president of the Association, who was doing the announcing, introduced Harold Wrape, president of the Federated Radio Trades Association, Albert H. Behning, secretary of the New York Piano Merchants Association, and Assemblyman Mayer Alterman, who has been largely responsible for bringing about an amendment to the New York State Lien Law that protects the talking machine dealer who sells on the installment plan. Another interesting event of the evening was the presentation to two fortunate merry-go-rounders of a Stromberg-Carlson radio set, donated by Gross-Brennan, Inc., Metropolitan distributors of a Stromberg-Carlson radio.

The get-together was one that will be long remembered by those present and reflects great credit on the program and entertainment committee. Mr. Kurtz and Byron R. Forster, the latter chairman of the year book and program committee, worked indefatigably in the interest of the annual party.

Victor Co.'s 1926 Profits

Amounted to $7,983,094

Showing Exceeded Only Once in History of Corporation—New Sales Record—Surplus of $4,151,852 Shown in Financial Statement

Net profits of $7,983,094, a sum exceeded in only one previous year of the company, and net sales of $46,662,103, which it has surpassed only twice, are shown in the annual report of the Victor Talking Machine Co. and subsidiaries for 1926 recently mailed to stockholders. There was a net loss of $4,187,879 in 1925, due to the writing off of $5,390,865 incidental to the disposal of old-type instruments and other charges.

President Edward E. Shumaker said in his report: “No stronger evidence of the remarkable response of the trade and the public to your company’s new and vastly improved products could be presented than the results of the year as set forth in the consolidated statement of profit and loss.”

The single year which exceeded the previous year in the annual party was 1926, and the balance sheet at December 31, 1926, showed the position of the capital stock and surplus after giving effect to the plan of recapitalization of the company approved by the stockholders on January 17, 1927. This recapitalization followed the sale by Eldridge K. Johnson, formerly president and founder of the company, of his majority holdings in the company and resulted in the distribution of the stock among a considerably increased number of stockholders throughout the United States.

A comparison between the figures of capital stock and surplus at December 31, 1926, and after reorganization shows the following:

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<th>Item</th>
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<td>Pfd. stock, $10 par</td>
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<td>Total</td>
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The company's direct export business showed a net increase of $8,679,250, as well, for the retailer. The strong financial position of the company at the end of the year was reflected in total current assets of $30,571,969, including $6,363,260 cash and $9,658,779 marketable securities, as compared with current liabilities of $4,467,788, or a ratio of 6.8 to one.

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This new way of carrying records to the camp, seashore and outing, appeals to every portable owner. It is a source of added record sales, as well, for the retailer.

Its low price makes selling easy. Now is the Portable and the Peerless carrying case season.

**Peerless—**

the Album

Two Sales Winning Styles

**Peerless Artkraft Album**

Beautiful Gold-embossed Cover—Heavy Brown Kraft Pockets

**Peerless Loose Leaf Album**

Removable Pockets for Records

**Peerless Record Carrying Case**

This new way of carrying records to the camp, seashore and outing, appeals to every portable owner. It is a source of added record sales, as well, for the retailer.

Its low price makes selling easy. Now is the Portable and the Peerless carrying case season.

**PEERLESS ALBUM CO.**

PHIL. RAVIS, President

636-638 BROADWAY, NEW YORK

Look! On Page 39 for the New PEERLESS Portable Phonographs
Music's "Best Sellers" are on Brunswick "Light-Ray" Electrical Records

"Blue Skies"
by The Merrymakers
No. 3441
"Blue Skies" ... "Mine"—male voices with piano. The Merrymakers. 3441

Every one in the music trades should get and hear this marvelous new Brunswick Record.

Here is proof anew that the best recordings of the best tunes are on Brunswick.

THE Brunswick "Light-Ray" electrical recording story is being told again in the April 9th issue of Liberty Magazine.

Lucas, Lopez, Bernie, Krueger, The Merrymakers, Lyman, Richman—every one a "headliner" in the world of popular music—help to make Brunswick Records what they are.

The dealer who handles Brunswick "Light-Ray" Electrical Records has the best there is in the way of musical merchandise ... and the aid of strong, consistent national magazine and newspaper advertising to help his sales.

It goes without saying that progressive Brunswick Record dealers are making money.

Brunswick

THE BRUNSWICK-BALKE-COLLENDER CO., GENERAL OFFICES: CHICAGO
There Is a Sales Field for the Costly Models

The Brunswick Salon Finds It Easy to Sell Instruments Costing Thousands of Dollars

The dealer who is making an effort to sell the higher-priced phonographs and combination phonograph-radio instruments must plan his sales campaign with a view to reaching and interesting people who can afford to spend the comparatively large sums of money involved. This is the policy that has made the Brunswick Salon, one of the finest establishments in the country devoted to the sale of phonographs and radio, and located on exclusive Fifth avenue, New York City, the shopping street of the wealthy from all over the world, successful. The Brunswick Salon, operated by Chester I. Abelowitz, who has been closely associated with the phonograph industry for many years, has become known as a store of art products in phonographs and radio, the Brunswick line of Panatropes and Panatrope-Radiolas being handled exclusively.

Prices Range From $575 to $6,500

It is interesting to note that the lowest-priced instrument handled by the Brunswick Salon is $575, the prices mounting to the startling figure of $6,500. The higher price ranges are for beautiful art cabinet models. Cash sales are numerous and orders are received for shipment, not only to all parts of this country, but to the entire world. Recently two Panatropes were shipped to Buenos Aires, Argentina; another instrument was sent to the American Ambassador in Berlin. Other sales for shipment to foreign countries included a Panatrope to H. H. Rogers, Jr., consigned to London. The Prince of Wales, who owns three Panatropes, has a standing order with the Brunswick Salon calling for the shipment of records each month. As this is being written the Brunswick Salon is negotiating with the Prince of Siam for the sale of an instrument in a special cabinet, the company being a specialist in supplying distinctive cabinet designs.

Merchandising Art Products

The foregoing is interesting chiefly because it is concrete evidence of the effectiveness of the merchandising plan evolved by Mr. Abelowitz. How does he gain the patronage of this class of people? It is all very simple, according to this live dealer. In the first place the store must be properly located on a street that draws the shoppers of the elite, and this is true whether the dealer is doing business in New York City or any other community. The sales-promotion campaign must be directed exclusively to these people. The kind of copy that is getting excellent results for the Brunswick Salon emphasizes beauty of design and quality. A recent advertisement in the magazine section of a Sunday newspaper resulted in 128 inquiries by the first mail on the following Monday morning. A return coupon in the corner of the advertisement did the trick. These inquiries are listed as prospects and followed up by some high-class direct mail and even by telephone calls. The advertising of this firm also stresses the new electric reproduction and the fidelity of reproduction and urges a visit to the Salon for a demonstration in the artistic surroundings of that establishment.

Another prospect-getting plan that is under way now consists of securing the names and addresses of all Rolls-Royce owners, the assumption being that individuals who own this type of automobile will be interested in fine instruments in art cabinets. The Rolls-Royce owners will be circularized, the slogan of the campaign being: "You own the best in art and automobile. You will also be interested in something entirely new in electrically recorded records."

The Silver Electro-plated Needle

THE HUMAN VOICE

Especially adapted for electrically recorded records

Attractive prices for jobbers

WALL-KANE NEEDLE MFG. CO., Inc.
3922—14th Avenue, Brooklyn, N. Y.

Wall-Kane, Jazz, Concert, Best Tone, and Pentucky Phonograph Needles.
To the Stromberg-Carlson Telephone Mfg. Co.....

"A GOLD MEDAL: In recognition of the development and manufacture of a totally shielded radio receiving set free from coil pick-up and objectionable regeneration."

Sesqui-Centennial International Exposition

No. 602. Universal Receiver, Art Console. 6-tubes. Price less accessories but with external Cone Speaker, East of Rockies $365; Rockies and West $400; Canada $475.

Leadership
CONFIRMED BY UNBIASED JUDGES

What thousands of Stromberg-Carlson owners have long been telling the world, has been officially declared, "There is nothing finer than a Stromberg-Carlson."

By its award, the greatest International Exposition since 1914 has endorsed every claim made by the Stromberg-Carlson Company for scientific total shielding which is the basis for the famed Stromberg-Carlson selectivity, distance ability and accuracy of tone.

The Stromberg-Carlson franchise means that its possessor represents a product honored by all and desired by all—and—that he represents a company trusted by all and respected by all. Such universally acknowledged leadership is not the fruit of sudden success. It has taken years of conservative, constructive effort to build it for the Stromberg-Carlson Company.

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

Stromberg-Carlson

Makers of voice transmission and voice reception apparatus for more than 30 years
Nation-wide Survey
of Phonographs and Radios in Homes

1,839,313 Homes in Forty-eight States Reported on Ownership of Phonographs and Radios in Survey Made by the Women's Club

A SK the average talking machine man in any State the greatest number of phonographs in proportion to population and he will probably answer Massachusetts, New York, Illinois, or some State of similar standing. Yet, as a matter of fact, Minnesota has 85 per cent of homes equipped with phonographs, in cities of 10,000 population or over; not because it gives an indication of the type of cities in which there exists, apparently, the largest demand for various types of musical instruments and other products. In the case of phonographs, for instance, cities of over 100,000 make the best showing, with a percentage of 60.3 homes owning such instruments, and those towns of under 1,000

The result of the questionnaire are particu-
larly interesting. It gives an indication of the type of life as it is led in the mass of our American homes which might be termed moderately prosperous, homes which are not darkened by actual poverty nor gilded with opulence, homes occupied by women like you and me, members of clubs, readers of good books and magazines, women who are seeking better conditions for their families and their neighbors. For it is in their cultural life, their recreations, their community contacts that we come closest to the family circles covered by the questionnaire.

"Before we go into details let me remind you that this survey covered every State in the Union and the District of Columbia, nearly eight million homes, representing over thirty-two million people. And in each of the communities included in the survey from one to a dozen clubs did the actual work of investigation.

"Some interesting comparisons present themselves as you study the summary for the entire country. Let us first consider communities of 1,000 population or under. The percentage of families owning phonographs was 43.4 per cent. The total number of communities reporting is larger than the sum of the several population classes of the larger city which still was counted as one in that class. All the cities, however, were counted separately in the total number of communities.

Oregon leads with 75 per cent of phonographs, in cities of between 10,000 and 25,000 population, and Tennessee boasts of the largest number of phonographs, 54.7 per cent, in cities of between 5,000 and 10,000 population. These and many other highly interesting and important facts were recently brought out in a nation-wide survey of American home equipment conducted by the General Federation of Women's Clubs, in conjunction with the Crowell Publishing Co., publisher of the Woman's Home Companion.

The extent of the survey will be realized when it is stated that 1,839,313 homes in forty-eight States reported regarding the ownership of phonographs, the percentage of homes thus equipped being 46.2, and 1,996,421 homes reported on radio sets, the percentage being 24.1. The results of the survey were carefully classified according to population, reports being made on towns of under 1,000 population, and cities and towns of from 1,000 to 2,500, 2,500 to 5,000, 5,000 to 10,000, 10,000 to 25,000, 25,000 to 50,000, 50,000 to 100,000 and over 100,000. The information gained is particularly interesting last with a percentage of 29. The same rule held good regarding radio sets, the larger cities, this, no doubt, being attributed to closer proximity to the broadcasting stations. It is significant that in cities of over 100,000 there were more phonographs than telephones or automobiles, while in towns under 10,000 automobiles came first, telephones second, pianos third and phonographs and radio sets fourth and fifth, respectively.

The results of the questionnaire are particularly well set forth by Mary Sherman, president of the General Federation of Women's Clubs, who wrote a series of articles on the survey in the Woman's Home Companion, one of the series being entitled, "Where the American Family Finds Its Recreation." In the article the writer says, in part:

"As I start to sum up the findings of the Woman Equipment Survey conducted by the General Federation last year, I realize that the most illuminating answers to our questionnaire came from the group of inquiries which was the least pretentious: F. Equipment of Homes with Telephone, Educational and Entertainment Facilities.

"This group occupied exactly seven lines on the questionnaire:

1. How many families have telephones in their homes? (Do not include orifices or delivery cars. Also count each family having an automobile as one, regardless of number of cars the family owns.)

2. How many families have automobiles as shown by tag or tax records? (Do not include trucks or delivery cars.)

3. What do the personal tax lists and the combined figures of sales by local merchants show as to the number of families who have:

(a) Radio sets? (b) Phonographs? (c) Pianos?

4. What are the library facilities of your community?

"These answers to these questions gave us the most intimate and the most human glimpse of life as it is led in the mass of our American homes which might be termed moderately prosperous, homes which are not darkened by actual poverty nor gilded with opulence, homes occupied by women like you and me, members of clubs, readers of good books and magazines, women who are seeking better conditions for their families and their neighbors. For it was in their cultural lives, in their recreations, in their community contacts that we come closest to the family circles covered by this questionnaire.

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"Some interesting comparisons present themselves as you study the summary for the entire country. Let us first consider communities of 1,000 population or under. The percentage of families owning phonographs was 43.4 per cent. The total number of communities reporting is larger than the sum of the several population classes of the larger city which still was counted as one in that class. All the cities, however, were counted separately in the total number of communities.

Oregon leads with 75 per cent of phonographs, in cities of between 10,000 and 25,000 population, and Tennessee boasts of the largest number of phonographs, 54.7 per cent, in cities of between 5,000 and 10,000 population. These and many other highly interesting and important facts were recently brought out in a nation-wide survey of American home equipment conducted by the General Federation of Women's Clubs, in conjunction with the Crowell Publishing Co., publisher of the Woman's Home Companion.

The extent of the survey will be realized when it is stated that 1,839,313 homes in forty-eight States reported regarding the ownership of phonographs, the percentage of homes thus equipped being 46.2, and 1,996,421 homes reported on radio sets, the percentage being 24.1. The results of the survey were carefully classified according to population, reports being made on towns of under 1,000 population, and cities and towns of from 1,000 to 2,500, 2,500 to 5,000, 5,000 to 10,000, 10,000 to 25,000, 25,000 to 50,000, 50,000 to 100,000 and over 100,000. The information gained is particularly interesting last with a percentage of 29. The same rule held good regarding radio sets, the larger cities, this, no doubt, being attributed to closer proximity to the broadcasting stations. It is significant that in cities of over 100,000 there were more phonographs than telephones or automobiles, while in towns under 10,000 automobiles came first, telephones second, pianos third and phonographs and radio sets fourth and fifth, respectively.

The results of the questionnaire are particularly well set forth by Mary Sherman, president of the General Federation of Women's Clubs, who wrote a series of articles on the survey in the Woman's Home Companion, one of the series being entitled, "Where the American Family Finds Its Recreation." In the article the writer says, in part:

"As I start to sum up the findings of the Woman Equipment Survey conducted by the General Federation last year, I realize that the most illuminating answers to our questionnaire came from the group of inquiries which was the least pretentious: F. Equipment of Homes with Telephone, Educational and Entertainment Facilities.

"This group occupied exactly seven lines on the questionnaire:

1. How many families have telephones in their homes? (Do not include orifices or delivery cars. Also count each family having an automobile as one, regardless of number of cars the family owns.)

2. How many families have automobiles as shown by tag or tax records? (Do not include trucks or delivery cars.)

3. What do the personal tax lists and the combined figures of sales by local merchants show as to the number of families who have:

(a) Radio sets? (b) Phonographs? (c) Pianos?

4. What are the library facilities of your community?

"These answers to these questions gave us the most intimate and the most human glimpse of life as it is led in the mass of our American homes which might be termed moderately prosperous, homes which are not darkened by actual poverty nor gilded with opulence, homes occupied by women like you and me, members of clubs, readers of good books and magazines, women who are seeking better conditions for their families and their neighbors. For it was in their cultural lives, in their recreations, in their community contacts that we come closest to the family circles covered by the questionnaire.

"Before we go into details let me remind you that this survey covered every State in the Union and the District of Columbia, nearly eight million homes, representing over thirty-two million people. And in each of the communities included in the survey from one to a dozen clubs did the actual work of investigation.

"Some interesting comparisons present themselves as you study the summary for the entire country. Let us first consider communities of 1,000 population or under. The percentage of families owning phonographs was 43.4 per cent. The total number of communities reporting is larger than the sum of the several population classes of the larger city which still was counted as one in that class. All the cities, however, were counted separately in the total number of communities.
RCA advertising each month of the year stands out vividly in color. Its story of quality is interesting and convincing. Its results show in profitable year-round turnover of dealers' stocks!

Better manufacturing methods—better test methods—longer experience—pioneering. Result—RCA Radiotrons are better vacuum tubes. And better tubes backed by great year-round advertising naturally win the biggest sales.

RADIO CORPORATION OF AMERICA
New York Chicago San Francisco

RCA Made by the Makers of the Radiola
EACH THE LEADER

each with its own distinct

The RADIOLA has out-sold other sets because it is built by the engineers responsible for the development and simplification of broadcasting. Because it combines the research and skill of 200 eminent scientists and radio engineers of RCA, Westinghouse and General Electric. And because year 'round Radiola advertising features the RCA Authorized Dealer, with the constant reminder: "Buy with confidence where you see this sign."

The portable super-heterodyne

For the living room, or for camp, shack or beach. A self-contained six-tube super-heterodyne, finely made, with handsome walnut cabinet. Greatly in demand with the increasing number of those who want a fine home set that is also portable.

Radiola 26, with 6 Radiotrons, $225 list

RCA - Radiola

Made by the makers of the Radiotron
IN ITS FIELD

appeal to a class of buyers

At Right
Radiola 28, with 8 Radiotrons, $260 list
RCA Loudspeaker 104, complete, $275 list
A.C. Package, for adapting Radiola 28 for use with RCA Loudspeaker 104 on 50-60 cycle, 110-volt A.C. lighting circuit, $35 list
Antenna coupler, for adapting Radiola 28 with outdoor antenna, $4.25 list

Your distributor will furnish an A.C. Drive Radiola 28, ready for connection to the RCA Loudspeaker 104, which reduces cost and time in installation.

The finest radio for finest homes

The supreme achievement of 1927 radio in every electrical, acoustical and musical characteristic. Far in advance of anything on the radio market. One sale of this combination yields more profit than sales of a half dozen cheaper sets. And takes less time and labor if the right prospects are selected.

Radiola 20, less equipment, $78 list

The outstanding value in radio today regardless of price
Compactly built and many times as selective as the average antenna set. Never before has so fine a set been sold at so moderate a price.

Radiola 25, with 6 Radiotrons, $165 list

Meets the demands of the most exacting listener
A six-tube super-heterodyne with the delicate parts sealed against dust and moisture in the "catacomb". Radiotron UX-120 in the output gives volume far in excess of the average storage battery operated receiver.

RADIO CORPORATION OF AMERICA
NEW YORK CHICAGO SAN FRANCISCO

MADE BY THE MAKERS OF THE RADIOTRON
The loudspeaker that marked the beginning of musical realism in the home

NOTHING has even remotely approached this loudspeaker since it revolutionized the electrical reproduction of music over a year ago. Its fidelity in large and small tone volume led to the adoption of its new and exclusive principles by the leading phonograph makers, after exhaustive comparative tests.

Any good set gives an amazingly better performance with this loudspeaker. When adapted with Radiola 25 or 28 it eliminates all batteries. With any other set it does away with “B” batteries.

No prospect can resist the appeal of a home demonstration of this most remarkable achievement in the history of radio. It is one of those products which can be pushed to advantage every month in the year because every set owner is a prospect.

Remember that when you sell a 104 Loudspeaker, you are offering also a power amplifier and battery eliminator of the latest and most up-to-date design.

RADIO CORPORATION OF AMERICA
New York Chicago San Francisco

RCA Loudspeaker 100
$35 list
Clear, through the whole range of tone, at any volume.

RCA "B" Battery Eliminator (Duo-Rectron) $37.50 list
Silent, dependable power, giving exact current for all sets, large and small.

RCA Loudspeaker 104
$275 list
[For 50-60 cycle, 110-volt A.C. lighting circuit.]
Interesting Survey of Talking Machines and Radio Receiving Sets in Homes

(Continued from page 10)

isolated districts, or at least far from the centers of politics, education, culture and the fine arts, yet we find that in communities of less than 1,000 population only 18.7 per cent of the homes are equipped with radios, while in the two largest groups of cities is found the largest equipment, 26.6 per cent in cities between 50,000 and 100,000; 26.1 per cent in cities of 100,000 and over. Possibly, however, these figures may have changed radically since the survey was completed six months ago, for the radio is a young, lusty, pushing invention and may have increased its popularity by leaps and bounds.

"In talking machines the high mark is reached in cities of 100,000 and over—69.3 per cent, of which fact those of us who live in large cities can bear testimony. In cities of the same class piano are found in 43.6 per cent of the homes. A study of these figures proves the growing popularity of the instrument which makes its own music without human hands.

"For the larger cities, that is, 100,000 or more, the State of Minnesota holds some interesting records; first in telephones with 92.5 per cent; second in automobiles with 91.7 per cent; first in phonographs with 85 per cent, and second in pianos.

"Going down the line a bit to cities with a population of between 10,000 and 25,000, Utah leads in telephones with 86 per cent; Oregon holds two records: automobiles, 91.3 per cent; phonographs, 75 per cent. Maryland leads in pianos, 95.2 per cent of her homes being equipped with this instrument. Rhode Island comes second with pianos in 80 per cent of her homes in such cities and also holds the record for radios in this class; 75 per cent.

"Looking into cities between 5,000 and 10,000 we find that Vermont holds three records: telephones, 96.9 per cent; radio sets, 59 per cent; pianos, 78 per cent. In cities of this size Michigan has the record for automobiles, 87 per cent; while Tennessee boasts of the largest number of phonographs, 64 per cent.

"In communities of under 1,000 Connecticut leads in telephones, 88.2 per cent, and in pianos, 54.5 per cent; while California holds three records for towns of this size: automobiles, 90.1 per cent; radios, 33.8 per cent; phonographs, 45.1 per cent.

"In contrast to Vermont with its 78 per cent of pianos, we find Nevada, in towns of similar size with populations of from 2,500 to 10,000, with only 23.6 of pianos, but with 85.7 of automobiles. In Nevada, too, 8.5 per cent have radios and 28.4 phonographs. The small towns of Iowa show a record of 43.3 per cent pianos, 36.6 per cent of phonographs and 26.7 per cent radio, while the sunshiny State of

California reports 34.9 per cent of pianos, 41 per cent of phonographs and 36.6 of radios, with automobiles at the high percentage of 61. In Delaware 33 per cent of families interviewed have pianos, while only 29.7 per cent have telephones, which makes an interesting comparison."

New Portable Victrola Is Announced to the Trade

Model 2-60 Has Several Outstanding and Distinctive Features—A Concealed Amplifying Chamber Aids Tone—Smart in Appearance

A new portable model Victrola, No. 2-60, was recently announced to the trade by the Victor Talking Machine Co. This new instrument is encased in a durable leather-finished fabric with the choice of finish in dark blue with a leather-figured texture or brown with shark-skin texture. In size it is seven inches high, sixteen and a half inches wide, thirteen and a half inches deep and weighs twenty-two pounds.

Outstanding features of the model 2-60 include a concealed amplifying chamber, one of the latest products of the Victor laboratories, a built-in safety record container which holds twelve ten-inch records, a spring motor that runs eight minutes without rewinding and which may be wound while playing. The interior and exterior fittings are gold-finished and a genuine leather handle, flexible for carrying purposes, is provided. The 2-60 plays all Victor ten or twelve inch records. In appearance the new portable compares with the fine handbags now in vogue.

Newspaper Displays New Brunswick Instrument

PHOENIX, Ariz., April 4—An attractive exhibit of the new Brunswick musical instrument recently occupied the display space of the Arizona Republican, which is situated on the main street of this city. The window is six feet wide by four deep and is brilliantly illuminated at night. Local Brunswick dealers reported an increase of interest in the instrument due to the display.

Jane Tompkins a Bride

Jane Frederica Tompkins, secretary to Louis Sterling, chairman of the board of directors of the Columbia Phonograph Co., New York, was married last month to Burt Norton McConnell. Mr. and Mrs. McConnell spent their honeymoon at the Chateau Frontenac, Quebec.

Raymond H. Barker Given Important Columbia Post

Board of Directors of Columbia Phonograph Co. Elect Mr. Barker Assistant Secretary and Assistant Treasurer—Long With Company

At a recent meeting of the board of directors of the Columbia Phonograph Co., New York, Raymond H. Barker was elected to the office of assistant treasurer and assistant secretary of the company. Mr. Barker has been with the company organization since 1917, when he became a member of the staff of the late C. W. Woodtrip, then vice-president of the company. In 1924 Mr. Barker was appointed assistant to F. J. Ames, treasurer and secretary of the Columbia Co.

Recent Additions to Sparks-Withington Co. Sales Staff

In the expansion of its sales staff, the Sparks-Withington Co., of Jackson, Mich., announces, through General Sales Manager Harry G. Sparks, a number of recent additions to the department's personnel. The additions include D. W. Murray, formerly of the Michelin Tire Co. staff; C. J. Hayes, whose prior service was with Osborn of Cleveland, R. S. Williams, former Dallas representative of the American Hammer & Piston Ring Co., and J. H. "Ike" Tusing, for the past five years with Fulton and Kingley-Miller. All have gone through the standard Sparton school of instruction in warning signal and radio lore and are now in the field. Mr. Hayes is definitely assigned to Middle Western territory and Mr. Tusing to the southwestern district.

Charles J. Hopkins, manager of the foreign department of the Crosley Radio Corp., has returned to his desk after a long and severe illness.

National Record Albums

Made of the best materials and finished by experienced workmen

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

Albums for Export Our Specialty

Write for list of 1927 styles and prices

Music Taste Varies—How Well Do You Know Your Record Catalog?

By C. H. Mansfield
Manager, Phonograph and Radio Department, Fitzgerald Music Co.

It is pitiful to see how little knowledge of the records the average salesman possesses. Most salesmen have only a small list of some ten or twelve demonstrating records of various types—and, except in a most hazy, general way, beyond this little selection their knowledge of records ends. When this type of salesman comes in contact with a customer whose tastes run peculiarly in a certain out-of-the-ordinary channel, then he is completely lost and must depend upon a hurried search of the record catalog—and grope blindly for the records with which he hopes to build up the prospect’s desire for the instrument. That’s taking a terrible chance with business, isn’t it? It’s nothing short of “sales homicide.”

Now, as pointed out before, unquestionably every salesman should have a selected list of ten or twelve outstanding records of various types of music to use in general demonstrating work—but his knowledge should not end there—it should take in the entire catalog.

When Knowledge Is Needed

It is during the home demonstration that a salesman’s knowledge of records stands him in the best stead. If a salesman knows the record catalog, and if he has found out something definite concerning the prospect’s tastes, then he will have his chances for closing the deal by taking a great deal of care to select the very best numbers of the type that appeal to the prospect most. You must bear in mind that every record that appeals to the prospect is a step toward the consummation of the deal, so the importance of this selection of records is very apparent. The salesman should take a great deal of care to ascertain the exact tastes of every member of the family, so that every taste in the family may be appealed to, and, as before pointed out, you frequently find husband, wife and children with entirely different musical tastes.

One reason why many home demonstrations do not result in sales is simply because the prospect’s taste was not appealed to strongly enough by the records sent out with the instrument. Any man who has been in the business for a number of years will bear out that statement.

Surely the logic of this is evident enough, yet so few salesmen will open their eyes wide enough to see it. They will continue to have the record girl make up a “general selection” of records to go out with the instrument for the home demonstration. No salesman should ever be guilty of such carelessness—if he does not know the record catalog sufficiently well to make up a list of the proper numbers, then give the record girl detailed information concerning that prospect’s musical tastes. He should then exercise a great deal of care in making up the selection of records to be used in the home demonstration, records that will help to fire the enthusiasm of the prospect and create desire for ownership of the instrument.

What Successful Salesmen Know

Now here is the big point—the very evident fact that successful phonograph salesmen have recognized for years—the most perfect recording ever made lacks appeal unless that recording is of the type of music and rendered by the type of instrument or artists that appeal to the customer. On the other hand, a recording which is not up to such a high standard of technical perfection, but which gives to the listener a type of music he likes, will create a much greater desire for the phonograph. As an extreme example—play a very fine recording of a jazzy dance number for the lover of opera—and they do not see its merits from a recording standpoint as they would from a record of an operatic aria, and vice versa. Therefore, unquestionably the most important thing to learn in demonstrating a phonograph to a prospect is what type of music appeals to the prospect most, and then if you know the record catalog you can readily select the best records of that type from both a musical and recording standpoint. For, as can easily be seen, if, during the demonstration you play only selections that appeal to the prospect, then quite naturally you will be building up a greater desire with the prospect for the instrument, whereas if the wrong selections are played, the prospect’s desire and enthusiasm for the instrument will certainly not be increased, but, on the other hand, is very apt to wane, and consider how much more effective the records will be if they are not only of the type that appeals to the prospect, but if they are also better recordings.

Apprenticeship Training

If it were possible, I believe that the finest training any phonograph salesman could have would be an apprenticeship of about five or six months in the record department, where they would not only naturally acquire a knowledge of records, but by coming in contact daily with so many various tastes they would soon learn how to adapt themselves to and please these various tastes. This statement is based on experience, for I have always noticed that the men who have served such apprenticeships as a rule make the most successful phonograph salesmen.

The two most important selections to be played in a demonstration where several records are played are the first number and the concluding number so, therefore, much care should be taken in choosing these two records—you simply can’t afford to make a mistake here.

Now that we realize how musical tastes vary, and how much it means in the creating of desire and the working up of enthusiasm, and the ultimate consummation of a deal to be able to play the right kind of records—how are you going to know just what records to play—even after you know the prospect’s taste, unless you have a complete knowledge of music and the record catalog?—and how are you to get that knowledge?

How to Study the Catalog

First of all, play over and become thoroughly familiar with a few numbers under each of the various headings listed previously—this should be merely your first easy step—alter you become thoroughly familiar with these records then you should broaden your knowledge by getting as familiar with the entire catalog as possible. This can be done by carrying a record catalog with you at all times and reading it from beginning to end during your spare moments when you are at lunch or at home in the evenings, and playing at every opportunity records that you have not heard.

But do it systematically. Start at the very beginning and read every word, title, description, composer and artist—it may take some time, but it will be time well spent—and you will be paid for it many times over in the future. Too many salesmen think it only necessary to have a smattering of knowledge of the record catalogs—when actually a complete knowledge is one of the most important (Continued on page 14)
Everybody's
TALKING MACHINE CO. INC.

MAKERS OF
Honest Quaker Main Springs
and
A COMPLETE LINE OF
TALKING MACHINE REPAIR MATERIALS

810 ARCH STREET
PHILADELPHIA, PA.

We issue the most practical and complete
catalog of repair materials in the industry.
Cheerfully mailed upon request.

WORLD'S LARGEST SERVICE INSTITUTION
Radio Association Elects Officers at Annual Meeting

Robert W. Bennett, of the Robert W. Bennett Co., was elected president of the St. Louis Radio Trades Association—Officers and Directors.

Robert W. Bennett, president of the R. W. Bennett Co., was elected president of the St. Louis Radio Trades Association at its annual election of officers last month. The other newly elected officers are: Robert W. Bennett, president; Gus H. Cohn, vice-president; Samuel B. Singer, secretary; and W. A. Ward, treasurer. Wm. P. Mackie was re-elected executive secretary of the Association.


Mr. Bennett reported on the proposed branch of the Radio Trades Association-Officers and Directors in St. Louis of the Federated trade school for its present membership of 170 men.

How Well Do You Know Your Record Catalog?

(Continued from page 12)

requisites to successful phonograph selling. Two books that every phonograph salesman should read and study are the "Victor Book of the Opera," (whether you sell this make of instrument or not) and "The Common Sense of Music," by Sigmund Spaeth.

The former gives a sketch outline of over one hundred and ten operas and lists the Victor records of selection from the opera. If you do not handle the Victor, you can select the same numbers from your own catalog. You will find this book highly interesting as well as instructive. After you have read it from cover to cover and studied it you will find that you can talk interestingly and intelligently about opera to most anyone—and you will find in your work that such information will be a tremendous help to you on many deals.

The second book, by Sigmund Spaeth, you will find very entertaining and full of, as suggested by its name, musical common sense, Mr. Spaeth is one of the foremost music critics in America and he handles his subject in a most interesting manner.

With a knowledge of music, artists, and composers, such as the record catalogs and the two last-named books will give you, you are in a much better position to create interest in, and build up desire for, a phonograph with your prospect.

Practical Salesmanship

Now please do get the wrong impression by the foregoing statements concerning a knowledge of music—it does not necessarily mean that the musical highbrow who has made an education in music would be naturally equipped to sell phonographs. As a rule, such a person is entirely too biased in his opinions—he could not consider the tastes of the lower order of music—he would unconsciously let his own taste assert itself and not consider the taste of the prospect. It is very fine indeed, and quite necessary, if we would make a strong foundation for our business, to educate our customers to better musical taste. After they have purchased an instrument, but never try to do such a thing before the deal is closed; if you do, you are apt to cool their enthusiasm for the instrument and very often embarrass them if their tastes run to jazz, even though you very subtly and diplomatically intimate that their musical taste is very good. A higher musical education should come to the owner later through the record department.

You want to remember at all times that your object is to please the customers—to give them what they like and want, and for the time you must forget completely your own musical tastes. Therefore, in order to be in a position to give the customer the type of music he wants and in order to sell the phonograph, you must have a knowledge of all the music recorded on records.

Only a thorough knowledge of the record catalogs will equip you to successfully play on the tastes of the customer, for it may often be necessary for you to produce any number of records of a particular type of music in order to finally sell your phonograph. It is very necessary that you have a knowledge of an instrument—particularly in the case of a home demonstration, when several records are sent out with the instrument.

WIDE DIFFERENCE IN MUSICAL TASTE

Remember each customer represents a different personality, and a different taste—in one family you may even find three or four entirely different tastes—all of which must be played upon if the deal is made and you simply are not prepared to do this successfully unless you have made a complete study of the record catalog.

The importance of this phase of phonograph selling cannot be too strongly emphasized, for it is most important of all; it will affect your success more than any other one thing. Study the record catalog thoroughly and keep on studying it; make it a point to hear every new record issued—not just those that appeal to you most, but hear them all and make mental notes of them for future use in demonstration; for as has been pointed out before, you can never tell what type of customer you are going to have next, so be prepared for all tastes and a thorough knowledge of all records will keep you constantly prepared to successfully sell the idea of a phonograph to any one.

L. S. Baker Elected to Important Assist Post

Executive Secretary of Broadcasters’ Ass’n Elected Executive Vice-President of R. M. A.

In order to insure co-ordination between the manufacturing and broadcasting branches of the radio industry, L. S. Baker, executive secretary of the Broadcasters Association, has been elected executive vice-president of the Radio Manufacturers Association, thus assuring a continuous liaison between the two organizations. The two associations will maintain offices in New York and Chicago, and also contemplate opening headquarters in Washington.

National Broadcasting Co. Insures Employees

Group Insurance Plan Provides Life Insurance in Excess of $500,000 for Approximately 200 Employees as Well as Nurse Service

Every employe of the National Broadcasting Co., which owns and operates WEA of New York City, and in addition manages WIX, New York; WRS, Washington, and KFKX, Hastings, Neb., is included in a group insurance plan just entered into which provides life insurance in excess of $500,000. Approximately 200 employees will each receive a life insurance policy equaling the amount of his annual salary, with the provision that the maximum amount of any policy is $5,000. In addition to paying the entire cost of the insurance program, the National Broadcasting Co., through an arrangement with the insurance company, will furnish sick or disabled employees with the services of trained visiting nurses.

FULL LINE of HARDWARE

For Radios and Phonographs

H. A. GUDEN CO., Inc.

87 WALKER STREET
NEW YORK, N. Y.
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.**
5215-36 Superior Avenue
CLEVELAND, OHIO

Makers of

**"KING"**

BAND INSTRUMENTS

---

THE H. N. WHITE CO., Makers of King Band Instruments
5215-36 Superior Ave., Cleveland, Ohio

- Send your latest catalog and discount sheet along with complete information on the "King" Agency.
- Also send information about your plan for financing sales.

Name of Firm:
Individual:
Address:
City:
State:

---
Dealers Can Help “Clear the Air” by Offering Suggestions to Commission


The Federal Radio Commission appointed following the passage of the Radio Control Bill, which has for its purpose adjustment of broadcasting for the benefit of the public and the industry, has begun to function. The chaotic condition existing because of too many broadcasting stations operating on the same wave band will be eliminated.

The proposed plans will not only permit the public to enjoy its radio programs, but the effect of this on the retail radio trade should be felt in increased interest in radio, with consequent improvement in sales and a general stabilization of the business. Talking machine dealers throughout the country have millions of dollars invested in radio stock and anything that aids them in profiting by their investments is of vital importance; so important, in fact, that no dealer who operates a radio department can afford to sit back without making an attempt to aid the Commission. While it is neither possible or feasible for retailers to actively work with the Commission, they can and should make known to that body their ideas on ways and means of facilitating the good work.

The Talking Machine World will actively cooperate with dealers and welcome suggestions from the trade, which will be forwarded to the Commission in Washington. The Commission is just beginning to function and there is a vast amount of work before it in straightening out the broadcasting tangle, and ideas will be welcomed, provided they are constructive.

There are evils existing in broadcasting today with which dealers are thoroughly familiar. The dealers know that this is hurting their business. They must realize that anything that detracts from the enjoyment of radio by the public is harmful to retail trade. And they must also be aware of the fact that elimination of any of these conditions which are causing dissatisfaction with radio broadcasting in the end will influence the large part of the public that does not own a radio.

The passage of the Radio Control Bill and the appointment of the Commission is the most important move made in the interest of the radio trade in the history of the industry and it is up to retailers to get behind the Commission in every way possible, mainly through constructive suggestions.

The Talking Machine World is one of the most active associations in the country, whose membership is comprised of retailers, wholesalers and manufacturers, who will cooperate with the Commission to clear the broadcasting situation. Irwin Kurtz, president of the association, has asked the members the following question: "What stations should be eliminated, and what other regulations should be enacted by the Commission to rectify the present unsatisfactory condition?" The other associations throughout the country should make an attempt to secure the views of the members and the proposals should be forwarded to the Commission.

The Commission is seeking suggestions in an effort to adopt policies concerning the broadcasting situation, which, when put into effect, will render the most valuable service to the listening public. To facilitate matters it is suggested that proposals be confined to widening the broadcast frequency band, limitation of power, reducing frequency, separation, simultaneous broadcast with same frequency, time division, consolidation of broadcasting service and limiting number of stations.

Association Aids Dealers to “Choose the Best Selling Radio Receiving Sets”

Members of Northwest Radio Trades Association Get Some Constructive Tips on the Kind of Merchandise to Handle—A Dozen Rules That Lead to Greater Profits for Dealers

Among the valuable services performed for its members by the Northwest Radio Trade Association is the publication of a series of articles dealing with problems of the dealer from the time he chooses his location until he counts up his profits. In a recent issue of the Northwest Radio News, published by the trade body, an article titled, "How to choose the best selling radio sets" appeared. It reads in part:

This season will see a lot of new dealers going into the radio business and quite a few old ones will be changing their lines. How to choose a line of sets to sell is a very vexing problem, but we believe there are some fundamental rules in choosing a line of goods to sell that it will pay the dealer to follow. Here are a dozen rules that we believe will be followed:

First: Secure exclusive sale of the line for your town or territory. This gives you a franchise and the benefit of all advertising of that particular line.

Second: The line should contain a range of prices of at least $5.00, $10.00 and $15.00 complete with all equipment. If one line does not contain this range other lines should be secured to complete the range. There is a profit in selling this range of sizes that is worth your effort.

Third: Insist on the goods being guaranteed by the jobber and manufacturer so that you can guarantee them to the consumer in turn. Do not be unreasonable in adjustments, but insist on a fair deal.

Fourth: Ask for price protection against decline of at least thirty days from date of purchase of each order. This insures you against loss.

Fifth: Buy lines of goods that are advertised in local newspapers, farm papers or magazines besides the national magazines. Good advertising that is not supplemented by direct local advertising does not bring in the direct local returns.

Sixth: Deal only with the older established manufacturers and jobbers. Benjamin Franklin's saying, "Never the first to take up a new thing or the last to drop an old one" is good advice to follow. There are enough jobbers in the business now to take care of it in the future.

Seventh: Ask your jobber and manufacturer what he is doing to help promote this new business of radio outside of a little advertising. A great many are doing nothing. They should be either giving some support to broadcasting or helping some dealer association fostering new inventions, participating in radio shows, furnishing good artists to perform over the radio or assisting in some way in the advancement of radio.

Eighth: Pick the line of sets that maintains a standard list price in all stores throughout the year, and can be purchased at a standard maximum discount from the jobber. Beware of the too long discounts offered, which breeds price cutting and demoralization of the market. The biggest sellers in other lines of merchandise in the world are often sold to dealers at the lowest discount if there is a sufficient demand for them to guarantee a big turnover.

Ninth: Better deal with jobbing houses who can also supply you with tubes you prefer as jobbing houses have a great way of favoring customers who buy a complete line of goods from them. You are also in better position to demand the best of service from such jobbers. Beware also of the old backhanded phrase that "We can give you the best service possible." It means nothing. Ask the salesman to specifically state what he means by "Service."

Tenth: Insist on the sets being made of good quality materials, good workmanship, design, together with clearness of reception, selectivity and good volume.

Eleventh: Buy enough stock to be well supplied at all times. The reason that mail order houses are getting a large share of business in some territories is that local dealers will not carry a representative stock of goods to offer the customer and to make a sale of any sort depends upon the parcel post to keep your stock up.

Twelfth: Beware of those manufacturers who dumped sets on you last spring at any old cost just to get rid of them.

**Phonographs and Radio Cabinets**

These illustrations show several of the many late models of our line, which have been redesigned, right up to the minute, with especial reference to the Radio-Phonograph Combination, destined to be the standard household unit.

**Excel Phonograph Manufacturing Company**

402-414 West Erie St., Chicago, Illinois

**STYLE 21**

Genuine Mahogany or Walnut is only.

**STYLE A B**

Same with top panel hinged accommodate Radio Paint.

**STYLE 17**

Genuine Mahogany or Walnut Phonograph only.

**STYLE 81—RADIO CONSOLE**

Accepts Pansies Up to 8x16 Inches.

These instruments are produced in all the popular finishes and styles, including Uprights, Consoles and Wall Cabinets, and are available to dealers for prompt deliveries and most attractive trade prices. Catalog and price list mailed on request.

**STYLE 1**

Genuine Mahogany, Golden or Fumed Oak.
Majestic “B” Current Supply

delivers pure direct current from your light socket

“B” Power at full strength
any time and all the time

Majestic “B” is fully guaranteed. No acids or liquids. No hum.
Uses Raytheon tube.
No filament to burn out.
Voltage can be accurately adjusted to varying conditions in any city—and on every set.

G.G.H. double sealed—moisture proof condenser positively prevents breakdown due to heating—the cause of 95% of the trouble experienced with B-battery eliminators.

When you buy a Majestic “B” you say ‘Good-bye’ to trouble

caused by poor “B” power. Majestic gives you an even, continuous flow of “B” current today, tomorrow—whenever you turn on your set. It’s economical, too. When you put a “Majestic” to work it stays put. You'll never have to “replace” it as you did “B” batteries. Majestic’s first cost is low, and the upkeep only a fraction of a cent per hour.

To know how good, really good radio reception can be, try a “Majestic” on your radio set. Your dealer will arrange a trial without obligation to buy. Phone him today.

Majestic Standard—B
Capacity, nine 201-A tubes or equivalent. 45 milliamperes at 135 volts.

$26.50
West of Rocky Mts., $29.00
Raytheon Tube $6.00 extra

Majestic Super B
Capacity one to twelve tubes, including the use of power tubes. 45 mils. $29.00 at 150 volts.

$31.50
West of Rocky Mts., $34.00
Raytheon Tube $6.00 extra

Majestic Master—B
Positive control of all output voltage taps. For sets having high current draw or heavy biasing batteries. 60 mils. at 150 volts.

$31.50
West of Rocky Mts., $34.00
Raytheon Tube $6.00 extra

Can Be Purchased on Deferred Payments

GRIGSBY ~ GRUNOW ~ HINDS ~ CO. 4558 ARMITAGE AVE CHICAGO-ILL

This is a reproduction of advertisement appearing in newspapers and leading radio publications, to help you sell Majestics.
Stromberg-Carlson Tel. Mfg. Co. Reports 1926 the Best Year in History of Company

Annual Statement Shows Net Profits of Almost One Million Dollars for Twelve Months Ending December 31, 1926—Combined Assets Total $7,049,740—Big Surplus Increase

The annual report of the Stromberg-Carlson Telephone Mfg. Co. for the year 1926 was issued recently at Rochester and showed that business for the twelve months of last year was the greatest in the long career of the organization, showing net profits of almost one million dollars. The radio division of the company, which is comparatively new, having been established four years ago after the company's forty years' experience in making telephone apparatus, showed a splendid volume of sales—the Stromberg-Carlson radio apparatus ranking among the leaders in all parts of the world.

The report shows earnings of $4.60 per share plus an increase of 21 per cent in the net worth of the company; the combined assets as of December 31 totaling $7,049,740. During 1926 the surplus was increased by $971,263 to a total of $2,827,998, showing a gain of 42 per cent in the reserve funds. All classes of products showed sales increases, the total increase amounting to 43 per cent over 1925. The company's investment in new plant facilities is reported at approximately $260,000, apart from the amounts bestowed to surplus, and comprises the completion of a second wing for the plant and the commencement of the third and fourth wings.

The annual report states that royalties payments under the Neutrodyne patents by the Stromberg-Carlson Tel. Mfg. Co. to the Hazeltine Corp. are said to have amounted to a larger sum than was paid by any other licensee. The company shows an unbroken cash dividend record since 1916. The stock of the company is owned mostly by employees.

The Value of a Good Name

To the dealer interested in beginning or increasing the sale of band and orchestra instruments the name Buescher has an intrinsic value that can actually be measured in dollars and cents.

For, to the musical public, both amateur and professional, the name Buescher stands for confidence—assurance of quality, perfection and beauty.

While to the dealer is reflected the prestige of the Buescher name, in easier selling, lower selling costs, more sales, and greater profits cleared.

Write for the Buescher Dealer or Agency proposition. Cash in on the value of a good name.

Wholesale Department

Buescher Band Instrument Co.
Elkhart, Indiana

Delano, Flint & Tremblett Will Represent Badger Co.

W. C. Fuhri Finds Better Business at Many Points

The Badger Talking Machine Co., Milwaukee, Wis., announced on April 2 the appointment of Messrs. Delano, Flint & Tremblett, Chicago, Ill., as members of its sales staff. These three well-known sales executives, together with the present Chicago salesman for the Badger Talking Machine Co., A. F. Scannell, will represent the Badger Talking Machine Co. in Chicago territory. This sales force will have offices in the Sheridan Trust Building, Broadway at Lawrence street, Chicago, Ill., and will offer a complete service to Victor dealers.

Fred A. Delano was for many years identified with the Victor Talking Machine Co., and V. K. Tremblett was for a number of years identified with Victor activities in the Middle West. A. F. Scannell has been associated with the Badger Talking Machine Co. for three years as Chicago and suburban representative.

The firm of Delano, Flint & Tremblett, Inc., represents the Bell & Howell Co., Chicago, manufacturer of Filmo motion picture cameras and projectors for the home, covering Illinois, Indiana, Michigan and Wisconsin.

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., returned to his desk recently after a visit to various trade centers, including Chicago, Milwaukee, Memphis, Cleveland, Pittsburgh, Baltimore and Philadelphia. While on this trip Mr. Fuhri visited Columbia branch managers and dealers in these trade centers, keeping in close touch with activities in the Columbia organization, as well as in the phonograph industry as a whole.

In a chat with The World Mr. Fuhri stated that he found general conditions satisfactory, with Columbia dealers closing a brisk sales volume considerably in advance of 1926. In February the Columbia Phonograph Co., Inc., showed a 70 per cent increase in machine sales as compared with January, with March figures equally gratifying. Record business has been keeping well ahead of 1926, month after month, and the phenomenal success of Beethoven Week, sponsored by the Columbia Phonograph Co., Inc., was reflected in the country-wide demand that week for Masterworks records.

L. D. Heater Co. Now a Carryola Distributor

The Carryola Co. of America, well-known manufacturer of the Carryola Master and other models, reports the addition to the Carryola family of the L. D. Heater Co., Portland, Ore., one of the largest jobbers on the Pacific Coast.

The L. D. Heater Co. maintains, in addition to the home office in Portland, a branch in Seattle, Wash. This company does an extensive business in Washington and Oregon and enjoys a well-deserved popularity among the trade. It has always been a big user of portables. A substantial stock will be carried at both Portland and Seattle branches.

Lloyd L. Spencer Visiting Amplion Plants in England

Lloyd L. Spencer, general sales manager of the Amplion Corp. of America, New York, manufacturer of Amplion loud speaker products, sailed Friday, April 1, on the S. S. Majestic for a six weeks' trip abroad. Mr. Spencer will make his headquarters at the Amplion factories in England and will also visit the leading cities on the Continent. He is visiting Europe in order to gain first-hand knowledge of Amplion plans for expansion during the coming season.
Columbia Announces
The sixth of a series of advertisements
2 pages facing in color in
THE SATURDAY EVENING POST
This Advertisement Appears in THE

The New Viva-tonal Col

The Viva-tonal Columbia

Think of all you ever imagined a phonograph might be, but never was.

Then discard all you ever knew about phonographs, except that they play records.

Then rebuild in your mind an entirely new conception of almost miraculous tone-reproduction from an instrument that resembles a phonograph from without, but has completely superseded it from within.

The Viva-tonal Columbia does more than merely develop the art of sound reproduction farther than any former reproducing instrument. It has released to the ear an immense new range of musical and vocal tone and shading till now undetectable on even the most accurately made phonograph record.

Hearing the Viva-tonal Columbia for the first time, you will be amazed at its living tone, its full-throated reality. And you will become the possessor of one of these exquisitely fashioned models, and bring to your home, in full measure, all the beauty of all the music of all the world.

Model 810, illustrated here, is typical of the entire line—each one an exquisite example of fine cabinet workmanship in mahogany or walnut, suitable for a place of honor in any home. Each is a masterpiece in design and finish, embodying the utmost in dignity and appropriateness.

VIVATONAL COLUMBIA
MODEL 810 $300
Other Models
$275  $275  $160  $150
$875  $80

Just what is the difference in tone?

The Viva-tonal Columbia is a product of the application of newly discovered principles of acoustic science. In place of what was known as the 'sound box,' there has been substituted an acoustic transmitter, of almost unbelievable delicacy and sensitivity.

The 'tone-arm,' an essential feature of the phonograph, has been supplanted in the Viva-tonal Columbia by a micromerized sound wave conduit, while the 'tone-chamber,' formerly merely a horn adapted to confined space, becomes a progressively balanced continuation of the sound wave conduit, shaped, fabricated, finished and positioned in accordance with lately discovered acoustic principles.

No longer is recorded music indistinct and unreal. Through the Viva-tonal Columbia it carries a grandeur, a vastness, a refreshing sincerity superbly "like life itself."

The true way to judge the Viva-tonal Columbia is to hear it, but the graphic sound wave photographs, pictured below, tell their own story of how scientists have recorded their comparisons.

VIVA-TONAL COLUMBIA
MODEL 810 $300
Other Models
$275  $275  $160  $150
$875  $80
Columbia Records
Made the new way—electrically

Play any favorite record of yours—of any make, new or old, on the Viva-tonal Columbia, and you will think you never heard that record before. It will exhibit a depth of bass, a rich naturalness, that will certainly bring your incredulous friends in from the adjoining room.

Play Columbia Records, made the new way, electrically, and you get the full effect of the marvelous new discoveries that have displaced the phonograph and revolutionized the record.

Absolutely without scratching sound from the needle, Columbia New Process Records bring you music in true perspective. Every effect intended to be conveyed by the composer, exactly as interpreted by the singer or player, is there, in these new electrically recorded renditions of the world's best music.

Wherever you are or wherever you go, you will find near you an obliging music dealer displaying the familiar Columbia trade mark. You will find this dealer ready at all times to play for you any or all the latest Columbia electric recordings. He will enable you, as no words can, to realize the amazing brilliance and naturalness of vocal and instrumental music as transmitted to you this new way.

Columbia Records, while playable on any phonograph, old or new, are not merely phonograph records. The name Columbia New Process Record—Viva-tonal Recording—means something entirely new, more distinct, more real, more entertaining, than phonograph records as formerly made.

New Electrical Recordings for your library

Do you know the new Columbia recordings as they come out? Many pleasant surprises are in store for you. One of the most recent is the universally known

"Moonlight" and "Pathetique"
Sonatas—Beethoven

This is Columbia Masterworks Set 54. Four 12 inch double disc records. Complete with album $6.00

Another is a splendid imported recording by the eminent conductors, Menguellberg and his Amsterdam Orchestra

Wagner's Tannhäuser Overture in four parts on two 12 inch double disc records. 67221-D and 67222-D $1.50 each

Perhaps you'll like to hear an exquisite piano record. Columbia now offers a superb rendition by Ethel Leginska

Prelude in C Sharp Minor (Op. 23 No. 2)
Prelude in G Minor (Op. 23 No. 5)
Rachmaninoff

5068-M 12 inch $1.25

For those who also enjoy light entertainment, Columbia suggests a glance at the current vocal and instrumental listings exhibited at your music store. Among these is a new Ted Lewis Record—Ted Lewis & His Band

"Lily" and "Wandering in Dreamland" both from "Rufus Le Maire's Affairs"

with Vocal Choruses by Ted Lewis

895-D 10 inch 75c

Also another popular Ford and Glenn Record

"Along Miami Shore" and "Log Cabin Lullaby"

920-D 10 inch 75c

And two new musical hits by the Singing Sophomores

"Sing" from "Baby" and "Where's That Rainbow?"

Pine Grove Ave-Richard

527-D 10 inch 75c

Keep your record library up-to-date. Ask the Columbia dealer to put your name on his mailing list. Columbia Records, made the new way—electrically—will bring you the widest possible selection of the music you like, played and sung as you like it.

If you do not know where to secure Columbia records in your locality, write us and we will send you a latest catalog supplement and the name of a nearby Columbia dealer.

COLUMBIA PHONOGRAPH CO.
1819 Broadway, N.Y.C.

Canada:
Columbia Phonograph Co., Ltd., Toronto
The extraordinary list of Beethoven works issued in the Columbia Masterworks Series for Beethoven Centennial Week now stands as a monument to the world's greatest and best loved composer. All of these are newly recorded by electrical process; all are complete, all are in permanent art albums.

The list includes all of the nine Symphonies, the Moonlight, Kreutzer, Pathétique and Appassionata Sonatas, the "Archduke" Trio, the Raupenmeyer Quartets, three Quartets from Op. 44, Quartet in F minor, Op. 35, and the last Quartet, Op. 135. No such record list has ever before appeared at one time.

Columbia Masterworks Series is "A Record Library of the World's Great Music." Its appeal is to discriminating music lovers.

It offers to date over sixty of the most celebrated concert works of both classic and modern schools. Additions, selected from the best that the world's literature of music has to offer, are constantly being made. Some other recent issues (all recorded electrically, complete) are:

- Chopin: Sonata in B Minor, for Pianoforte, Opus 58-Set No. 32
- Berlioz: Symphonie Fantastique, Opus 14-Set No. 34
- Brahms: Sonata in A Major, Opus 35, for Violin and Piano-Set No. 36
- Brahms: Sonata in F Minor, for Pianoforte, Opus 5-Set No. 37
- Schubert: Quartet No. 6, in D Minor-Set No. 40
- Schubert: Symphony No. 8, in B Minor (unfinished)-Set No. 41
- Mozart: Symphony No. 35, in D, K. 385-Set No. 42
- Mendelssohn: Trio in C Minor, Opus 49-Set No. 43
- Schumann: Concerto in A Minor, for Cello and Orchestra, Opus 58-Set No. 44

Columbia Phonograph Company, 1819 Broadway, New York City
New Tube Eliminates Need for "A" Battery

Statement by Elmer E. Bucher, General Manager of Radio Corp. of America, Outlines Function of Latest RCA Product

Following the recent appearance in New York newspapers of a premature announcement of the development by the Radio Corp. of America of a new vacuum tube, UX-225, which, according to the newspapers, eliminated all batteries and socket power devices, Elmer E. Bucher, general manager of the Radio Corp., issued a statement confirming the existence of the new tube, but stressing the fact that it will only eliminate the necessity for an A battery, and B batteries or socket power devices will still be necessary. Mr. Bucher's statement follows:

"The research laboratories of the General Electric Co. and the Westinghouse Electric & Manufacturing Co., working in co-operation with the Radio Corp. of America, have been engaged for some time in the development of various types of vacuum tubes in which the current ordinarily supplied by "A" batteries is obtained from the electric light mains through a small step-down transformer. Research work on this problem is still proceeding and although the laboratories have developed several types of so-called "A. C. Tubes," there are a number of practical problems to be solved in the application of such tubes to radio broadcast receivers before the production stage can be reached. Among such problems is the elimination of so-called "A. C. hum" in high-quality broadcast receivers where the loudspeaker response goes deep into the base and below 200 cycles.

"The statement in this morning's press, although, I am certain, unintentionally so, is, nevertheless, misleading in some respects. For example, the A. C. tube when available will only eliminate the necessity for an "A" battery. So far as the "B" plate supply is concerned, it will be necessary, as in the past, to continue to use either a "B" battery or a "B" Battery Eliminator; nor will the A. C. tube function properly in existing types of broadcast receivers unless the internals of the receiver itself are redesigned. So far as concerns the final result to the human ear, there is no reason to expect a different result from a tube which is energized by alternating current, than is provided by present-day broadcast receivers using standard types of vacuum tubes.

"The Radio Corp. of America is continuing to produce and market its present types of standard tubes and receiving sets, and knows of no reason why anyone should hesitate to purchase any of the standard tubes or sets.

"Let me be emphatic in the statement that these tubes will not render obsolete radio broadcast receivers employing the present types of vacuum tubes and present methods of securing A. C. operation; neither do they dispense with all batteries. They merely do away with the necessity for an 'A' battery."

The Auditorium Orthophonic was a feature of Home Beautiful Exposition, Cincinnati.
The new Portable

Smart as a fine hand-bag — with the greatest range of tone a portable ever had!

VICTOR TALKING MACHINE COMPANY
This altogether new instrument will revolutionize "Portable" sales!

With spring here, and summer just a month or two away, Victor announces this absolutely new Portable Victrola—unquestionably the finest portable instrument ever developed, and unquestionably announced at just the right time. People are beginning to think about going away, about picnics, spring and summer parties of all kinds. Make them think about the glorious part the new Portable Victrola can play in their plans!

The new Portable Victrola is distinguished in appearance—encased in dark blue or brown leather-textured fabric. Gold-finished appointments. The equipment is complete: built-in record-container holding twelve ten-inch records. Improved Victrola No. 4 sound-box. A longer playing spring motor runs eight minutes. Plays all Victor Records.

Its musical performance is, size considered, as amazing as the new Orthophonic Victrola. An ingenious, concealed amplifying chamber reproduces bass tones surprisingly deep and round for an instrument of this size.

Compact. Easy to carry. Fits in 'most any place. Just the thing for cottage, camp, beach or boat. A little instrument with big profit-making opportunities. List price $40. Full-page national advertising in leading national magazines will announce the new Portable Victrola and start the profit moving your way.

Analysis of the Radio Service Problems of Talking Machine Dealers

Nation-wide Survey of Radio Servicing Methods of Talking Machine Dealers Shows That Free Service Is Controlled to a Great Extent by Public Demand and Competition—Radio Club Service Plan—Flat Rate for Service—Other Practical Service Ideas

The effect of free service on sales is significant. A diversity of answers was received by The Talking Machine World in its survey of radio servicing problems in an effort to find remedies for conditions in radio retailing that are making serious inroads into profits.

The survey conducted by The World emphasizes the point that the effect of free service varies with the locality of the store and the class of radio buyers with which the dealer does business; that dealers who cater to the better class find it possible to make an adequate charge for all service, thereby placing their departments on a self-paying basis, and merchants located in the poorer sections of a community and doing business with people of very limited means find free service an aid to sales.

As has been mentioned, there is a wide difference in the service given by dealers, but this difference has no relation whatever to the section of the country in which the store is located, but rather is influenced by the class of people served by the establishment.

Critical Period Following the Sale

It is significant that a short time ago free service extending over a period of a year, and in some cases for an indefinite period, was common and has now become rare. Many dealers have cut down their service to a period of thirty days. One dealer declared that the first thirty days following the sale of a set was the most important. It is during this period that the purchaser may become dissatisfied if the set does not operate as it should. It is up to the dealer to keep it in first-class operating condition, to protect his own interest. The retail merchant must realize that the only investment the customer has in the set the first month is represented by the down payment, and consequently the small equity does not hold the customer back from compelling the dealer to exchange the merchandise. Another thing, the first few weeks following the ownership of a radio represent a period when the receiver is in operation constantly, with the result that wear and tear are greater than at any other time.

Ninety days'. free service also is quite common, and in some cases dealers have eliminated free service entirely by a "Conditions of Sale" agreement with the customer. The "Conditions of Sale" agreement is signed by the customer and it usually states clearly just what the responsibility of the dealer is in making good defective merchandise. This agreement also sets forth the price of service. Other dealers have found some demonstration, followed by two or three service calls, is sufficient.

Free Service or Lost Sales

A talking machine dealer who operates a large radio department has the following to say regarding service: "It would be suicidal for me to eliminate free service. There are a number of reasons for this. Competition is so keen here that I must have something to draw the people to my store. It is either a question of free service or one of cutting prices, and of the two evils I prefer the former, because this at least creates customer satisfaction and in the end results in a larger volume of business. The purchase of a radio receiver secures a fairly large revenue from this source, it is enabled to pay sufficiently large sums to attract real radio service experts, and when these men go out on the job they do not leave it until the work is done to the satisfaction of the customer. Experience proves that most people are willing to pay if they get their money's worth. So satisfied are customers of this enterprising concern that some of them have been responsible for three, four and five sales to friends. That is concrete evidence that in most cases, whether or not the dealer gives free service, it has very little effect on sales. However, there are exceptions, and it is up to the dealer to analyze his own field and determine upon the proper course of action.

New York Incorporation

The Plattsburg Music Shoppe, Plattsburg, N. Y., has been incorporated at Albany with a capital of $25,000. Those interested are: O. L. Tromly, E. H. J. Bush and L. A. Bouyea.

The perfected single dial Shamrock

Now retails at $75

Increased production and new economies in manufacture have made possible this drastic reduction in price. Dealers were fully protected by our 30-day advance notice. Shamrock Dealers will enjoy greater sales than ever before.

Shamrock Manufacturing Co.
195 Waverly Ave.
Newark, N. J.

Now

$75
Radio is better with battery power

Radio receivers designed for quality reproduction operate best on well-made dry cell “B” batteries. What your ear tells you about the performance of battery-run sets is confirmed by laboratory tests that reveal that batteries alone provide steady, noiseless “B” current, taking nothing from and adding nothing to radio reception. Batteries, and batteries alone, provide pure DC (Direct Current). Only such current can give the best results of which a set is capable.

Battery Power is dependable, convenient and reliable, under the user’s sole control, ever ready to serve when the set is turned on. As “B” batteries approach the end of their usefulness, a slight drop in volume gives warning in ample time. No one need ever miss even a single concert from a battery-equipped set.

Not only in results, convenience and reliability are “B” batteries unequaled, but they are also unapproached in economy, provided, of course, the correct size batteries are used. That means the Heavy-Duty type for all receivers operating loud speakers, as most do nowa-days. Smaller batteries are not as economical, though they give the quality advantages of Battery Power.

Those are the fundamental facts about radio batteries, as given to the public in our April advertising. That it will have a tremendous influence on battery sales is evident. Stock up on the Eveready Layerbilt “B” Battery No. 486, the best and most economical “B” battery. Order from your jobber.

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

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

WMEX—New York
WJAR—Providence
WABC—Boston
WOR—Worcester
WOR—Philadelphia
WGW—Allentown
WMO—Muncie
WPR—Cincinnati
WEE—Cleveland
WWJ—Detroit
WMCA—Memphis
WOC—St. Louis
WOC—Waco
WJS—St. Louis
WXW—Washington
WBT—Lancaster
WRC—Dallas
WAV—Nashville

The Layerbilt patented construction revealed. Each layer is an electrical cell, making automatic contact with its neighbor.
All ORO-TONE is made Completely in the Our Patents and Guarantee

The twelve-year record of reliability established by THE ORO-TONE COMPANY has given the name of ORO-TONE a prestige which is of tremendous financial value to the manufacturer, jobber, and dealer in the music trade.

We pride ourselves on the fact that our merchandise can be truthfully advertised and legitimately sold. We have steadfastly maintained a standard of quality that has never been excelled by any manufacturer of similar equipment. Our patents are your protection—our word is a warranty of excellence and dependability.

Sell ORO-TONE Products for Profit and All-round Satisfaction

The F-1 Full-Curved Brass Arm, illustrated at the upper left, with the No. 94 Imperial Reproducer. The F-1 Brass Arm is a junior size of the D-1 and has all of its fine tone-transmission features. The outside base diameter is 2 5/8 inches, while the base opening is 1 inch. No obstruction in base. This is an ideal tone arm to meet the demand for a high quality, low-priced arm. Prices on tone arm only.

F-1 Tone Arm, Nickel Finish, 8 1/2 Inch, List Price .............................................. $5.00
Gold or Oxidized Finish, List Price ....................................................... 7.50

Model 88 Curved Brass and Copper Arm

Illustrated at left center, with the new No. 24 Oro-Tone Chiefton Reproducer. Model 88 is a genuinely good tone arm at a low price. It has a fine appearance, and its excellent performance and operation make it adaptable to the best class of cabinet machines. The low price also makes it available for high-grade portables, adjustable in length from 7 inches to 8 1/2 inches. Prices on tone arms only.

Model 88 Tone Arm, Nickel Finish, List Price .................................................. $3.00
Gold or Oxidized Finish, List Price .......................................................... 5.00

Model D-1 Full Curved All Brass Arm

Illustrated at lower left, with the No. 90 Military Reproducer. The most perfect and gracefully designed curved-type tone arm produced. Scientifically tapered from tip to base with walls of uniform thickness. Airtight construction. Double row of ball bearings in base insures sensitive swing and prevents tipping. Thorough with positive bearing and threaded lock nut guarantees lifelong wear and perfect floating action. 8 1/2 inch and 10 1/2 inch lengths. Total curved length 16 to 18 inches. Outside diameter of base 3 1/4 inches. Base opening 1 3/4 inches. Prices on tone arm only.

Model D-1 Tone Arm, 8 1/2" or 10 1/2" Length, Nickel Finish, List Price $7.50
Gold or Oxidized Finish, List Price ......................................................... 10.00

Disregard "WARNING" or "INFRINGEMENT" Advertisements!

Oro-Tone products are made complete in the parent plant from the raw material into the finished product. We know what we make and stand back of our product in the fullest sense of the word.

Oro-Tone equipments are sold on their merit alone. Regardless of the patents we own and other pending patents, we have never found it necessary to employ scare-head advertisements to sell our product. You can buy Oro-Tone equipments—secure in the fact that you are getting the genuine and not a farmed out article made in some assembling shop and resold. You are invited to visit the Oro-Tone plant. Under personal supervision we will show you the progressive fabrication of each product, from the raw material, through to the finished article ready to be shipped. DEMAND THE GENUINE—KNOW WHAT YOU BUY—BUILD WITH ORO-TONE.

ORO-TONE for a better tone
Merchandise
ORO-TONE Factory
Protect You Absolutely!

No. 24 “Chiefton” Reproducer
Illustrated at upper right. A remarkable reproducer that has a rich, attractive appearance. Its performance is thrillingly genuine and accurate. At its low price, it cannot be equalled for it is made in a typical high-quality ORO-TONE way. Fits old style Victor, D-1, F-1, No. 88 and all tone arms with standard size connections.

No. 24, Chiefton Reproducer with duro-alloy metal diaphragm, Nickel:
Finish, List Price ...........................................$3.00
Gold or Oxidized Finish, List Price .............................5.00

No. 94 Extra Loud “Imperial” Oro-Phone
Illustrated at right center. Fits old style Victor, D-1, F-1, No. 88, and all tone arms with standard size connections. Produces a tremendous volume. Develops deep, rich tones and high clear notes with equal excellence. A remarkable reproducer.

No. 94, Imperial Reproducer with floating metal diaphragm, Nickel:
Finish, List Price ...............................................$5.00
Gold or Oxidized Finish, List Price ...............................7.50

No. 90 “Military” Oro-Phone Reproducer
Illustrated at lower right. Fits old style Victor, D-1, F-1, No. 88, and all tone arms with standard size connections. The No. 90 produces extreme volume with excellent detail on high, medium, and the lowest bass notes. The tone is powerful but never shrill. This model is considered the finest reproducer made for reproducing both volume and the original rendition.

No. 90, Military Reproducer with Oro-alloy metal diaphragm, Nickel:
Finish, List Price ..............................................$7.50
Gold or Oxidized Finish, List Price .............................10.00

No. 0-76 Original Oro-Phone Reproducer
Illustrated at bottom. Fits old style Victor, D-1, F-1, No. 88, and all tone arms with standard size connections. Not as loud as the Military Reproducer, but producing a liquid, mellow tone that is a delight to lovers of real music. The No. 0-76 was the first reproducer developing the new, deep tones. It was months ahead of any competition—first, and permanent. We maintain that it is the finest reproducer made for the reproduction of sweet, full-throated music.

No. 0-76, Original Oro-Phone, Nickel Finish, List Price ...........................................................$7.50
Gold or Oxidized Finish, List Price ..............................10.00

Sell the tone arm with the reproducer!
The combination dresses up and brings that new tone to old phonographs. It brings new profits to you—easy profits—and satisfaction to the buyer. Samples will be promptly forwarded on approval to responsible manufacturers, jobbers and dealers. Mail your order today?

THE ORO-TONE COMPANY
1010 George Street, Chicago, Ill., U. S. A.
Successful Merchant
Urges Planning for the Future

By Philip T. Clay

A GREAT many of the talking machine dealers of to-day are trying to sell merchandise without understanding the merchandise which they are selling. I see that the title assigned to me is: "The Talking Machine and Its Future—a Prediction." I think that I shall reverse this title and speak of the future first. The past is gone. We need not worry about that. We can anticipate the future, and in order to prepare for it we must start to work now, in the present.

Research in Sound Reproduction

The General Electric Co., the American Tel. & Tel. Co., Westinghouse and all the other large electric manufacturers and radio laboratories are devoting their time and attention at the present time toward research work in sound reproduction. Already the reproduction of sound is out of the hands of the old talking machine dealer and is in the hands of the technical man. What did the old dealer know of radio frequency, audio frequency, cycles and other terms by which sound and light are measured? He knew nothing and cared less. He put a record on his talking machine and it made a noise, which was satisfactory to him and the public because it was in the nature of a phenomenon that such a thing could be done. How it was accomplished and why was of no interest to him. The manufacturers advertised their product, and the dealer and jobber advertised, and the customer came in and purchased it. He knew that it was a business. When the realm of radio frequency was developed, so that the so-called wireless which he thought was merely a method of telegraphy became a method of sound reproduction. The boys at school learned a smattering of this and the manufacturers made kits and sent out directions by which these amateurs could assemble radio-receiving sets and the phenomenon of hearing sounds coming over the air, even if only through ear-phones, was most exciting and interesting. As the research laboratories at the great electrical companies delved further into this new discovery, the amateur fell by the wayside. He was not prepared to advance with the development of scientific research and the manufacture of receiving sets became a highly specialized and technical business. With that development there was created in the minds of the listening public a desire for a more faithful reproduction of sound.

Talking Moving Pictures

I cannot speak intelligently of other talking machines than the Victor, because it is the only one with which I am familiar, so you will pardon me if I use that now and then as an illustration. You no doubt have read in the papers recently that the General Electric Co. had demonstrated a moving picture machine that would display a picture, and the same film that displayed the picture would reproduce sound waves, so that there was developed a talking moving picture. It was figured and has been predicted that eventually this would be in use in all moving picture houses and that all films would be reproduced in this manner. This is done by transferring light waves to sound waves, a technical process that I do not propose to go into. But if light or sound waves can be transferred into sound, just so can sound waves be transferred into light or pictures. The two are opposites of each other, that is, sound waves and light waves follow the same lines exactly. Therefore, it is a very easy thing to predict that one of the developments of the future will be a combination talking machine and moving picture, which will be done by mechanical means off the same record. Electrons will start their activities and you will find yourself selling a combination machine, and I do not believe that this is a development of the far future.

Ten Numbers on a Record

About the highest vibration or frequency that the human ear can absorb is 10,000 frequencies. There are tones and sounds that will go as high as 17,000. This is used by the Telephone Co. to-day and they go through a process of what they call reversing them. In other words, when you telephone from here to London, you are standing on your head when you talk. The Telephone Co. can send ten messages over one wire. The reason that they can is because in each one of these ten messages it has its impulse in a different number of vibrations per second and continues that across the wire, not interfering with the others of different wave lengths. If that is true of the same thing can be equally true of a record. You will see a record with ten pieces on the same record, each one with a different frequency. This can only be reproduced, however, through a machine with transformers, generators and tubes, and what do you know about them? Are you preparing for this development? If you do not prepare for this and know the merchandise you are selling, you will find that the talking machine business will drift away from the music merchant and will be in the hands of the highly specialized electrical man, who concentrates upon the reproduction of sound.

Sell the Public What They Want

A man said to me the other day: "Music is the easiest thing in the world to sell." Music is just as necessary to the human life as food and water. I, therefore, agree with my friend that music is the easiest thing in the world to sell, but I don't say that any particular kind of music is the easiest thing in the world to sell. You must give the public the kind of music that they desire. You cannot sell a girl a saxophone when she wants to hear a ukulele. You have to give the public what the public wants, and you must be equipped to give it to them. How is the music merchant going to be equipped to accomplish this? By learning his merchandise, by anticipating the wants of the public. If you are going to be a successful merchant in your community, you must at least be on equal terms with your competitor. You must give the public the service that they are entitled to. When you have spent your money in advertising, and the manufacturer has spent his, you have brought in the customer into your store and have told him what a talking machine will do, you must be in a position to maintain live up to your promises and function that same way in the customer's home. The customer doesn't know anything about frequency.
Valley Forge = V. F.

The initials V. F. on talking machine main springs represent years of conscientious effort to give our customers the best product possible.

V. F. on main springs indicate that it is always the best — no effort is ever made to lower quality but —

Skill and experience abounds in our organization directed to maintain the enviable position we have attained — unbeatable!

Valley Forge is the trade mark to remember when trustworthy replacement materials are required.

730 Market Street
Philadelphia, U. S. A.
A Successful Merchant Urges Planning Ahead

(Continued from page 26)

Harry E. Sherwin, Veteran Director of Sales Policies in the Radio Industry, Has Assumed Important New Post

Harry E. Sherwin, a veteran sales executive, with a record of six years as a director of sales policies in the radio industry, has been named general sales manager of the Crosley Radio Corp., succeeding Walter D. Fulghum.

Mr. Sherwin launched out on his sales career in 1922 after he had served in Cuba and the Philippine Islands in the military service of the United States. His first sales connection was in the capacity of cub salesman for the Ingersoll Watch Co. In 1910 he was European sales manager with offices in London. Later he became affiliated as sales manager with the A. C. Gilbert organization, manufacturer of toys and electrical appliances. During the World War Mr. Sherwin served in the Intelligence Department of the A. E. F. He was attracted by the possibilities of the radio industry shortly after his return from the war, and he joined the forces of the F. A. D. Andrea Co. Later he became sales and advertising manager of the Garod Corp.

Mr. Sherwin already has assumed his duties with the Crosley Corp., which include the responsibility of directing a large force of salesmen.

Frank D. Scott Legal Representative of R. M. A.

The boards of directors of the Radio Manufacturers Association and the National Association of Broadcasters recently voted to appoint Frank D. Scott as the Washington, D. C., legal representative of the organizations. Mr. Scott retired from Congress on March 4, after serving for twelve years as Congressman from Michigan. During recent years Mr. Scott was chairman of the Merchant Marine & Fisheries Committee of the House, which Committee has had charge of radio legislation. He has taken a leading part in the preparation and passage of the present radio law and with his experience is extremely well qualified to represent the above-mentioned associations and their members.

Record Plant in Melbourne

The establishment in Melbourne, Australia, of a factory for the electrical recording of musical and elocutionary performances and for the pressing of record discs is reported to be under consideration, according to advice to the Department of Commerce from Assistant Trade Commissioner J. B. Foster, who is stationed at Melbourne.

April, 1927

THE TALKING MACHINE WORLD

27

A Complete List of Distributors

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

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

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

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

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

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

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

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

STERLING ROLL AND RECORD COMPANY
137 W. 41st St., Cincinnati, Ohio

OHIO SALES & SUPPLY CO.
1231 Superior Ave., Cleveland, Ohio

L. D. HEATER
46954 Washington St., Portland, Ore.

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

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

JAMES K. POLK, INC.
811 West Broad St., Richmond, Va.
The Market Is Actually There

For many years we have heard with great regularity the cry that the talking machine has reached the point of saturation so far as public consumption is concerned. We have been told of the millions of machines and records in the homes and of the various types, or with combination phonographs and one million to be supplied with talking machines and records of lines.

The actual results, however. The extent of the survey will be realized when it is stated that 1.839,313 families in 1,157 communities of various sizes report having from one to twenty-four million remaining homes in this great country of ours regarding which no reports have been made.

It might be well for dealers to study carefully the chart on Page 10 of this issue, for it will show them many things. First, that in many communities phonographs are considered quite as important as the telephone, as evidenced by the fact that these homes are thus equipped. It will show also that in the larger cities the phonograph is more general than the automobile, although it would be hard for the man who dodges taxicabs and private cars all day in the streets to concede that.

The survey shows among other things that a big market for instruments of the phonograph type lies in the communities of less than 100,000. In towns of 10,000, for instance, only 34 per cent own phonographs, which means that 66 per cent are still to be supplied. Let the dealer who feels that his field is limited take heart and study the chart. Find out in what particular population class his territory belongs and then see how his average of sales and of prospects compares with that shown in the survey.

A Great Movement for Better Music

BEETHOVEN Week has come and gone, and it is doubtful if it to a composer at any time has such national or international tribute been paid as was accorded this great symphonic master during the week of March 21. The pulpit, the press, educators, music lovers and the public generally took part in the observance of the centennial of the death of Beethoven, and such was the character of the programs that the event actually became a tremendous movement for the more general appreciation of the good things in music.

To the officials of the Columbia Phonograph Co. is due the bulk of the credit for the success of Beethoven Week, for the company sponsored the movement and expended a tremendous amount of effort and money to carry it through to a successful conclusion. Months were spent in the preparation and arrangement of the preliminaries, and later in the organizing of national and local committees and mapping out programs. The importance of the celebration and what it meant to music in the eyes of those closely associated with the art can be no better indicated than by a study of the personnel of the Advisory Committee in charge of Beethoven Week, headed by George Eastman as its chairman. There have been other weeks of celebration of notable events in and out of the trade, but few have received such general recognition and won such widespread co-operation as has Beethoven Week. Throughout the country concerts and recitals of Beethoven music, accompanied by appropriate talks and lectures, were given. Apart from the great recordings by famous orchestras, radio was pressed into service to carry the message to the far corners, and a surprisingly large number of retail music houses sensed the significance of the occasion, and gave earnest attention to the arrangement of effective window displays for the Week, and to newspaper advertising supporting the general plan.

Commercialism was eliminated as far as possible from the celebration and, from a dollars and cents standpoint, the immediate results will unquestionably show a loss. The actual results, however, will come in the future, and the Columbia Co., together with everyone else interested directly or indirectly in music or musical instruments, will be the greater through the creation of a wider interest...
in and a greater appreciation of Beethoven's works and the works of other classical composers.

The sponsors of Beethoven Week have acquitted themselves with credit and honor and they, together with those who participated in the celebration, are to be congratulated upon its success.

The Matter of Radio Control

THE Federal Radio Commission, empowered by the last Congress to clear up the chaotic condition in the broadcasting situation, is now actually in existence and functioning, slowly to be sure but carefully, and so far as can be seen, wisely and along the right lines.

The Commission evidently is playing with no particular fact. It is seeking the best advice that can be given by all those interested, whether they be broadcasters, manufacturers of radio apparatus, or the general radio public, those who listen in regularly and who are very deeply interested in the movement that will insure them satisfactory reception without interference.

The Commission faces a great problem, for at best any adjustment of the broadcasting situation, whether it results in a widening of the program wave band or not, will mean the ultimate elimination of several hundred existing stations, and, quite properly, the dashing of the hopes of some other hundreds of prospective broadcasters who have been seeking places in the air. To bring about this adjustment in all fairness to those concerned will require a comprehensive knowledge of the situation and a vast amount of diplomacy, unless we are to expect a knock-down-and-drag-out fight in the courts.

The Commission has conferred, and is conferring, with the broadcasters, and with representatives of the manufacturers, and has published it widely that "the man with a two-cent postage stamp," in other words, the radio fan without direct Washington connections, can make suggestions through the mails. It is this broad spirit that will help to simplify the problem.

Spasmodic Ordering Cramps Business

THE question of hand-to-mouth buying on the part of retailers is not in any sense confined to the talking machine trade or to the music trade generally, but has developed to such an extent in all lines of business that banking and financial interests and those agencies having to do with surveys of the nation's business have seen fit during the past year or so to make special note of this tendency and of the various evils attendant upon it.

On the face of it, it would seem as though hand-to-mouth buying might protect the dealer from overstocking, but not only places an unfair burden upon the wholesaler and the manufacturer—a burden that the retailer should be wholly bound to shirk—but proves a handicap to the industry by cramping manufacturing operations. It is only by anticipating future requirements that large factories such as the Victor Co., for instance, can operate on a substantial basis throughout the year, keeping a skilled organization intact, and by steady production effecting those savings in manufacturing costs that make possible interesting prices.

Spasmodic buying means spasmodic manufacturing, and spasmodic manufacturing means higher costs and, all too frequently, inferior workmanship, brought about through the hasty recruiting of untrained workmen to meet a peak season demand. It is a business problem that deserves earnest consideration.

Meeting the Radio Service Problem

A CAREFUL survey of the manner in which radio service is handled by retailers in various sections of the country indicates strongly that the seriousness of the problem is in direct ratio to the individual dealer's willingness or ability to face competition with a policy that is fixed but is, at the same time, logical. When the average retailer of radio comes to a realization of the fact that the volume of sales does not in any sense indicate profit, just so soon will he come to a proper understanding of how this service angle must be treated.

A well-known Eastern concern found that with free installation and a certain amount of free service a large volume of business was not showing a satisfactory net profit. When free service was discontinued and a direct charge of $10 made for installation, 25 per cent of the business went to competitors, but the remaining 75 per cent produced a profit that was worth while.

The number of dealers who offer free service for any given period after an instrument is installed in the home and accepted as satisfactory is steadily on the decrease, and there is likewise a substantial increase in the number of those who feel that the complete sale is made in the store and that the customer should pay for the installation even though that practice is not yet common.

The radio service problem, as do many other problems in the retail music field, revolves around the question of whether the individual dealer is in business to make money or simply to meet competition. The answer rests with the dealer himself.

OCTACONE

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.
Keep Your "Silent Salesman" on the Job

Window Displays Are a Real Selling Force—Some Practical Hints on Display That You Can Use to Create Windows That Make Sales

By L. C. Lincoln

"It may seem trite to remark that windows attractively dressed bring real business to the store," said L. C. Lincoln, advertising manager for Fada Radio, after looking over a few hundred photographs submitted in a window contest. "But too much attention cannot be paid to this phase of retailing and those merchants who use their windows persistently report very pleasing returns in profits."

"Window dressing is a science, yet one does not have to go to college four years to learn how to make an effective display. Good taste and a due sense of proportion, keeping in mind certain fundamentals, will give a willing worker a good start in the right direction."

Applying Few Rules to Radio

Out of years of experience in dealing with retailers in the musical instrument field and with the possibilities of window dressing through close contact with Fada franchised dealers, Mr. Lincoln has boiled down window trimming advice for radio dealers about as follows:

Next to wood paneling, velvet is one of the richest backgrounds for a window.

Floor lamps give a homelike touch.

If your window space permits, use actual furniture occasionally and a rug or two, with flowers on the table, to show how a radio receiver looks in home surroundings.

Use plenty of light with the modern type of reflectors, to keep as much of the light inside your window as possible.

Paste the current day's program or the program for the week on your window. A suggested line to compel action: "You have to buy a radio only once. After that, programs like these are free every night. Come in and talk it over with us."

It is important that windows be kept clean. Though an obvious necessity, this is not always done.

If price cards are used have them clear and easy to read. State on the price card whether the figure named includes accessories and installation or not.

Windows should be changed once a week every week in the year. The result of this regular practice is that the passerby learns to expect a change from week to week and looks for it as he goes by and will stop to see what new and different things you may have to offer.

Dramatize your windows when you can. Holidays, notably Thanksgiving, Christmas, etc., are occasions when special appeal can be made in windows by the talking machine dealers.

"Don't forget to cash in on the perennial crop of June brides—and their hubbies, who foot the bills. A trim that always, with variations, is successful for radio for that happy season is to place a set in the window, tie it with white, wide, silk ribbon with a large bow and place before it a bridal wreath or bouquet with a few sprays of orange blossoms. The association with the old home, artfully done, is really very effective."

The comparison idea—in radio, for instance, by taking an old model set, factory- or home-built receiver, and placing it alongside one of the latest models with the legend "Radio four years ago and now"—will work well in trims.

Points to Remember on Radio Points garnered out of a recent analysis of a large number of window trims have been summarized by Mr. Lincoln in a manner that will be helpful to all dealers.

"Never forget," said Mr. Lincoln, "the casual passerby has to see clearly and in detail any merchandise in the window before he can possibly be interested in it. In a recent prize-winning window one of the strong points was that the dealer related a cheeses rum and took off one of the shields so that the construction and individual stage shielding were very clearly shown. Showing publicly how a receiver is made, and in this manner, always creates a favorable impression."

"Radio displays, and this holds true for all window displays, should neither be too crowded nor too much spread out. Tying in the display with the manufacturer's special posters is, of course, desirable. Handling this feature properly, as with the display of the dealer's franchise certificate, is a part of the deftness in rightly placing all articles in the window to advantage."

"Use of streamers is advocated in many cases for explanatory purposes. Catalogs and folders can also be placed in such manner as to carry the suggestion that, even if the prospect is not ready to buy or has no time for an immediate demonstration of a receiver, he can stop in and quickly get information by this means. Where possible, avoid placing speakers on top of sets. Sometimes this is unavoidable, due to the size of a window."

"Working out a good local slogan to identify the dealer with the line in the window is often the means of bringing home the story. For instance, Zeitler Piano Co., of Chicago, had this line in a recent window trim: 'Works When Company Comes.' Well, everybody would remember that line, for many have had sad experiences brought to mind by this clever line."

"It would be impossible to go into all details of window trimming in a brief statement of this sort. Here is one phase of merchandising where, practically speaking, every retailer is on the same footing."

Televocal QUALITY TUBES

Dependable and a Technical Triumph

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

DEALERS AND JOBBERS

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

Televocal Corp.,
67 A FIFTH AVE. — NEW YORK

Dealer's Name
City State

Jobber's Name
City State
The JUNIOR CONE is the Outstanding Speaker for 1927

UTHA RADIO PRODUCTS CO., 1615 S. MICHIGAN AVE., CHICAGO


Each One Guaranteed
E. E. Shumaker Analyzes the Fallacy Underlying Hand-to-Mouth Buying Policy

President of the Victor Talking Machine Co., in Article in "Printers' Ink," Finds It Advantageous to Neither the Dealer Nor the Manufacturer

The World takes much pleasure in reproducing herewith an excellent article on "Some Fallacies of Hand-to-Mouth Buying," contributed to a recent issue of "Printers' Ink," by E. E. Shumaker, president of the Victor Talking Machine Co. The comments presented by Mr. Shumaker are so well founded that they might be studied with great profit by many members of the retail trade.-Extron.

HAND-TO-MOUTH buying, like any other kind of buying, is satisfactory to everybody when business is good, and in industries where consumption remains pretty well on an even keel. But this is a condition which does not often exist.

So we give it as our opinion that hand-to-mouth buying is, in general, a good policy for neither the dealer nor the manufacturer.

But at that, with all its faults and dangers, it is a better system than indiscriminate or un-intelligent buying. For that leads to over-stocking, causing the very condition which could be overcome by intelligent buying for stock; that is, buying for stock during the manufacturer's slack periods for the purpose of helping the producer level his peaks.

Effect of Hand-to-Mouth Buying

In our industry, Fall and Winter are our biggest seasons and our factory capacity is hardly ever adequate during this period to take care of the demand. During the late Spring and Summer, the condition is reversed.

Therefore, if our dealers followed the hand-to-mouth buying policy, we would probably be obliged to curtail operations during the Summer and then not be nearly able to supply the demand during the Fall and Winter. On the other hand, if the dealer bought intelligently for stock during the Summer, he would not only help us to straighten our productive curve and thus maintain our organization, but he would be better able to supply his demand during the Fall and Winter.

It might be argued that the manufacturer could perform the function and carry the burden of producing stock during his slack periods in anticipation of the peak demands. But where the manufacturer's ratio to volume of business done is relatively small, he cannot and should not be expected to do so.

Manufacturer as a Warehouse

If it should become necessary, generally speaking, to do this, it is quite conceivable that many manufacturers would find their profits vanishing. In other words, if the manufacturer must function as a warehouse from which the trade may draw merchandise at will, the trade will have to operate on a smaller margin of profit or the selling price of the merchandise must be advanced.

As we see it, hand-to-mouth buying could only be carried on satisfactorily if the wholesaler and retailer were willing to operate on a smaller margin of profit. If jobbers and dealers decide not to carry any stocks, they must have, somewhere, an inexhaustible supply to draw on if they are to supply the demands upon them at all times. Who can expect a manufacturer to pay someone to assume a burden, and it is necessary that they do carry a substantial stock so that the entire burden will not be placed upon the manufacturer.

When a nationally advertised product is distributed through wholesaler and retailer organizations which are allowed a substantial margin to carry on their business, it is expected, and it is necessary that they do carry a substantial stock so that the entire burden will not be placed upon the manufacturer.

It is much more difficult for a manufacturer, located in one part of the country, to estimate accurately what the national consumption of his product might be five or six months hence than it is for thousands of dealers to estimate their own individual or future requirements.

Deprived of this assistance, the result will probably be a tremendous over-production or a tremendous shortage. Even with the combined merchandising brains of the manufacturer, wholesaler and retailer being brought to bear on the problem of what production for the future should be, serious mistakes are made.

It is, therefore, quite clear to us that for the dealer’s own good he should never put himself in the position of not being obliged to plan for himself, or relieved of all responsibility other than simply making sales.

Sch rerling Sales Offices in Boston and Chicago

W. E. Nourse Named as Manager of Boston Office—A. E. Simon in Charge of the Chicago Headquarters—Widely Experienced

Direct factory sales offices of the Scherling Products Corp., radio tube manufacturer, Newark, N. J., have been established in Boston, Mass., and Chicago, III. W. E. Nourse, well known in New England radio circles, is manager of the Boston office. A. E. Simon, who has had extensive experience in radio merchandising in the Middle West, is in charge of the Chicago office.

Edward Eagle in Europe in Interest of Gold Seal Tubes

Edward Eagle, vice-president and general sales manager of the Gold Seal Electrical Co., Inc., is undertaking an extended European trip for the purpose of completing arrangements for the distribution of Gold Seal tubes there. Mr. Eagle expects to establish distributing connections in England, France, Germany, Holland and Scandinavian countries.

Celebrates Anniversary

Its forty-fifth anniversary is now being celebrated by the Will A. Watkin Co., of Dallas, Tex., one of the best-known music houses in the Southwest. The firm is an RCA authorized dealer. Both Will A. Watkin, head of the organization, and Robert N. Watkin, junior member and ex-president of the National Association of Music Merchants, have long been active in the music industry.
The most profitable franchise in Radio

Progressive Merchants, everywhere:

We are presenting hereewith information which is of

Greatest Radio

World's most astounding radio in a ruggedly constructed genuine mahogany cabinet. Model 7-F-1...

Six tubes ~ One Control

CHAS. FRESHMAN COMPANY, Inc.

Freshman Bldg., New York
2625 W. Washington Blvd., Chicago
800 N. Spring St., Los Angeles, Cal.

All Freshman Products will be dis-

played at the Radio Trade Show—Hotel
Stevens, Chicago—June 13-18

World's most astounding radio in a ruggedly constructed genuine mahogany cabinet. Model 7-F-2...

World's most astounding radio in a ruggedly constructed genuine mahogany cabinet. Model 7-F-3...

World's most astounding radio in a ruggedly constructed genuine mahogany cabinet. Model 7-F-4...

World's most astounding radio in a ruggedly constructed genuine mahogany cabinet. Model 7-F-5...

World's most astounding radio in a ruggedly constructed genuine mahogany cabinet. Model 7-F-6...

World's most astounding radio in a ruggedly constructed genuine mahogany cabinet. Model 7-F-7...

World's most astounding radio in a ruggedly constructed genuine mahogany cabinet. Model 7-F-8...

World's most astounding radio in a ruggedly constructed genuine mahogany cabinet. Model 7-F-9...

World's most astounding radio in a ruggedly constructed genuine mahogany cabinet. Model 7-F-10...

World's most astounding radio in a ruggedly constructed genuine mahogany cabinet. Model 7-F-11...

World's most astounding radio in a ruggedly constructed genuine mahogany cabinet. Model 7-F-12...

World's most astounding radio in a ruggedly constructed genuine mahogany cabinet. Model 7-F-13...

World's most astounding radio in a ruggedly constructed genuine mahogany cabinet. Model 7-F-14...

World's most astounding radio in a ruggedly constructed genuine mahogany cabinet. Model 7-F-15...

World's most astounding radio in a ruggedly constructed genuine mahogany cabinet. Model 7-F-16...

World's most astounding radio in a ruggedly constructed genuine mahogany cabinet. Model 7-F-17...

World's most astounding radio in a ruggedly constructed genuine mahogany cabinet. Model 7-F-18...

World's most astounding radio in a ruggedly constructed genuine mahogany cabinet. Model 7-F-19...

World's most astounding radio in a ruggedly constructed genuine mahogany cabinet. Model 7-F-20...

World's most astounding radio in a ruggedly constructed genuine mahogany cabinet. Model 7-F-21...

World's most astounding radio in a ruggedly constructed genuine mahogany cabinet. Model 7-F-22...

World's most astounding radio in a ruggedly constructed genuine mahogany cabinet. Model 7-F-23...

World's most astounding radio in a ruggedly constructed genuine mahogany cabinet. Model 7-F-24...

World's most astounding radio in a ruggedly constructed genuine mahogany cabinet. Model 7-F-25...

World's most astounding radio in a ruggedly constructed genuine mahogany cabinet. Model 7-F-26...

World's most astounding radio in a ruggedly constructed genuine mahogany cabinet. Model 7-F-27...

World's most astounding radio in a ruggedly constructed genuine mahogany cabinet. Model 7-F-28...

World's most astounding radio in a ruggedly constructed genuine mahogany cabinet. Model 7-F-29...

World's most astounding radio in a ruggedly constructed genuine mahogany cabinet. Model 7-F-30...

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World's most astounding radio in a ruggedly constructed genuine mahogany cabinet. Model 7-F-100...
Distributors of New Gennett Records Appointed

Many New Wholesale Connections Made by Starr Piano Co. for Distribution of New Gennett Electrobeam Recordings

RICHMOND, Va., April 3—Since the introduction of the Gennett Electrobeam records by the Starr Piano Co., some two months ago, there has been a steady demand from the trade throughout the country for the agency for the records. The public demand for the recordings has been so great that not only dealers but many distributors have written the Starr organization, requesting the representation for the territory which they serve. Numerous connections have been established, among which are the Northwestern Phonograph Supply Co., St. Paul, Minn.; James Cowan Co., Inc., Richmond, Va.; Aluminum Specialty Co., Atlanta, Ga.; Southern Aluminum Co., New Orleans, La.; Elion Bros., El Paso, Tex., and the Cole & Dunas Music Co., Chicago, Ill.

These distributors are putting strong efforts behind the Gennett recordings and are planning and staging sales campaigns which have proved extremely successful, as is evidenced by the fact that day and night shifts are working constantly at the Starr factory to keep up with the demand.

Harry Bernstein, of the Northwestern Phonograph Supply Co., immediately after being appointed distributor, arranged to have records made by the most prominent and popular artists of St. Paul and Minneapolis, and he is experiencing wonderful success with the finished records.

Latour Corp. Campaign Outlines Patent Plans

Leading Firms in Radio Industry Have Acquired Licenses Permitting Use of the Inventions of Marius C. A. Latour

The Latour Corp., owners of the patents and inventions of Professor Marius C. A. Latour, has forwarded to the trade and other interested members of the radio industry, together with a series of trade paper advertisements, an outline of some of its plans and arrangements for the use of its patents. At the same time it calls attention to the particular patents of which the Latour Corp. is the owner and thus further places its position and plans before the industry.

In the announcement it is stated: "Among those who have already acquiesced in and acknowledged the patent rights of Latour by acquiring simple non-transferable licenses are the American Telephone & Telegraph Co., the Western Electric Co., and the Radio Corp. of America."

In addition to the patents covering the inventions of Prof. Latour, the corporation in its notice to the radio trade also states that it is the owner of two patents issued to Messrs. Brillouin and Beauvais.


Perryman Tubes Featured in New Dealer Helps

Window Streamers and Cards, Counter Cards and Other Attractive Material Emphasizing Merits of Line Are Announced

An attractive line of dealer help material, strikingly lithographed in six colors, has been prepared by the Perryman Electric Co., Inc., New York. These displays consist of window streamers, window cards, counter cards and individual pieces. In addition to the complete lithography the bulbs of the Perryman tubes illustrated have been silvered to give a natural effect. The counter cards are equipped with a special envelope for the radio tubes, thus making a permanent display.

Three points of superiority of Perryman tubes are stressed throughout in this display material. They are the Perryman patented bridge, said to eliminate injurious effect of jolts and jars; the Perryman tension springs, designed to allow for expansion and contraction due to changes in temperature when the filament is heated, and the Perryman double filament, which is claimed to double the area of the electron emission, increase the efficiency and lengthen the life of the tube. The well-known guarantee, signed by George H. Perryman, which goes with each Perryman tube, is also strongly featured.

Issues 1927 Catalog

The Stromberg-Carlson Tel. Mfg. Co. has just issued its 1927 catalog, which is being sent out to its clients. While the bulk of the catalog, which contains 260 pages, is given over to descriptions and prices of telephone and switchboard equipment, ten full pages are devoted entirely to radio receivers and accessories. The complete Stromberg-Carlson line includes five and six-tube receivers, full socket power equipment, speakers, headphones and other radio accessories. The new volume is handsomely printed with cover in cloth and gold.

Marketing a Device to Improve Phonograph Tone

American Bosch Magneto Corp., Springfield, Mass., Announces "Recreator"—Designed to Improve Tone of Old Type Phonographs

A simple device, designed to operate old type phonographs with an improved tone quality, has been announced to the trade by the American Bosch Magneto Corp., Springfield, Mass. This is the Bosch Recreator, which reproduces electrically the music from the phonograph records through the radio receiver. It requires no batteries of its own, since it is designed to use those of the radio set. The Bosch Recreator is used instead of the phonograph tone arm, carrying the reproducing electrical from the phonograph record to the detector socket of the radio set, and the music is reproduced through the radio set and the speaker. A volume control is provided. This device is distinctive in design and attractively finished in brouse.

Pacific Radio Trade Assn. Has Interesting Meeting

SAN FRANCISCO, CAL., April 4—The best attended and most interesting meeting of the Pacific Radio Trade Association was held last month and about 250 radio men enjoyed a fine program. The principal speaker was George McClelland, vice-president and general manager of the National Broadcasting Co., who was introduced by G. Harold Porter, Pacific Coast manager of the Radio Corp. of America. Among the guests was Colonel Dillon, recently appointed member of the Federal Radio Commission. The radio show committee reported that 80 per cent of the show space has been sold without solicitation.
No Tubes Necessary!

And now we introduce the New Melofonic Cabinet Speaker Model LB! It embodies the finest acoustical principles used by the leading phonograph manufacturers. Yet it is a cone operated speaker with 14 inches of surface drive and eight cubic feet of tone chamber. This model will unquestionably appeal to those who seek depth in tone without sacrificing high pitch range. Finished in English Two-Tone Brown Mahogany. 20 foot speaker cord. Size 38 3/4-in. high, 18-in. wide, 18-in. deep.

LIST PRICE $65.00
MODEL LB
Licensed and Manufactured Under U. S. Patent 1414801
Other Patents Pending

"Best by Comparative Test!"

Acoustical Amplification

Hear the Melofonic Model M Speaker and you will immediately recognize why we say: "Best by Comparative Test! It STANDS UP under high voltages—will not rattle no matter how much power you give it. There's a big need for the Melofonic —TODAY!"

Finished in High Polished Walnut, Brown and Gold Burtex diaphragm. Size 18 3/4-in. in diameter.

LIST PRICE $28.50
MODEL M

The New Melofonic Radio Speakers

PROGRESSIVE MUSICAL INSTRUMENT CORP.
319 Sixth Avenue, New York City
The Talking Machine World, New York, April, 1927

**Again—the big season for**

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Unmatched in value—unequalled in efficiency and beauty—that is why they constitute the most important portable phonograph group in the industry.

Display and demonstrate this line—it will sell itself.
Your nearest distributor will give you immediate service.

---

**The PLAZA MUSIC CO.**

10 West 20th St., New York
The Fine-Arts Micro-Phonic Table Phonograph

A remarkable instrument designed on the new improved sound reproduction principles. Its Micro-phonie tone arm, reproducer, and four-foot sound chamber offer volume and tone quality which are truly amazing — perfectly flawless. You will hear the finely vibrant beauty of chimes and bells — the highest treble of the piccolo and flute, down the entire musical instrument family to the deepest bass of the tuba and the roll of the drums.

It is beautiful to look at too — smartly designed and richly finished in duotone mahogany. Yet the price is only $40 retail.

The important point is to get started quickly and take full advantage of the large demand for this new type of table phonograph. Order a sample today.

PLAZA MUSIC COMPANY
10 West 20th St., New York
Interesting Events of the Trade in Pictures

Above: A view of the great crowd that gathered in Canal street, New Orleans, to hear the Giant Victorola that played constantly during the Carnival. Victor dealers sponsored the event. The same huge Victor instrument was played at the Philadelphia Sesqui-Centennial, where it was heard by visitors from all parts of the country, as well as by many who passed by to visit the Sesqui from distant lands.

Left: Tieup with theatre by Select Furniture Co., Scranton, Pa., when Nick Lucas, Brunswick artist, visited that city.

Above: Capt. Gray, of Scott Field, Mineola, N. Y., just before a balloon flight in which he ascended 27,800 feet. In the foreground is Atwater Kent one-dial set used to chart course while aloft and to conduct experiments in radio reception at a great altitude.


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Right: Canadian National Railways parlor car equipped with Brande headphones and radio speakers.

Left: Stromberg-Carlson display of Schultsstrom Radio Co. Note effective use of dealer help and the simplicity of the window display itself.

Above: Wm. L. Jacoby, who was elected president of the Kellogg Switchboard & Supply Co. last month. Mr. Jacoby is a man of wide experience in banking, financial and engineering.
Announcing for 1927

An Amazing Achievement!

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

The famous ULTRA (phonic) Reproducer

The Standard by which all reproducers are judged and valued!

Five Models of Twelve

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

PLAYER-TONE TALKING MACHINE CO.

Office and Sales Rooms: 632 Grant St., Pittsburgh, Pa.
Every ULTRA automatically sealed to the tone arm—

This is only one of the scores of scientific achievements responsible for the great demand and popularity of ULTRA Reproducers the world over.

The appearance of ULTRA may be copied — but, the SOUL of ULTRA defies IMITATION — its marvelous performance has never been equalled.

For the QUALITY of ULTRA is not based on its appearance, but on the minute perfection of fine details which spell scientific finesse. These are vital to the fine performance and innate perfection of ULTRA.

One of the many features is the special construction which automatically SEALS the ULTRA to the tone arm, making it acoustically tight—a feature of prime importance to the new electrically cut records.

Yet, this is only one of the great many points of ULTRA superiority—which makes it what it is.

Other important details will be pointed out from time to time

Nothing but extraordinary performance is responsible for the great demand and popularity of ULTRA reproducers.

ULTRA—on a reproducer is like “Sterling on Silver”

The AUDAK COM

Makers of Acoustical and Electrical
The Polyphase
ULTRA $12.50

The Polyphase fills the demand for the last word in reproducers. Everyone knows the big difference in riding qualities of say a Cadillac or a Pierce Arrow at fifty miles an hour as compared against some lower priced car going at the same speed. They both go at the same rate of speed, but the higher priced car glides along apparently without effort or strain or vibration. This is exactly the difference between POLYPHASE and other reproducers. Under all conditions the POLYPHASE is free from strain—from the slightest phonographic trace.

The Singlephase
ULTRA $8.50

is the famous reproducer which reproduces the ringing high notes and the booming bass, with equal fidelity. The brilliance of its performance startled both dealers and public and made it almost overnight an enormous success. It not only brings you a worthwhile profit, but will greatly increase your record sales through its fine reproduction.

The Revelation
ULTRA $5.50

In response to requests from dealers the REVELATION ULTRA has been created. A high type product, at a low price, made of finest quality materials and in the scientifically studied manner for which Audak products are known everywhere.

Your jobber will gladly demonstrate its superiority.

PANY, 565 Fifth Ave., New York City
Apparatus for More Than 10 Years

ULTRA reproducers are the standard by which all reproducers are judged and valued
Beethoven Week Program

Nation-wide observance of memorial of centennial of composer's death—Columbia Phonograph Co. sponsored event that aroused unusual interest

THROUGHOUT the entire world, Saturday, March 26, was set aside as a day during which honor should be paid to the memory of Ludwig van Beethoven, composer. In the United States, through the instrumentality of the Columbia Phonograph Co., the hundredth anniversary of the great composer was observed not by one day's tribute, but by the entire week from March 19 to March 26 which was termed Beethoven Week, and during this period radio concerts of Beethoven music were given, and in schools, churches, libraries and civic centers, exercises were held, lectures were given, concerts were heard and Beethoven exhibits were shown. From coast to coast, in the large cities and in theprairie and mountain sections, Beethoven programs were held, and while these differed in detail, all of them included the reading of the Centennial address, written by Daniel Gregory Mason, of Columbia University; the first performance of Walter Damrosch's ex-planatory record, at the piano, of the Funeral Mass from the Third Symphony, distributed free to schools and civic meetings by the Columbia Phonograph Co.; civic exercises with the reading by mayors of a Beethoven address; sermon on the religious aspects of Beethoven read in the churches, and lectures on Beethoven from material supplied by the national committee.

A glance at the names of the members of the National Advisory Board of Beethoven Week, organized by the Columbia Phonograph Co., indicates the whole-hearted manner in which all types of industry and trade, professions and churches, joined together to make the Beethoven Centennial observance the outstanding musical event of our time.


Millions Hear Opening Ceremonies

The opening ceremonies of the week were held at Carnegie Hall, New York, and were broadcast over a network of twenty-two stations of the National Broadcasting Co., covering the entire United States. The program was a most interesting and varied one, consisting of an explanatory talk on Beethoven's Fifth Symphony by Walter Damrosch, assisted by the Musical Art Quartet, and an address by Dr. John H. Finley on "What Beethoven Meant to Our Civilization." The Beethoven radio hours was broadcast on Saturday, March 26, from Carnegie Hall, on the same circuit, the sponsorship of the Columbia Phonograph Co., and the air audience of millions was advised that they could secure a brochure on the life and works of Beethoven by writing to the station to which they were listening or to Beethoven Week headquarters in New York. Many thousands of listeners asked for and received this beautifully illustrated booklet prepared by experts under the direction of the Columbia Phonograph Co.

Second in importance only to the radio programs were the public and high school observances of Beethoven's death. In 275 cities throughout the country, concerts and lectures were heard treating of different phases of the composer's work and life. Student instrumentalists and the playing of the Columbia Masters' recordings provided the programs. In New York, Dr. George H. Garlan, director of music in the public schools, stated that there were Beethoven programs in every one of the school systems in the state. The music was typical of the manner in which educational authorities throughout the country co-operated with the Advisory Board in making the week one of outstanding success.

A more important part of the Beethoven Week commemoration, programs were the civic concerts which were held in 150 cities throughout the country. In New York the civic concert was held at the Town Hall, with Henry W. Taft presiding. The principal speaker was W. J. Henderson, music editor of the Sun, who delivered an address on "The Living Force of Beethoven." The musical program consisted of selections by the Musical Art Quartet and Elia Abele.

The religious phases of Beethoven's music were treated in sermons and organ recitals on Sunday, March 27. This material was prepared with the co-operation of Cardinal Hayes, Bishop Manning, Dr. Cadman and Rabbi Wise. On Sunday, March 20, a commemorative service was held in the Cathedral of St. John the Divine, New York, at which 3,500 people heard Bishop Manning and Walter Damrosch deliver addresses on Beethoven and the choir sang Beethoven's Mass in C.

Other Features of Beethoven Week

Other features of the week included a reception at the Ambassador Hotel, New York, which was attended by Louis S. Stetson, chairman of the board of the Columbia Phonograph.

PHONOGRAPH CASES

RADIO CASES

Reinforced 3-ply Veneer

PHONOGRAPH CASES

RADIO CASES

Made by Plywood Corporation, Goldsboro, N. C.

Mills in Va., N. C. and S. C.
The New Peerless Portable at $15.00 Retail

The Outstanding Value!
Note Specifications and You'll Agree

1. One Piece Brass Drawn Tone-Arm.
2. New Type Phonic Reproducer with Metal Alloy Diaphragm, giving Wonderful Reproduction.
3. Real Peerless Record Album with Individual Pockets (not a box).

Write for sample and be convinced

PEERLESS ALBUM CO.
638 Broadway—New York City

JUNIOR FLYER MOTORS
Used Exclusively in Above Model

Peerless Portable Phonographs

The

JUNIOR FLYER

Designed and Manufactured by

The General Industries Company
ELYRIA, OHIO
Formerly named The General Phonograph Mfg. Co.

PEERLESS ALBUM COMPANY
PHIL. RAVIS, President
636-638 BROADWAY, NEW YORK
Beethoven Week Programs Throughout Nation

(Continued from page 38)

Co, and members of the Advisory Board, and at which a statement on Beethoven was made by George Antheil, leader of the modernist movement in music. Messages from the governors of the different states were received and read. Typical of the messages read from the state executives was that of Governor Alfred E. Smith, of New York, which read:

"To commemorate a genius of the stature of Beethoven is to increase our stature. His message, like that of Shakespeare, is universal and timeless. It is fitting, therefore, that on the occasion of the Beethoven Centennial we pause to pay our tribute, regardless of our occupations or special interests.

"That you and your committee have arranged to make these tributes of the broadest character in churches, schools, and civic centers is commendable and constructive undertaking. I rejoice that our State is actively participating with Beethoven Sunday in the churches. I am likewise impressed by the solid educational material you are making available to communities and organizations, bearing on the life and works of Beethoven. They should contribute to a broader understanding of his works.

"That Beethoven was a true democrat with high ethical aspirations makes his message vital for our own time."

Governor Bibbs Graves, of Alabama, set aside the week of March 20-26 as Beethoven Week, stating in his proclamation to the people of Alabama:

"Whereas, music has had, next to the teachings of the Church of God, the most universal and civilizing influence upon the people of the world; and

"Whereas, the musical compositions of Ludwig van Beethoven have lived in the hearts and consciences of music lovers of every clime and in all the walks of life for one hundred years and have done so much to promote a love of liberty and a proper sense of individual responsibility and consciousness;

"Now, therefore, I, Bibbs Graves, Governor of the State of Alabama, do hereby designate and in the name of the State of Alabama on this 15th day of March, 1927.

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secondly, to introduce to the general public the music of this great master as reproduced by the electrically recorded Columbia records. To this end the Columbia Centennial Edition of the Masterworks of Beethoven Music was placed on the market just prior to the start of Beethoven Week. A great quantity of tie-up material was sent to Columbia dealers throughout the country so that they could participate and reap the benefits of the invaluable publicity which was given Beethoven activities throughout the week. This material consisted of booklets dealing with the life and works of Beethoven and different aspects of his music; handsome window display material, window posters and interior displays.

Dealers Tied Up With Advertising

The advertisement reproduced in miniature herewith was published in 200 newspapers throughout the country during the week and in practically every instance Columbia dealers, realizing the importance of the movement, inserted co-operative advertisements which invited the public to call at the stores and hear the music of Beethoven without any obligation to buy. It is gratifying also to realize that the efforts put forth by the Columbia Co. secured results in a demand for the recordings of Beethoven music, not only during the period of the observance but up to the present date, the public, initiated into the beauties of Beethoven's art, have been buying consistently.

Take Victrola Inventory

An inventory of Victrola instruments in the stocks of dealers as of March 31 was taken by the Victor Talking Machine Co., so that production plans could be made with relation to outstanding merchandise.

Chester R. Underhill now heads the radio service department of the Pierc Electric Co., Tampa, Fla., R. C. A. distributor.

Power Tubes
MUST Have Power

There's trouble ahead for the dealer who equips a set with a 171 Power Tube and then fails to make sure that the "B" supply actually does deliver the required 180 volts. Ordinary "Eliminators" will not hold up to 180 volts on high current consuming sets. A special "B" supply is vital. The Kellogg "B" Power Unit is made to fill this want.

180 Volts Guaranteed
with 40 Milli-ampere draw
(and 110-Volt A. C. supply)

Here's the "B" supply that will make your high current consuming set perform 100%. How it will cut down your service expense! How it will solve those mysterious complaints that arise when you trust to RATED voltages and fail to check up the "B" supply with a high resistance volt meter, WHEN IN:

DEALERS!

INVESTIGATE!

This matter of equipping your sets with adequate "B" voltage is vital to your business. Look into it at once.

Write for full details.

Kellogg Switchboard & Supply Co.
Dept. 25-94—CHICAGO

Stromberg-Carlson Set
Placed in Atlanta Hotel

Fulton Bros. Electric Co. Makes Sale of Radio Receiver and Five Loud Speakers—Hotel Sales Have a Special Value

ATLANTA, GA., April 6.—A sales outlet for the better grade radio receivers that is frequently overlooked by many dealers is that of hotels, receiver, being placed in the lounge of the hotel, operating five loud speakers in different rooms. The sale was made by the Fulton Bros. Electric Co., authorized Stromberg-Carlson dealer.

Balloonist Uses Atwater Kent Set in Altitude Test

Seven-Tube Receiver With Loop Often Found to Be of Value to Navigators in Determining Location From Station Information

An Atwater Kent radio receiver, Model 32, with seven tubes, single-dial control to which was adapted the loop aerial and loud speaker, was part of the equipment of Capt. Hawthorne C. Gray, of Scott Field, on his recent attempt to break the free balloon altitude record.

The test for radio reception at a high altitude proved an absolute lack of interference and showed the value of a loop set to balloonists, because from the angle of the loop the volume of reception makes it possible for the navigator of the balloon to obtain a true navigational "fix." Norman Brown, of the Brown & Hall Supply Co., Atwater Kent distributor, St. Louis, stated that, although the landing of the balloon cracked the radio set, it was still capable of use. This set has been sent to A. Atwater Kent, who is keenly interested in all forms of aviation.

Poole Piano Co., Inc., Opens

WASHINGTON, D. C., April 5.—The Poole Piano Co., Inc., is opening a new music store here and plans to carry a complete line of talking machines and pianos. W. K. Poole, who was connected with the Arthur Jordan Piano Co. for five years as branch store manager, is president and general manager of the new concern.

The Okay Radio Co., Washington, D. C., reports a brisk demand for Crosley radio sets.
Sacramento Trade Discusses Summer Sales of Radio Sets

Various Speakers Tell How the Movement Can Be Helped Most Effectively—About 200 Dealers and Jobbers Present

SACRAMENTO, CAL., April 2—The Music and Radio Trades Association of Sacramento held a real get-together meeting on Tuesday, March 22. The full membership of the Association was in evidence and there were visitors from Long Beach up to Seattle, in all about two hundred music, radio dealers and jobbers being present.

The meeting was especially called for the purpose of creating Summer sales of radio, with Henry Wolf, the new president, in the chair. He also acted as toastmaster for the evening and introduced the various speakers in a very happy way.

C. H. Brookhagen, managing editor of the Sacramento Union, spoke on the subject, "What ought the broadcasting stations doing? in the Sum- mer months?" From his remarks it is evident there will be hearty support given this move- ment.

George J. Podeyn, vice-president and general manager of the National Broadcasting Co., speaking for G. J. McClelland, had for his subject, "What ought the broadcasting stations doing? to stimulate radio sales for the Sum- mer months?" He pointed out that competitive, now ten times as active as it was ten years ago, the new types of Victor Orthophony have come into the trade arena so convincing as to their merits, musically and structurally, that they have estab- lished a place all their own among the purchas- ing public.

The Grand Piano Co., Bluefield, W. Va., is experiencing considerable success in pushing the Columbia line of Victa-tonal phonographs and New Process Columbia records.

G. Harold Porter, general manager Radio Corporation of America, Pacific Radio Division, spoke on "What should the jobbers do to assist the dealers and to stimulate radio business for the Summer months?" All of the talks were constructive and timely and were keenly en- joyed by those in attendance. It is quite evident that a very strenuous effort will be made to maintain continued interest in radio sales throughout the Summer months. This is a move in the right direction.

Victor Automatic Shown to 300 Dealers in Denver

Retail Trade in Colorado, Wyoming, Utah, Arizona, Nebraska and New Mexico Represented at Demonstration of New Model

DENVER, Col., April 1.—Victor dealers, number- ing three hundred, and hailing from Colorado, Wyoming, Utah, Arizona, Nebraska and New Mexico, gathered in this city recently to hear a demonstration of the new Automatic Orthophonic Victrola, the latest achievement of the Victor Co. The affair was staged in the audi- torium of the Knight-Campbell Music Co., in this city, when Clarence G. Campbell, presi- dent and general manager of the company, de- livered a message from E. E. Shumaker, presi- dent of the Victor Co., in which he pointed out that despite competition, now ten times as active as it was ten years ago, the new types of Victor Orthophony have come into the trade arena so convincing as to their merits, musically and structurally, that they have estab- lished a place all their own among the purchas- ing public.

The Grand Piano Co., Bluefield, W. Va., is experiencing considerable success in pushing the Columbia line of Victa-tonal phonographs and New Process Columbia records.

E. E. Chappell Appointed Manager of Station WHAM


Ernest E. Chappell, who has been director of WFBL Station in Syracuse for more than two years, has resigned to accept appointment as manager of Station WHAM, owned and op- erated by the Storberg-Carlson Telephone Manufacturing Co., Rochester, N. Y. He will assume his new duties as manager of the Rochester Station on April 1.

Mr. Chappell, although a young man, has gained considerable prominence in the radio field. Through his ready grasp of broadcasting problems and the invention of novel ideas, he insured the success of Station WFBL at the beginning of his career. His new position, how- ever, provides for greater opportunities of his abilities.

Plans are now under way and equipment pur- chased whereby WHAM will be operated at 1000 watts beginning September 1. At present it is operated on only 100 watts. Under its new management WHAM will feature concerts by the Rochester Symphony Orchestra, the Rochester Philharmonic, and exten- sive programs originating in the Eastman School of Music, besides programs of a less classic nature.

Window Strip for Fada Trade

A striking window strip, executed in the well- known Fada radio orange and black, is being sent to all Fada dealers. The design is based upon the legend, "You can't hear radio with your eyes; come in and hear Fada harmonized reception with your ears."

Phonographs

Radio Consoles

A Nation-wide Organization to serve you

In the 37 years that Mastercraft products have been on the market, the demand for them has steadily grown, until today they are sold from coast to coast.

Keeping abreast of this steady growth, our distributing organi- zation now covers the key cities of the country, enabling you to get quick service. Make a note of the address of the nearest Mastercraft branch office. It is established to serve you.

New York
250 W. 5th Street

Chicago
Phonographs—450 So. Wabash Ave.
Radio Consoles—1500 Republic Bldg.

Minneapolis
1018 Nicollet Avenue

New Orleans
1046 Camp Street
Export office, 44 Whitehall Street, New York City

Boston
21 West Street

San Francisco
1054 Mission

The WOLF MANUFACTURING INDUSTRIES Quincly, ILL.
New Empironic Drawn Brass Tone Arm

EMPIRONIC

SOUND BOX

and Drawn Brass Tone Arm

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

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

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

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

The Empire Phono Parts Co.

(Founded in 1914)

Wm. J. McNamara, President

10316 MADISON AVENUE

Cleveland

Ohio
The Largest Makers of Portable

The Standard of Value

When you start out to get a portable phonograph, you'll want to get the best.

There are many good "portables" on the market. But just one is found from East to West and from Canada to the Gulf. It is nationally known. It's the standard of value. It sets the pace.

That's the Carryola Master. It is made by the largest manufacturer of portable phonographs in the world. And that means more than you might think.

It means better buying, more efficient production, lower cost to make and to sell. All possible because of volume.

And that means more for the money. A good, hard-headed reason why the Master is accepted everywhere as the standard of portable value.

It explains why it is possible to make a "portable" that plays like the new, larger, and more expensive instruments, is at the same time an ornament to any room, and is strong enough and compact enough to take anywhere. It's the modern musical instrument for the home.

CARRYOLA COMPANY of AMERICA
648 Clinton Street
Milwaukee, Wis.

Just ask your music dealer for a Free Demonstration. Or write us for Free, Illustrated Folder.

CARRYOLA COMPANY of AMERICA
647 Clinton Street
Milwaukee, Wisconsin
It isn’t enough just to hit the ball in golf. The man who gets distance on his drives follows through. He stays with his stroke. He gets maximum results.

It’s just as true in business. The firm that sells you a batch of goods and thinks it’s through is just tapping the ball. The wise manufacturer follows through.

Here’s how we do it, this following through. After our goods are on your shelves, our national advertising in the Post, Liberty, American Weekly, etc., creates and maintains interest in Carryolas.

Our window streamers on your store windows, and our big display cards in your windows, identify you as a Carryola Dealer. Our prepared newspaper ads, if you use them, are additional reminders.

Our colorful counter cards attract the customer’s attention in your store. After that, it’s up to you. But it’s no secret that Carryolas will sell themselves—on eye-value and performance—if you’ll give them their chance.

We follow through! We create sales—stir up demand—demand that you can turn into dollars if you have Carryolas for sale.
Portable Victrola
—an Outstanding Instrument

The biggest and best value in portables that the trade has ever seen is now available, and what promises to be the banner year of all time for Victor Dealers has already started.

*Talk about value!* Why, Mr. Victor Dealer, there is more solid merit and performance crowded into the new portable Victrola (No. 2-60) than has ever been thought possible.

Just as P. V. stands for Portable Victrola, so does it mean Profitable Volume, and that, after all, is what you want.

The Portable Victrola is truly a very beautiful thing to look at—distinctive in character—handy, compact, with the appearance of a valuable traveling case that everyone will want to possess.

Yes, a real "lightweight" with a full, powerful roundness of tone that is positively startling and, what's more, it is fitted with a new style, long-playing motor that will withstand all kinds of abuse.

Just know, Mr. Victor Dealer, that this is the marvel of all portables and put into motion *all* your resources to make your business this year the greatest thing you have yet experienced in your career.

*Let us help you do it!*

**C. BRUNO & SON, INC.**
*Victor Distributors to the Dealer Only*

351-353 FOURTH AVENUE  NEW YORK, N. Y.

1834—Almost a Century of Dependable Service to the Music Trade—1927
New Company Formed by Andrew P. Frangipane

Resigned as Secretary of Mutual Phonograph Parts Co., but Will Promote Mutual Line More Aggressively—Plans to Add to Products

Andrew P. Frangipane, who recently resigned as secretary of the Mutual Phonograph Parts Co., New York City, has formed a separate company at 32 Union Square in order to promote the sales of Mutual products on a larger scale than ever before. He will also handle several other kindred items. In commenting on his new plans Mr. Frangipane stated: "As secretary of the Mutual Phonograph Parts Co. my efforts were greatly divided. I not only sold and serviced the merchandise but was also responsible for its production. Under the new plan I will be able to give my entire time to the merchandising of the Mutual line and will be able to give more detailed service to each individual customer. At the same time, while I am supplying the manufacturer with his tone arms and sound boxes, I also plan to be able to take care of his motor and hardware needs. In other words, I am going to act as service man for all the phonograph manufacturers in the industry and extend to them all the co-operation that I can possibly give them on every item that I represent."

Mark Max President of Radio Merchandisers, Inc.

Mark Max, one of the most widely known merchandising executives in the music and radio industries, has become president of Radio Merchandisers, Inc., New York. Mr. Max was formerly buying and merchandising executive of the music and radio departments of Gimbel Bros. Dept. Store.

Radio Merchandisers, Inc., according to Mr. Max, was organized to offer to dealers, manufacturers and department store executives many helpful features to expedite their radio and music merchandising. Members of the organization will be provided with a buying office as well as merchandising counsel. Mr. Max, will also conduct a consulting service in merchandising and sales promotion ideas.

S. M. Masse Co. Broadcasts

The S. M. Masse Co., advertising and merchandising specialists, Cleveland, O., are broad- casting over station WTM on Monday evenings. While these talks are on business conditions and market trends, yet they are general enough to interest nearly all adults. Listeners in can get in a few minutes a comprehensive view of all that is interesting in the business field.

Thayer Piano Co. Moves to Large New Quarters

Prominent Hawaiian Music Store, in Business More Than Twenty Years, Celebrates Opening of New Store With Music Programs

The twenty-first year of the existence of the Thayer Piano Co., Ltd., Honolulu, Hawaii, U. S. A., was observed by removal to specially designed new quarters at 116 South Hotel street. Founded late in 1905 by Leonard E. Thayer, who before he visited Hawaii had many years' experience in the music business, the establishment has grown to greater successes steadily and is at the present time the leading music store in the Hawaiian Islands. A complete stock of all musical instruments is carried, including Victor Orthophonic talking machines and records, Brunswick Panatropes, phonographs and records, C. G. Conn band instruments, Vega, Bacon and Paramount banjos and Ludwig drums. The new store was designed with particular attention given to ample display space and with plenty of sound-proof demonstration rooms.

The opening of the new quarters was fittingly celebrated with three musical programs arranged for varying groups of visitors at noon time, in the late afternoon and in the evening. Appropriate souvenirs were distributed to the many visitors on opening day. The present officers of the Thayer Piano Co. are: Mrs. Fannie M. Thayer, president; P. L. Kellerman, vice-president; A. F. Thayer, treasurer, and Wode Warren Thayer, secretary.

Record Artist at Gressets

Art Gilliam, the "Whispering Pianist," exclusive Columbia recording artist and well known to radio fans throughout the country, was a recent visitor to Meriden, Conn, and gave a piano recital at Gressett's Music House. Mr. Gilliam was unable to sing because of a recent attack of tonsillitis.

The profit you make on Balkite is clean and permanent

The final profit you make on radio depends on more than the volume of sales you reach. It depends even more on whether or not the devices you sell stay sold. One device returned loses the profit not only on that sale, but eats up the profit on several others.

Balkite Radio Power Units stay sold. They have come to be known not only as the leaders in the radio power field, but as one of the most reliable products in every radio. Balkite is a permanent piece of equipment, with nothing to wear out or replace. You can sell it with the certainty that it will render satisfactory service to your customers for years to come. The profit you make on it is clean.

At this time of year Balkite is always one of the few live lines in the entire radio field. Balkite is one of the few year-round radio lines. Take advantage of this by concentrating your sales efforts on it and keep the profits of your radio department at the maximum.

Balkite Charger and Radio Power Units

Balkite "B"s eliminate "B" batteries and supplies "B" currents from the light socket. Noiseless. Permanent. Employs no tubes and requires no replacements. Three new models. The new popular priced Balkite "B"-W at $17.50 for sets of 5 tubes or less requiring 2 to 90 volts. Balkite "B"-X ($25.40), for sets of 8 tubes or less; capacity 30 milliamperes at 115 volts—$42. Balkite "B"-Y for any radio set. Six volt battery with 25 milliamperes at 110 volts—$69. (In Canada $21.50; $39; $49; $69.)

Three New Balkite "B"s

Balkite Combination When connected to the line "A" battery this new Balkite Combination Radio Power Supply eliminates the need for "A" and "B" batteries. Controlled by the filament switch on your set. Entirely automatic in operation. Can be put either in the set or in another location. Will serve any set now using either 4 or 6 volt "A" batteries and requiring not more than 30 millampere of "B" current for 25.40 volts of "B" current—essentially all sets of up to 8 tubes. Price $15.90. (In Canada $38.)

Balkite "B" 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, .5 amperes; with 4-volt battery, 0.25 amperes; with 4 -volt battery, .5 amperes; with 6 -volt battery, 2.5 and 5.0 amperes. Charges: A low trickle charge at 2 milliamperes; a high rate charging rate and a high rate charger at 25 milliamperes. Largewater capacity. Visible electrolyte level. Rates: with 6-volt battery, .8 and .2 amperes; with 4-volt battery, 0.5 amperes; with 4 -volt battery, 1.0 and 2.0 amperes; with 6 -volt battery, 2.5 and 5.0 amperes. Charges: A low trickle charge at 2 milliamperes; a high rate charging rate and a high rate charger at 25 milliamperes.

Balkite Trickle Charger

MODEL F. For those who require a charger of limited capacity only. Can be left on continuously or trickle charge thus automatically keeping the battery in full power. Converts the "A" battery into a "B" battery and supplies "B" power supply. Charg- ing rates: .3 ampere. Over 350,000 in use. Price $10. West of Rockies $11.00. (In Canada $11.50.)

All Balkite Radio Power Units operate from 110-120 volt AC current with either 4 of 6 volt "A" batteries. The New Balkite Charger and Balkite "B"-W.

Balkite Combination Radio Power Supply

When connected to the line "A" battery this new model eliminates the need for "A" and "B" batteries. Controlled by the filament switch on your set. Entirely automatic in operation. Can be put either in the set or in another location. Will serve any set now using either 4 or 6 volt "A" batteries and requiring not more than 30 millampere of "B" current. Price $25.40. (In Canada $69.)

FANSTEEL PRODUCTS CO., Inc.

North Chicago, Illinois

FAN STEEL
32 out of 100 dealers prefer Kolster in their own homes

A fact revealed by a recent survey
This means that a most critical group of radio fans have honored the Kolster in a unique way.

Here are dealers selling several makes. Yet in their own homes, they prefer Kolsters.

Sheer superiority is the only answer. Demonstration has proved to these men that Kolsters give the greatest satisfaction. They have the pick of the field. They can choose and replace as no ordinary customer can. Most of these dealers, no doubt, have had many other sets in their homes. But now the decided swing is towards Kolster.

These dealers are men who have mailed in a coupon like the one below—men who've learned all about the Kolster proposition and have faith in its super-quality.

Until you've heard the Kolster, until you've read the Kolster proposition, you are unfamiliar with one of the greatest leaders of today—and tomorrow! Mail the coupon NOW!

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

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

Name........................................
Street........................................
City........................................ State........................................
Benefits From Beethoven Week Should Continue—Use the Vitaphone to of the master musician and supplied Columbia passed the event by; observance of the composer and his music. The the credit for bringing into being this gigantic nation-wide broadcasting of Beethoven music the memory of a great composer, Beethoven, weeks, the real benefits should be felt for years time join in the tribute. The Columbia Phonograph Co. must go the lion's share of the publicity which the Columbia Co. has secured for its products.

Use the Vitaphone

About nine or ten months ago the Vitaphone had its initial Broadway showing and it went over with a bang. At the present time there are three Vitaphone productions playing for in-definite runs in Broadway theatres and capacity houses are the rule, despite the fact that none of the pictures are really "great." During the past month or six weeks some sixty or seventy theatres throughout the country have installed the Vitaphone equipment and are giving regular performances of the "musical movies." The success of the Vitaphone should be of interest to all talking machines dealers, for it affords them a new medium for exploitation of the talking machine record, and an opportunity of effecting tie-ups with the artists who appear on the bills at local theatres, for practically every artist who works a Vitaphone film is a recording artist. It would be well worth while for dealers to drop a few lines to the customers informing them that the music they heard at the Astor or the Rialto was recorded music and that the artist who entered in such a marvelous fashion can be heard night after night in the home of the record buyer. No opportunity should be overlooked to increase business and the wise dealer will keep step with the improvements in recorded music, and take advantage of every medium which will have the effect of calling attention to his products. Direct mail of this type will have the added effect of imparting information to customers and will secure attention which otherwise would have been given to the literature sent out by music stores.

Re: Record Tieups

It might seem that this department lays too much stress on record sales, yet it must be remembered that it is by keeping the customer supplied with new records that his interest is retained and the talking machine is played regularly in his home, thus affording visiting guests a hearing of the new type phonograph, to say nothing of the fact that record sales can amount to a most sizable cash business for the dealer who is aggressive in pushing the discs. Never before has the talking machine dealer had a better opportunity of stimulating sales than now. With a little effort there are dozens of factors that can be used to stimulate record sales. Formerly the occasional visit of a recording artist afforded the only link with which a dealer could tie up. Nowadays, with radio and the Vitaphone, every week of the year—practically every day of the week—a dealer can have his customers informed of the appearance of a favorite recording artist either by the air or on the silver screen, and remind them that any favorite selection can be secured from the record department. At the present time there are about a hundred Vitaphone presentations being shown or ready for release, with practically every artist or group of artists. There are regular radio concerts given by both the Victor and Brunswick Cos., the artists heard during the Atwater Kent re- citals are all recording artists, and there are dozens of other concerts employing talking machine recording artists. Then there are the concert dates of recording artists—hundreds of dates in towns and cities throughout the entire country—every date an opportunity for the live dealer. Still, again, in the larger cities where musical comedies appear for weeks, months and, in rare instances, years, dealers can tie up to the publicity which is accorded the hits of the various shows and push the records of this music. Production music is always popular and in demand. An idea of the amount of production music which is recorded can be gained from the fact that a short time ago the Victor Co. sent to its dealers a list of seventy-eight numbers of records, all of which numbers are from current Broadway shows. Don't be content to just send the release list; interest its recipient by enclosing a brief note or two of some current attraction or program to be heard over the air.

Automatic's Aim

With the introduction of the Automatic Orthophonic Victrola this month, Victor dealers are presented with an opportunity of greatly increasing their sales volume for many months to come. That there will be many sales of the new instrument is obvious, but the instrument brings another benefit to the dealer which should prove extremely worth while. It is this: many people who cannot be properly classed as likely prospects, out of curiosity will visit the store to hear the instrument which plays the music they are hearing on the air. The majority of these visitors have never heard the new type Orthophonic instruments and the dealer should be on the alert to point out that each of the models in the Victor line plays equally as well as does the Automatic even though it does not possess the Automatic even though it does not possess the other features. Getting the prospects into the store is one thing, but converting them into customers is another. The Automatic Orthophonic Victrola will, to a great extent, solve this difficulty—it is then up to the dealer, to take advantage of the opportunity.

A demonstration of the Automatic Orthophonic Victrola was given to music lovers and prominent citizens of Rome, N. Y., last month under the auspices of L. S. Spear and Schuderer & Castle, Victor dealers.
Through this man's invention the Musicone revolutionized the loud speaker field... ... ... ... 

C. A. Petersen, only 34 years old, is responsible for the amazing tone, the surprising volume and the startling fidelity of reproduction of the Crosley Musicone.

Nearly three years ago a shy and reticent young man walked into the office of Powel Crosley, Jr., with an idea for a radio loud speaker under his arm. When he unwrapped the newspaper around it, Mr. Crosley instantly saw its great possibilities.

Mr. Crosley offered him the equipment of his laboratories, the assistance of his engineers and the resources of his company.

In a short time Petersen produced a marvelous actuating mechanism so designed as to vibrate freely without choking regardless of the heavy electrical impulses applied to it. It revolutionized the loud speaker field.

Within a few weeks after its announcement the Musicone captured the loud speaker market and has dominated it ever since. Horns with their ugly appearance and their harshness of reproduction which so discredited radio in early days were promptly obsoleted.

The Musicone has been imitated in appearance but the patented actuating unit has never been equalled.

Incidentally, Mr. Petersen's royalties on this instrument have been over $90,000.

Attached to a good radio the Musicone delivers pure, true tones, without distortion regardless of how suddenly the crashes of orchestra or high shrill notes come through it.

As an ornament its rich bronze frame and the quiet tones of its ornamental cone are an addition to the decorations of any room. Made in two sizes and at two prices without any difference in quality.

The 12-inch Ultra Musicone for small rooms, apartments, etc... $9.75

The 16-inch size Super Musicone for large rooms or porch use... $14.75

Crosley Radio Corporation
Powel Crosley, Jr., Pres. Cincinnati, O.

Write Dept. 26 for Descriptive Literature
THE addition of an item to the SYMPHONIC line is the addition of merit to merit, of quality to quality. Distribution throughout the United States, and in twenty-two foreign countries, is ample evidence that the merit of the product and the soundness and fairness of SYMPHONIC's merchandising policies have spread over the world. SYMPHONIC SATISFACTION thereby becomes an international buy-word.

MAKE SYMPHONIC YOUR BUY-WORLD!
ING!

In compliance with many requests from our customers, and following some months of experiment and research, we announce the new SYMPHONIC RADIO REPRODUCER, a radio unit of outstanding quality at an attractive price. The SYMPHONIC RADIO REPRODUCER employs a similar type aluminum diaphragm to the famous SYMPHONIC PHONOGRAPH REPRODUCER, and embodies the most advanced improvements in construction and appearance. It brings out the high trebles and low basses with life-like fidelity. Test it in comparison with anything else on the market. It will work on high plate voltage and power. No set is better than its loud speaker!

ORDER A SAMPLE AND CONVINCE YOURSELF

Symphonic
RADIO REPRODUCER
370 SEVENTH AVENUE, NEW YORK
Haverty Furniture Co.
Opens Music Department
Well-known Establishment Carries the Complete Columbia Line—Broadcasting of Recorded Music Feature of Opening

HOUSTON, Tex., April 5.—A new music department was recently opened in the store of the Haverty Furniture Co. of this city. The opening was celebrated with appropriate ceremonies and was widely advertised in the newspapers and by radio. One of the features of the radio program broadcast on opening day was the playing of Columbia New Process records on the Viva-tonal Columbia phonograph. The complete Columbia line is carried.

New Single-Control Six-Tube Freed-Eisemann Radio
A new single-control six-tube neotrodyne consolette, operated directly from the light socket without batteries or battery substitutes, is the latest addition to the line of radio receivers manufactured by the Freed-Eisemann Radio Corp., Brooklyn, N. Y. The new set is free from the necessity of using dry-cell tubes in any part of the receiver or electrification unit, according to Freed-Eisemann Corp. officials.

The new B and C power supply unit, using one Raytheon rectifier and one Raytheon voltage regulator tube, has also been added to the Freed-Eisemann line.

An eight-tube, loop-operated, movable neotrodyne set, with single control and operated by batteries, is another model being manufactured at the Freed-Eisemann plant.

Story of Kolster-Brandes Line in New Brochure

The story of Kolster radio sets and Brandes reproducers is interestingly told in an attractively illustrated brochure which is being distributed to dealers by Federal-Brandes, Inc. A postal card is enclosed with each, suggesting that the mailing of the card will bring about a Kolster demonstration and full details of the Kolster-Brandes franchise.

The complete Kolster-Brandes line of receiving sets and speakers is described and pictured, and letters from enthusiastic Kolster owners, telling of extraordinary results achieved, are featured.

Record Distance Reception!

Listening with a Kolster set to a radio program broadcast so far away that it took two days to reach him was a new record in distance reception established by R. G. Hall, of Ketchikan, Alaska, according to reports received by Federal-Brandes, Inc. It was Brisbane, Australia, broadcasting over the length of the Pacific Ocean from Australia to Alaska, across the Equator and across the International Date Line, a distance of about 8,000 miles. It was the early morning of March 10th in Alaska, according to reports received by Federal-Brandes, Inc.

Haverty Co. Music Section

Haverty Furniture Co.

Helycon Motors

The use of Helycon No. 3 Three Spring Motor has proven profitable to makers of phonographs because of:

- ease of installation
- its few parts
- interchangeability of parts
- absence of trouble when installed

No dimension of any Helycon or Pulwel Motor has ever been changed. Helycon and Pulwel Motors are made in four types and seven sizes to meet every phonograph requirement. Helycon No. 3 illustrated is one of the complete family of Helycon and Pulwel Motors

Helycon Tonearms and Reproducers

Pollock-Welker, Limited
Established 1907—Pioneers in the Phonograph Motors
KITCHENER—CANADA

Cable Address—Pulwel, Kitchener Code—A.B.C. 5th Edition, Bentley's
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—OKEH-TRUETONE NEEDLES

25 West 45th Street
New York, N. Y.
Blues . . . . .!

Music is moving fast this season! Busy your ear about the new technic in jazz . . . a modernistic splash in harmony and rhythm . . . the younger generation is holding the makers of music to a fast pace . . . keep your ears keen . . . jazz is stepping out.

You can hold to the sales pace by selling the most ultra-modern, up-to-date music.

For a record that has the dancing crowds talking and has a way of sounding to their utter joy the latest technic in instrumental sobbing, sell

**No. 40784—10 in. 75¢**

*Fox Trots*

**A HOT TIME in the OLD TOWN**

**The Darktown Strutters' Ball**

**Miff Mole's Molers**

play both selections . . . and what we are talking about is their music . . . the music that will let you keep pace with the dancing world . . . and what must be told, it is the record that every dancing John and Mary is going to tuck into his and her music boxes for their very own.

Okeh Phonograph Corporation

OTTO HEINEMAN, President and General Manager

25 West 45th Street

New York, N. Y.
We honour in music Colonel De Pinedo

He circled the five continents with the Italian flag and is a great hero.

We have made his praise supreme in music

'O VOLO 'E DE PINEDO
E' L'EMIGRANTE CHIAGNE
Sung in Italian by Gilda Mignonette

Okeh Phonograph Corporation

OTTO HEINEMAN, President and General Manager

25 West 45th Street

New York, N.Y.
OKEH
PHONOGRAPh CORPORATION
Otto Heineman, President and General Manager
Exclusive Sales Agents for
OKEH-TRUETONE NEEDLES — HEINEMAN MOTORS
25 West 45th Street, New York, N. Y.

A POINT TO
MORE SALES
Too often, so small a thing as a needle point is the difference between selling a record and putting it back in stock. For more sales use only Okeh Needles in every booth.
Fourth Music Store Added to Chain of
A. H. Mayers Metropolitan Organization

Twentieth Anniversary of the Founding of Successful Retail Music Business Sees the Newest
Link Opened—Policies Responsible for the Growth—Fifth Store Planned

Twenty years ago the first of the chain of A. H. Mayers music stores was opened at 790 Ninth avenue, and during the past month the fourth establishment under the same name opened to the public at 861 Eighth avenue. During the two decades that have passed since the establishment of the Mayers organization it has succeeded consistently, due largely to the following of definite policies laid down by the founder, A. H. Mayers, and carried on by his sons, William and Archie, who, some years ago, took over the active management of the stores.

William A. Mayers as general manager supervises finances, collections, service and organization work, and Archie, as sales manager, directs sales promotional activities, window displays, advertising, new store locations and general store appearances. The general policies of the business are the carrying of quality merchandise of proved worth, twenty-four-hour service on all calls, and the disregarding of all paper guarantees, rendering service as long as the account is considered valuable. To direct-by-mail and newspaper advertising is attributed a major portion of the success won by the various stores.

A brief history of the growth of the Mayers organization might prove interesting. Four years after the establishment of the first store the growth of business necessitated the moving to new and larger quarters at 783 Ninth avenue. Here cabinet booths, formerly known as Bryant's Music Store, this location will prove one of the most valuable of the chain. The store now occupied by the Mayers organization was formerly known as Bryant's Music Store and has been for years a familiar landmark on Eighth avenue.

Joseph M. Bryant has entered the realty field.

The administrative policies briefly summed up are as follows: First, a separate manager supervises the activities of each store; second, local conditions are studied thoroughly and the store's activities are adapted to meet conditions at each store; third, central offices are maintained for bookkeeping, service and administration control, and, fourth, a central shipping and warehouse is utilized for reasons of economy and to eliminate excessive inventories of the various establishments.

With the fourth store established the Mayers firm is preparing to open the fifth link and negotiations are now under way for a site in the busiest shopping center in New York which bid fair to be consummated soon.

In an interview with the Talking Machine World Archie Mayers said in part: "We attribute our growth to one thing—and that is the teaching of our father who has always imbued us with the spirit of treating our clientele sincerely and with civility. As a matter of fact, our internal organization password is 'Sincerity of Service.' That this policy has been best for us is manifested by the return of our old customers and their constant recommendations."

Death of E. R. Mobley

ROSLYN, PA., April 8—Ernest R. Mobley, of this city, passed away suddenly on March 23. Mr. Mobley was one of the principals of the Mobley Mfg. Co., of this city, which is well known in talking machine circles for its production of the Mobley reproducer and its general research and development work in talking machine reproducers. Mr. Mobley's sudden death will be a genuine loss to his co-workers and many friends in the trade.

Paddock Music Co. Moves

CLEMSON, S.C., April 6—The Paddock Music Co. recently moved to new and larger quarters at 311 South Second street. This company, which was formed some two years ago, has grown so rapidly and business has expanded to such an extent that larger space became necessary. The store features the Brunswick Panatrope and phonographs, Magnavox radio sets and a complete stock of other musical instruments.

Get this Bulge on Competition

by Selling the Speaker with the
Continuous Curved Diaphragm
that gives all the rich overtones of instruments and voices

Stevens Speakers

Our line will be displayed at the R.M.A.
Trade Show, Stevens Hotel, Chicago, Ill.
June 15th-18th, 1927

STEVEN'S & COMPANY, INC.
46-48 East Houston St.
New York City
The MELODY

The new Caswell MELODY, retailing at $15.00, is the greatest dollar-for-dollar value ever produced in a portable. Slightly smaller than the Gypsy, though similar in design and construction. Full nickel-plated hardware, carrying space for 18 records and a dependable Junior Flyer motor. Plays all records except Edison. Furnished in black only. In the MELODY, Caswell dealers have a low-priced portable that effectively increases their sales volume and broadens their market.

Priced at $15 Retail
Slightly higher in Far West and South

The FLYER MOTOR

Flyer motors have always been standard for all Caswell portables. Made with watch-like precision—inspected at every step in their manufacture and passed only when 100% perfect—these finest motors are in keeping with the leadership won by Caswell.

By long, successful performance, Flyers have proved their supremacy. They give absolute assurance of trouble-free operation and absolute dependability.

Leadership

In Caswell portables is recognized a well earned leadership by right of merit. With quality always paramount, Caswell continues to build to its well balanced line, now covering the complete price range.

Pioneering the portable phonograph, always alert to making a better portable and keeping one step ahead of competition, the Caswell group offers the trade the finest in portable phonographs.
Policy

As in their pioneer days of portable phonograph building, Caswell continues that safe, sure policy.

The success Caswell has achieved makes certain their selling policy is positively correct in operating on the one and only plan of fair, square, liberal dealing—Caswell's "Golden Rule" policy.

The GIANTONE

Truly the greatest of all portable phonographs—powered with a Flyer, of course. It rivals the console in volume and true tone reproduction. In its black hand-tooled embossed and hand-finished case, it is an instrument of appealing beauty, welcome in any home. Only by hearing a Giantone can you truly appreciate the greatness of this sensational portable. Write or wire—now.

Priced at $30 Retail
Slightly higher in Far West and South

The GYPSY

In the GYPSY Caswell offers the finest musical instrument ever produced to retail at $25.00. Nothing comparable to it, in tone value and appearance, has ever been perfected. Comes in five distinctive colors. Full curved "S" tone arm, latest type metal diaphragm reproducer of highest quality, by far the finest equipment used on any $25.00 portable. Powered with a Flyer motor. Holder for thirty-six selections and full nickle-plated fittings. Truly, the GYPSY is the world's greatest value in portables—and sales prove it.

Priced at $25 Retail
Slightly higher in Far West and South

CASWELL MANUFACTURING COMPANY—Milwaukee

CASWELL
Portable Phonographs of Distinction
Milwaukee, U.S.A.
"Story of the Panatrope" in Film Form Is Latest Brunswick Contribution to Trade

Brunswick Retail Salesmen Will Be Enabled, Through Use of Projector and Film Which Describe the Panatrope and Its Capabilities, to Illustrate Their Sales Talks

The introduction of the higher-priced unit of role in the music industry has caused the music merchant to discard many of the time-worn methods of merchandising which cannot cope with modern conditions. The Brunswick-Balke-Collender Co., Chicago, has been prominent in developing new plans for its dealers to use in this more highly competitive field.

The newest Brunswick development of this type is a projector and film which tells the "Story of the Panatrope" completely in pictures and which is adapted primarily for dealers' use, so that the dealer and his salesmen now have a more powerful "punch" added to their selling talk.

The Brunswick company is confident that visual education is destined to be a real factor in the selling field during the coming year, for many of the largest automobile manufacturers have applied it to their own selling problems with startling results. The true value of the idea is adequately expressed in the old Chinese proverb—"One picture is worth ten thousand words!"

The Brunswick Co. has made every effort to place constructive sales material in the hands of the dealers and salespeople interested in the sales of Brunswick products and has been quick to realize the possibilities of the projector and film as a silent salesman for the music dealer. Even though the projector has only been applied by other manufacturers in the training of their own organizations, the firm is going one step further and is applying the idea to consumer selling.

The "Story of the Brunswick Panatrope" has been constructed around the Panatrope Salesmanship Course, and each picture shown in the film will suggest to the student of the Panatrope Salesmanship Course constructive material which he has assimilated during his study, and he will find it very interesting to visualize his subject and talk about it while the prospect is centering his interest on the picture itself. The salesman will appeal to two senses at the same time—sight and hearing.

The projector fits in a snug little carrying case, easy to carry, and can be focused down to a point where the entire picture can be shown on a "calling card," or it can be taken into the largest auditorium where life-size pictures can be shown. The "Silent Salesman," as it is called, is expected to be the cause of more public and home demonstrations during 1927 than ever before. The projector is not a moving picture machine, but a still picture machine which will permit the salesman to make a sales talk while he is operating the instrument, and it is so constructed that at any time, if he wishes to refer back to a preceding picture, he can do so by simply turning a small roller control.

The Brunswick officials believe that they have taken one of the biggest steps forward in retail selling and that through the projector and film they will give the music dealer and his salesmen a new inspiration in their work. The "Story of the Panatrope" and its practical application was developed by the sales promotion department of the Brunswick Co.

Oro-Tone Co. Introduces Important New Products

Two New Tone Arms and a New Reproducer Make Their Debut in the Trade

Three new products are being introduced to the trade at the present time by the Oro-Tone Co., phonograph equipment manufacturer of Chicago. They comprise two new tone arms and a new reproducer, according to the announcement made by Leigh Hunt, treasurer and general manager of the company.

The new tone arms are known as No. P-1 and No. 88. The No. P-1 arm is a small-size brass curved arm suitable for use by manufacturers of table type phonographs and also the larger models. It is practically the same in design and construction as Oro-Tone arm No. D-1.

Composed of brass and copper, the No. 88 curved arm has been designed for medium and low-priced talking machines. It may be used in cabinet phonographs and is also said to be very well adapted for installation in portable phonographs.

The new Oro-Tone reproducer No. 24 bears the trade name, "Chieftain," and is equipped with a face guard. The "Chieftain" will retail for three dollars and is furnished in three finishes, gold, nickel and oxidized. Both the No. P-1 and No. 88 tone arms are supplied in the same finishes.

New Book on "Principles of Modern Radio Receiving"

"Principles of Modern Radio Receiving" is the title of a new book on radio which is designed to present a clear and logically developed account of the science of radio receiving in language which is comprehensible to the layman. The author, L. Grant Hector, is a teacher of physics and of radio communication in the University of Buffalo, and in this book he has presented the contents of a series of semi-popular lectures on radio which have been given in the university for the past three years. The layman will find in this book a fairly comprehensive treatment of the subject of radio receiving in its present state of development. On the other hand, the service man and the radio experimenter will find much worthwhile information which should clarify and increase his knowledge concerning radio receiving sets. The Burton Publishing Co., Buffalo, N. Y., is the publisher of this volume and the price is $3.

J. J. Schratwieser Joins Grigsby Co. in New York

Executive, Well Known to the Trade, Will Maintain Headquarters in New York

J. J. Schratwieser recently joined the Grigsby-Grunow-Hinds Co., Chicago, manufacturer of Majestic power units, and will maintain his headquarters at the New York office. He has had considerable experience in merchandising radio products and musical instruments, especially in the Brooklyn territory, where he is now representing Majestic products. Mr. Schratwieser will work under the direction of Herbert E. Young, Eastern sales manager of the Grigsby-Grunow-Hinds Co., who has been successfully pushing the Grigsby-Grunow-Hinds Co. line of power units.

R. R. Records Music House Buys Phonograph Section

BROWNSVILLE, TEX., April 4—The R. R. Records Music House of this city recently bought out the phonograph department of M. Edelstien, of Brownsville, Tex., which makes the establishment the largest phonograph dealer in the valley.

Mr. Records has been a Columbia dealer for a number of years. He has, however, only been in Brownsville, Tex., for the past year, moving there from Houston, Tex., where he ran an exclusive Columbia shop.

At the time Mr. Records took over the stock of the M. Edelstien Co. he secured the services of Miss Adelaide Lema, who has been in charge of the M. Edelstien Co.'s record department for a number of years.
Can you afford not to be a Farrand dealer?
Mr. Yorke is well fitted for his new work from his experience in the various branches of the Brunswick Co. and through his former connection as manager of the mechanical department of M. Witnark & Sons Co. Since joining the Brunswick organization Mr. Yorke has been in a number of positions, including the direction of publicity and sales promotion of the Eastern division, manager of the record department of the New York branch, Panatrope field demonstration work, and through his success in this work he was selected as one of five men as a special representative operating through the general offices of the company in Chicago. He was then placed in charge of publicity, holding this post until his recent appointment to the New York laboratories.

Organizes Radio Complaint and Prosecution Bureau

The Radio Board of Trade, Inc., primarily organized for the issuance of credit reports and the collection of delinquent accounts in the industry, to protect not only its members, but all factors in the industry, has organized and is now operating its "Complaint and Prosecution Bureau." It will act as a clearing house and credit information bureau, but will also conduct investigations and the prosecution of dishonest sales, bankruptcies and any other fraudulent transactions.

Secures Victor Agency

The agency for Orthophonic Victrolas and Victor records has been awarded to the Carlisle Book Store, which has been remodeled to provide space.

The Sanger Music Corp., Dallas, Tex., has been incorporated with a capital stock of $5,000. The incorporators are Edwin L. Sanger, Fred M. Rothschild and E. C. Taylor.

Edward S. Riedel Appointed Sales Manager of Raytheon

Former Reichmann Co., official possesses wide acquaintance in radio field and has had valuable experience for news post.

Edward S. Riedel, formerly vice-president in charge of sales of the Reichmann Co., assumed the post of general sales manager of the Raytheon Mfg. Co., of this city, on April 2. Mr. Riedel is well equipped for his new duties, being an executive of wide experience. For, in addition to his radio experience, he was for seven years connected with the F. F. Goodrich Rubber Co., in charge of national accounts and manufacturers' original equipment sales.

The Raytheon Mfg. Co., with which Mr. Riedel is now associated, manufactures the Raytheon tube, used in many of the best-known makes of "B" battery eliminators. Mr. Riedel is at the present time formulating new sales plans, which will be announced within the next few weeks.

Schultze Represents Empire Phono Parts Co. in East

During the recent visit to New York of Wm. J. McNamara, president of the Empire Phono Parts Co., Cleveland, O., he announced the appointment of F. C. Schultze as Eastern representative, with headquarters at 11-19 Moore street, New York. Mr. Schultze has had a wide experience as a business man and has also given considerable attention to the development of export trade. In this connection he will call after the export interests of the Empire Phono Parts Co. in South America, Australasia, Europe and the Far East.

Philco Campaign Addresses Victrola-Radiola Dealers

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You Most Certainly Should Consider
Before Selecting a Radio Line

1. Who is the manufacturer? Has he a reputable name of long standing? What experience has he had in the manufacture of electrical products? What facilities has he for production and delivery? How long will he be in the radio business?

Stewart-Warner is internationally known as a successful manufacturer of highest financial standing. For twenty years they have built mechanical and electrical equipment and are today the largest manufacturers of their kind, with adequate space and manufacturing skill. Just as they have obtained a leadership in the automotive accessory field, so are they steadily climbing toward a like position in the radio business. A dealer franchise will be worth more with each succeeding year.

2. Does he offer you a complete line with a price range that will enable you to sell all prospects?

Stewart-Warner offers both cabinet and console models with a wide price range—an excellent Reproducer and Stewart-Warner Tubes; the famous Match-Unit combination.

Model 355—One of the latest Six-Tube, One-Dial Console Models. Other attractive cabinet and console models priced from $50 to $400

3. Is he given to radical departures in manufacturing.

Stewart-Warner does not make a practice of using their dealers as experimental outlets for "trick" hook-ups and fanciful designs.

4. Is the name nationally known and the line nationally advertised?

Stewart-Warner have been consistent national advertisers for years. During 1927 Stewart-Warner Matched-Unit Radio will be advertised in magazines, billboards, newspapers and over the air through Station W.B.B.M. the Stewart-Warner Air Theatre.

5. Will his dealer policy protect you against "next-door" competition on the same radio? How about protection against price reductions?

As each Stewart-Warner Wholesale Distributor has a certain territory in which he alone operates, he can and does place dealers so that their selling efforts should not overlap. No dealer is placed so near to another Stewart-Warner Dealer as to "cut in" on his rightful prospects. The Stewart-Warner Protective Franchise gives complete protection against factory price reductions.

6. What do his jobbers offer you in the way of cooperation and service?

As Stewart-Warner Wholesalers handle no other radio they are in the best position to give you all co-operation and assistance within reason. Although Stewart-Warner Blue-Ribbon Dealers are expected to adequately service Stewart-Warner Radio, every Wholesaler has a technical man to assist dealers' service men.

The Stewart-Warner Dealer Franchise is a sound radio merchandising plan that assures a permanent and profitable business for any dealer that will live up to it. Begin to build now for permanency. A word from you will put a Stewart-Warner Representative in touch with you immediately.

STEWART-WARNER SPEEDOMETER CORPORATION
CHICAGO, U. S. A.
Michael Ert Re-elected President of Wisconson Radio Trade Association

Milwaukee, Wis., April 7.—With radio sales continuing big with both wholesalers and retailers, expectations of a busy Summer in radio are being expressed among the trade. This is especially true since the Wisconsin Radio Trade Association inaugurated its six-week “Ask ‘Em to Listen” Radio Campaign to Aid Dealers’ Sales—Yahr-Lange Co. introduced Super-Ball Antenna Kit—Panatrope in Better Home Show


The Wisconsin Radio Trade Association also held its annual meeting in the Colonial room of the Republican Hotel and elected officers and directors for the coming year. Michael Ert was re-elected president and director of the Association and Sidney Neu was re-elected secretary. Clarence Bates was named vice-president and Eric Pfleger treasurer. Sidney Neu and Mr. Pfleger were also elected directors for three years.

The Association outlined briefly its plans for the establishment of a downtown office that will be convenient for dealers in all parts of the city, suburbs and State.

The Samson Radio Stores moved their downtown headquarters from 192 West Water street to 219 West Water street, where they are located in a four-story building.

The Interstate Sales Co., distributor of the Fred-Eisemann line, announces that Richard Zinke, well known in Milwaukee radio circles, has taken over the managerial end of the company after several years’ absence.

Fred E. Yahr, of Yahr-Lange, Inc., Sonora distributor in Wisconsin, states that he and C. F. Colburn, inventor of the Super-Ball antenna, recently made a trip through Louisville, Bluefield, West Virginia; Baltimore, Washington, Philadelphia, Reading and Harrisburg, Pa., where they visited distributors of the Super-Ball. Mr. Yahr states that he sold 700 Super-Balls on the trip and that dealers everywhere were highly enthusiastic over its performance.

The Yahr-Lange Co. is introducing the new $35 Sonora portable, and dealers are very enthusiastic.

A new dealer-merchandising feature which the Yahr-Lange Co. is introducing is the Super-Ball Antenna Kit, which has been made up in answer to the numerous requests which have been received for it.

Music for the Fifth Annual Home Show, which was held in Milwaukee at the Auditorium during the latter part of March, was furnished by a Brunswick Panatrope, which was placed there through the courtesy of Edmund Gram, Inc. The Brunswick received highly favorable publicity.

Beethoven Week was fittingly celebrated in Milwaukee and dealers and wholesale representatives did a great deal to put over the week in a successful way. The centenary celebration was sponsored by the Milwaukee Civic Music Association and was opened at the Milwaukee Art Institute. Edmund Gram, Inc., gave the use of a Panatrope to the Institute, together with a number of Beethoven records, which were played every day at noon. The public was invited to attend these Brunswick concerts.

Particularly active in putting across the celebration of the Beethoven centennial was W. E. Pugh, Columbia representative for the Milwaukee district. Mr. Pugh took an active part in planning for the week and in interesting Columbia dealers in the city in celebrating it. Stores report a good sale of Beethoven records and the demand for Columbia records was particularly great.

R. M. A. Establishes an Engineering Division

The Radio Manufacturers’ Association recently established an Engineering Division, composed of nine executive members, with H. B. Richmond, of the General Radio Co., in charge. This group is divided into units of three members heading three sections, as follows: the standards section, safety section and the technical procedure section. The standards section is already a going organization under the guidance of A. J. Carter, of Chicago, and at a meeting of the section held recently 205 men representing ten companies worked out acceptable standards for a large number of parts and accessories.

The safety section is now being organized and will set to work to eliminate the fire and shock hazards from the operation of electrified sets. The technical procedure section aims to establish uniform methods of test and procedure in rating equipment.

RADIO CABINETS

of Quality and Beauty

Our new designs in Radio Cabinets are ready for shipment

Solid Mahogany bases on all of our cabinets

Call or write and our representative will call on you

No. 1025

The Colonial Mantel & Refrigerator Co., Inc.
494 Dumont Avenue
Glenmore 2341-2

Brooklyn, N. Y.
Sonora

presents three new

Portables that far

surpass anything

heretofore developed

Remember the surprise when customers first heard the New Type Phonograph? And the thrill you gave with the first Power-Tube Cone-Speaker radio demonstrations? The new Sonora Portable is equally astonishing!
GREATEST IN VOLUME

No. 2 De Luxe Portable Model—the highest type Portable phonograph ever made—the new tonal system encased in the smartest cowhide traveling case—its burnt leather edges and its smartly rounded corners make it a piece of luggage that "round the world" travelers will covet. It is 15\(\frac{1}{2}\) inches wide, 12 inches deep and 8\(\frac{3}{4}\) inches high and is equipped with the No. 5 sound box. The record container carries over thirty selections.

Price $50.00
— Riches in Tone —

**New Sonora Portables**

**Thrill Dealers**

**Dealers** who received first shipment predict the greatest summer-time season in their history through Sonora's sensational invention—and new low prices

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When the new Sonora Portables were announced in the March publications, Sonora dealers were impressed—they looked forward to receiving samples—and when the models reached them—ambition came in the wake of their amazement.

With the wave of orders were these comments—"expect to secure greatest volume of Portable business in our history—not only will this new Sonora sell itself to everyone interested in buying a Portable—it goes even further—it interests people who never even thought of buying a Portable. Through it we can create a new and greater market—rush mats for newspaper advertising and literature—many people we know have always wanted a Portable Phonograph, but they wanted real music... the 'toy machine' of yesterday, as you called it, would not do, but now everyone is a prospect—the rich, deep-chested tones and great volume please everybody."

And the price range is so wide that "everybody" can afford one, beginning at $25, the lowest price at which a quality instrument has ever been sold, to $50 for the cowhide-covered de Luxe model.

Realizing that this is an opportunity for Sonora dealers to secure the prestige that comes through leadership in presenting the new—Sonora is designing the most constructive program of dealers' help advertising.

A famous German poster artist has been commissioned to execute a humanized window display—the most elaborate business-getting display ever offered—complete direct mail plans are in preparation, exquisite brochures in full color—newspaper advertising. This is a rare opportunity for a dealer to get the greatest volume of business ever realized on a quality product—at a time when profits are most desirable.

And the Portables are just the beginning of the greatest line in the history of the Sonora Company. Wire now for possibilities of securing the Sonora franchise and for advance samples of the new Sonora Portable and complete details of the new dealer help program.

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**Sonora**
AN ASTOUNDING VOLUME DEMONSTRATION

That this dealer will be glad to make

ANYONE can hear a Portable in a quiet demonstration booth, but when you buy a Portable you want to take it out into the woods, play it aboard a motor boat or on the beach and you will expect to hear it above the throb of the motor and the hum of hundreds of voices.

This dealer will be very glad to place the Sonora Portable at the farthest end of his store and take you to the very front of the store, or if you will, even outside the door. He will play it and you can convince yourself that here is a great achievement in Portable phonographs. The deep rich tone which you hear and its remarkable volume comes through perfectly over this—the longest tone amplification system used in any Portable. It is the newest invention of Sonora's acoustical engineers. The scientific tapering of this tone passage brings out maximum volume. There are fifty-four inches of tonal amplification from the time the tone is picked up by the new reproducing type sound box until it emanates from the mouth of this new sound chamber.

Greatest in Volume—Richest in Tone

SONORA PORTABLE

The No. 3 Portable. This instrument—the No. 3 Sonora Portable—is truly a musician's instrument. In it is the longest reproducing tone chamber in any medium or low-priced phonograph—the 54 inches from the sound box to the opening giving a tone quality until now found only in high priced phonographs. Attractive brown fabricoid case, contrasting tan lining, 12½ inches wide, 12 inches deep and 8½ inches high. The record container carries over thirty selections.

Price $35.00
Kellogg Radio Broadcasting Saves Many Lives in China

Broadcasting Station Maintained in Shanghai by Kellogg Switchboard & Supply Co. Used to Warn Foreigners of Peril

The Kellogg Switchboard & Supply Co., Chicago, maker of Kellogg radio receivers, played an important part in the saving of thousands of American lives in China a few weeks ago, through the use of its broadcasting station in Shanghai. The Kellogg Co. maintains a branch office in Shanghai under the management of R. E. Delay, and all of the equipment used in the broadcasting station was manufactured in the Kellogg factory in Chicago.

The following is, in part, a news article that appeared in the Chicago Tribune on March 29:

"Although radio is comparatively new in China, thousands of American and other foreign residents in the interior of the country owe their lives to the enterprise of the Kellogg Switchboard & Supply Co., 1066 West Adams street, Chicago, which broadcast daily messages through the interior to the foreigners warning them regarding the seriousness of the situation.

"Owing to the breakdown of the post office and telegraph and the commandeering of the railways by the military, the American consular authorities were helpless to warn the foreigners to get out of the interior. The Kellogg Co. then volunteered its services to the American consular and naval authorities.

"The station has been broadcasting regular daily programs, both in the Chinese and English languages, while on Sundays religious services in three or four languages have been sent out.

"The American missionary refugees, in order to show their appreciation, sent a letter to the Kellogg Co. containing many signatures and expressing their deep thanks."

Luncheon Meeting of the KMA Was Well Attended

Members Hear Interesting Addresses and Report of the Show Committee

The radio industry was well represented at the monthly luncheon meeting of the Radio Manufacturers Association held at the Hotel Commodore, New York, on March 23rd. A. T. Hough, president of the association, presented. Herbert H. Frost, chairman of the show committee, announced that more than seven hundred radio men will go to the trade show in Chicago on June 13th and that the space applications have been heavily oversubscribed.

L. S. Baker, executive secretary, declared that the radio industry in general was highly pleased with the manner in which the new Federal Radio Commission is approaching its work.

Dr. John S. Minton, an acoustical engineer, addressed the meeting and told of scientific investigations which he described as the basis for efforts to develop precise apparatus to make measurements intended to eliminate the use of the ears in loudspeaker perfection. Dr. Minton's talk was accompanied by an interesting display of charts. I. G. Maloff, consulting engineer and associate of Dr. Minton, spoke on the characteristics of radio sets, accompanying his talk with slides and graphs.

Miller Rubber Co. Earned $1,025,454 Net in 1926

The Miller Rubber Co.'s annual financial statement shows net operating profits of $1,025,454. President Jacob Pfeiffer stated that the financial position of the company is sound, with current assets aggregating $16,690,668.18 and current liabilities amounting to $5,307,060.21, or a net working capital of $11,383,607.97.
Beethoven Week Observance Proves of Value in Stimulating Sales in St. Louis

Distributors and Dealers in St. Louis Territory Unanimous in Declaring That Sales for March Show Increase Over Same Month of Last Year—Columbia Branch in New Home

St. Louis, Mo., April 7—Engendered by the showing of new models of machines, Beethoven week and similar events, business in the talking machine trade during the month of March has been exceptional, both from the standpoint of turnover and collection. Virtually all lines show a substantial increase in the volume of business as compared to the same month last year.

"The first quarter of 1927 shows a remarkable increase over the same quarter a year ago, both from the standpoint of sales in Columbia New Process records and Columbia Viva-tional phonographs," declared A. G. Bolts, assistant manager of the St. Louis and Kansas City branches of the Columbia Phonograph Co.

"After a careful analysis of the entire territory covered by the St. Louis and Kansas City offices I find this increase for the quarter is well distributed over the entire territory, no particular territory showing a great deal more strength than the other one.

"The upward trend of our company's business in this territory has been steady and has borne out of predictions made in the early part of 1926, that the demand for Columbia merchandise on the part of the music-buying public would grow steadily. A great many dealers have been interviewed by representatives of these two branches during the past two months and at no time did anyone have a pessimistic word to say relative to the future business. On the contrary, all dealers are of the opinion that this year's business will increase in the same ratio, if not more than the increase of 1926.

"Beethoven week, sponsored by our company in commemoration of the one hundredth anniversary of the death of that famous musician, has proved a wonderful boon to the trade. Its effect on business has been tremendous, while the advertising value has been inestimable."

Similar optimistic views were outlined by officials of the Artophone Corp. here, distributor of Okeh records and other instruments.

"Sales of Artophone portables are stronger than ever," declared Edwin Schiele, president, "a new hatbox model covered in imitation snakeskin leatherette having been added to the line. Important improvements in the Artophone portable are being made at the present time, which, we believe, will place this model in the forefront of the portable field as the name of portable value."

A personal appearance of Boyd Senter, exclusive Okeh artist, at the Ambassador Theatre, at Ludwig's music house and the Wattston branch of the Thiebes Music Co., was believed to have had a stimulating effect on the company's products. Mr. Schiele added. Mr. Senter also autographed purchases of his new record hit, "New St. Louis Blues," which is experiencing a tremendous sale in the city.

"We are anticipating our business, due to the initial showing of the Automatic Orthophonic Victrolas, which are being received enthusiastically by the men and women of St. Louis," asserted R. K. Brandenburger, of the Koerber-Brenner Co. here, distributor of Victor products.

"Advance showings of the new models, made possible through the Rotary Club, Louis' Club, Advertising Clubs and the Junior Chamber of Commerce and the Women's Advertising Club, have resulted in a manifestation of admiration. The perfect operation of 'changing its own records' is the latest achievement in the music world and has proved so interesting to all who have heard and seen it that it is surpassing all expectations. This enthusiasm is not confined alone to individuals, but all our dealers are radiating it."

The local branch of the Brunswick Co. is concerning itself with acquainting its dealers with the new Panatrope salesmanship courses, while the Edison representative here, the Silverstone Music Co., has reported a satisfactory volume of business during the month.

The Koerber-Brenner Co. here has reported the opening of a new account—the Val Reis-Lloyd Co., which has a new store in Clayton, a suburb of St. Louis. Val Reis, formerly of the Smith-Reis Piano Co., is president, and O. S. Boyd, formerly of the Baldwin Piano Co., is sales manager. The organization is handling the new Orthophonic Victrolas, Starr pianos and Atwater Kent radios.

The Columbia Phonograph Co. has been formally installed in its new home at 125 South Eighth street. The company has taken over virtually the entire third floor of the Meyer Building for use of its warehouse, offices and a specially designed hearing room.

Thomas Devine, Columbia representative in the States of Kansas and Nebraska, and W. Ockenden, sub-manager of the Kansas City branch, were in the city during the month. Mr. Devine, who was assisted by Mr. Ingram, special representative of the Beethoven Centennial Committee, was successful in organizing practically every musical society in the States of Nebraska and Kansas Nebraska in the special news promulgated by the Centennial Committee. One of the features of their work was the acceptance by the Governor of Nebraska of the chairmanship of the Beethoven committee. Mr. Ockenden came here after a trip to Oklahoma and reported that business conditions in the district were very good.

Ray C. Laver and Herbert Schiele, vice-presidents of the Artophone Corp., have just returned from a brief trip to Chicago, where they concluded arrangements for Artophone trade extensions.

In the radio field interest was centered on a banquet given at the Mayfair Hotel for fifteen representatives of local Stromberg-Carlson retailers given by George A. Scoville, of Rochester, N. Y., general sales manager; A. J. Robert, of Kansas City, branch manager, and Ovel C. McCanne, territorial representative for the company. Messrs. McCanne, wellston came here after a trip to Oklahoma and reported that business conditions in the district were very good.

Following the meeting, Mr. Devine and Mr. Ingram addressed the gathering briefly, and Mr. Scoville made the principal address. He confined his remarks to a review of the organization and production of the Stromberg-Carlson Co.

"In three years' time our radio business has grown from $100,000 to $5,000,000," said Mr. Scoville. "We must attribute this growth not to mushroom advertising, but steady, consistent advertising value has been inestimable.

"We never splurge and never cut a price, in fact, guarantee our prices. These are the reasons for our success.

"The policy of Stromberg-Carlson is to make radical change, but rather to strive for continuous improvement. Stromberg-Carlson is one of the few concerns manufacturing radio that maintain a twelve-months straight line production."

Panatrope on Stage of Harry Richman Night Club

A most novel and popular way of using the Brunswick Panatrope has been discovered by Harry Richman at his Club Richman, one of the most popular rendezvous of night-life in New York. Richman, who is a Brunswick artist, plays his record on the stage beside the instrument goes through the motions of singing the song, much to the delight of the habitués of the club. Harry Richman's first Brunswick record which just recently been released, has already come under the classification of one of the best-selling vocal records in the Brunswick catalog. It is "Muddy Water" and "Ain't She Sweet."
VESTA Quality Radio Units

MAY 1

Something NEW Coming—
of Interest to Every Radio Dealer—
Watch for the VESTA Announcement in
this Publication
May Issue.

The Line of “All-Year-'Round” Profits!
Will Be Still Further Augmented!

VESTA BATTERY CORPORATION
2100 Indiana Ave., Chicago, U. S. A.
Makers of Vesta Quality Automobile
and Radio Batteries—for 30 Years
Features the Musical Possibilities of the Talking Machine

(Extracted from "This is the sixtieth seventh of a series of articles by William White devoted to the various interesting opportunities which prevail in the domain of entertainment. While the phonograph industry is one of great interest and we commend these articles to the reading of all who are devoting attention to the featuring and developing of the musical possibilities of the talking machine.

Education That Pays

The Beethoven centennial celebration has given the phonograph trade something new, entirely new, to talk about. The reports which have come in from all sides show that the time was ripe for just such a large-scale demonstration of the musical position which the phonograph has taken during the last four years. It will be not merely useless but absurd for anyone in the future to talk as if the higher side of phonograph merchandising were something of merely academic interest. It has now been settled, and settled for good, that the phonograph is a musical instrument of the highest class.

Now, will the merchants be able to capitalize this demonstration? There is no question of their not being able to do so. The Beethoven celebration proved that there exists throughout the length and breadth of the land a very powerful and growing interest in the music which lives. It also showed something less pleasing, namely, that vast numbers of reasonably intelligent people with money to spend, and no grudge against the phonograph as such, had not the remotest idea that a whole symphony orchestra and its accompaniment could be contained in a machine.

More Possibilities

The two things can be brought together if only the retail trade will make it a matter of business policy henceforth to take every possible opportunity to stress the musical possibilities of the talking machine after the fashion which the celebration just closed so successfully has set forth. For one thing, the highest-class records have achieved such a position in the eyes of the public that this technique will become absolutely necessary, and a demonstration is likely to be steadily more interesting. The reports which have been written may stand, as an element of this technique will be the principle of musical control. The salesman will no longer demonstrate to a customer by asking the latter to choose the music which is to be played, but will control this feature until the points in the demonstration have been covered. After that, when the sale is already half-made, the customer may be encouraged to select; but not until then.

Principle of Control

The reason for insisting on this principle of control is simple. Very few prospective purchasers of a high-grade phonograph have the slightest idea of what piece of music will enable them to realize the capacities of the instrument to the best advantage. And it is just this point of impressiveness, of almost startling power, which the salesman will want to drive home from the start. If a purchaser obviously wants a high-class machine for the purpose of providing dance music on a big, fife scale, the salesman will naturally see that this point is given its central position as the sale progresses; but, nine times in ten, to start this demonstration off with hearing a noisy blast of jazz will be to create the wrong impression. The thought in the mind of the customer will almost always be that the thought that the phonograph is only a more or less good substitute for real "human" music. The opening of the demonstration should be devoted to contradicting this immediately, by playing a well-chosen appeal, to the general run of customers, is vocal. A fine record of a familiar song is, therefore, certain to be a winner, especially if it be done in a good, not too powerful, soprano. After this comes violin music. After this tenor singing, then the baritone, the 'cello, the harp, the military band and symphony orchestra. The sequence is probably not entirely correct, and the symphony orchestra certainly is creeping up steadily to the front of the procession. But what has been written may stand, as an elementary statement. The Dominating Question

The question of this technique of demonstration is likely to be steadily more interesting and important as are made in the machines and in the records, something which is certain to happen at intervals from now onwards. More and more such a technique will become necessary, and a great deal of careful work will have to be done upon its development. That is why for the moment I am sheerly trying to insist upon a point, namely, upon the principle of musical control. This principle, once more stated, may then be made the gravamen of this article.

The first principle of talking-machine demonstration is the principle that the salesman must control the selection of demonstrated music until he has brought out, and secured the acceptance of, the musical sales points which are unimportant in the sales process. This is a very simple statement indeed and to many will appear to be very elementary; yet it is a statement which needs careful consideration and study, for it is one of those things with which everyone agrees but which by no means everyone knows how to translate profitably into fact.

Distribute Sparten Radio

Additional distributors of Sparten radio recently enrolled among the holders of this franchise are announced by the Sparks-Withington Co., of Jackson, Mich., to include the Morris Auto Supply Co., 25 Henry street, Birmingham, N. Y., and the Davis-Brown Electric Co., 115-117 South Cayuga street, Ithaca, N. Y.

Unipower protects your PROFITS

When you sell Unipower for light-socket "A" power it's always a clean sale. Installation and service costs don't eat up your profit, for these reasons:

1. Ease of Installation—Unipower combines Charger, Battery and Master Switch in one unit. It requires no special wiring.
2. Automatic Cut-Off—The automatic cut-off principle in Unipower's rectifying cell is an exclusive Gould's feature and guards against damaging overcharge.
3. Controlled Charging Rates—In addition to the proven trickle charge rate (adjustable in Unipower to any speed) Unipower employs a special rapid charge rate for emergency use. This saves you from troublesome and unprofitable service calls.

One-switch automatic control makes it impossible for users to forget necessary connections. Internal resistance and corrosion are avoided in lead wiring throughout the battery compartment.

Write us or your jobber for full details of this profitable line. Gould Storage Battery Co., Inc., 230 Park Avenue, New York City.
To the Radio Trade:

THE Latour Corporation desires to call to the attention of the radio trade that it is the owner of the following issued U. S. Letters Patent of Marius C. A. Latour, which are now being widely infringed by manufacturers of radio receiving apparatus:

- U. S. Letters Patent No. 1,405,523
  granted February 7, 1922
- Reissue Patent No. 16,461
  granted November 9, 1926
- U. S. Letters Patent No. 1,607,466
  granted November 16, 1926
- U. S. Letters Patent No. 1,614,136
  granted January 11, 1927

The Latour Corporation has expended large sums of money in perfecting its patent situation, and intends to enforce its legal rights thereunder against infringers.

Among those who have already acquiesced in and acknowledged the patent rights of Latour by acquiring simple non-transferable licenses are the American Telephone & Telegraph Company, the Western Electric Company, and the Radio Corporation of America.

The Latour Corporation hereby gives notice of its intention to promptly and vigorously prosecute all direct or contributory infringers of the above-identified Latour Patents.

It also directs the attention of the Radio trade to the fact that it is the owner of the following issued U. S. Letters Patent of Brillouin and Beauvais:

- U. S. Letters Patent No. 1,404,573
  granted January 24, 1922
- U. S. Letters Patent No. 1,404,574
  granted January 24, 1922
- U. S. Letters Patent No. 1,405,267
  granted January 31, 1922
- U. S. Letters Patent No. 1,465,250
  granted August 21, 1923

Infringers of these patents will also be promptly and vigorously prosecuted.

LATOUR CORPORATION
15 EXCHANGE PLACE, JERSEY CITY, N. J.
Walter M. Fagan Purchases Radio Distributing Firm

Former Sales Manager of Electric Corp. Purchases the Los Angeles Interests of Pacific Wholesale Radio, Inc., a Well-Known Firm

Los Angeles, Cal., April 4.—During the past month the Los Angeles interests of Pacific Wholesale Radio, Inc., one of the largest radio distributors on the Pacific Coast, were purchased by Walter M. Fagan, formerly general manager of that firm, with the understanding that the business will continue under the same management.

Everybody’s T. M. Co., Inc.
Housed in Entire Building

Maker of Talking Machine Repair Materials and Distributor of Portables and Records Occupies Five Floors in Own Building

Philadelphia, Pa., April 7.—Everybody’s Talking Machine Co., Inc., of this city, maker of Honest Quaker main springs and talking machine repair materials, and also distributor of portables, Okhek and Odelon records, etc., now occupies the entire building at 810 Arch street, this city. A year or so ago Everybody’s Talking Machine Co. purchased the building at the above address but there were existing leases that prohibited taking possession of all the space. Everybody’s Talking Machine Co. has now purchased all the existing leases and secured possession of the entire building. In an announcement made by Samuel Fingrud, vice-president and treasurer of the company, he stated: “The acquisition of the additional space will enable us to arrange one of the most complete and modern service institutions in the world. I believe that we are the only service house in the United States that is housed in its own building. We will now have five floors devoted to our own use exclusively and the building being our own, it means that our headquarters will be permanent. We are moving our offices to occupy the entire second floor, taking up about three thousand square feet. This will give us sufficient space to take care of all our activities, and it will enable us to provide the best service possible. The new building will be completely equipped with all the latest apparatus and will be able to handle all types of work with ease. The building is being entirely reconstructed, using steel throughout in order to provide a beautiful and functional structure. We are planning to open the new offices in the near future, and we are looking forward to providing even better service to our customers.”

A new plant, which it is said will have a capacity of 25,000 tubes daily, is now being erected at Newark, N. J., by the Gold Seal Electrical Co., New York, manufacturer of Gold Seal radio tubes. Officials of the company state that a very satisfactory business was done in 1926, and they are expecting an even greater demand for Gold Seal tubes this year. In the erection of their new building the Gold Seal organization has allowed for additional expansion in the future.

Carryla Master Portable in Handsome New Attire

Music merchants will be interested in the new dress of the Carryla Master, well-known portable. The Master now has a hand-rubbed fabricoid exterior, further enhanced by beautiful gold air-brushing. The embossing is in gold of an exceptionally novel and attractive tone. Exterior details have been handled with care and skill to give the effects of great beauty and distinction. Linings are in etch finish. Mr. Hough, sales manager, reports universal enthusiasm everywhere. The consensus of opinion indicates that the new Master has greater eye-value than ever before.

Harry C. Kiley on Trade Trip

George H. Kiley, vice-president and general sales manager of the Farrand Mfg. Co., of Long Island City, N. Y., maker of Farrand speakers and power units, left recently for a six weeks’ tour of Pacific Coast and Southern jobbing centers. Besides renewing acquaintances with his many friends in the radio industry, Mr. Kiley will talk over details of the coming plans and advertising arrangements of Farrand speakers and more particularly on the localized advertising on the Farrand “B” eliminators and power amplifiers.

Victor Loudspeaker Reduced

A drastic price reduction was announced last month on the Victor Lumiere radio loudspeaker, the list price now being $17.50. This beautiful clock type speaker has enjoyed a consistent demand at its former price and now, with this price halved, dealers should find a sales increase of large proportions. A rebate plan has been announced that provides Victor dealers with a Lumiere speaker for every one purchased at the old price that they have in stock.
Million dollar baby for adoption

This youngest member of the Magnavox family—Stanford Model Cone Speaker—has a rich heritage of public good will. A million dollars has been spent for advertising Magnavox Speakers—untold millions of dollars worth of publicity in publications have made the name Magnavox literally a synonym for radio speakers. No speaker name is better known or more favorably.

The sales value of this good will is focused upon your store the minute you stock and display Magnavox Cone Speaker. This goes for Magnavox sets and tubes also. Write us for money-making sales plan.

The MAGNAVOX COMPANY

MAGNAVOX
Sets • Speakers • Tubes

SIXTEENTH ANNIVERSARY OF MAGNAVOX PROGRESS IN RADIO
E. R. Manning Reports Awakening Interest of Public Regarding Talking Machines

Treasurer and General Manager of Berg Auto Trunk & Specialty Co., Inc., Upon Completion of 9,000-Mile Trip, Tells of Impressions of Transcontinental Trade Survey

E. R. Manning, treasurer and general manager of the Berg Auto Trunk & Specialty Co., Inc., of Long Island City, N. Y., recently returned from a 9,000-mile transcontinental tour. Mr. Manning worked South through Atlanta, Memphis, New Orleans and Dallas, West to Los Angeles, up the Pacific Coast via San Francisco, Portland, Seattle, etc., and back through the Northwest.

While Mr. Manning made this trip primarily in the interest of Berg Artone products, he also made it for the purpose of studying the talking machine situation in general and making personal contacts in the industry. Mr. Manning's viewpoint is rather interesting:

"While my company has had an indirect contact with the music trade for many years, through manufacturing various kinds of musical instrument and radio cases, it is only within the last eighteen months that we have had direct contact with the trade. Formerly our customers in the industry were largely manufacturers, whereas now we have hundreds of account holders and dealers; so my trip was made somewhat as a newcomer in the phonograph industry, and I am frank to say that never in all my experience have I had as successful and satisfactory a trip as this one just completed. I wonder whether some of the men who have been in this industry for a long time have not perhaps grown somewhat cold and dull to realize its pleasant, refreshing and ever-changing aspects."

"On my trip I met many kinds of travelers and frequently on a Pullman or in my hotel room I started an Artone portable, playing some sweet refrain or a bit of jazz, and the whole atmosphere of the room seemed to become animated and changed. Perhaps the group had been talking about such monotonous and unromantic things as steel, cotton, wheat or even real estate, but when I started talking about my business, the phonograph business, and played a few records, there was a pleasure about the conversation which I could not help but notice time after time.

"In other words, it seems to me that we ought to be happy that we are in such a pleasant business, that is, the talking machine business. This, of course, also applies to all musical instruments. I talked with many salesmen and jobbers on my trip, conveying this idea and showing them that if they would let this spirit enter into their work and appreciate the industry with which they are connected it would reflect itself not only in their sales reports, but I honestly believe in their personal lives."

Mr. Manning reports that in his wide travels he found an awakening interest on the part of the general public in the new era into which the phonograph industry has entered. He feels that if the general public can be made to realize that modern talking machines are an entirely different thing from the old phonograph and that modern records are entirely different from old records, this awakening interest can be increased and expanded into a great wave of popular demand, and this means sales of modern phonographs and records. Another point of observation reported by Mr. Manning is the ever-tightening tie-up between radio and phonographs. Both articles are drifting nearer and nearer together so far as sales outlets are concerned. In the West and Southwest particularly, where towns are far apart, radio merchandise is in many cases distributed by jobbers of drugs, hardware, electrical goods, auto accessories, etc., and many of these jobbers are now entering the talking machine field in order to utilize their radio sales forces to the fullest extent.

For the past two years the Berg Co. has produced Artone portable talking machines and these have had wide distribution. During the Fall of last year the Berg Co. also introduced a very original line of upright and console large model talking machines, also under the name of Artone. Besides their tonal qualities, these machines became noted for their exterior dressing in Fabrioid, finished in embossed reproductions of hand-tooled leather. The wide reception this additional line of Artone models received in the short Fall season made such a favorable impression on the Berg Co. officials that plans for a much wider distribution were considered, and Mr. Manning's country-wide tour was for the purpose of consolidating the company's present position and enlarging its distribution outlets.

Besides a line of eight models of Artone portable talking machines and the four table model machines, the Berg Co. is now producing four upright models and two console machines. With such an extension line it was incumbent upon Mr. Manning to visit personally the Berg present distributors and their prospective wholesale outlets. The result of Mr. Manning's trip placed wholesale and retail representation in practically every State in the Union. Also he returned to his offices with commitments for the year 1927 which will justify factory enlargements and make necessary speedier production.

Mr. Manning says that several Artone innovations are being prepared by the Berg Co. for its exhibit at the Music Industries Convention in Chicago, in June.

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for Specimen Batches

EUREKA NOISELESS TALKING MACHINE LUBRICANT

For the past two years the Berg Co. has produced four upright models and two console models, the Berg Co. is now producing four upright models and two console machines. With such an extension line it was incumbent upon Mr. Manning to visit personally the Berg present distributors and their prospective wholesale outlets. The result of Mr. Manning's trip placed wholesale and retail representation in practically every State in the Union. Also he returned to his offices with commitments for the year 1927 which will justify factory enlargements and make necessary speedier production.

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To Place Dealer's Imprint on Victor Needle Envelopes

A new form of service for dealers was recently inaugurated by the Victor Talking Machine Co. This consists of supplying needles with the dealer's imprint on the envelope. Orders will be accepted in lots of not less than 5,000 envelopes for any desired assortment of the four standard sizes: soft tone, half tone, full tone and extra loud tone.

The imprint will be supplied in the standard three-line style, although special requests will be complied with as far as practical. Advertising "slugs" will be used if supplied in the proper size and if adaptable to the paper stock employed.

Sues Ware Receiver

David S. Ludlum, as trustee in bankruptcy of the Music Master Corp., has brought suit in the Supreme Court against Stark B. Ferris, as receiver of the Ware Radio Corp., for $203. 42, it is said to be the value of 2,545 record sets that were alleged to have been transferred to the defendant four months before the Music Master Corp. went into bankruptcy, and at a time, it is charged, when the defendant was actually insolvent, and created a preference in violation of the Federal Bankruptcy Act.
BUSINESS IS GOOD!

Due to the cooperation of our jobbers and dealers, and the appreciation of the buying public, we are happy to announce that March 1927 was the BIGGEST MONTH IN THE HISTORY OF THIS COMPANY.

BERG A. T. & S. CO., Inc.
LONG ISLAND CITY, N. Y.

Designers and Makers of Fine Cases for 20 Years

The Outstanding Features of the New Artone De Luxe Reproducer

1. Clear natural tone through the entire musical scale.
2. Amazing volume, especially when playing the new electrically cut records.
3. Special metal alloy diaphragm that will not blast or weaken under severest test.
4. A patented rubber gasket molded and shaped to fit over the tone arm, forming an airtight and vibration-proof connection.

ESPECIALLY MATCHED TO ARTONE PHONOGRAPHS

Artone Phonographs, Models from No. 65 up, now equipped with this new reproducer.

ESPECIALLY MATCHED TO ARTONE PHONOGRAPHS

No. 2 Model $25
No. 5 Model $20
No. 8 Model $15

Write for Catalog Showing 18 Models of

SOLD SEPARATELY AT
$8.50 LIST

Console and Consolette Models $65 to $125
Important Personnel Changes Feature Month in the Metropolitan Territory

M. Price Appointed Manager of Bloomingdale Music Department—W. Schneider With Gimbel Bros. as Manager—Other Changes—Feature Beethoven Recordings—Other News

Two happenings took place during the past month which had the effect of offsetting a slowing down in sales occasioned by Lent and other factors. They were the centennial observance of the death of Beethoven and the introduction to the public of the new Automatic Orthophonic Victrola. The first of these events consisted of Beethoven Week, sponsored by the Columbia Phonograph Co., which arranged for broadcasts over a network of stations, with Walter Dannoos and other artists of national prominence participating; the issuance of a Centennial edition of Columbia Masterworks recordings of Beethoven music; the supplying to dealers of a mass of helpful tie-up material, including window displays, counter literature, window and interior posters, and authoritative booklets dealing with various phases of the great composer's life and activities. Other companies recognized the importance of Beethoven Week and issued helpful sales aids to their dealers. The Automatic Orthophonic Victrola made its initial bow to the public on Monday, April 4, after a three-day advertising campaign had prepared it for the new and revolutionary instrument, and resulted in Victor dealers experiencing somewhat of the activity which was felt November, 1925, when the Orthophonic line was first introduced.

Important Personnel Changes

Important changes affecting the management of three of the largest musical instrument outlets in the city took place during the latter part of last month. They were the resignation of Meyer Price as manager of Landay Hall, Sixth avenue and Forty-second street, to accept the management of the talking machine department of Bloomingdale Bros. department store, succeeding William Schneider, who resigned to direct the activities of the talking machine and radio sections of Gimbel Bros. music store. Both of these men are well known throughout the Eastern trade world as having been prominent in various managerial capacities. Mr. Price was for years connected with Landay Bros. and for a time conducted his own music store in Newark, N. J. In addition to the New York store, he will have the direction of the Brooklyn branch of Bloomingdale's exclusive music store. Mr. Schneider, who was selected by Gimbel Bros. to succeed M. Max, made an enviable record of the store's customers, and gave practically continuous concerts in the store.

Feature Masterworks Beethoven Records

The talking machine section of Stern Bros. department store tied up with Beethoven Week by taking on the Columbia Masterworks Beethoven records and putting a strong advertising campaign behind them. Miss B. B. Steele, manager, also wrote personal letters to the store customers informing them of the quality of the records which were on sale. The resultant sales were most satisfactory. This store gave several demonstrations of the Automatic Orthophonic Victrola prior to the regular day of its introduction, sending invitations to a selected list of the store's customers, and secured orders for a large number of instruments to be delivered as soon as possible.

J. T. Owens Busy

J. T. Owens, Victor dealer at 1074 Flatbush avenue, Brooklyn, reports radio sales holding up. The 'Radiola line is proving to be the most popular with Flatbush residents, judging from the demand at the Owens establishment. During the first week of this month Mr. Owens displayed the Automatic Orthophonic Victrola and gave practically continuous concerts in the store.

Drive on Portables

The Landy chain of stores throughout the metropolitan district put on an aggressive campaign behind the Polly portable talking machines during the month of March, featuring them in most attractive window displays. The New York Band Instrument Co., in both of its stores, did a large volume of business in Columbia Masterworks Beethoven records during the month. Attractive window and interior displays called attention to Beethoven Week and letters were sent from both stores to customers interested in the better type of music. The firm of Webster Bros., 2902 Eighty-sixth street, Brooklyn, N. Y., is now controlled solely by David A. Weber, who bought out the interests of Fred. Loeser & Co., some months ago. The store carries the complete Victor line. A number of obsolete models of radio sets and instruments taken in trade were offered at one price, regardless of make or condition, at the Flatbush avenue, Brooklyn, store of E. Blount, Inc., and served to bring in customers, most of whom became interested in other models. During the observance of Beethoven Week the Viennese centennial, "Beethoven," was shown at the Wanamaker auditorium and attracted large audiences.

100 Per Cent Sales Gain

Made by Carryola Co.

Company Is Adding to Personnel and Equipment to Handle Growing Business

The Carryola Co. of America, manufacturer of portable phonographs, reports record business. Sales from January to date are averaging 100 per cent more than for the same period last year.

The Carryola Co. is adding to its personnel and equipment in order to handle its rapidly increasing business. The company reports a very satisfactory reception of its Carryola Superphonie reproducer, particularly in foreign fields. One Australian jobber recently sent in an order for 3,000.
Profit Winning Sales Wrinkles

Use Delivery Trucks for Displays—How Northwest Trade Association Aids Dealers—Keeps Record of Dates of Battery Sales—Clever Use of Business Card—Window Display Pushes Single Record—Other Profitable Stunts

That the Polyphonewerke, Inc., and the Deutsche Gramophone, Inc., of Berlin, Germany, have begun actively to promote the Brunswick records for which they recently have contracted with the Brunswick-Balke-Collender Co. is evidenced in the photographs recently received at the Chicago offices of the Brunswick Co. Automobiles carrying revolving signs, unusual cylinder-like sign-posts on many streets and window display cards and signs and posters of all descriptions with the unusual picture of the sailor holding two American flags has become quite a common sight in Berlin. The interchange of record matrix between the American and the German company is working out to very good effect for both parties. American talking machine dealers might find this idea of using their delivery cars for record exploitation worthy of consideration.

Association Activity
Associations of radio dealers throughout the country would do well to keep in constant touch with the activities of the Northwest Radio Trade Association, for this body of radio men is at all times on the alert for the betterment of the trade and plans policies that result in profit for the individual dealer. One of the latest of the activities of this organization was the inauguration of a weekly service on radio programs, whereby members are notified several days in advance of the best local and long distance programs for the period of a week. The suggestion accompanies each notice that members advertise to the public the quality of the programs that can be heard over the air. It is felt that people who do not own a radio set can best be appealed to by telling them of the programs that can be heard over the air: the entertainment they are missing, rather than stressing technicalities of a set.

Checks Up Battery Sales
Willie's Radio Shop, 23 Willoughby street, Brooklyn, N. Y., which does a large accessory business, upon the sale of every dry battery rubber-stamps the name and address on the purchase and writes the date of the purchase, so that in the case of a complaint by the purchaser that the battery does not give service for a reasonable period the proprietor can see at a glance whether or not the complaint is justified.

Unusual Business Card
An unusual form of business card is used by Charles Beisel, controller of sales of the Gennett record department of the Starr Piano Co., Richmond, Ind., when the occasion arises to produce his card, hands out a black and gold record label, identical with those which appear on records—reading: "New Electrophone Record—It's a Hit!—It's on Gennett—The Record with a Profits. Chas. Beisel, Controller of Sales." Dealers and their salesmen might adopt this idea and have a form of business card which in appearance suggests the thought of music and makes a deeper impression on the recipient of the card than does the conventional slip of pasteborder.

Builds Customer Good Will
On every envelope which contains merchandise sold at Spargo & Co., music dealers, at 146 West Broad street, Hazleton, Pa., the following notice is printed: "The various articles of merchandise on sale at our store have been selected with the greatest care, and it is our hope that every purchase shall prove entirely satisfactory. If it does not, please feel perfectly free to return it for adjustment." This message, which promises nothing that is not understood between every dealer and his customers, has the effect of making the customer feel that the store is reliable and worth patronizing.

Broadcasts New Records
The exploitation of the latest record releases by means of radio broadcast programs is not new, but within the past few months the practice seems to be growing, with groups of dealers and individual stores utilizing the air to bring the music from the talking machine into the home. The Maine Music Co., of Portland, Me., has been broadcasting every day (Saturday and Sunday excepted) for the past six months, and reports a considerable increase in instrument and record sales, in addition to wide publicity for the store and a gain in prestige. The program of recorded music is given from three to four in the afternoon, the latest Victor records being played on an Electrola. The plan also has the advantage that in demonstrating radio receivers during this period, when the usual station programs are of a type that would not permit of the best possible showing, not only the Maine Music Co. but other dealers can be certain that by tuning in on the station used by this dealer, the best of the world's music can be received.

Clever Window Display
One of the factors largely responsible for success in record selling is the proper display of the recording in the window. Some records through their titles or theme lend themselves to clever displays that attract the eyes of passers-by and immediately arouse a desire for the record in question. The accompanying illustration shows how Emil Robbillard, Columbia dealer, of Gardner, Mass., featured "Where Do You Work-a, John?" In order to give this record special sales impetus through a display, he pictured "John" pushing his wheelbarrow on the "Delaware-Lackawann," with the result that sales of this record reached a large total.

New Udell Cabinet for Victrola
No. 1-70

The new portable model No. 1-70 Victrola is selling rapidly, so there's a big demand ready and waiting for this new Udell Cabinet No. 403.

List only $25

The open and closed views at left show the beauty and utility of the new Udell cabinet No. 403. It conforms exactly in style and finish (mahogany) with the Victrola No. 1-70. The latter can be slid into the moulding, making this a complete unit for a total list of only $75, compared with $90 or more for a similar standard unit. Capacity, 6 record albums.

Write today for further information and complete catalog

THE UDELL WORKS, Inc.
28th at Barnes Avenue
Indianapolis, Ind.
50%

more than on a $25 portable is the profit you make by selling the

Deluxe Portable

Many of your “$25 customers” will prefer the better machine. There’s much more money for you in a $37.50 sale!

Folks will ask for “price”
—yet pay for “Quality”

There’s so much difference between the De Luxe and cheaper machines that dealers find it easy to swing most folks over to buy the De Luxe—they come to inquire about a $25 portable; they end by owning a De Luxe.

If this list of features doesn’t explain the De Luxe preference, then our idea of what makes a superior portable phonograph is all wrong.

Check them over:
3. 12-inch turntable.
4. Removable Indexed Record Album. Holds and protects twelve records.
6. Domes of Silence protect all edges.
7. Full piano-hinged cover.
8. Handle has clearance over table: does not need to be moved to edge of table for winding. All hardware is brass, heavily plated. Tone chamber opens to give any degree of volume. No need to detach tone arm before closing the case. (This is an improvement of great convenience.)

Write your jobber—or direct to

Consolidated Talking Machine Co.
Consolidated Building
227-229 West Washington St., Chicago
Minneapolis: 1424 Washington Ave., South.
Detroit: 2949 Gratiot Ave.
Toledo Retailers Plan Widespread Demonstrations of the New Victor Automatic

Brunswick District Representative Aiding Retailers Through Demonstrations of Panatrope—J. W. Greene Co. Reports 50 Per Cent Gain in Talking Machine Sales

TOLDO, O., April 6—Phonograph sales for the past month have shown an increase over the same period of last year. In certain stores the gain is as great as 50 per cent. The Beethoven Week concerts, music shows and vaudeville have each contributed to the sale of records. This phase of the talking-machine business is especially satisfactory at the present time, according to retailers.

Victrola Automatic Introduced

The demonstration of the Automatic Orthophonic Victrola in the Commodore Perry Hotel was well attended. The affair was sponsored jointly by the Cleveland Talking Machine Co., the Chicago Talking Machine Co. and Grinnell Bros. Arrangements were looked after by Warren L. Kellogg, district representative of the Cleveland Co. Demonstrations of the new instrument will be carried on extensively by dealers as soon as the machines become more plentiful.

Effective Panatrope Demonstrations

A. G. Burr, Brunswick district representative, is giving dealers much sales help through demonstrations of the Panatrope, which he is showing daily to various groups in the city. These include Ursuline Academy, all of the high schools, Toledo State Hospital, bankers' banquet and in the lobby of the Secor Hotel. Outside Toledo the Panatrope was demonstrated at the banquet of the nurses of St. Rita's Hospital, Lima, O., and at the North Manchester, Ind., high school.

Reports Sales Gain

The Lion Store music rooms experienced an increase in sales of Victor and Brunswick products in the past month. Columbia records, which were taken on recently, are selling consistently, according to Lawrence S. Talbert.

An intensive demonstration program of the new Automatic Orthophonic has been inaugurated. The instrument was demonstrated at the Chamber of Commerce, Commodore Perry Hotel lobby, Exchange Club, Rotary Club, Advertising Club, Credit Men's Association, Students' Convocation, Toledo University. Ovville Schaffer has joined forces with the house.

Fifty Per Cent Sales Gain

At the J. W. Greene Co. talking machine sales are 50 per cent greater than the corresponding period of last year, according to Robert E. Tumlish, manager. The department is demonstrating the Automatic Victrola to various groups in the store auditorium. A series of letters inviting customers to hear the instrument was mailed to a long list. The house will present recitals at 11 a. m. to 2 p. m. each day next week. Both Victor and Brunswick demonstrations are selling briskly, declared Mr. Elwell.

Strong Demand for Combinations

At the Whitney-Blaine-Wildermuth Co. the tendency is decidedly towards combinations. Victor and Brunswick lines are carried here. The A. C. Dayton radio is featured here. The new X-20 Victor-Radiola with the Orthophonic tone chamber is finding favor.

Open Evenings Proves Profitable

The United Music Store, located in the theatrical district, finds it profitable to keep open at night. Columbia records were added recently to the Victor and Brunswick. The store has been improved by the addition of a number of display cases for small merchandise.

Arranged Special Display

The Frazelle Music House has arranged a special display of the Automatic Orthophonic. Demonstrations on a large scale will be a feature of the Spring promotion campaign. A showing of portables, including the Sonora, Jewel Phonoparts Co.

in New Headquarters

New Home in More Central Location in Chicago—W. Tures President of Company and A. H. Davis Vice-President and Treasurer

The Jewel Phonoparts Co., Chicago, manufacturer of reproducers and tone arms, recently moved its headquarters to a more central location in the Boyce Building, Illinois and Dearborn streets, a few blocks north of Chicago's Loop or business district. The firm's new quarters are now on the sixth floor of a modern building, the space leased including both office and salesrooms. The firm was organized ten years ago and incorporated in 1919. Since 1921 it has been located at 134 Whiting street.

As a recent meeting of the board of directors it was announced that T. E. Davidson, president of the company, had sold his interest in the firm to W. Tures and A. H. Davis, who have been officers of the Jewel Phonoparts Co. for the past several years. Mr. Tures is now president of the company; Mr. Davis vice-president and treasurer, and J. Tures is secretary.

According to an announcement made recently at the headquarters of the Jewel Phonoparts Co., a new reproducer and other products of the concern are being featured and plans are under way for aggressive merchandising of the lines. The Interurban Music Shop, Columbus, O., was opened recently by Janet M. Farnis, who was formerly associated with one of the large Capitol music houses. The complete line of Columbia machines and records is carried.

The Home Music Shoppe, West Broad street, Columbus, O., some time ago added the Columbia line of machines and records in a small way. Demand for the line became so great that the full line of Columbia products is now displayed.

The Lippincott Co., Bellefontaine, O., is concentrating on Columbia phonographs and records. The complete line is dealt in, including Harmony discs and machines.

Jewel Phonoparts Co.,

New Home of Jewel Phonoparts Co.

in New Headquarters

New Home of Jewel Phonoparts Co.

in New Headquarters

ERLA RADIO

The Outstanding Money-Making Radio Line for 1927—Years ahead in Performance and Style ~ ~

A Franchise will protect you
Write for full information

ELECTRICAL RESEARCH LABORATORIES
2500 Cottage Grove Avenue
Chicago, Illinois
Garters and Tubes

Neither are changed frequently enough. It would seem unnecessary to remind a gentleman that he needs new garters, yet a prominent garter company has found it profitable to do so, featuring the slogan, “How did your garters look this morning?”

Tubes are in the same class with garters so far as you are concerned. An old garter may hold up socks efficiently, but weak tubes will retard reception indefinitely.

Yet, many of your customers put off the purchase of new tubes while there remains a flicker of life in the old ones.

Talk new tubes to every customer. It is a simple matter to reach behind you and take one or more tubes from a shelf. It’s a simple matter to tell your customers about the improvements in tubes that have done so much to advance the quality of reception. And if the tubes you sell are Perryman Tubes you can be certain that you are doing your customers a favor they will long appreciate.

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 cooperate with all dealers on advertising, displays, newspaper mats and prompt deliveries of tubes. There is a Perryman Radio Tube for every purpose, listing from $1.75 to $9.00.

PERRYMAN ELECTRIC COMPANY, INC.
33 West 60th St., N. Y. North Bergen, N. J.
Retail Sales Maintain a Satisfactory Level in the Cincinnati Trade Field

George P. Gross Co. Opens Large Branch and Columbia Headquarters Compelled to Expand to Handle Rapidly Increasing Business

CINCINNATI, O., April 9—Talking machine dealers in the city and suburbs report business at a satisfactory level, with a good demand for all grades of instruments, from the cheapest to the most expensive. General business conditions are good and increased sales are looked for as the Spring advances.

"Radio Revue" Creates Interest

Ford and Glenn, a famous team of entertainers who record exclusively for the Columbia, usually referred to as "The Lullaby Boys," who have been broadcasting here for some time, did much to live up the demand for talking machines and records by giving a "Radio Revue" in the fashionable Emery Auditorium the evenings of March 30 and 31. The New Process Columbia records were featured at the same time and this is where dealers reaped a benefit.

Miss Nan Tighe Made Manager

Miss Nan Tighe has been made manager of the Baldwin Victrola Shop, operated by the Baldwin Piano Co., succeeding Frank LeFevre, who has been in charge of the department seven years. Miss Tighe has rejoined the Baldwin sales force after an absence of three years.

George P. Gross Co. Expanding

The George P. Gross Co., 1338 Main street, has just opened up a large branch store in the West End, at 2140 West Eighth street. Victor, Brunswick and Columbia talking machines will be carried in stock. The company is preparing to move its Northside store into much larger quarters, near Knowlton's Corner, the business center of that suburb. A large building has been purchased by George P. Gross and the company, and this is to be remodeled at once. When it is completed and occupied it will be the home of one of the largest and finest suburban stores of its kind in the city.

"Business is very good with us and our talking machine department is enjoying a fine volume of sales," stated Mr. Gross. "The new Victor Automatic Orthophonic, which we are exhibiting at various business and social gatherings, is being received in a wonderful way."

Successful Sales Drive

In order to dispose of surplus stock, Louis H. Ahaus, proprietor of the Brunswick Shop, conducted a special sales drive the last two days of March. "The sale was very successful and we are starting off our Spring campaign with a fine display of new stock," said Mr. Ahaus. "While we have added a line of pianos to our stock, we are not letting it divert our attention from talking machines in any way."

Music Industrial Necessity

The talking machine is an industrial necessity. This has just been pointed out by an eminent authority, Dr. Charles M. Diterius, professor of psychology, in the University of Cincinnati. Music increases muscular endurance, he states in a book just published, alleviates fatigue and increases the rapidity of movements. In a test of 300 workers he found that popular music produced by a talking machine speeded up the individuals and greatly increased the production.

Columbia Quarters Enlarge

The Columbia Phonograph Co. has once more enlarged the quarters of its Cincinnati branch by taking over the remainder of the east hall of the fifth floor of the Methodist Book Concern Building, at 222 West Fourth street. The general office and the private office of Miss Rose Helberg, the manager, have been moved to the front of the building and a fine demonstration room has been fitted out in adjoining space. The space formerly occupied by the offices will be used for stock and storage.

Radio Receptor Co. Secures Important Patent License


Negotiations were recently concluded between the Radio Receptor Co., Inc., 106 Seventh avenue, New York City, the Radio Corp. of America, General Electric Co., Westinghouse Electric & Mfg. Co., the American Telephone & Telegraph Co., whereby the Radio Receptor Co., Inc., is licensed under the patents of the aforementioned companies.

Ludwig Arson, vice-president and sales manager of the Radio Receptor Co., says: "After years of development work on powered radio devices, it became apparent that the work of Hull, Lowenstein, White and others would have to be recognized before any further development could be continued."

The Radio Receptor Co. has been a pioneer manufacturer of radio products. It is said to have been the first to perfect batteryless socket-operated radio sets. It has been best known to the general public by its product known as the "Powerizer," a combination "B" eliminator and power amplifier.

Continuing, Mr. Arson said: "We feel that in securing a license the year 1922 will be historical in radio from a economic standpoint. The parting of the ways has come. The 'adventurers' in radio have no place in the industry. Only those who have contributed to the art will move forward. The final move toward stabilization has been made. The licensed manufacturer is the bulwark between the public and worthless and unreliable products."

Lieut. Greiff, engineer and secretary of Radio Receptor Co., states: "It is to the interest of the listening public to have the radio situation cleared up. There have been too many irresponsible manufacturers without any ideas but to cash in on the demand of the public. Manufactures who, by reason of engineering research and production efficiency, have something to offer the public, will, I think, see in this phase of the radio situation a long-promised relief from the kind of competition which leaves the purchaser disappointed and gives radio such a bad name."

"We are now in a position to give the public, by our various types of Powerizers, the use of the new power tubes for their old sets, operated from the lamp socket, and to give set builders power units to build into their receiving sets."

Mohawk Corp. to Celebrate Seventh Anniversary in May

Chicago Concern Founded by Gustav and Louis Frankel Has Achieved Success With One-Dial Radio Receiving Set

May 1 will mark the seventh anniversary of Mohawk Corp., of Chicago, manufacturer of Mohawk one-dial radio receivers.

Gustav and Louis Frankel

The Mohawk Corp., known originally as the Electric Dealers' Supply House, was founded by Gustav and Louis Frankel, president and treasurer, respectively, and from its organization it has made rapid progress in the field. Many years of strenuous effort were required to launch the idea of Mohawk one-dial radio and to-day the Mohawk organization has sixty-one distributors located throughout the United States and Canada.

The firm originally acted as an electrical supply distributor, jobbing such products as were used by electrical dealers and contractors. The organization conducted a local business, but sensing the fact that the radio industry would some day be one of the most prominent in American business, the executives of the firm entered the radio manufacturing field at an early date.

Paris Fair to Be Held in May

The Salon de la Musique at the Paris Fair, which takes place this year from May 14 to 29, will have an international aspect, as manufacturers, wholesalers and agents of many countries have signaled their intention of participating with exhibits and have contracted for space.

Receiver Is Appointed

David H. Gladstone, on March 21, was appointed receiver of the Fries Radio Corp., 993 Broadway, New York, against whom was filed an involuntary petition in bankruptcy by James A. Gilmore and others.

COTTON FLOCKS

Air Flocked, all impurities foreign matter eliminated for

Record and Radio Manufacturing

THE PECKHAM MFG. CO. 236 South Street Newark, N. J.
Federal Ortho-sonic Speaker Coupler

This is the latest Federal contribution to better radio. The one development needed to achieve perfection of tone reproduction. Its sales possibilities can be convincingly measured by these selling points:

1. Tone enhanced beyond the point of merely good reproduction, and now more beautiful than ever.
2. Protection for the loud speaker from the effects of heavy battery voltages.
3. Unlimited use, with any type of set or tube, and especially recommended where the power tube, such as UX112 or UX171, is used in the receiver.
4. Applicable to any set installation and particularly well suited to Ortho-sonic.
5. Finished in satin black with black silk cord, really an added appointment to the finest set arrangement.
6. Attached in less than two minutes.

The quality of the Federal Ortho-sonic Speaker Coupler is in keeping with that of Federal Ortho-sonic receivers. This device, and all other new Federal developments, are available only to Designated Federal Retailers.

If you have not investigated Federal Ortho-sonic Designation, do so today. Write to the Federal Wholesaler in your territory. If you do not know his name, write us.

FEDERAL RADIO CORPORATION, Buffalo, N. Y.

(Division of Federal Telephone and Telegraph Co.)

Operating Broadcast Station WGR at Buffalo

ORTHO-SONIC*


Federal Radio

*The fundamental exclusive circuit making possible Ortho-sonic reproduction is patented under U. S. Letters Patent No. 1,582,479
Pacific Radio Association Makes Trade Service Survey

Questionnaires Sent to Dealers in All Lines Carrying Radio—Disc Phonographs Received Show That Dealers Are Profiting by Service

San Francisco, Cal., April 6.—Realizing that one of the most important problems confronting the radio dealer is the maintenance of a profitable service department, the Pacific Radio Trade Association has undertaken the task of making a survey among the dealers of California with the aim of analyzing the problem and compiling a report with concrete suggestions which should prove of aid to every dealer.

The first step taken was the sending out of a questionnaire to dealers in all lines who carry radio apparatus. The replies received thus far have certain outstanding features; the most important of which is that many dealers are making money through their service departments. W. J. Aschenbrenner, secretary of the association, in commenting on the returns received, says:

"If the dealer is not making money on service it is because he has failed to familiarize himself with the problem and to apply the dictates of good business methods. Every retail line carrying radio, excepting one, and this one cannot be named until all returns are in, shows a preponderance of profit as against loss or merely breaking even.

"The greatest hindrance to profit, from the returns, is the length of free service which is given by the average dealer. A surprising feature has been the great number of dealers who give unlimited free service for the period of one year or longer. No other industry gives such unlimited free service. If no other industry can profitably do it, it is logical to assume that the radio industry can do otherwise.

"What is a proper limit for free service, we are not prepared to say at this time. However, it should be as short as possible. The returns to date show that profit of the service department is proportionate to the length of free service given."

Promotion Plans for Standardyne Line Announced

Bert Ennis, Advertising Representative of Standard Radio Corp., Tells of Company's Plans for Exploitation of Products

Bert Ennis, of the Coast-to-Coast Publicity Service, New York City, advertising representative of the Standard Radio Corp., Worcester, Mass., following a conference with Ben W. Fink, head of the Standard Corp., divulged comprehensive plans for the promotion of the Standardyne line for the new season. Mr. Ennis stated, in part:

"During a visit to the Worcester factory and offices last week I learned that the Standardyne line has been considerably expanded for the coming season, with the addition of a new one-dial receiver in both table and console model, a two-dial alternating current power receiver, including a Standardyne power unit of remarkable performance, in table and console style, and a new lowboy cabinet designed for these new sets. The three-dial model B-6, which has been one of the popular numbers of the Standardyne line in the past, will be retained. Arrangements have been made for a display of the new line at the RMA show in Chicago in June. The Standard Radio Corp. is now a member of this organization. We will be represented at the convention by Mr. Miller and Jimmie Woods, New York sales agents, together with Ben Fink and myself. Elaborate plans have been made for a promotion and advertising campaign to introduce the new one and two-dial receivers. These plans include a sixteen-page booklet, a series of two-color catalog sheets, direct mail folders, novelties for dealers, window cards, counter displays, business attractors and comprehensive trade journal advertising."

Hopkins Remodels Store

The Hopkins Piano Co., Victor dealer, Chester, Pa., has remodeled its establishment, moving the record department to the front of the store and installing fourteen demonstration booths. The place has been attractively redecorated throughout.

Utica Dealers Co-operate


Progressive Corp. Adds Two New Models to Line

Model M Melofonic Cone Speaker and New Cabinet Speaker Introduced to Trade by Prominent New York Firm

The Progressive Musical Instrument Corp., 319 Sixth avenue, New York City, manufacturer and distributor of radio and musical instrument products, has added two new models to its line of radio amplifiers. Last season the Progressive Co. confined its activities to its Model S Melofonic cone type speaker. This

Now!!
The KENT Attachment with the KENTONE SENSITIZED REPRODUCER

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

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

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

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Melofonic Cabinet Speaker

year it was announced from the progressive M Melofonic cone speaker. In this product it uses new reproducing principles and has also enlarged the size and dressed the exterior, which doubles will add to its popularity. This new cone speaker will be able to carry the heaviest volatges of any receiving sets. The other new and important addition to the radio amplifiers of the Progressive Co. is the Melofonic cabinet speaker. This is an exclusive design and type of radio amplifier. This cabinet is of floor type equipped with a twenty-foot cord, which allows its use in any part of the room. It is an attractive piece of furniture. Although compact in size, which will enable it to lend itself appropriately to any type of room settings or decorations, the amplifying chamber is quite large and is constructed along lines that have made phonograph record amplification so popular. With this amplifying cabinet the speaker unit is also operated through the aid of a cone type reproducer. There are fourteen inches of surface drive and eight cubic feet of tone chamber. Despite its elaborateness, the Melofonic cabinet speaker will be retailed at a popular price. The product will be presented to the trade through specially selected and centrally located wholesale distributors. Edward Riel, sales manager of the Progressive Co., has already received many orders for this speaker.

Toured the South

J. R. Crawford, general sales manager of the Bright Star Battery Co., Hoboken, N. J., recently returned to his office following a tour of the Southern section of the United States. Before making the extended trip Mr. Crawford attended the Convention of the Southern automotive jobbers in Atlanta, Ga., following which he covered Birmingham, Jacksonville, Nashville, Chattanooga, Memphis, St. Louis, New Orleans and Mobile.
Hyatt 6 Tube Portable Receiver

The First Real Portable Set With Proven Performance and a Popular Price

Weight fully equipped—28 lbs.
Single Dial Control—Loop Aerial
Built-in Speaker with Unit.

Ideal for homes, hotels, clubs, hospitals,—for use when traveling, on vacations, etc.

Here is the portable set which will complete your line of dependable, high grade merchandise, and for which a real market already exists. Here is a set that weighs only 28 pounds,—that can be sold the year round—that gets good reception the year round—and is suitable anywhere because of its quality and attractiveness.

The Hyatt Portable will meet the demand in your neighborhood for this class of receiver. It will bring you a reasonable profit the year round. The quality, the policy, the price and the organization back of the Hyatt are right.

$95.00 Model "A" $115.00
Without Accessories Complete

F. O. B. Chicago, Ill.

We have some desirable territory available. Keep your salesmen busy during the summer months with outside selling. Write or wire us at once.

Brown Leatherette covered cabinet 11 in. wide, 11 1/2 in. high, 9 1/2 in. deep. Set comes conveniently packed in dust proof air cushion cabinet.

HYATT ELECTRIC CORPORATION
836 No. WELLS ST.
CHICAGO, ILL.
Every dealer wants a product that will command attention and make him a leader in his community. The Pathex camera and projector performs this function. It is new, it is practical and, finally, it is economical.

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

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

Other Products Distributed by BLACKMAN—

Orthophonic Victrolas
Fada Radio and Accessories
Eveready Flashlights

Blackman DISTRIBUTING Co. INC.
28-30 W. 23rd St. • New York, N.Y.
WHOLESALE DISTRIBUTORS
VICTROLAS • RADIO • ACCESSORIES
Unusual Advertising Plan Launched by Everybody's


**PHILADELPHIA, PA., April 7—** Everybody's Talking Machine Co., Inc., maker of Honest Quaker mainsprings and talking machine repair material, is responsible for a particularly live and forceful series of messages addressed to talking machine dealers on the backs of standard size blotters.

One of the "Advertising Blotters" forceful series of messages addressed to talking machine dealers on the backs of standard size blotters. At the present writing a series of six have been prepared. The accompanying illustration gives an idea of the strong sales messages that are being received at the headquarters of Everybody's Talking Machine Co. Inc. The interest that these spirited messages are arousing in the trade

Ernest Ingold, Inc., Ends Big Pooley Sales Drive

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Ernest Ingold, Inc., Ends Big Pooley Sales Drive

Individual Salesmen and Stores Join in Competition to Reach Highest Sales Total—Window Display Prizes Awarded

SAN FRANCISCO, CAL., April 4—An interesting Pooley sales drive has just been completed by Ernest Ingold, Inc., of this city, Awater Kent distributor for northern California. The drive was started with a luncheon and talk by Ernest Ingold at the Clift Hotel, San Francisco, given to the dealers in the San Francisco Bay region. Competition was engendered among individual salesmen selling the most Pooleys during the month and among the stores making the best window displays and selling the most Pooleys. T. W. Warren of the Pooley Co., exhibited figures showing the possibility of Pooley sales during the drive. Advertising aid was given the drive by an elaborate series of dealer helps.

Plaza Music Co. Products Experience Good Demand

**NEW ORLEANS, LA., April 7—** The Plaza Music Co., 10 West Twentieth Street, New York City, which recently introduced the new table model phonograph, has already placed this new model in quantity production. The Plaza jobbers are finding a demand for this new product, which indicates that it is to become one of the most important additions to the Plaza Music Co.'s line. It is understood that the Plaza Co. will bring out other large model talking machines.

The Pal portable, the leader of the Plaza Co.'s portable products, has been improved for the 1927 season with some newly designed cabinet coverings. The top cover is now embossed with an attractive border design finished in antique gold. The cover of the album compartment also carries a similar reproduction. The reproducer is of the new improved type metal diaphragm with metal covering.

Brooklyn Metal Stamping Corp. Has New Reproducer

**NEW YORK, April 7—** The Brooklyn Metal Stamping Corp., 718-28 Atlantic avenue, Brooklyn, N. Y., has introduced to the trade a new reproducer for playing electrically recorded records, which is marketed under the trade name "Silvox." This firm, while bringing out a new talking machine product, is not unknown to music dealers through the fact that it has for the past seven years manufactured a series of radio products, including the "Pandora," a "fil" power supply plant.

Besides its other activities, the Brooklyn Metal Stamping Corp. is producer of line of radio products, most of which have been supplied to manufacturers and many of them are familiar in the stocks of radio dealers. Another important activity of the Brooklyn Metal Stamping Corp. is in manufacture of products requiring the production of the "Silvox" reproducer for playing electrically recorded records on talking machines was the development of the acoustical division of the company.

The owners of the Brooklyn Metal Stamping Corp. are composed of several of the pioneer developers of the radio art, including D. H. Engelson, president; M. Hirsch, vice-president, and J. C. Fishel, treasurer and sales manager.

Automatic Is Demonstrated

**MENOMIC, CONN., April 7—** The Automatic Orthophonic Victrola was demonstrated at the Hotel Wirington recently under the auspices of the Griswold, Richmond & Glock Co., the Mathushek Piano Co. and Woolley & More, local Victor agencies. A selected audience of music lovers and prominent citizens attended the demonstration.

**"Super Ball" Antenna**

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**Yahr-Lange**

MILWAUKEE, WIS. INCORPORATED DETROIT, MICH.
Bell & Howell Co. Rounds Out a Strong Organization to Present the Filmo Line

Filmo Motion Picture Camera and Projector to Be Brought to Attention of the Trade Stronger Than Ever, Says H. H. Roemer, General Sales Manager—Organization of Experienced Men

A new and important phase of the aggressive advertising and merchandising campaign which has brought the Filmo motion picture camera and projector prominently before the eyes of music radio dealers in every section of the country was announced a few days ago by H. H. Roemer, general sales manager of the Bell & Howell Co., Chicago. Within the past few weeks the Bell & Howell Co. has strengthened its sales organization materially with the addition of men drawn from the ranks of the music and radio industries. Many of the new Bell & Howell sales representatives are already known to thousands of dealers in various sections of the country and they have undertaken their new duties with an unusual background of experience.

Additions to Pacific Coast Staff

Among the new appointees is Fred W. Burgh, Filmo divisional sales manager of the Hollywood branch office. Mr. Burgh is a well-known figure in the Pacific Coast music and radio trade, having been associated with several of the more prominent radio manufacturers, and was until recently a divisional sales manager of the Rola Co., loud speaker manufacturer, of Oakland, Cal.

G. R. Richards, divisional manager of standard professional equipment at the Hollywood branch of the Bell & Howell Co., has served the company for quite some time, is said to have been connected with the Victor Talking Machine Co. for quite some time, is said to have been connected with the Victor Talking Machine Co. for over fifteen years and will now devote his entire time working in contact with the motion picture studios on the West Coast.

In Middle West Field

In the Middle West the Bell & Howell Co. will be represented by three men whose names are familiar to dealers in that section of the country. They are F. A. Delano, E. L. Flint and V. K. Tremblett. Mr. Delano, who has been connected with the Victor Talking Machine Co. for quite some time, is said to have the widest acquaintance in the Victor business from coast to coast. Of the thousands who sell products of the Victor Talking Machine Co. Mr. Delano has trained a substantial majority during the past several years. Advised to give up an operatic career in Europe in 1917, he entered the commercial music field with John Wanamaker Co., New York City. After a few months he was engaged by the Victor Talking Machine Co. to introduce and conduct the Victor Red Seal school of salesmanship at the factory and later conducted courses for Victor jobbers, dealers and sales people in the principal cities throughout the country. In 1924 he joined the sales staff of the Chicago Talking Machine Co., Victor distributor, and his sales-promotion activities in behalf of that organization are well known to the entire trade throughout the Central States district. Mr. Flint enters the motion picture camera sales field from a position where he obtained extensive knowledge of advertising, merchandising and sales promotion. He was formerly connected with Montgomery Ward & Co., Chicago, where he was in complete charge of catalog distribution. Mr. Flint will devote a major portion of his time to developing the industrial use of Filmo equipment.

Victor dealers of the Central States are well acquainted with V. K. Tremblett, for he has been prominent in Victor and Chicago Talking Machine Co. advertising and sales-promotional campaigns for a number of years. He left the newspaper advertising business to join the Chicago Talking Machine Co., where he occupied the position of assistant sales manager and later that of sales promotion and advertising manager.

New English Representatives

In the New England territory the Bell & Howell Co. will be represented by Paul H. Eames, Joseph G. Lambert, J. S. Murray and F. I. Daniels. The experience of these four men has been broad and fits them particularly well for their work with music-radio dealers. Mr. Daniels was formerly associated with the Ansco Photoproducts Co., of Binghamton, N. Y.

Five Sales Representatives in Southwest

Making their headquarters in Dallas, Tex., five Bell & Howell sales representatives will cover the Southwest. The States included are Texas, New Mexico, Arizona, Oklahoma and Arkansas, and this territory will be visited by Al I. Folsom, J. V. Folsom, Sam W. Folsom, Vern F. Folsom and Roy W. Hipps.

TEST IT. OUR VICTOR

Record Service

has a reputation for efficiency.

Suppose you try it.

E. F. DROOP & SONS CO.

1300 G. STREET, WASHINGTON, D. C.

204-6-9-10 CLAY STREET, BALTIMORE, MD.
Backed by 77 Guarantees!

You're as safe as the Bank of England when you sell a portable phonograph equipped with a Flyer Motor. Every part and every operation—77 in all—in the making of the Flyer is inspected and guaranteed perfect by the inspector—every Flyer must be 100% perfect before it can come to you in any portable at any price.

Cast iron frame, sinewy, athletic spring, bronze bearings, specially cut precision governors and gears—every part of the Flyer is designed and made by experts to stand years of hard use and deliver years of satisfaction.

The Flyer plays two 10 inch selections, is absolutely noiseless, and weighs but 4½ pounds. It improves the value and helps the sale of any portable, and portables equipped with the Flyer are the safe, profitable portables for you to sell.

The General Industries Co.
ELYRIA, OHIO

Formerly named The General Phonograph Mfg. Co.
Makers of Precision Products for a Quarter of a Century
Albert B. Ayers Now With Chas. Freshman Co., Inc.

Appointed Assistant Sales Manager of Prominent New York Manufacturer of Receiving Sets and Other Radio Products

A wide circle of friends throughout the radio industry were interested in the recent announcement of the appointment of Albert B. Ayers as assistant sales manager of the Chas. Freshman Co., Inc., New York, manufacturer of Freshman Masterpiece receivers and other radio apparatus. Mr. Ayers will serve as the chief assistant to Harry A. Beach, sales manager, who is also well known in the music-radio field throughout the country.

An extensive experience in radio makes Mr. Ayers particularly well qualified to perform his new duties. As sales manager of the Freed-Eisemann Radio Corp., during 1923-24, he materially assisted that organization in gaining the position it now occupies in the industry. Thereafter he became associated with the Eagle Radio Corp. as general sales manager and later he occupied the position of vice-president and general manager.

Adler Executives Make Trade Trip Through East

N. P. Bloom and Allen Strauss Close Negotiations for Distribution of Crown Phonographs—Products Find Favor With Trade

N. P. Bloom, secretary of the Adler Mfg. Co., and Allen Strauss, of the executive staff of the same firm, have been touring through Eastern territory closing final negotiations for the distribution of Crown phonographs, which are manufactured by the George P. Bent Co., a division of the Adler Mfg. Co. Besides its line of high-quality phonographs, this firm manufactures a complete line of radio cabinets available for the retail trade. In addition, the company makes up specially designed cabinets for radio receiving set manufacturers.

Mr. Bloom stated to a representative of The World that the 1927 products have been received with great favor and commitments for the early part of the year have been far beyond expectations.

Utah Radio Products Co. Takes Over Entire Building At 1615 South Michigan Avenue to Meet Growing Business Demand—Increased Service Facilities

The rapid growth of the business of the Utah Radio Products Co., Chicago, manufacturer of Utah loud speakers and units, has made it necessary for the company to move to new quarters at 1615 South Michigan Avenue. The urgent need for increased warehouse and service facilities has forced the Utah organization to take over the entire building at that address and the Chicago organization will now be housed under one roof. With a greater amount of floor space the facilities of the company will be able to deliver even quicker service to its customers, according to the executives of the firm.

In commenting on the necessity for the removal of the offices Henry Forster, treasurer and general sales manager of the company, said: "Ever since the beginning we have been cramped for space. The dealers and the public demanded Utah loud speakers in such volume that we have never been able to fulfill their requirements as we wished. Now, with the new facilities, we hope to be able to make our service perfect."

The Utah Radio Products Co. manufactures the Utah unit and a complete line of horn and cone speakers.

New Mohawk Distributor Appointed in Los Angeles

Listenwalter & Gaugh, Inc., Will Have Entire State of California as Territory

According to an announcement received from the Chicago headquarters of the Mohawk Corp., of Illinois, Listenwalter & Gaugh, Inc., Los Angeles, has been appointed Mohawk distributor. Negotiations were concluded by Otto N. Frankfort, general sales manager of the Mohawk sales organization, with the company’s executives, during Mr. Frankfort’s recent visit to the Pacific Coast. Listenwalter & Gaugh, Inc., maintains a branch office in San Francisco and will have as its territory the entire State of California. As an indication of the ambitious program which the new distributor plans to carry out in connection with Mohawk one-dial receivers, an initial order was placed for a carload of these sets.

Broadcast Victor Records

Starting last month, the Victor Talking Machine Co., Camden, N. J., inaugurated a series of broadcast programs of latest recorded music from station WCAM, Camden’s municipal broadcasting station. The success of the first concerts was gratifying.

Make Record of Radio Speech

Deathday, N. Y., April 3.—A phonograph record of a speech made by Secretary Herbert Hoover, in New Haven, Conn., recently, was made during its delivery by a radio listener in Cape Town, South Africa, more than 8,000 miles distant. This is believed to be a record in long-distance recording.

Nathan Garfinkel Remains as President and Treasurer—A. Friedman Elected Secretary—A. P. Frangipane Factory Representative

A reorganization has been effected in the staff of the Mutual Phonograph Co., New York City, maker of Mutual tone arms, sound boxes, etc. In this reorganization Nathan Garfinkel remains as president and treasurer and Albert Friedman has been elected secretary. Andrew P. Frangipane, who was formerly secretary of the company, has become factory representative.

Where Mutual Products Are Assembled

A representative of the Mutual Phonograph Co. with offices at 32 Union Square, New York City, Mr. Frangipane’s specialization on outside work will allow him to devote more time to receipt service and co-operation to the dealers.

Albert Friedman, the new secretary of the company, has been connected with the music-radio industry for a number of years and is well qualified for the new executive duties he has assumed.

The Mutual Phonograph Co. has a large and efficiently equipped factory at 50 Broadway, New York City, which was acquired about a year ago. The production capacity of this factory has been proved necessary through the volume of orders received. However, the assembly work has been so efficiently laid out that very large production has been made possible. As may be seen from the accompanying photograph, this work progresses down the length of long tables with the speed of modern factory production methods.

The Mutual Phonograph Co. announces that it will bring out two new products, a new tone arm and a new sound box, in the near future. The new tone arm is of drawn brass and will be known as the No. 10. Advance models have already been shown and enthusiastically received by the trade. The Mutual de Luxe, as the new sound box will be known, is predicted to be far superior in both appearance and tone quality to any previous product. The Mutual de Luxe combination will consist of the No. 10 arm and Mutual de Luxe sound box.

Copeland With Columbia

Martha Copeland, well-known blues singer now featured with the road show of "Shuffle Along," has just been signed to make race records exclusively for the Columbia Phonograph Co. All her recordings will be under the direction of Joe Davis, of the Triangle Music Publishing Co., who was instrumental in securing the contract for her.

VAN VEEN SOUNDPROOF BOOTHS are more necessary than ever before. You cannot demonstrate the wonderful volume and beauty of tone of the improved talking machine and records without booths. The new instrument has unlimited possibilities. Meet it half way by adequate demonstration. Complete equipment for musical merchants. Write for details and catalogue.

VAN VEEN & COMPANY, Inc., 313-315 East 31st Street, New York City PHONE LEXINGTON 9556-2163
With more than a MILLION SALESmen

WHAT SELLS more Atwater Kent Radio than anything else? Its performance in the homes of owners. The neighbors look, listen, ask questions—and join the parade to the Atwater Kent dealer's store.

Isn't that your experience?—"One person hears it in another's home and that's the way Atwater Kent Radio is sold."

So every Atwater Kent Receiver is a sure-fire salesman—and there are more than a million of them on the job.

Think what this means in your town, think what this means to you, if you are an Atwater Kent dealer.

In the business of selling, is there anything like having a product that makes friends wherever it goes?

Write for illustrated booklet of Atwater Kent Radio

ATWATER KENT MANUFACTURING COMPANY

4725 Wissahickon Avenue  A. Atwater Kent, President  PHILADELPHIA, PA.
Ninety Per Cent Gain in Record Sales to New Customers From Artist Tie-Up

Aggressive Columbia Dealer Stages a Strong Tie-up Campaign With Nick Lucas, Visiting Artist, in Co-operation With Theatre and Results Prove That Effort Paid Dividends

Nick Lucas, Brunswick recording artist, appeared recently at a vaudeville house in Scranton, Pa., for a three-day engagement, and during the engagement Mr. Kraus, manager of the Select Furniture Corp., local Brunswick dealer, prepared one of the most complete and effective dealer-and-artist tie-ups that possibly could have been arranged. His program of activities was so successful that he has at this early date in the year already passed his record sales total for 1926, and he traces at least three Panatrope sales directly to the Lucas appearance, and a not unworthy feature of the result is Mr. Kraus' estimation that 90 per cent of his record sales were made to new customers.

When Mr. Kraus was notified by the Brunswick general office in Chicago of the impending visit of Nick Lucas in Scranton he immediately laid his plans for a complete tie-up. His first move was to call on the theatre and secure permission to install a Brunswick Panatrope in the lobby with a loud speaker on the outside, and a Seville Model new musical instrument playing in the lobby itself. These instruments played Lucas records several days before the appearance and during the entire run. In addition, Mr. Kraus installed a large, round sign, six feet in diameter, around the edge of which he displayed Lucas records and in the center the brief message, "Hear the New Exclusive Light-Ray Recordings—Brunswick—Exclusively at Select Furniture Co." He then displayed more Lucas records in every glass-enclosed display signboard in the lobby. In his department of the unusually high-type furniture store he prepared the sales floor for the onrush of customers he was confident that his activities at the theatre would draw into the store. Then, ordering a large number of every Lucas record in the catalog, he was prepared for action. His window display was one of the most attractive of its kind ever shown in Scranton and itself alone proved a powerful stimulant to business. Newspaper advertising and publicity giving biographical and other interesting stories of Lucas attracted the public from still another angle.

When Nick Lucas did arrive in town at 12:00 o'clock noon on the day he was to appear at the theatre, Mr. Kraus had arranged for a store appearance at 12:15. Lucas gladly complied, played several of his recorded selections in the store and autographed records. Mr. Kraus' sale of records then began and continued at an unprecedented rate during the entire appearance, so that he wired to the Philadelphia Brunswick office for Lucas recordings every day that week.

A Pure Food Show was being held in Scranton at that time, at which Mr. Kraus induced Lucas to appear for a few numbers and when this was advertised the Pure Food Show broke all attendance records. At this show Mr. Kraus had installed a Panatrope, supplanting the orchestra the show had employed each year. The visit of the artist aroused wide interest and the crowd attested to his popularity.

Mr. Kraus visited the Brunswick offices in Chicago during the appearance of Lucas at the New Orpheum Palace in that city and they had a pleasant get-together in which Lucas thanked him for the best co-operation he (Lucas) had received since his return from England.

Adopts "Socket-Power" to Describe Current Operation

Three standards affecting the improvement of radio were recently adopted by the radio division of the National Electric Manufacturing Association. The first advises against building broadcast receivers that can be adapted to short wave bands, on the ground that interference from regeneration on these bands would work against the best interests of the group of listeners as a whole. The second standard makes an addition to the vocabulary of radio terms, coinling the word "socket-power" as descriptive of any device supplying "A," "B" or "C" power for a receiver from the house lighting circuits. The third refers to all service manuals and sheets, carrying diagrams or receiver information, which, it is suggested, be of uniform size and type.

C. E. Mfg. Co. Plans for Year of Good Business

Edward R. Fiske, Assistant Sales Manager of Company, Emphasizes Need of Proper Tubes in Radio Set Construction

PROVIDENCE, R. I., April 5.-The C. E. Mfg. Co., of this city, is completing what was proved to have been a very busy season, and is already preparing for what is expected to be the most active year in radio history. Edward R. Fiske, assistant sales manager of the company, stated: "What the trend of new developments may bring before we again shoulder a new season is not to be prophesied, but one thing is certain, that in order to develop improved receivers the set manufacturers must have the proper tubes to design their circuits around, for the type of vacuum tubes used must determine the proper transformers, condensers and practically all parts used in such circuits. Therefore, the industry is rightfully focusing its interest on the tube manufacturers."

George Coby, president of the company, is at present enjoying a vacation at Palm Beach.

William Cepek, executive secretary of the company, will sail on April 15 for an extended European trip. England, France, Germany and Russia will be included in Mr. Cepek's investigation of European radio conditions.

Atwater Kent Sets Resist Fire and Water Experiences

MEDIA, PA., April 2.—The wareroom of the People's Tire Store Co., of this city, Atwater Kent dealer, was recently totally destroyed by fire and the ruins subsequently flooded with water. About a week after three Atwater Kent radio sets were salvaged from the ruins. They were about to be thrown in the junk pile when E. R. McCaskey, of Darby, Pa., asked permission of the proprietor of the store to take the sets and salvage some parts for his personal use. Mr. McCaskey wrote the Atwater Kent Mfg. Co. as follows: "You can imagine, therefore, my surprise when two of the sets functioned perfectly and still do. In fact, as I write the letter I am listening to the sweet-voiced announcer of WSB via the much abused Atwater Kent radio."
Like a new BROOM

SANDAR has swept the country, and firmly established itself as a substantial, sensational success. Fans and dealers everywhere have hailed this new cone type speaker as a notable contribution to the refinement of radio reception.

Sandar's remarkable ability to bring out with full value each sound within the scope of the set, its unusually attractive design, and the fact that it is the lowest priced licensed speaker of its size—retailing at $27.50—have made it a universal favorite, and our main problem since the introduction of Sandar a few months ago has been to keep the supply proportionate to the demand.

Join the list of those progressive dealers who are reaping rich rewards by associating with Sandar. There is still some territory available, but prompt action is essential—so write us TODAY for territory and full information.

SANDAR SPEAKER

SANDAR CORPORATION, Crescent Plaza Building, Long Island City, New York
Silent Motor Corp. Opens Branch Office in Chicago

Herman Segal, President, on Recent Western Trip Arranged for Branch--F. S. Griffis, Well Known in Mid-West, in Charge

A new branch office of the Silent Motor Corp., New York, was opened by Herman Segal, president, on a recent Western trip. The office is located at 1500 Republic Building, Chicago, with F. S. Griffis in charge. Mr. Griffis is well known in the phonograph and talking machine field throughout the Middle West and is well equipped to handle the Silent Motor business in that district.

Mr. Segal related upon his return that he found a lively interest in the Silent Motor in trade circles, as well as in the new Add-A-Phonic reproducer, manufactured by the Unique Reproduction Co., of which Mr. Segal is also president. Production is well under way at the new manufacturing quarters of both organizations in New York.

Victor Dealers Tie Up With Auditorium Model

Daily Concerts Arouse Interest and Enthusiasm of the Music Loving Public

The people of Jersey City have been quite enthusiastic about the Auditorium Orthophonic Victrola which has been presented in concert to music lovers on the fifth floor of the Jersey Journal Building on Journal Square, four times daily. This gigantic musical instrument, which gives a convincing idea of the tremendous range of the Orthophonic principle of sound production, has been the means of concentrating a lot of attention not only on the new Orthophonic Victorla, but on the new Orthophonic process records, made by the Victor Co.


W. J. Seroy, Majestic Booster on Pacific Coast

When W. J. Seroy, Pacific Coast representative for Grigsby-Grunow-Hinds Co., Chicago, maker of the Majestic "F" battery eliminator, starts out on a trip, he not only makes his presence known through his salesmanship ability, but the Majestic advertisement which he carries on the tire cover of his coupe tells the world that he is a booster for Majestic "B" current supply units. Mr. Seroy works in cooperation with Majestic jobbers and dealers in California, Oregon and Washington and estimates that he has driven his conveyance nearly 100,000 miles in the interest of Grigsby products.

Charles M. Schwab Pays Tribute to the Panatrope

While attending a fair in Johnstown, Pa., Charles M. Schwab stopped at the booth of George Porch, Brunette player of that town, and entered his order for an instrument.

Mr. Schwab then expressed his opinion of the Brunswick instrument in a letter addressed to the Pittsburgh office of the Brunswick Co., in which he said:

"I recently had the pleasure of hearing your new musical instrument, the Panatrope, and its performance is truly amazing. I did not know it was possible to reproduce music with such positive intonation. You may be interested to know that immediately after hearing your instrument, I placed my order with a local dealer for one of the Model P10. You are to be congratulated for this wonderful development."

Atwater Kent Radio Hour to Open National Music Week

Special Program by World-Famous Artists Will Be Available to Millions of Listeners in Through Nineteen Broadcasting Stations

The Atwater Kent Hour broadcast on Sunday night, May 1, has been officially designated to inaugurate an important series of musical events during National Music Week. An unusual program has been arranged which will include a number of prominent opera and concert artists who have been previously heard in this series of Sunday night radio concerts. A network of nineteen stations will carry the special program to millions of listeners. The broadcasting artists will include such famous singers as Reinald Werrenrath, Mary Levis, Charles Hackett, Alice McQueah, Jeanne Gordon and others.

Copp Music Shop Features Recent Columbia Record Hit

The Copp Music Shop, South Bend, Ind., recently sponsored a very unique window display featuring the Columbia recording of "Blue Skies," the Irving Berlin hit now sweeping the country. It will be recalled by many of the older Columbia dealers that the Copp Music Shop has been handling Columbia merchandise for many years.

Power Radio Set Made by Radio R. & R. Laboratories

There was recently organized the Radio R. & R Laboratories, 445 Hoboken avenue, Jersey City, N. J. The organizers were all formerly associated with David Grimes, Inc., and include R. M. Lovriek, L. C. Kahle and H. G. Silbersdorff. The company is perfecting a power amplifier and an electrical radio, both of which have already been given public demonstrations. The members of this new organization were all instrumental in developing the late Viking and the Imperial Viking and the Graden electrical talking machine record "pick-up."

The new electrical radio set is a creation of L. C. Kahle, who before joining the David Grimes organization and later the Radio R. & R. Laboratories, was president and general manager of the Chryostile Co., manufacturer of incandescent lamps.

The United Motor No. 5 Plays Six Ten Inch Records

United Motor No. 5, a product of the phonograph division of the United Air Cleaner Co., Chicago, is being introduced to the trade at the present time. This motor plays six ten-inch records, and is the answer of the United Air Cleaner Co. to the demand which has recently arisen for a reasonably priced phonograph motor with increased playing capacity.

United motor No. 5 is of the same unitized construction which has been a feature of all of the firm's motor products.
Automatic Orthophonic Victrola Seen
as a Sales Builder in Buffalo District

BUFFALO, N. Y., April 7.—Early Spring business in phonographs, records and radio has been quite gratifying, and compares very favorably with the volume of the same period last year. Present indications are that 1927 Summer radio business will be greater than during any similar period in the past.

The Victor trade logically concludes that introduction of the new Automatic Orthophonic will build up Victrola and record business this Summer that will equal if not surpass that of a year ago, the peak Summer of history here. Buffalo audiences have accepted the demonstrations with enthusiasm. There also is a greater demand for other models of the Orthophonics and records, Cottier & Daniels.

L. P. Brown, of the Victor factory, has been spending a great deal of time with the Buffalo and vicinity trade, aiding in the introduction programs. "Acceptance of the Automatic Orthophonic Victrola at the public demonstrations, which was gratifying beyond expression, has put our house in a very optimistic mood, looking forward to a fine Spring and Summer business in all types of the Orthophonic and records," Curtis N. Andrews stated. "Our radio business also is very pleasing. The volume of Fada sales has kept up a steady trend since the holidays. Accessories and batteries also are in better than usual demand for this time of year."

Buffalo Talking Machine Co. also is pleased with the Spring and Summer outlook in Victrolas and Federal Ortho-sonic receiving sets. This jobbing house again entertained Federal dealers of this territory at dinner and a general get-acquainted meeting in the Hotel Statler the latter part of March. About a hundred dealers were present. O. L. Neal, head of the company, presided and introduced the speakers, among whom were Lester E. Noble, president of the Federal Corp.; Lawrence C. F. Horle, chief engineer; Charles J. Jones, assistant sales manager; A. S. Stearns, advertising manager, and Walter Jones, assistant engineer.

The new Allian Ortho-sonic was hooked up and demonstrated during the dinner. Other models made up an effective display in the Georgian room of the hotel, where the dinner was held.

E. S. Germain, of the Cleveland distributing office of the Brunswick Co., conducted a series of Panatrope demonstrations in the Buffalo high schools during Beethoven Week, featuring Beethoven programs. The demonstrations were arranged by Charles Heineke, of Denton & Daniels.

Appearance of Mary Lewis, Victor artist, in Buffalo, has created new interest in her records. David A. Truitt, of the service department of the Victor Co., has been spending considerable time in the Buffalo trade, to see that dealers have no trouble with the new automatic instrument.

Whinihan Bros., Victor and Fada dealers at 1740 Elmwood avenue, are conducting an exceptionally effective billboard campaign for Fada receiving sets.

Victor dealers are planning a co-operative advertising campaign in honor of Sousa and his band, scheduled to appear in Buffalo during the week of April 17.

The Music Shop, operated by J. A. Goldstein, 210 Fall street, Niagara Falls, has bought the Victor stock of G. & J. M. Rae Co. M. Doyle Marks Co., Elmira, N. Y., has opened a new branch store at Towanda, Pa.

E. M. Vester, Victor factory representative here, conducted Kenmore, N. Y., demonstrations for the Automatic Victrola before several clubs, for Floyd Barber, live Kenmore Victor dealer.

The Columbia Music Shop utilized its window display space during the past month to make a

Display of Columbia Music Shop
Most attractive presentation of Columbia Viva-torial phonographs and Columbia New Process records. The display was effective in attracting the attention of passers-by and an increased volume of phonograph and record sales resulted.

The Hoffman Piano Co. will move May 1 from its present Main street location to Main and Goodell streets.

The Charles F. Kurtzmann Co. also is planning to move to another Main street location.

Grafonola Shoppe Opened

A new music store, the Grafonola Shoppe, carrying the Columbia Viva-torial line of phonographs, opened at Suffolk, Va., recently.

Silent Motor Corporation
HERMAN SEGAL, President
317-323 East 34th Street
Chicago Office-P. S. Griflins, 1500 Republic Bldg.

MODEL DS

Silent! This motor is designed with a view to giving perfect service through a long life. It is the result of many years of successful manufacturing, and we are willing to stake on it our invaluable reputation.

100% Perfection
Indications Point to Big Demand for the Automatic Orthophonic in Richmond

Advance Retail Orders Consume Allotments of the New Instruments in the Hands of Wholesale Dealers—Portable Demand Growing with the Advent of Milder Weather—News of the Month

Richmond, Va., April 7.—Indications are that the new Victor Automatics will go over big in this territory. The Corley Co. reports that its wholesale department has oversold its allotment in advance of retail orders and the demand continues.

Elias M. Ogilvie, new retail manager of the Corley Co., is enthusiastic over the outlook in regard to these instruments and plans to make them a big feature of his Spring business. He recently came to the Corley Co. from the Baldwin Piano Co., of Denver.

Goldberg Bros., distributors of the Artone line, say that the portable business is opening up satisfactorily and that dealers in their territory have stocked up well with Artones in anticipation of a good Spring business. The firm announces the addition of Leo Eisenman to its sales staff. Mr. Eisenman, formerly with the Chesapeake Furniture Co., of this city, has been assigned to territory in northern West Virginia and western Pennsylvania.

Charles H. Held, who has been traveling Georgia and South Carolina for Goldberg Bros., has resigned and formed a connection with another line of business in Atlanta. He is succeeded in Georgia by Sol Clarke, another new addition to the road staff. South Carolina has been added to the territory of Adolph Hutzler, who covers the North Carolina territory.

The retail house of Manly B. Banns, this city, has taken on the Mikophone portable line in addition to the Sonoras and Pathephonics. Walter D. Moses & Co., Victor dealers, who claim to be the oldest music house in Virginia, have achieved the further distinction of being the first music house in the State to inaugurate a daylight broadcasting service. Since they inaugurated this service a month ago big results in the sale of records have accrued. The station is operated daily from 1 to 3 p.m. weekdays. On Sundays a religious program is put on the air during the same period.

The Columbia Furniture Co., Victor dealer, through Kenneth Lord, manager of its phonograph department, recently staged a highly successful demonstration of the new Orthophonic Electrola at the Capitol Theatre, reinforced by loud speakers concealed in different sections of the playhouse. This was one of a series of demonstrations of this sort which it has been giving in Richmond theaters.

Music dealers as well as music lovers generally evinced deep interest in the annual meeting of the Southern Conference for Music Education held in this city early in April. A number of recitals and concerts were given during the convention.

Conference members were joint guests of the Corley Co. and the News Leader at the last of the News Leader series of concerts given at the city auditorium the evening of the fourth day of the Conference. Miss Grace Barr and Miss Josephine Ayres, representing the educational department of the Victor Co., were among those attending the Conference.

Federal-Brandes Sales Staff Holds Annual Conference

Increase in Sales in 1927 Forecast by District Sales Representatives of Kolster Radio—Changes in Personnel Announced

A larger increase in sales in 1927 than has marked any previous year’s growth was forecast by district sales representatives of Federal-Brandes, Inc., manufacturers of Kolster sets and Brandes speakers, at their annual conference held recently in New York. Additions to the Kolster line for 1927 were demonstrated, and aroused enthusiastic expressions of opinion. It was said that public announcement of these new developments will be made about May 1. It was the consensus of opinion that Federal regulation of broadcasting, coupled with the improvement in the quality of reproduction brought out by laboratory research during the past Winter, would create a great demand for sets this year.

Included in the week of conferences was an inspection trip through the two Newark plants where Kolster sets and Brandes speakers are made. A new condenser department, occupying a floor of the Mt. Pleasant avenue factory, and the entire Thomas street building were among the additions made since the last annual conference.

D. S. Spector, general manager of the merchandising division, who was in charge of the meetings, announced three changes in the personnel of the organization. Irving H. Mitchell, formerly with Thomas F. Logan, Inc., and later with Dubilier Condenser Corp., has been appointed advertising manager to succeed LeRoy Staunton, who has become Western representative of a magazine in Chicago. H. H. Southgate, sales manager in the Central States, has been given charge of sales in the East, to include the territory formerly directed by H. A. Hutchins, Jr., who has been appointed assistant general manager of the merchandising division.

Radio Commission Defers Licensing of Stations to Permit Study of Problem

Series of Hearings Participated in by Leading Factors in the Industry and the Public Resulted in Few Really Constructive Suggestions—Oppose Widening Broadcasting Band

The Federal Radio Commission, following the four-day hearings for those interested in radio reception, broadcasting and the radio industry in general, decided to postpone the licensing of stations beyond April 24 to give the members of the Commission more time for a closer study of the intricate problem. The public hearings resulted in very few suggestions of a constructive nature. It was generally agreed that the number of stations would have to be cut down, but the manner in which this could be accomplished in fairness and with justice is still to be determined. Quite early in the hearings a decided sentiment developed against the narrowing of wave bands, against going into additional channels and against the limiting of power or development. This leaves but one solution, the cutting down of the number of stations. For the next few weeks the members of the Commission will be busy reading a volume of correspondence which has been received from listeners from all parts of the country. No statement was made by the Commission and no action will be decided upon until the arrival of Chairman Admiral Bullard, who is expected back from the Orient the latter part of this month.

In some circles it is thought probable that the Commission will follow the suggestion of S. B. Davis, of the Department of Commerce, an expert on radio control, that no general rule be applied, but that each station seeking a license be judged on its merits from the viewpoint of public service.

There are at present 732 broadcasting stations, and applications have been received from these stations and from 300 proposed stations. The temporary period of unlicensed good granted all stations expires on April 24, but from present indications it seems that an extension of thirty or even sixty days will be granted to give the commissioners time to act on all applications.

In addition to studying the testimony taken at the four-day hearings and a digest of the many thousands of letters received from those listeners who are interested but were unable to attend the hearings, the Commission will have the help of nine radio supervisors summoned to Washington from all parts of the country. The four commissioners now functioning will submit a broad, tentative policy to Admiral Bullard upon his arrival.

It is understood that the Commission would like to hold hearings in New York, Chicago and Los Angeles, but it is penniless. If the Department of Commerce radio funds can be made available such hearings may be held. The Commission will endeavor to have the New York and Chicago broadcasters meet to work out a plan for relieving the congestion of the air and if this move fails will then tell them what they must do.

The most determined opposition was expressed by radio manufacturers, engineers and amateur radio experts to any widening of the broadcasting band which is now spread between 300 and 544 meters.

Experts introduced by Frank D. Scott, special counsel for the National Association of Broadcasters and the Radio Manufacturers' Association, told the Commission that to expand the existing band would render practically useless approximately $500,000,000 worth of receiving sets, because they were not built for reception on wave lengths other than those now in use.

To go below the 200-metre wave length minimum now in force, it was contended, would make it necessary for the commercial broadcaster to enter the field now allocated to about 18,000 amateurs, while to expand beyond the 544-meter maximum wave would encroach on the field of the maritime services.

Among those who opposed band expansion were: L. B. F. Racycroft, vice-president of the National Electrical Manufacturers' Association; H. H. Langley, Crosley Radio Corp.; F. A. Kolster, Federal Telegraph Co. of California; Alfred N. Goldsmith, Radio Corp. of America; Lampdeen Kay, announcer at Station WSB, Atlanta; K. B. Warner, American Radio Relay League, and C. Francis Jenkins, radio inventor, of Washington.

L. C. F. Holle, Federal Radio Corp., of Buffalo, said he did not see how there could be an increase in kilowatt allocations without an increase in interference, and that existing limits should be maintained until the number of stations is reduced.

At a recent meeting of the Independent Radio Manufacturers a resolution regarding the widening of the broadcasting band was introduced by Professor L. A. Hazeltine, inventor of the neurodynamics system of radio reception, and unanimously passed. The resolution read: "Resolved, that it is the unanimous opinion of the engineers associated with the Independent Radio Manufacturers, and with the Hazeltine Corp., assembled in conference on March 17, 1927, that in the present state of the radio art it would be against the best interest of the broadcast listening public to increase the frequency band allotted to broadcasting beyond the present band from 350 kilocycles (544 meters) to 1,500 kilocycles (300 meters)."

Acme Elec. & Mfg. Co. Announces Trickle Charger

New Item Is Known as Acme Two-Rate Trickle Control Switch Battery Charger—Enables Set to Operate Automatically

CLEVELAND, O., April 7.—The Acme Electric & Mfg. Co., manufacturer of Acme radio acces-

sories, has developed a unique radio item, known as the Acme two-rate trickle control switch radio battery charger, consisting of a bulb type charger capable of delivering two charging rates, with these two controlled by a toggle switch mounted on the outside of the case. When the switch is thrown to the low position, a charging current of one-half amperes is delivered by charger, and when placed in high position delivers a charging rate of one and one-half amperes. There is an automatic relay switch constructed within the design of this charger and also a "B" power supply plug attachment mounted within case. This arrangement enables the radio receiver to be automatic in its operation, and when the filament switch is turned to the "on" position the relay transfers the trickle charger is disconnected from charging battery, and the "B" power supply is connected to the set. When the switch on the receiver is turned to the "off" position, the reverse operation takes place.

Manhattan Electrical Supply Co. in New Home

St., Louis, Mo., April 7.—The Manhattan Electrical Supply Co., radio distributor, which suffered a loss when its building at 1106 Pine street was destroyed by fire, is continuing its business at 810-818 Clark street, and through quick and efficient action on the part of members of the firm service to the trade is assured.
Three Celebrated Symbols
In the Art of Music
Soon to Assume a
New Meaning
for the
Victor Dealer

LT. COMM. JOHN PHILIP SOUSA

Mr. Victor Dealer—
April 29th will be a
big day for you . . .

—Advt.
Trade Interest in Boston Centered on Dinner of New England Music Trade Ass'n


Boston, Mass., April 8.—The trade just now is interested in the forthcoming dinner of the New England Music Trade Association, which is scheduled for Monday, the 11th, at the new Hotel Statler. The speaker of the evening will be Robert Lincoln O'Brien, editor of the Boston Herald, who has lately returned from a trip to the Pacific Coast and who will address the gathering on the present business situation of the country as he found it on his trip. The special committee that has in hand the arrangements consists of President R. G. Knuepper, Louis C. Wagner, Ernest A. Cresey, Dan E. Fabyan, Harry E. Folger, Horace Jones, Charles L. McHugh, W. W. Radcliffe, A. J. Fisher, Harry L. Spencer, D. D. Lutton and Secretary William F. Merrill, the latter in particular giving a great deal of his time to getting out the invitations and arranging other details.

Appointed Atwater Kent Jobber

The J. H. Burke Co., distributor of Sonora and other products, was recently appointed wholesale representative of the entire radio line of the Atwater Kent Mfg. Co., including sets, speakers and accessories. The J. H. Burke Co., which has its headquarters at 211 Columbus avenue, covers the New England territory.

Big Columbia Business in March

From New England Manager Bill Parks one learns that March was the biggest month in sales of both Columbia records and machines that has been experienced in this territory in more than three years, and this was not due to the war with China, as Bill facetiously remarks, but to the quality of the New Process Viva-tonal recordings, and the fully developed tone of the Viva-tonal phonographs. The interest aroused during the Beethoven Week, Bill says, is resulting in very substantial sales of the Masterworks album sets.

Speaking of the Beethoven Week in re the Columbia, it is most interesting to note how completely the New England field was covered. It was really an amazing publicity stunt that was performed. In fully thirty large centers the musical interests were sufficiently corralled and there was a wide demand for the excellent literature that the Columbia Co. put out. The result was that some program was carried out every day in which the Columbia played some part, and in the schools Columbia recordings of Beethoven music were played on Columbia instruments.

Beethoven Week Widely Observed

The Beethoven anniversary was widely observed in Boston and New England and the talking machine houses were quite to the fore in giving the occasion proper recognition. Local warerooms that had fine window displays were M. Steinert & Sons, the C. C. Harvey Co. and the Oliver Ditson Co.

Public Hears Victor Automatic

On Monday, April 4, the new Automatic Orthophonic was given wide publicity throughout the city and in unison, as it were, all the warerooms that handle the Victor exhibited the instrument in their windows. Those that attracted the widest attention were the Oliver Ditson Co., the C. C. Harvey Co. and the Oliver Ditson Co.

Brunswick Outlook Is Good

Business in the Brunswick line, with special emphasis on the new Panatrope with the Radiola, is fairly good, but there is a chance for considerable improvement. Harry L. Spencer was over to New York for a few days the first of this month in consultation with some of the officials of the Brunswick Co., who had come East from Chicago on business relative to the Eastern field.

At the Home Beautiful Exhibition at Mechanics Building, the last week in March, Henry L. Kincaide, the furniture dealer of Quincy, had a good display of Brunswick machines with the Panatrope, of course, as the outstanding feature. This house also had an exhibit of Atwater Kent radios, and this same line also was shown by Howe & Co.

Splittorf and Radio Corp.

Conclude License Agreement

Splittorf Bethlehem Electrical Co. Concludes Licensing Arrangements With Radio Corp., General Electric and Westinghouse

One of the most important licensing arrangements was recently concluded between the Splittorf Bethlehem Electrical Co., manufacturer of radio receivers and other electrical products, and the Radio Corp. of America, the General Electric Co. and the Westinghouse Electric & Mfg. Co., whereby certain rights to present and future radio inventions of these companies become available to the Splittorf organization. Of equal importance is the fact that this agreement between these companies terminates the litigation between Splittorf and the Radio Corp.

In a statement Walter Rutenstrauch, president of the Splittorf Bethlehem Electrical Co., said, "This places the Splittorf Bethlehem in a position to proceed effectively with its program of expansion in the radio field. With its large manufacturing facilities, its system of distribution already including more than ten thousand dealers, and this association with the great electrical manufacturing companies, the Splittorf becomes a dominant factor in the radio industry."

"The expansion of the Splittorf Bethlehem in the radio field, now made secure by its association with the Radio Corp., the General Electric Co. and the Westinghouse Co., marks a forward step in the stabilization of the radio industry. Splittorf Bethlehem will also enjoy the advantages of the enormous research facilities of these companies in the future development of its business."

Now Comes the Automatic Orthophonic Victrola

Once again are the Victor dealers of the country privileged to offer a new development in this famous product. The day of standing still and waiting has passed and the Victor Co. recognizes that fact by providing its dealers, and through them the public, with new mediums of appeal.

Accept the Opportunity

Oliver Ditson Co.

Chas. H. Ditson & Co.

NEW YORK
Here's Why the Junior Makes Any Portable Better—

The new improved Junior Motor is the smaller edition of the famous Flyer Motor. It is the ideal motor for smaller, lighter portable phonographs because—

Made Like a Watch

Every part is made of the finest materials, as precisely made and as carefully inspected as though it were for a fine watch. Gears are cut on special gear-hobbing machines. These machines make gears so much better, so much more true than has ever before been possible that large concerns in many lines are asking us to cut gears for them. This is cited only as an example—every part of the Junior is made with the same unusual care and precision.

Noiseless

Before it can come to you in a portable, a Junior must pass the Listening Test. It is run without a record, on a special sound box which magnifies any sound many times. If either of two experts can notice the slightest sound, the entire motor is rejected.

Exclusive Design

The Junior is the result of 12 years' experience in motor design and manufacture. Only the Junior (and its bigger brother, the Flyer) can offer the sturdy construction, the freedom from vibration and noise, the long life which these motors assure.

No wonder the great majority of all portables sold are equipped with Junior or Flyer Motors. Dealers know that these motors mean easier sales, more satisfied customers and no returns.

The General Industries Co.
ELYRIA, OHIO

Formerly named The General Phonograph Mfg. Co.

Makers of Precision Products for a Quarter of a Century
Prosperity in Steel Industry and Betterment in Employment Aids Cleveland Trade

Introduction of Automatic Orthophonic to the Public—A Success—Unique Retail Store Is Opened by Euclid Music Co.—Ohio Sales Co. Organized With $50,000 Capital

CLEVELAND, O., April 8—With the opening of Spring business in Cleveland and vicinity, has shown a decided improvement. The employment situation has improved and there is every indication that there will be few idle men before long. The steel industry is working 85 per cent and many men are being employed in outdoor work. The threatened building boom did not materialize and Cleveland is now practically free from labor troubles.

Public Hears Victor Automatic

The new Victor Automatic Orthophonic made its bow to the public on April 4 and met with a very favorable reception. The Cleveland Talking Machine Co. and Victor dealers co-operated in having a special four-page section in the Cleveland Plain Dealer on Sunday, April 3. Photographs of the new instrument and many interesting things about the Victor line were featured. Practically all Vickers is in stock. The advertising is coupled with the large ad of the distributors. Dealers also used their show windows to good advantage, some having the Automatic in the window and draped with a velvet cloth, to which was attached a card with a large question mark. Invitations were sent to selected names on mailing lists, and as a result of the publicity many people came out to see and hear the new instrument.

Euclid Music Co. Opens Unique Store

The Euclid Music Co. opened a unique store April 3, at 6032 Broadway and Sonora and Euclid Boulevard. It is unique in that it differs from any music store in Cleveland in that it features one of the murals is the name over the door. It resembles from the outside a studio or private club and the only indication of its being a music store is the name over the door. Instead of counters there are easy chairs placed around the principal room, which resembles a lobby. The small goods, records, sheet music, etc., are displayed in glassed-in alcoves let into the walls. Handsomely appointed display rooms for radio, phonographs and pianos are a feature of the store. Another innovation is the use of soundproof curtains instead of doors. A large crowd attended the opening, which was tied up with the first appearance of the new Victor Automatic Orthophonic instrument.

Ohio Sales Co. Organized

The Ohio Sales Co., of Cleveland, O., has been organized with a capital of $50,000 to engage in the distribution of Okeeh and Odeon records in Ohio and Pennsylvania, with headquarters at 1231 Superior avenue.

This territory was formerly covered by the Ideal Phon Parts Co., of Pittsburgh, Pa. The Ideal Co. will continue to maintain quarters in Cleveland, however, selling parts, sound boxes, tone arms, portable, needles, phonographs, etc. Louis Coskly, of Pittsburgh, has been elected president, and A. G. Sessinger, of Cleveland, vice-president and sales manager. Mr. Sessinger and C. A. Klein, special field manager of the Okeeh Phonograph Corp., New York City, are making many sales throughout the territory and report great enthusiasm among the dealers about the new electric Okeeh and Odeon records. This enthusiasm has been made tangible through large standing orders for every release.

Effective RCA Publicity

RCA dealers and distributors made a fine special section in the Cleveland Plain Dealer during the month, which helped business considerably. Both the Ernest Electric Co. and the Radio Apparatus Co. co-operated.

Herman Lesser Recovered

Herman Lesser, president of the H. Lesser Co., who has several stores in Cleveland, has recovered from an operation for appendicitis that he underwent early in the month. The Lesser Co. slogan, "Not a radio department, but a radio department store," is known to all Clevelanders and many in adjoining towns. They have enjoyed a phenomenal business growth.

S. J. Basta Opens New Store

S. J. Basta has opened a very attractive store. It is located at 6032 Broadway and Sonora and Columbia avenues. The building was purchased by Mr. Basta, who has it completely remodeled. He is continuing his old store at 3272 Broadway for the present, but as soon as the lease expires it will close.

Panatrope at Flower Show

Visitors to Exhibition Hall, where all the garden clubs and retail florists had their displays at the Cleveland Flower Show, were entertained with music from a Brunswick Panatrope placed there by the Bronsch Music Co. It was a very fine advertisement for the company and also Brunswick, as over a hundred thousand people attended the show.

Beethoven Week Creates Record Sales

A large number of records of Beethoven compositions were sold during Beethoven Week. The Columbia Co.'s dealers in particulars reported a big demand. R. J. Mueller and his force worked overtime in the plant branch taking care of the business. Incidentally, the Cleveland office looks very attractive, having been newly decorated. The Viva-tonal machines are moving right along and business for Spring is becoming brisker every day.

News Brieflets

The Storad Mfg. Co., maker of storage batteries and radio tubes, formerly known as 2014 Superior avenue, has gone out of business due to financial troubles. By order of the Insolvency Court the stock and fixtures were sold at public auction on April 4. J. E. Feighan was appointed assignee.

A large assembling and finishing department for radios and phonographs is to be installed in the May Co. building. There are to be installed in the Molyneaux warehouse there are to be constructed on Payne avenue.

The Wortlitz Co. has opened three additional stores in Cleveland during the month.

Kimpak Packing Material Praised by Radio Makers

Kimberly-Clark Co. Receives Many Letters of Praise From Radio Manufacturers Who Have Used Kimpak in Protecting Products

Many letters of commendation and praise have been received at the sales office of the Kimberly-Clark Co., in Chicago, from manufacturers in the radio field who use its product, Kimpak. A special drive in the interest of Kimpak has been instituted in order to be salable merchandise. Manufacturers in the radio field who use its product, Kimpak, require that the finished rims and pedestal where the tubes are installed are to be covered with Kimpak Protective Padding Material. A number of nationally known manufacturers in the furniture, phonograph and radio fields have adopted Kimpak as standard padding material after making tests to ascertain its worth in protecting fine surfaces and fragile merchandise. Among these firms are the Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y.; All-American Radio Corp., Chicago; Zenith Radio Corp., Chicago; John O. Jesse Mfg. Co., Bryan, O.; Plasstel Radio Co., Highland Park, Ill., and the Motion Co., Grand Rapids, Mich.

Kimpak is used by manufacturers to protect in shipment furniture, radio receivers and phonographs, which must arrive in the hands of the dealer in an unmarred and perfect condition in order to be serviceable merchandise. In addition, it has been adopted by radio loud speaker manufacturers to protect reproducers from being marred or scratched by contact with the shipping container. The Stromberg-Carlson Telephone Mfg. Co. uses Kimpak in a manner applicable by many manufacturers in packing the Stromberg-Carlson pedestal loud speaker; there was found to be a demand for a soft, resilient, protective padding material to protect the finished rims and pedestal where the speaker came in contact with the packing container. On occasion, it is said that Kimpak has served to prevent damage in packing, as well as the number of material used in preparing merchandise for shipment.

For Talking Machines

Not the least of the reasons behind the popularity of the felts made by the American Felt Company for talking machine purposes is the service rendered.

Years of experience in advising talking machine manufacturers what grade of felt to use for this or that purpose—experience in answering scores of felt questions—these things count when felt purchases are to be made.

Specify American Felts—made by an organization of felt specialists.

Kimberly-Clark Co. Receives Many Letters of Praise From Radio Manufacturers Who Have Used Kimpak in Protecting Products

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AFTER APRIL 15th, 1927
The Offices of

The TALKING MACHINE WORLD

will be located on the fourth floor of

The New Graybar Building
420 Lexington Avenue, New York
(At 43rd Street)

The GRAYBAR BUILDING
adjoins the Grand Central Station and the Hotel Commodore

The Largest Office Building in the World

Please consider this a personal invitation to inspect our new headquarters. It will be a pleasure to drop the toil of "shop" to extend to you a cordial welcome.

The Edward Lyman Bill, Inc., properties include: The Talking Machine World; The Music Trade Review; Tires; The Tire Rate Book; Automotive Electricity; Price's Carpet and Rug News; Industrial Retail Stores; Building Investment and Maintenance; Draperies and Decorative Fabrics; India Rubber World; etc.

EDWARD LYMAN BILL, Inc.
Publishers of business papers for over forty-eight years

NEW YORK
Beethoven Observance and Introduction of Automatic Feature Quaker City Trade

Events of Nation-wide Prominence Aid Materiaoly in Increasing Sales in Philadelphia Territory
— Many Dealers Add Columbia Line—Portable Phonograph Demand Grows

PHILADELPHIA, Pa., April 3—The advent of Spring weather had its usual effect on retail sales of radios and other musical instruments. The slight falling off was offset, however, by two happenings of the past month which eliminated whatever slackness was felt generally. These events were the observance of the hundredth anniversary of the death of Beethoven, crystallized in Beethoven Week, sponsored by the Columbia Phonograph Co., and the public introduction of the Automatic Orthophonic Victrola on April 4. As the great majority of music dealers carry one or the other of these lines, if not both, the sales volumes for the past month were invariably ahead of those for the same period of last year.

Many Beethoven Week Activities

Philadelphia District Branch Manager J. J. Doherty and his sales staff deserve a world of credit for the efficient manner in which they organized civic committees and influenced dealers to get behind the nation-wide movement to pay honor and tribute to the great Beethoven. Throughout the entire territory served by this branch the activities during the week of March 20 were of a quantity and quality that served to attract the public to a realization of the composer's works, which interest was in turn reflected in the sale of the Columbia Masterworks series of Beethoven recordings. On Monday, March 21, the women's committee of the Philadelphia orchestra opened a Beethoven loan exhibit at the Art Alliance to which were invited musicians, pupils of music schools and the general public. There was also given a showing of the Viennese film "Beethoven" at Egyptian Hall in the Wanamaker store, together with concerts by the Curtis Quartet.

Dealers Add the Columbia Line

During the month the following music dealers have taken on the Columbia line: Worren Music House, Clifton Heights; Walter's Music Store, 1727 Ridge avenue; Joseph Rosen, 840 North Second street; Edmund Burk, 1229 South street; Harry Kandel, Fifth and Lombard; Montemayor's Store, 115 South street, and Valentino's, 2002 Snyder avenue.

Postponement Aids Automatic's Introduction

Due to the postponement of the introduction of the Automatic Orthophonic Victrola from March 21 to April 4, Victor dealers found that they had a far greater opportunity to prepare the public for the instrument and consequently gave many more private demonstrations to selected lists of musicians, music lovers and prominent citizens than had been originally intended. These demonstrations not only had the effect of gaining new friends from those attending the concerts, but resulted in many newspaper stories and an inestimable amount of word-of-mouth advertising, than which there is no better. Many advance orders were received through these exploitation channels and when April 4 came around, the public having heard of the wonder of the instrument, and having read one or more of the Victor Co.'s distributors' or dealers' advertisements which appeared in profusion in the local newspapers, thronged the music stores to see for themselves if the instrument lived up to the claims made for it. They came, listened and went away enthusiastic boosters, in many cases having left orders for delivery of an instrument at the earliest possible date.

Automatic Will Aid Record Sales

The greatest achievement of the VICTOR COMPANY.

On Sunday, April 3, the advertisement of the Automatic Orthophonic Victrola and detailing its method of operation, was surrounded with advertisements of the Philadelphia and surrounding territory Victor trade who, largely through the efforts of the Philadelphia Victor Distributors and H. A. Weymann & Son, Inc., saw the immense benefits of co-operating and informing the public at what addresses the instrument could be heard on the following day.

Automatic Will Aid Record Sales

H. W. Weymann, in commenting on the Automatic and its possibilities, said: "People are saying that the Automatic is what they have been awaiting for years and the pressure on dealers for immediate deliveries is strong. But a dealer will make a mistake if he ships the

(Continued on page 94)

VICTOR SALES

During the first quarter of this year show a healthy increase over the same period for 1926. This condition can be maintained by taking proper advantage of the opportunity offered you as VICTOR DEALERS by demonstrating the new AUTOMATIC VICTROLA—the greatest achievement of the VICTOR COMPANY.

Study the literature sent you carefully and follow strictly the suggestions made. Results are sure and an increased business will be yours. Make 1927 your banner year.

Philadelphia Victor Distributors, Inc.
835 Arch Street, Philadelphia
For that vital thing, Selectivity

NEUTRODYNE!

GET a Neutrodyne set and prove to yourself that its selectivity is proper. Here is the simple way to do it: Listen late in the afternoon, before the majority of stations have come on, or late at night, after the majority have signed off. Run up and down the dial. Find two distant stations separated by 10 kilocycles. Several such couples should be available. Note that one such station is heard perfectly, without a trace of its neighbor only 10 kilocycles away in frequency. Note even silence for a point or two on the dial between them.

Such is Neutrodyne selectivity.

Many sets are not nearly so sharp as that, and so they admit unwanted signals. Others are sharper, or can be so controlled as to be so—which is wholly undesirable, as then the side bands are shaved off and quality of reproduction is ruined, in the attempt to split the unsplittable.

Don’t let the present chaos in the air fool you. It will not last, for the new Radio Commission will end it, and it need not spoil radio enjoyment for your customers now any more than in the future. Hundreds of thousands of Neutrodyne owners find their sets meeting even the jumble of unbridled broadcasting and they are looking forward, not impatiently but interestedly, to the early day when proper separation between broadcast stations will increase the number of available programs.

The period of chaos is but adding to Neutrodyne’s reputation, for the public today is having a convincing demonstration that Neutrodyne’s absolutely accurate, scientifically correct selectivity separates stations without sacrifice in tone. With radio once more under Government control the reputations created during these difficult times will carry Neutrodyne sales to heights never before reached.

GET A NEUTRODYNE

HAZELTINE CORPORATION
(Sole owner of Neutrodyne patents and trade-mark)
15 Exchange Place, Jersey City, N. J.

All correspondence relating to the Hazeltine patents and trade-mark should be addressed to
INDEPENDENT RADIO MANUFACTURERS, INC.
(Exclusive licensee of Hazeltine Corporation)
331 Madison Avenue, New York, N. Y.

Look for this trade-mark

LICENSED BY

HAZELTINE CORPORATION
(Sole owner of Neutrodyne patents and trade-mark)
15 Exchange Place, Jersey City, N. J.

All correspondence relating to the Hazeltine patents and trade-mark should be addressed to
INDEPENDENT RADIO MANUFACTURERS, INC.
(Exclusive licensee of Hazeltine Corporation)
331 Madison Avenue, New York, N. Y.
sample instrument to a customer and does not keep him waiting until deliveries begin from the factory. The sale of the Automatic is certain to be a sharp stimulant to the sale of records. People will want to have more than the two-hour program available on a dozen records and in order to be able to plan an evening's entertainment, a desire will be to freshen up and fill out the record library."

Portables Proving Popular

A tendency of the trade which was manifested during the past month is to put every possible effort behind the portable talking machine and feature this type instrument in newspaper advertisements and in the window displays and interior settings. Throughout the entire city music store windows show the portable in appropriate surroundings with window cards telling of the instrument's many and varied appeals. Dealers report that this type instrument is forging more and more to an important part of the establishment's stock, with the demand continuing throughout the year. At the present time, however, with good weather making the outdoors the place of greatest attraction, portables have taken an upward trend in sales volume.

New Fada Dealers Appointed

One of the best-selling items in the radio line at the present time is the Fada radio receiver. The Fada is a new model of the Guarantee portable that makes an interesting appearance in windows along the various lines of the Guarantee line. According to the new line of Sonora portables. The manufacturer of the Guarantee Co., has made several trips out-of-town during the past month with decidedly favorable results.

Public Hears Automatic Orthophonic

The Victor Talking Machine Co., in conjunction with H. A. Weymann & Son, Inc., Victor wholesalers, presented the Automatic Orthophonic Victrola to an invited audience of prominent Philadelphians in the Red Room of the Bellevue-Stratford, on Tuesday evening, March 12. The instrument was heard in a varied program and was demonstrated by L. S. Morgan, of the Victor Co. This was one of its first public presentations in Philadelphia and much interest was manifested in it. The Philadelphia newspapers devoted considerable space on the following day to this newest product of the Victor Co., and the phonograph mechanism whereby records are changed.

Carson's Buy People's Talking Machine Co.

Charles and Max Carson, Victor dealers of this city, have bought out the entire Victor stock of the People's Talking Machine Co., which was located at 313 South street. The merchandise has been moved to its own store at 518 South street. The Carson organization is reputed to be a particularly live one and this latest acquisition portends still greater activity for the future.

Everybody's T. M. Co.'s Optimistic Report

Everybody's Talking Machine Co., of this city, maker of Honest Quaker main springs and talking machine repair material, reports that the sales of the Honest Quaker line have been particularly encouraging. The new Phonographic Reproduction recently introduced by the Everybody's Co. is reported to be already very in demand. The distributing division of the business devoted to Okeh and Odeon records has an equally optimistic report to make.

Everybody's Talking Machine Co., maker of Honest Quaker main springs and talking machine repair material, will play host on April 17 to its many friends in the talking machine industry at the opening baseball game of the season in Philadelphia. Samuel Fingrud, vice-president and treasurer of the company, said: "I want to take this opportunity of extending an invitation through The Talking Machine World to any of our friends in the phonograph trade who care to make a be a great opening game and reservations will have to be made soon. The treat is on Everybody's.

Phil Grabuski Returns From Trip

Phil Grabuski, traveling representative of the Guarantee Co., recently returned from a 14,000-mile trip throughout the country. This energetic and well-known executive is getting ready to display on striking color and as much in contact with dealers in the Western cities as he is with the trade in cities adjacent to Everybody's headquarters.

Victor Moore a Victor Representative

Victor Moore, who has wide acquaintance among dealers in the Philadelphia and surrounding territory and who is known as an expert in his knowledge of records and methods of merchandising them, has been appointed a factory representative for the Victor Talking Machine Co., and he will specialize in record promotion work, placing his years of experience at the service of Victor dealers.

Columbia's Foreign Sales Good

The trade in the coal-mining districts is excellent, reports K. Berthold, foreign language record expert of the local branch of the Columbia Phonograph Co., who recently completed a trip through those sections. Mr. Berthold found business conditions excellent with steady buying the general rule and a high spirit of optimism due to the general impression that there will be no strike in the anthracite coal regions this year. The Columbia new foreign language record display on striking color and dealer cards are proving popular with dealers.

G. R. Gould With Louis Buehn Co.

The Louis Buehn Co., Atlantic City district, announces the appointment of G. R. Gould to its sales staff. Mr. Gould is well known in the radio circles, having been connected with the Music Master Corp. and with the Sleeper Radiotelegraph Co. He will cover the city trade for the Buehn organization.

phonographic Reproduction in Demand

The phonographic reproduction, recently placed on the market by Everybody's Talking Machine Co., met with an enthusiastic trade reception and orders have been received from all sections of the county. The instant popularity of this reproducer makes it evident that it will take its place among the leading types of this form of accessory.

Lamb Bros. Expand Store

Lamb Bros., music dealers of Allentown, Pa., who feature the Columbia line of Viva-tonal phonographs and New Process records, report a steady increasing sale of these products and recently leased the adjoining store to take care of the increased business.

Russo Music Store Moves

The Russo Music Store, Columbia dealer, has moved to a new location at the corner of Eighth and Christian streets. In announcing the move, Mr. Russo inserted an attractive advertisement in the rotogravure section of L'Opinion, an Italian paper. This advertisement featured the Columbia Viva-tonal line, and resulted in attracting many new customers.

Louis Buehn Ends Rotation

Louis Buehn, president of the Philadelphia Victor Distributors, has returned to his desk (Continued on page 96).
The 2 ampere Tungar is now more popular than ever

This post—trickle charge to a 6-volt battery... Also charges 2- or 4-volt batteries...

Since dealers have told their customers, and since General Electric has advertised to the millions, the fact that the 2-ampere Tungar can be used as a Trickle Charger, too, sales have made surprising gains.

Stress this point. It pays. Point out the posts on the back of the Tungar and show your customers how attaching to one post gives a 6 volt “A” battery a trickle charge and attaching at another gives a full rate boost.

The 2-ampere Tungar will also charge 2 or 4 volt “A” batteries, all “B” batteries, and automobile batteries, as well.

There are important sales helps available—why not ask your jobber for them?

Tungar—a registered trademark—is found only on the genuine. Look for it on the name plate.

GENERAL ELECTRIC COMPANY
BRIDGEPORT, CONNECTICUT
Trade Activities in the Pittsburgh Field

Special Displays and Other Promotion Efforts

Introduce Automatic Orthophonic Victrola to the Public—News of the Month

PITTSBURGH, Pa., April 7—The formal introduction of the new Automatic Orthophonic Victrola to Pittsburgh was signalled first by a notable window display by all of the Victor dealers in the city on April 3, and on April 4 there was held a series of demonstrations and recitals with the new Victrola that proved to be one of the outstanding events in the music history of the Steel City.

All of the downtown Victrola dealers arranged for special displays as well as demonstrations, with the result that hundreds of persons listened to the new instrument. Elaborate displays and demonstrations were held by the Rosenbaum Co., Kaufmann's (The Big Store), the Kaufmann & Baer Co., Boggs & Buhl, Leechner & Schoenberger Co., the C. C. Mellor Co., J. H. Phillips, of the Northside, and the Columbia Music Co. In the outlying districts the G. W. P. Jones Music Co., at Washington, Pa.; Cooper Bros., at New Kensington, and F. A. Winter & Son, at Altoona, had a fine display of the new Victrola and arranged for recitals for their patrons.


The annual dealers' convention, under the auspices of the Hamburg Bros., local distributors for the Federal Radio Corp., of Buffalo, N. Y., was held in the Fort Pitt Hotel on March 31. The meeting opened at 3 p.m. and closed with a banquet in the evening. Among those speakers were Charles Jones, general sales manager of the Federal Co.; T. A. Cook, assistant advertising manager of the company, who outlined the future advertising plans; M. Eckle, of the engineering department, who gave a technical talk on the radio, and Joseph Mayer, the local factory representative. E. A. Hamburg, of the local distributing firm, announced that a traveling service bureau would be established for the convenience of the Orthophonic dealers in the territory covered by the firm.

The W. F. Frederick Piano Co., formerly located in the Donley Building at Morgantown, W. Va., has secured new quarters in the Cox Building on High street, and opened the new store on April 1.

R. A. Perry has resigned as general sales manager of the Pittsburgh store of the W. F. Frederick Piano Co. On that evening he was honor guest at a testimonial dinner tendered him by the sales staff at the William Penn Hotel. H. J. Gibson, manager of the Schenley store, was toastmaster. Mr. Perry was presented with a handsome gold Masonic ring mounted with a diamond.

Andrew Connelly, advertising manager of the Joseph Horne Co., Victor and Brunswick dealer, addressed the Radio Council of the Pittsburgh Chamber of Commerce on "Merchandising." The Brooks Music Co., Columbia and Brunswick dealer, for many years located at 1204 Eleventh avenue, Altoona, Pa., is now in possession of its new store at 1117 Twelfth avenue. M. P. Brooks, the general manager, has installed the Audak record-hearing instruments which take the place of the usual demonstration rooms.

Leon Stranburg, of the Stranburg Music Co., Bradford, Pa., conducted a demonstration of the new Automatic Orthophonic Victrola at the Bradford Club before a large and enthusiastic audience.

Tie-Up With Music Week

The Atwater Kent Mfg. Co., Philadelphia, Pa., is co-operating in the national music week campaign. It has issued a special four-page dealer bulletin urging the co-operation of the dealers in the activities of this week. The company is a member of the Music Industries Chamber of Commerce and has arranged with that organization to supply its distributors and dealers with special hangers, window cards, etc., for use in participating in the event.

Files Petition

A petition in bankruptcy was recently filed by the Barbley Radio Co., New York, manufacturer of radio receivers.
It's the music of CASH REGISTERS ringing up SPRING and SUMMER PROFITS on the BELL & HOWELL line of amateur Motion Picture Cameras —with accessories, the Filmo Projector and Filmo Library bringing in the repeats.

THIS SPRING!—And there's music in the air for dealers who want to ride the rising sales curve that accompanies Bell & Howell Amateur Motion Picture Equipment.

How do YOU feel—when you hear the first robin?—see the first dandelion?—hear swollen streams roaring?—see the kids spinning tops and the golf greens growing greener?

That's just the way everybody feels. And the only way to keep that feeling alive is with a MOTION PICTURE CAMERA. That's why thousands are buying them—just as fast as they find out that motion pictures are really easier to take than snapshots.

With Filmo no special skill is needed. Simply look through the spy-glass view-finder, press the button, and "what you see you get," automatically. No focusing for distance. No cranking. No tripod necessary.

The films are sold wherever other camera films are for sale, and are developed without extra charge. Then the Filmo automatic projector shows the movies with theatre-like brilliancy on a wall or screen in the home. Hundreds of Filmo Library subjects are available—at little more cost than raw film—Fishing, Hunting, slow motion Golf Lessons, Natural History—any kind of a home show wanted for further variety.

Lots of direct music tie-up films coming too. Like Beethoven's Moonlight Sonata that went over so big Beethoven Week. And the "Parade of the Wooden Soldiers" that's going so big right now. Play the "Parade" record while this reel is on and it's a knockout.

National advertising—beautiful campaigns in the Saturday Evening Post, Nast Group, American Magazine, Sportsman, Country Life, Mentor, Time, New Yorker, Golf publications, and many more, are telling customers in your city about this wonderful recreation and equipment.

Someone in your city will take the last protective dealer franchise available (according to population) and then there'll be nothing for you to do but wait for an opening. This is about the last call before the big summer rush will be on. If you've read this far—and fail to mail the big coupon right here—that brings full information—the cheery cash register "ding-dong" will in all probability be sounding from的竞争对者的门. Here's your chance. Take it. We only ask a good rating and a set-up that will give us adequate sales representation in your locality.

For MORE of the FACTS mail this coupon!

BELL & HOWELL CO.,
1810 Larchmont Avenue, Chicago, Ill.

Please show me how your line of Motion Picture Cameras and Equipment offsets the summer music slump, and mail complete sales proposition.

Name

Address

BELL & HOWELL CO.,
1987 Larchmont Avenue, Chicago, Ill.

PATHEX Cameras and Projector Radio Accessories

and

Penn Phonograph Co. 913 Arch St. Philadelphia

Pittsburgh Association Fighting Bill Giving Power to District Leased Goods

Special Committee Appointed by Association at Regular Meeting to Fight Passage in Pennsylvania Legislature—W. C. Hamilton Heads Committee

PITTSBURGH, PA., April 7—At a special meeting of the Piano Merchants Association of Pittsburgh, held in the Kaufman department store recently, decisive action was taken relative to a movement to defeat the bill now pending in the Pennsylvania Legislature, the title of which reads:

"Authorizing landlords to distrain for arrears of rent on goods leased, hired or conditionally sold to a tenant."

This bill, if enacted into a law, would handicap every dealer in pianos, talking machines, radio sets and other musical merchandise. In other words, any lease of such instruments, under the new bill, would be nullified, even though the landlord was informed that the instrument in question was subject to a lease or a conditional sale.

The bill was introduced by Louis Schwartz, of Philadelphia, and was approved by the Judicial Special Committee to which it was referred.

The bill reads as follows:

"That it shall be lawful for any person having rent in arrears or due by any tenant under the terms of any lease for life, for or one or more years, or at will, to distrain for such arrears and to take and seize as a distress for such arrears of rent in the manner provided by law, any property whatsoever found on the premises occupied by the tenant, notwithstanding the fact that such property was leased or hired or by the tenant or was conditionally sold to the tenant under a contract of sale, reserving title in the vendor until paid for and notwithstanding that such property is, under existing law, exempt from levy and distress for rent due by a tenant and that notice was given to the landlord or his agent that said property was leased or hired or conditionally sold to the tenant."

Section 2 reads that "all acts and parts of acts inconsistent with this act are hereby repealed."

The meeting to-day was presided over by Arthur O. Lechner, president of the Association, and was a goodly representation of the music houses present from Pittsburgh and vicinity.

After the bill was read and a general discussion was had, Wm. C. Hamilton moved that a committee be named to assume charge of the matter of having the proposed measure either killed or placed on the indefinitely postponed list in the Legislature.

J. C. Roush, president of the Standard Talking Machine Co., emphasized the need of concerted action to have the proposed measure either killed or placed on the indefinitely postponed list in the Legislature. The offer was accepted.

J. C. Roush named the committee as follows: Wm. C. Hamilton, chairman; Wm. B. McConnell, J. C. Roush and C. C. Law, executive secretary of the Association.

Among the firms represented at the meeting were the S. Hamilton Co.; J. M. Hoffmann Co.; T. E. McCausland, Inc.; D. L. Aaron, Kaufmann's; Boggs & Buhl; Hendrickson Piano Co.; Charles M. Steff, Inc.; E. G. Hays & Co.; C. C. Mellor Co.; W. F. Frederick Piano Co.; Groves Music Co., all of Pittsburgh; Ben Reynolds, Washington, Pa., and M. V. De Forrest, Sharon.

Opening of A. H. Mayers Branch Well Attended

The fourth store of the chain of A. H. Mayers music stores, the history of which organization appears in another column of this issue of the Talking Machine World, was formally opened at 860 Eighth avenue, on Wednesday, March 30, with appropriate ceremonies. Scores of telegrams and floral greetings were received one of the latter coming from the Victor Talking Machine Co. headquarters in Camden, by special messenger.


J. W. de Haas Is Now Asst. Fada Export Manager

J. W. de Haas has been appointed assistant export manager for F. A. D. Andrea, Inc., manufacturer of Fada radio, according to a recent announcement from Fada headquarters in New York.

Mr. de Haas has had extensive export experience. For the last five years he was with the New York Johnson Motor Co. as export manager and secretary of the company. For two years prior thereto he was director of the Far East Division of the American Steel Export Co., of New York. Mr. de Haas has traveled extensively in the Orient, Australia, New Zealand and the Dutch East Indies, and his intimate contact with foreign fields will be of much benefit in his new position.

Sleeper Scout Model Socket Power Receiver on Market

All-Electric Receiver, Long in Process of Development, Receives Enthusiastic Trade Reception—Has Two Tuning Controls

A new all-electric Scout model, which has been in process of development for some time, has been placed on the market by the Sleeper Radi & Mfg. Corp., of N. Y., and has created an enthusiastic demand among jobbers and dealers.

"This set is designed for the man who is waiting until he can get a receiver that will operate from the lighting current, at a price he can afford to pay," said Gordon C. Sleeper, president of the organization. "It lists at $60. We are now making quantity deliveries to our authorized distributors and dealers. Our system of electric operation is very simple, requiring only standard tubes of proved de-
Sleeper again scores in adding Electric Operation to popular proven models.

To proven superiority in fundamentals of tone quality, simplicity of control, fine selectivity and long range power, Sleeper now adds electric operation from house current, doing away with all batteries.

1. No A, B or C batteries. (Complete battery elimination.)
2. Works direct from 110 volt A.C. house current.
3. Free from hum.
4. Adjustment to compensate for line voltage changes.
5. Big reserve factors—two 216-B rectifier tubes giving 50% greater capacity than needed insure long life.
6. Develops 180 volts for power tube, insuring rich full tone with big volume.
7. Hinged panel for easy access and display of interior.
8. Simple two-control tuning.
9. Calibrated wave length scales.
10. Reduction vernier condenser drives.
11. Duco style two-toned brown mahogany cabinet finish.
15. Fully guaranteed.

SLEEPER electric SCOUT

At the moment when the entire radio buying public is waiting for a popular priced electric set, Sleeper announces production and delivery on the Electric Scout at $160 and the Electric Serenader at $175.

No A, B or C batteries—no chemicals or make-shift accessory devices. True electric operation from ordinary house current has been added to models already famous for efficient performance, splendid tone, and freedom from service.

Electric operation that has sold thousands of sets in the $300-$400 class may be had at battery set prices.

An electric set—at a popular price—embodying an already famous circuit—means startling summer sales to dealers acting promptly.

Ready for immediate delivery.

"ELECTRIC—NOT ELECTRIFIED"

SLEEPER RADIO & MFG. CORPORATION
GORDON C. SLEEPER, Pres.
Sixth and Washington Avenues
Long Island City
Public Interest in Electric Instruments
Reflected in Sales in Los Angeles

Sherman, Clay & Co. Providing Instruction in Western Broadcasting Chain of Stations—New
Los Angeles, Cal., April 4.—The sale of the electric instruments of both Panatropes and Victrolas—was very satisfactory and the demand for records seems to be constantly mounting. The new Orthophonic Victrola is being widely advertised.

Leave of Absence Given to Griff. Ellis
Sherman, Clay & Co. are granting a six months' leave of absence to Griffith J. Ellis, Southern California wholesale manager for the Victor distributors, in order that he may take a thorough and complete rest. Mr. Ellis has been suffering from a rundown condition for some time due to overwork. G. Cook, who has been in the wholesale Victor department in San Francisco for some time, will take charge of sales in the Los Angeles office while Mr. Ellis is away.

Phonograph and Radio Instructors
Albert Sharp, Victrola service engineer, has been at the Los Angeles headquarters of Sherman, Clay & Co. during the last week giving instructions to the downtown service men, and is away.

Negotiations Closed With Three Battery Manufacturing Companies Whereby "Brach Controlit" Becomes Standard Equipment
The L. S. Brach Mfg. Co., 129 Sussex avenue, Newark, N. J., has just closed negotiations with three of the most important battery manufacturing companies in the country, whereby the "Brach Controlit" becomes standard equipment with their products. These battery and eliminator manufacturing organizations include the Willard Storage Battery Co., Philadelphia Storage Battery Co. and the Prest-o-lite Co. The "Brach Controlit" is considered among radio engineers as one of the most important inventions since the advent of radio. It is a small, compact instrument, produced at a popular price, which makes possible the linking of radio sets with the house current and controlling the lighting current to any "A" and "B" power supply unit. The "Brach Controlit" is a special type of relay having an especially low resistance coil which is connected in series between the radio set and the "A" battery. The resistance of its windings is so low that it will in no manner affect the efficient operation of the tubes. Also the "Brach Controlit" eliminates switches from "B" power supply units and "A" trickle chargers. These operations become automatic from the radio set switch, thus taking the place of three operations. No change in wiring is necessary in present-day radio sets.

Plan Annual San Francisco Atwater Kent Convention
Ernest Ingold, Inc., Distributor, With Headquarters in San Francisco, Sponsors Event
San Francisco, Cal., April 9.—Plans are already practically completed for the Third Annual Atwater Kent Convention, to be given here. Ernest Ingold, Inc., distributor of this city, on July 7 next, at which time it is expected fully a thousand radio executives will gather in business and entertainment settings.

Sound-Modifying Doors Patent Finally Decided
The long-pending suit of the Victor Talking Machine Co. vs. the Brunswick-Balke-Collender Co. and John Bailey Browning was decided March 21 in the United States Supreme Court in favor of the Brunswick Co., in the United States Supreme Court affirming the decision of the lower courts. The question before the courts was whether Eldridge R. Johnson, formerly president of the Victor Co., or Mr. Browning was the true inventor of the sound-modifying doors, and the Circuit Court of Appeals of the District of Columbia, the court of last resort in patent office proceedings, decided in 1921 that Browning was the inventor. The decision was reviewed by the United States courts, and both the District Court in Delaware, which tried the case, and the United States Circuit Court of Appeals for the Third Circuit, which reviewed the case, reversed it and held that Mr. Johnson was entitled to the patent. It was this finding that the United States Supreme Court considered and approved by its affirmance on March 21 without writing any opinion.
FUTURE PERFECTION OF RADIO RECEPTION DEMANDS
RADIO TUBES DESIGNED FOR EACH RADIO FUNCTION

DE FOREST engineers have recognized certain characteristics in the functioning of tubes in all radio units. Our laboratories have labored long to advance these characteristics that so improve radio reception, and now, these highly desirable elements have been developed in De Forest Audions for specific operations in the various radio reception departments.

Fans who are keen to bring their radios up to the highest degree of efficiency will eagerly adopt these Specialist Audions, the idea of which has long been appreciated in England.

These new De Forest Specialist Audions are now available for detector work, radio frequency amplification and use in all audio stages in types taking up to 500 volts on the plate.

To demonstrate the advantages of this idea and the improvement possible in your radio's performance tune in a weak and distant station or turn down the volume of a local until you can just barely hear it in the loud speaker. Substitute De Forest DL-4 Specialist radio frequency Audions in place of the RF amplifiers you have been using. Note the remarkable increase in volume—how much louder the distant station and how the music of a local is raised to room filling proportion.

Radio amateurs will appreciate the characteristics of these efficient tubes. We must remember that regardless of RF circuits, tubes for best results must be uniform. The rigid limits, both electrical and mechanical, to which De Forest Audions are held assure a high standard of uniformity. With a very constant grid-plate capacity and high mutual conductance the volume these Audions obtain from distant reception is both amazing and satisfying.

These DL-4's are recommended for trial before you change all the tubes in your set.

De Forest Audions have been standard since 1906. The same genius who has made the broadcasting of voice and music possible is still hard at work for greater perfection and greater achievement in radio reception.

Of course, De Forest has designed a general purpose Audion. It is a good one and where price is a consideration the D-OIA Audion is an unequalled value at $1.65. This tube is built to the same high standards of quality that mark all De Forest Audions.

De Forest dealers are pretty much everywhere. Look for displays of the brilliant black and orange Audion containers in shop windows. (Metal boxes in which De Forest Specialist Audions are packed insure their safety and dependability.)

If dealer is not available write for booklet which describes characteristics of each Audion and for chart indicating proper replacements for all standard makes of radio.

Write Dept. 10 for descriptive literature

DE FOREST RADIO COMPANY
Powel Crosley, Jr. 
President.
Jersey City, N. J.
New Stores Opened Recently Throughout Country and Changes of Management Compiled for Benefit of Talking Machine and Radio Manufacturers and Distributors

California

Oakland—The Chalshom Music Co. has moved from the corner of Oxford and Center to 258 University and is experiencing a much more satisfactory business.

Oakland—The Oakland Photographic Co., owned and operated by Bertrand S. Goldsmith, has moved to a better location in the shopping center at 1720 Broadway.

Berkeley—A branch of System Radio of Oakland was recently opened on Shattuck avenue, featuring the Beach line of radio products.

Berkeley—The Benjamin Music Co. is again being operated by the original owner. It was sold some time ago to W. R. Argall.

Berkeley—The Henderson Radio Shop, was recently opened at 2295 Shattuck avenue, carrying a full line of Artestar, Cameco and Estabrooks sets.

San Francisco—H. L. Ross has opened a new music store at 348 Geary street, carrying a complete line of talking machines, pianos and other musical instruments.

San Leandro—W. R. Argall has opened a music store at 156 East Fourteenth street.

San Francisco—H. L. Ross has opened a new music store at 348 Geary street, carrying a complete line of talking machines, pianos and other musical instruments.

New Stores and Changes Among Talking Machine Dealers During the Past Month

COLORADO

Rockey Ford—The C. O. Clark Music Co. recently opened its new establishment at Main and Maple avenue with a complete line of Victor Orthophonic talking machines, Gramophones pianos and other musical instruments.

CONNECTICUT

Bradford—Morris Phillips, proprietor of the Phillips Music Shop, Ansonia, has opened a branch store on Main street, this city.

Bridgeport—Joseph Gilman has moved his general music store to his new building on Fairfield avenue.

GEORGIA

Rome—The McBrayer Bros. Music Co. has opened a new music store at 406 Broad street, handling a complete line of talking machines, pianos and other musical instruments.

ILLINOIS

Chicago—The Harry Smith Music Co., 335 South Wabash avenue, has been incorporated with a capital stock of $50,000.

Mundelein—Guy W. Deets and Elissa D. McAssey have taken over the management of the Huddoff Music House, 320 North Main street.

Chicago—The Ackerman Music House, Inc., has incorporated with a capital of $30,000, and has made a deal in musical products with 321 West Sixteeth street.

Moline—Edward Petal has moved the local retail branch of the Silas E. Pearsall Co. to the Jenkins Radio Store at 104 East Second street.

IOWA

Kewanee—W. B. Bradley has sold his interest in the Bryant Piano Co., 226 Main street, to L. F. Reichert, who will continue the business.

KANSAS

Marshalltown—The Michell Music Co., which conducts a retail music store here, has closed out its business.

Sedan—Bud Pierson has taken over the phonograph section of a former music store at this point.

New Stores

KENTUCKY

Louisville—the Dryden Variety Music Shoppe, 604 South Fifth street, has held its formal opening, handling small goods and sheet music.

MARYLAND

Baltimore—The Miller Music Co. has purchased the business of the long-established M. Steff, Inc.

Massachusetts

Pittsfield—A branch of the Columbia Phonograph Company, Springfield, has been opened at 246 North street, carrying a full line of musical instruments.

LYNCHBURG—The Lynchburg Phonograph Company, on 25 Summer street, has suffered a small loss from a midnight fire.

BOSTON—The Boston Phonograph Company has opened its new retail store in the Hotel Statler, with Maxwell Meyers as manager.

MICHIGAN

Detroit—The Bayley Music House has moved to the Broadway section from its former location on Woodward avenue.

Detroit—The Rose Hill Music Co., on East Grand avenue, has opened for business with a stock of talking machines, small goods and sheet music.

MONTANA

Hibbing—The Winberg Music Store, operated by Fred Winberg, is preparing to move to new quarters adjoining the Buffalo Music Store.

MORTON—G. B. Allen has opened a music store in the Variety Store Building, featuring talking Machines, small goods and sheet music.

MISSOURI

Kansas City—The John G. Jones Music Co. has established a branch store at 913 Main street, carrying a complete line of musical instruments.

St. Louis—The Spoutder Music House, 7131 St. Germain street, has been incorporated with a capital stock of $10,000.

KANSAS CITY—A. B. Hall and W. G. Robertson have reorganized the Hall Robinson Piano Co., with quarters at 372 Broadway.

NEW HAMPSHIRE

Exeter—The Bryant Music Co., located in the market square, has been incorporated with a capital stock of $3,000.

NEW JERSEY

Hammons—The new store of A. Oliver, formerly handling only phonographs, has added a complete line of other musical products.

Glassboro—The furniture of Max Pedden & Nutt has extended its service to include all varieties of musical instruments.

Dover—Extensive improvements have been completed in the store of the Harvey Music Co., 23 West Blackwall street.

NEW MEXICO

Clayton—F. P. Kilburn, the new manager, recently added a music section to its carrying a complete line of Victor, Columbia phonograph dealers.

BUFFALO—Martin Schwartz, associated with the Charles Liske music store, has been made manager of the talking machine department of the Ernie Piano Co. sales—Silas E. Pearsall Co. has moved to a new and improved store at 2034 North Union street.

New York

Brooklyn—Franz Ann Ballard has been appointed relief for the Fort Hamilton Music Shop, bankrupt concern on 446 East Eighth street.

New York—Jacob Zalich, operating as the Bell Music Store, 89 East Eleventh street, has filed an involuntary petition in bankruptcy.

Kingston—A. E. Thomas has moved his music business to the Clifton Music Company, 24 Wall street.

Plattsburgh—The Plattsburg Music Store operated by Bertram has expanded its operations, to include sheet music, small goods and other musical instruments.

Middletown—The Ozone Music Shop, operated by Stephen Rinehart, has moved into the temporary store of the Fort Hamilton Music Shop, 446 East Eighth street.

NEW YORK CITY

New York—The new building of the Andrews Music Store, 220 North Third street, has been dedicated with formal opening.

NYACK—The new building of the Andrews Music Store, 220 North Third street, has been dedicated with formal opening.

New York—East Liverpool—The David Buechler & Tyler Co. has closed its branch music store on East Fifth street.

New York—The new store of the Columbia Phonograph Company, the interests of its president, Fred Wooton, is conducting the small goods department at the S. W. Goldsmith Music & Furniture Store, 737 Long street.

New York—Youngstown—the Yablonski Raynor Music Co., West Federal street, this city, has opened a retail branch at 200 Market street.

Youngstown—The bankrupt stock of the Carroll Music Co. has been purchased by the Yablonski Raynor Music Co., 58 East Fourth avenue, Oren H. Davenport, of Youngstown, has opened a branch store in this city.

Bridgeport—The Nye Music House has been incorporated to deal in radio products.

Syracuse—Charles L. Jones and Frank Short have opened the Jones Music Co. in the Jones Building on North Main street.

Pennsylvania

Philadelphia—The Bueckner Music Co., has purchased an interest in the Sherman, Clay & Co., has purchased a branch at 1256 East Fourteenth street.

Auburn—The Brooks Music House has moved from 1204 East street to more commodious quarters at 1317 Twelfth street.

Ambridge—The Szaranke Music Co. has opened a branch store at 600 Merchant street, with C. B. Mitchell as manager.

New York

Ansonia—Harry S. Dodge, incorporated his music business, with a capital stock of $50,000, under the name of Dodge Music Co.

Seattle—Hugh Campbell has become affiliated with the Montemiel Music House, Seattle, which has been changed to the Montemiel-Campbell Music House.

Ohio

Columbus—Programming of the Andrews Music Store, 220 North Third street, has been dedicated with formal opening.

Wyoming

Gillette—The Melody House has opened a branch music store handling talking machines and other musical instruments, has been opened by John Dalry, Jr.

SILAS E. PEARSALL CO.

A Spotted Sparton Jobber

Well-Known Metropolitan Distributor Will Handle Line of Sparks-Witthington Co.—Sea

ston's Plans Discussed at Luncheon

A luncheon to the distributors of radio, manufactured by the Sparks-Witthington Co., of Jackson, Michigan, was held recently for announcement of the appointment of the Silas E. Pearsall Co. as a distributor for the Sparks line. Harry G. Sparks, radio sales manager of the Sparks-Witthington Co., was present at the luncheon. The Silas E. Pearsall Co. is one of the best-known wholesalers in the industry.

Among those present were G. Weaver, Victor Meyer and Dan A. Dreeves, of the Bushwick Auto Supply Co., Brooklyn; W. T. Jelser, Auto Supply Co., New York; G. Simon, Halsey Supply Co., Newark, and Mrs. M. L. Green, president, and E. W. Oldham, of the Silas E. Pearsall Co. Other members of the distribution staff were R. Dale and A. H. Riese, Sparks-Witthington traveling representatives in this territory, were also present.
JOHNSON
NEUTRAL SOLUTION
Trickle Chargers

are showing a sales increase
every day

IN spite of the fact that radio equipment sales fall off at this season of the year, the sale of Johnson Trickle Chargers is increasing. Other charges require service because of corroded electrodes—low charging rate—short life—etc. Johnson Trickle Chargers overcome all these difficulties, providing a permanent source of "A" power.

You can convince every customer that this compact unit will keep his "A" battery fully charged with even less attention than the battery on which it is used.

Point out these vital facts to your customers and note the resultant sales of Johnson Trickle Chargers.

Neutral Solution. The neutral solution is harmless to rugs and clothing, and entirely odorless. This eliminates a serious and expensive annoyance.

Silent. A Johnson Trickle Charger does not have to be disconnected when the set is in use. It is absolutely silent—no hum—giving 24 hours' charging efficiency each day.

"Short"-proof. No danger from internal short circuiting, for the base and rail caps are made of solid molded rubber assuring perfect insulation.

Electrodes Will Not Corrode. The electrodes will be found entirely free from scale or corrosion, even after months of constant use, insuring extremely long life.

Permanent "A" Power

Johnson Trickle Chargers are the result of intensive research work and are built of the finest materials obtainable—nothing to wear out. Just plug it in and forget it—a permanent source of "A" power.

The better jobbers carry Johnson Trickle Chargers. Get in touch with your today and cash in onurer and bigger profits.

Ask Your Jobber

Retail for $8.75

JOHNSON MOTOR PRODUCTS CO.
308 North Sheldon St. Chicago
LEADERS of the SALES

JUST as the smartest night clubs are first to play the most popular melodies, so are the most popular melodies first heard on Okeh. It is generally recognized that electrical recordings reproduce marvelously accurate tones of each instrument. But the most perfected recording must reflect the gay, thrilling spirit of youth...if your dance records are to be bought by dancers who are seeking in music the joy of life.

Okeh dance records speak the ultra-modern jazz language of the Dancing People. Oh, the feeling of the music when your patrons listen to Frankie Trumbauer's Orchestra...the air is all rhythm. Miff Mole's Molen, in full orchestra, call, "Dance!"...A slow ripple of pleasure flows through the dancers...and steps gorgeously follow the concentrated rhythm of their music. Yes, we are telling you about Okeh features. You are shooting your sales to the highest mark when our Okeh Dance Records are in your store—ready to sell. Leaders of the sales, that's what they are.

Perhaps your buying visitors are foreigners. A Russian, Lithuanian, German, Scandinavian...anyone whose first home was somewhere across the sea...he comes to you, his heart weeps to belong to the old evening gatherings at home and for the songs he remembers. You can win him for a constant buying visitor with our OKEH-ODEON records in all foreign languages.

Then there is our tremendous Race population. It may be your store is in just such a neighborhood. They are the children of music...but an emotional music unlike any other fashioned music. The sorrow of their ancestors still rings supreme! It is Blues they crave...the gnawing passion of anguish...moaners and shouters, their singers are called. There is a list of Exclusive Okeh Race Artists famous from coast to coast...they sing best the kind of music the Race loves and so Okeh Race Records sell best.

An Okeh Dealer's License is available to you. You can take that step forward in Sales Prosperity if you will write to us and learn about our generous Okeh Dealer's Plan.

Consolidated Talking Machine Co.
227 W. Washington St.
2957 Gratiot Ave., Detroit, Mich.
1424 Washington Ave., Minneapolis, Minn.
Beethoven Centennial Observance One of Finest Examples of Sales Promotion

Dealers Throughout the Middle West Tied Up With the Event and the Result Was a Better Demand for Good Music on Records—Sales Figures on All Lines Satisfactory

CHICAGO, ILL., April 8—Talking machine dealers throughout the Middle West were witnesses to, and partners in, a laudable example of sales promotion before and during Beethoven Week, March 20 to 26, when practically all of the instruments which reach the public eye were brought into play. Extensive advertising by leading manufacturers of phonograph records, editorial space in newspapers dealing with the Beethoven Centennial, window displays of records in dealers' stores, and radio broadcasting combined to make the event notable in the public mind, and to boost Beethoven recordings and other records of the more serious type.

Sales figures in phonographs, records and radio products throughout the Chicago territory are equal to, and, in some cases, greater than, those of 1926. Manufacturers of talking machines have perfected several improvements on their products which will give the dealer an added chance to capitalize on the interest which has already been aroused by the new type instruments, and it is expected that there will be found in the retail stores by early Fall an increased number of electric pick-up machines. While there have been several sales of distress radio merchandise in the department stores of Chicago, the effect has not been felt so keenly by the smaller dealer as in years past. The music-radio dealer and the neighborhood store are rapidly becoming more prominent factors, because of nearness to the customer's home, canvassing, and ability to give quick and efficient service on radio apparatus.

Radio manufacturers throughout the Middle West are perfecting their models, and preparing them for formal exhibition at the trade show to be held in this city in June. While the sets themselves are expected to contain no revolutionary developments, it is said that many radical improvements will be shown in reproducers and in power supply units, with the electric, or light socket operated sets occupying a prominent place in many manufacturers' lines.

Beethoven-Columbia Week a Big Success

In musical circles throughout the Chicago district Ludwig van Beethoven, composer, during the week of March 20 to 26, was accorded the place which is rightfully his. Churches, schools, clubs, newspapers and radio broadcasting stations all gave their assistance in commemorating the hundredth anniversary of the death of Beethoven, who died one hundred years ago, on March 26, 1827.

The work of forming committees in the different cities was under the direction of A. J. Heath, manager of the Chicago office of the Columbia Phonograph Co. The Chicago committee was very active under the guidance of Miss Olga Menn, chairman of the Beethoven Committee in the Chicago district. Other women connected with her on this committee were Mrs. Walter Seymour, president of the Illinois Federation of Women's Clubs; Mrs. Arthur G. Jackson, musical chairman of the same organization; Mrs. Samuel Insull, nationally known wife of the director of staff of the Chicago Public Utilities; Mrs. Edith Rockefeller McCormick, Mrs. Edward S. Bailey, Mrs. George B. Tyler, Mrs. H. McClellan Hess and many other socially prominent women.

Through the courtesy of Walter Roche, manager of Lyon & Healy, Columbia was successful in securing the hearty co-operation of the four Lyon & Healy stores in Chicago, where daily Beethoven recitals were given in the private auditorium during Beethoven Week, March 20 to 26.

The broadcasting stations co-operated by giving the music of Beethoven a prominent space on their programs. The Chicago Daily News sponsored a Beethoven essay contest for Chicago school children and offered prizes to the various schools throughout Chicago, which devoted their music periods to the playing of Beethoven music and informing their pupils of the work and life of Beethoven, thus creating additional interest in the event.

Fine Broadcast Programs

In Minneapolis, radio broadcasting over Station WAMB between the hours of 10:30 a.m. and 1 p.m. was devoted to Beethoven music.

Continued on page 106)
Louis Frankel Visiting Eastern Trade

Louis Frankel, treasurer of the Mohawk Corp. of Illinois, maker of Mohawk one-dial radio receivers, left the firm’s headquarters in Chicago on March 29 for a trip throughout the East, upon which he visited Mohawk distributors in New York, Buffalo and Boston. Other Eastern trade centers.

The Kelley Sales Co. Organized

The Kelley Sales Co. was recently formed in Chicago to function as national sales representative for radio manufacturers. The firm is headed by W. F. Kelley, president, formerly associated with the All-American Radio Corp. as Chicago district manager, and who, prior to that time, held the position of assistant sales manager. The Kelley Sales Co. will act as representative for the Baritone Mfg. Co., loud speaker manufacturer; Buell Mfg. Co., maker of classifiers, coils and panels; and Peta-Stel Products Co., manufacturer of speakers and radio consoles.

The Kelley organization represents these manufacturers throughout the United States, appointing distributors, who in turn will serve the dealers in their respective territories.

New Series of Radio Receivers Soon Ready

A new series of radio receivers will soon be ready for the trade, according to an announcement made a few days ago at the general offices of the Reichmann Co. These will be known as Thorsold Models 60, 61 and 62. All of the new sets are seven-tube receivers featured by single-dial control and straight-line scale electrically lighted dial readings. The dial readings pass through a prosenium arch window, and may be read easily from practically any angle. Model 60 is a table type receiver finished in antique walnut. Model 61 is a console receiver, also furnished in walnut and containing a long, gradually expanding tone chamber. A combination of long air column and a cone speaker are features of Model 62, also a console receiver, finished in walnut. The new Reichmann line ranges in retail prices from $90 to $200, and will be exhibited for the first time at the Radio Manufacturers’ Trade Show at the Hotel Stevens, Chicago, June 13 to 18.

Hyatt Portable Radio Receiver Campaign

The Hyatt Electric Corp., Chicago, formerly known as the Hyatt Electrophone Corp., headed by R. E. Hyatt, president, is sponsoring an ambitious sales drive in the music-radio trade in the interest of the Hyatt portable radio receiver. The Hyatt organization has been prominent in the manufacturing field for many years for the Electophone, an instrument which enables the deaf to hear instantly and is now installed in educational institutions for the deaf throughout the United States.

The Hyatt portable receivers are known as Model A and Model B. Both contain six-tube receivers and are furnished either without accessories or completely equipped with tubes, A, B and C batteries. Both models have but one tuning control and are equipped with Apex vernier dials. The portables weigh twenty-eight pounds, have a built-in speaker with a unit and employ a loop aerial. Model A, which retails for $165 complete, is furnished in a special leatherette finish and the panel inside the cover, which is used as an aerial, is embossed in gold and several other hues. Model B is also finished in leatherette, listing for $85 without accessories and $106 complete. The Hyatt portable receiver is sold through distributors located in important trade centers throughout the United States.

Sonora Officials Visiting the West

Frank D. Goodman, general sales manager of the Sonora Phonograph Co., New York City, arrived in Chicago on April 4, spent several days at the headquarters of the Taylor Co., local Sonora distributor, and then proceeded to Detroit. S. O. Martin, president of the Sonora organization, was in Chicago late in March, spending one day in the city during a Middle Western trip which included a stopover at the Sonora factory in Saginaw, Mich. Notable Dealers Have Buckingham Radio Line

R. T. Anderson, sales manager of the Buckingham Radio Corp., Chicago, announces that the Buckingham sales organization is virtually completed for the coming year and will give the firm active representation and distribution throughout the entire United States. The Buckingham line of radio receivers, featured by the new single dial control, has been well serviced through the following organizations: MacNeil Electric Service Co., Boston, Mass.; F. A. Hudgin & Co., Buffalo and Syracuse; N. Y.; Manufacturers Sales Co., Metropolitan New York; Ehrlichman Bros., Inc., Philadelphia, Hartford, Pittsburgh and Cleveland; Gallison & Co., Minneapolis, Minn.; Harris P. Holland, Indianapolis, Ind.; Franklin McDermott, St. Louis, Mo.; Barnes & Co., Atlanta, Ga., and American Sales Co., San Francisco, Cal.

Chicago Record Co. Chartered

The Chicago Record Co., 2651 South State street, was recently incorporated with a capital stock of $30,000 to manufacture and deal in phonograph records, mechanical music devices, radio phones, etc. The incorporators are L. Mayo Williams, Aleta S. Williams, William H. Temple and Millie Williams.

C. E. Penney Abox Co. Sales Manager

C. E. Penney was recently appointed sales manager of the Abox Co., Chicago, manufacturer of the Abox filter, which filters the current direct from the charger to the receiving set. Mr. Penney was associated with firms in the electrical field over a period of eight years and has been advertising manager of the Brenner-Tully Mfg. Co., Chicago, for the past eighteen months. He has had considerable experience in the field of radio merchandising and sales.

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, mica, repair motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

Hyatt Portable Model A

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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, mica, repair motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.
Out of a maze of claims and counter claims MOHAWK dependability stands as a beacon light—pointing the road to radio reception which is never better and seldom approached. Concentrating our efforts on MOHAWK One-Dial Receivers makes it possible for our factory to continue—

BUILDING THEM BETTER
PRICING THEM LOWER
SELLING THEM FASTER

The MOHAWK One-Dial Radio Dealer Franchise is valuable now, and this value is growing day by day. Dealers keen for profits and prestige will do the "wise thing" by writing or wiring today.

The Home of Mohawk One-Dial Radio Receivers—One of the finest equipped manufacturing plants in the world

MOHAWK CORPORATION OF ILLINOIS
Established 1920—Independently Organized in 1924
2220 Diversey, at Logan Boulevard, Chicago

The Mohawk One-Dial Radio Receiver will be fully represented at the R. M. A. Show, to be held at the Stevens Hotel, Chicago, June 13th to 18th, inclusive.
The Toman “Helical” Tone Arm Set

An Original Design

Embodying a new principle in tone arm construction.

(Patent Pending)

Specially designed for use with latest type long amplifying horns. Hole in base 1 3/8 inch diameter—Distance from center of base to needle holder in playing position about 9 3/2 inches.

Constantly curves and tapers

Air tight in construction

No vibration or jingling on loudest tones

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

Manufactured by

E. Toman & Co.

2621 West 21st Place

CHICAGO, ILL.

Sales Distributor

Wondertone Phonograph Co.

216 No. Michigan Ave., Chicago, Ill.

Cable Address—“Wondertone Chicago.”

Cable Codes—Western Union—A.M.C. (5th Edition).
The Toman "Helical" Tone Arm Set

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

Produces a very fine, deep, rich, mellow and powerful tone, surpassed by none

Durability of construction prevails throughout the entire unit
Note the strong and efficient construction of the base

The ball race is machined as smooth as glass.

Ball container has spacers preventing piling up of balls, insuring perfectly smooth movement of tone arm, with minimum of friction.

The Toman reproducer was placed on the market last summer, and met with great success. This reproducer, besides producing a remarkably fine, deep, mellow, and powerful tone, has the great advantage of being practically indestructible in construction, the diaphragm being made of alloyed metals—in which magnesium predominates—and is 15/1000 inch thick. It is suspended in such a manner that it is very sensitive, and reproduces perfectly extreme highest or lowest tones. This construction is far superior to the extremely thin diaphragms used in many other reproducers, which are very fragile, and easily damaged.

Manufactured by

E. Toman & Co.
2621 West 21st Place
CHICAGO, ILL.

Sales Distributor

Wondertone Phonograph Co.
216 No. Michigan Ave., Chicago, Ill.
Cable Address—"Wondertone Chicago."
Cable Codes—Western Union—A.B.C. (5th Edition).
prominence and his many friends in the industry will be glad to learn of his new connection.

Harry Alter Co. to Wholesale Ortho-sonic

The Harry Alter Co., Chicago, announced a few weeks ago its appointment as wholesaler of Federal Ortho-sonic radio receivers manufactured by the Federal Radio Corp., Buffalo, N. Y., effective early in March. The Harry Alter Co. will carry a complete stock of the Federal Ortho-sonic line of receivers, including the art models. A very elaborate display will be shown in its new and enlarged showroom on Michigan avenue and Eighteenth street, which will be opened about April 15. The Alter organization will serve dealers located in western Michigan, northern Indiana and Illinois.

A. G. Gulbransen Tells of Business Upturn

The Gulbransen Co., of Chicago, manufactur-er of Gulbransen registering pianos, recently declared a dividend of 2 per cent on outstanding common stock, payable March 31. A marked upturn in the business of the firm and its dealer-organization during the past three weeks is reported by A. G. Gulbransen, president. Indications point to a good demand during the next quarter, particularly as the company swings into full production of the new models of grand pianos, which have been sixty to ninety days into full production of the new models of grand pianos, which have been sixty to ninety days

Viva-tonal Scores in Mayoraltiy Campaign

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W. C. Fuhri Visiting Western Trade

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., New York City, was a visitor at the Chicago Columbia branch office during the past month, where he discussed with J. A. Heath, district manager, plans for improving the Columbia service to dealers in the Chicago territory. Mr. Fuhri made Chicago his headquarters for several days, journeying from this city to Milwaukee, St. Louis, Cleveland and other nearby cities where there were matters pending for his atten-

An Ideal Combination

VITANOLA service and Fischer products—a combination that deserves your earnest consideration. Such a combination of quality and service assures you of the best obtainable at the right price.

We are equipped to solve your repair and service problems. It is our sincere desire to make you a satisfied customer and we are sure that a trial of our service will be the best criterion.

Vitana Service Bureau

11 East Austin Ave.

Chicago, III.

Electrical Pick-Up Operated From Light Socket Introduced

United Air Cleaner Co. Making a Completely Balanced Electrical Pick-Up Unit for Phonograph Manufacturers

According to an advance announcement issued at the headquarters of the phonograph division of the United Air Cleaner Co., Chicago, the firm has designed and perfected a completely electrical pick-up installation, operated directly from the light socket, for use in phonographs. The pick-up is complete from the needle which rests on the record to the speaker, a completely balanced unit, and it will be furnished to manufacturers of phonographs. It was the privilege of the World representative to listen to a demonstration of the new product, which reproduces faithfully all the notes of the entire reg-

WorkRite Mfg. Co. Plans Extensive Ad Campaign

Cleveland, O., April 6.—During the past sea-son the WorkRite Mfg. Co., manufacturer of WorkRite Super-Neutrodyne radios, spent the major portion of its advertising appropriation in supporting its distributors with newspaper space. Almost without exception this policy met with an enthusiastic response from the distributors, because it was more tangible than a national campaign would have produced because the only papers used were those in cities where good distribution assured a 100 per cent dealer tie-in. Advertising plans for the coming season, contemplating even greater co-operation with distributors and dealers through the use of direct mail, as well as newspaper advertising, are now being made.

Service Bureau. The Vitanola organization distributes in Chicago and Illinois the Valley Forge line of main springs and Val Phonic re-producers made by the J. A. Fischer Co.

Hemphill & Co. to Represent Magnavox Co. in Detroit

Appointed Representatives With Important Territory as Field of Operations

Detroit, Mich., April 8.—Hemphill & Co., manu-facturers' representatives of this city, were recently appointed by the Magnavox Co., radio receiver and loud speaker manufacturer of Oak-

Hemphill & Co. have been assigned a territory embracing a group of counties in north- eastern Indiana and northwestern Ohio, includ-

Hemphill & Co. have been assigned a territory embracing a group of counties in north- eastern Indiana and northwestern Ohio, includ-

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PEDIGREED

"BABY" PORTABLE TONE ARM

The "Baby" Portable Tone Arm is manufactured in one length, 7 3/4 inches, of heavy durable brass as used in other Quali-Tone tone arms. Made complete in our own factory under the supervision of the same vigilant experts who have made Quali-Tone the outstanding name in tone arm circles.

REJOICING

is general among Manufacturers. For the "Baby" is just exactly what they wanted—ideal in every respect, and representing the combined perfections of its proud parentage. It is guaranteed to hold high the family honor and to maintain the exalted prestige of the Quali-Tone family, pledged to the family motto of Extraordinary Quality Always. Dealers who see the "Baby" will understand at once why Manufacturers are so enthusiastic over this addition to the famous Quali-Tone Line.

Manufactured by the Phono-Parts Division of

Duro Metal Products Co.
2649 North Kildare Avenue
Chicago
New Products Announced by the Reichmann Co.

Manufacturer of Thorola Radio Receivers and Loud Speakers Adds Two Loud Speakers and One Loud Speaker Unit to Its Line

The Reichmann Co., Chicago, manufacturer of Thorola radio receivers and loud speakers, introduced a few weeks ago three new products, two loud speakers and one loud speaker unit. The first of these products to be shown to the trade was Model 18, two diaphragm cone loud speaker, in which the unit and diaphragm are protected from injury in the front by a walnut grille and in the back by a sturdy done wire screen covered with a cloth of gold. The comparatively small and scientifically treated paper cone diaphragm is said to adequately reproduce the medium and high tones and the impregnated flat ring diaphragm which encircles the edge of the cone has a great range in the lower register of musical sound. Other important improvements have been made on the magnet two-coil unit that actuates the diaphragm, a special condenser being placed across the coil, which increases the impedance of the coils and reduces the drain on the "B" battery, helping in the perfect reproduction of the deep, low tones. Model 18 retails for $25.

Another of the new products is the Model 11, cone type speaker, listing at $10. Model 11 is a free edge type steel reinforced cone with a sixteen-inch diaphragm. The cone is furnished in bronze-embossed leatherette, with a gold band and stripe. The base and pedestal are of antique walnut and the wires are completely concealed in tubing within the pedestal. A feature of Model 11 is the ease with which it may be moved from place to place without fear of injury, by merely grasping the upright pedestal. Model 11, which is shipped and delivered to the dealer in a "knocked-down" condition, in a small package, may be easily assembled by the purchaser.

Model 17 Thorola Master unit, the third of the new Reichmann products, is in the same as is used in the Model 11 cone and has been designed for use by manufacturers, and for sale through dealers. The Thorola Speaker Thorola Master unit retails for $6, and, according to Reichmann officials, is ideally adapted for use with the new long gradually expanding air columns, the new power tubes and power units which have been recently developed in the radio industry.

Stewart-Warner President on Broadcasting Situation

C. B. Smith, President of the Stewart-Warner Speedometer Corp., Gives Views to Members of Federal Radio Commission

CHICAGO, ILL., April 5.—In a recent letter to the members of the Federal Radio Commission C. B. Smith, president of the Stewart-Warner Speedometer Corp., manufacturer of Stewart-Warner radio receiving sets, summarized the present broadcasting situation and made suggestions regarding the best way in which the condition can be cleared up so that best possible results can be secured.

Mr. Smith pointed out that it was the interest of the listening public which must be considered rather than those of operators and owners of broadcasting stations, and he also indicated that among the listeners there is still a large percentage of DX fans who get their greatest satisfaction from the ownership of a radio set in being able to get distance rather than quality of programs.

In deciding which stations should be licensed, Mr. Smith stated that the Commission should be guided by the amount of public service rendered. By public service he means not only entertainment, but features of educational, informative and charitable character as well. "I think preference should be extended to the established stations," says Mr. Smith, "but I think they should be forced to prove their right to a continuation of the license.

Mr. Smith paid high praise to chain stations for the good work they have done in raising the standard of air entertainment, but he also stated that these stations should not be allowed to take up several air channels for their programs. He feels that when a broadcast is given over several stations each station should be compelled to change its wave length so that the key station.

Another point brought out in Mr. Smith's letter touches on the broadcasting stations' purposes as follows: "Local stations or stations that are interested in creating good will only among persons within a short radius should be licensed to use low power and should have the greatest percentage of daylight broadcasting. National stations should be granted high power licenses and should be allotted time at night for their broadcasts."

The final point brought out by Mr. Smith had reference to the program potentialities of a station's location. He explained this by saying that a station located in a town of a few thousand population has not the same facilities for engaging talent that compares with that of stations in metropolitan areas.

We Moved April 5th to 510 No. Dearborn St.

where we will be fully equipped to give our customers prompt and efficient service. We carry a complete stock of our products, and in the near future will have several new articles to offer jobbers and dealers. Our new Jewel reproducer, the peer of all reproducers, will soon be ready for distribution.
New Models for 1927!
Repeat Orders Prove These the Biggest Selling Models We Ever Made

New 1927 Models for ATWATER KENT

Also Accommodates Any 7 x 18 In. Set
With: The Famous UTAH CONE SPEAKER Built In

DESCRIPTION

A RADIO console cabinet, built-in Utah Cone Speaker, and battery case combined. (Open battery space in rear.) Made of genuine mahogany plywood, finished a beautiful high-light mahogany. Outside dimensions 26 in. long, 36½ in. high, 14½ in. deep.

Shipping Weight 70 Pounds

$37.50

F. O. B. Factory; Brazil, Indiana
(Near Chicago)

MODEL 6—Shown at Left

For Atwater Kent Model 35

MODEL 651—Shown at Left

For any 7" x 18" Set

Freed Eisemann
Models 10-30-40

Fada
Model 192-A

UNLESS otherwise specified, Model 651 will be supplied with solid mounting panel 21" long, 9" high, as illustrated. This permits the dealer to fit various size sets with but little work. Made of genuine mahogany plywood, also genuine walnut plywood, finished a rich high-light. Outside dimensions, 20½" long, 45½" high, 15" deep.

Shipping Weight 100 Pounds

Price $50.00

F.O.B. Indianapolis, Indiana

United Cabinet Manufacturers Corp.
1615 South Michigan Ave., Chicago, Ill.
Twin Cities Musical Organizations' Beethoven Activities Stimulate Music Trade

Interest Aroused by Observance of Composer's Death Has Reflection in Sales—George C. Beckwith Conducts School for Victor Dealers—Panatrope Used With Film Showings

St. Paul and Minneapolis, April 7.—The musical season is drawing to a close with many fine events on the program. Beethoven Week, which was fittingly celebrated in the Twin Cities by all music organizations and the interest aroused was pleasantly reflected in the business field. Perhaps the chief beneficiary was Columbia, whose advertising on the Centennial was largely responsible for the widespread interest. The week was all that was anticipated, according to Mrs. Helen B. Briggs, Northwest Columbia manager. There was a very large sale on the special Centennial Masterwork records, and all organizations cooperated in a most gratifying and effective way.

The Majestic Music Shop broadcast twice daily a complete Beethoven concert from the Columbia records. The Radisson Hotel had two loud speakers in the lobby and the music came wonderfully to the expressed pleasure of the many noon visitors to the hotel.

Aside from the Beethoven edition all Columbia records have enjoyed a good month. There is a steady movement in Viva-tonal instruments, and both Columbia and Harmony portables are going exceptionally well.

There are no "bugs" in the Molliformer "B" Eliminator

Thousands of fans have built their own B-Units from Molliformer parts with perfect success. Almost without exception these units are still giving trouble-free service even after years of hard use. Now, after three years of actual tests in the hands of owners who have constructed their own Molliformers, this new "B" Eliminator is offered to the trade, completely assembled, ready for operation.

The dealer selling the Molliformer is not experimenting with a new and untried device. He is selling an instrument that has proven itself by years of unequalled performance. He knows, too, that there will be no loss of profit on expensive service calls, for the Molliformer unit will remain solid without service. Every Molliformer B-Unit employs the improved all-tungsten filament.

SOLD DIRECT TO DEALERS AND SELL MANUFACTURERS

Exclusive territory still available. If you are looking for a B-Unit in which the discount represents all profit, send in your order for a Molliformer B-Unit.

C. E. JACOBS MFG. CO.
2808 N. KEDZIE AVE., CHICAGO

NOW—The ELECTRIC Phonograph

Phonographs have advanced considerably with new types of sound-boxes, tone arms and amplifying chambers. To complete the advance ment, an Arnold electric motor should be installed not only because it adds to the appearance but because it eliminates the unsightly crank which means tiresome winding, but also because it is essential for playing the new records.

The Arnold is a substantial motor which operates on either AC or DC current and delivers a uniform speed.
Automatic Orthophonic Victrola Introduced to Expectant Public on April 4

Weeks of Private Demonstrations Together With Series of Advertisements in National Publications and Newspapers Aroused Great Interest in the Latest Victor Co. Achievement

Monday, April 4, brought to the entire Victor trade throughout the United States and Canada recollections of November 2, 1925, for it was on that date that the Orthophonic Victrola line was first introduced to the public, and this month saw the latest Victor product make its bow advance demonstrations and by word-of-mouth descriptions that it soon became evident that it would be impossible for the Victor plant to supply the demand and rather than cause dis-appointment to the dealers the date of introduc-tion was changed to April 4.

This change in date did not have any effect in lessening the interest in the new instrument, rather did it serve to allow the factory to get into greater production and to give dealers a better opportunity of giving demonstrations to selected lists of prospective customers, music lovers and influential citizens. For some time prior to April 4 the public were told of the instru-ment through a series of advertisements in national publications such as the Saturday Eve-ning Post, Liberty and others of like caliber, and in the leading newspapers in the key cities of the country for the two days preceding the instrument’s introduction advertisements appeared giving detailed descriptions appropriately illustrated. In the previous Sunday’s news-papers, in practically every city of the country, through the co-operation of the dis-tributors and the dealers, co-operative ad-ver-tisements appeared in conjunction with the Vic-tor Co’s advertisement. In the New York city papers, for example, a list of cards of approxi-mately sixty Victor dealers occupied space adjacent to that of the Victor Co.

Newspaper advertisements, however, were but one of the methods employed to attract the pub-lies attention. The advertising department of the company prepared and distributed to deal-ers attractive window display material consist-ing of three panels in many colors visualizing the appeal of the instrument. The center panel showed a scene in the home. As a young man starts to arise to change the rec-ord, the lady of the house says, “Don’t Get Up, the Automatic Orthophonic Victrola Changes Its Own Records.” The side panels carry similar messages and very attractive illustra-tions.

In order that dealers might secure the best possible results from their demonstrations a special issue of the Voice of the Victor was distributed about a week prior to the introduc-tion date. This issue went into the most minute details regarding every phase of the demonstra-tion and introductory campaign. It first gave the story of the instrument, its capabilities, its appeal, its method of operation, everything in fact to give the dealer a complete working and talking knowledge of the instrument during the entire operation of the mechanism on a “movie” film.

Then came the story of the Victor Co’s an-nouncement plans, telling of the mediums to be used in the advertising campaign, the number of people who would be reached by the ad-ver-tisements and the dealer’s part in stirring up interest through private demonstrations. One page of the issue was devoted to illustrations of two suggested window displays with complete instructions for building them.

Regarding the public demonstrations, a brief introductory address, covering all the important points to be stressed to prospective customers, was included in the back section of the Victor. This talk could be used word for word or could serve as a model for the dealer’s own talk. Following this were given two suggested pro-grams of records, together with the necessary notes on each recording to be used by the dealer as an intro-ductory to the playing of the record in the thirty seconds’ intervals which occur between the changes of the records.

The advertising department also prepared a booklet containing four stories, each treating the Automatic Orthophonic Victrola from a differ-ent angle, to be used by dealers to stir up publicity from their local newspapers. The cam-paign was most complete and the entire Victor trade profited.

All-American Radio Corp. Receives RCA License

It was announced recently that arrangements had been completed whereby the All-American Radio Corp. of Chicago receives a license from the Radio Corporation of America under the one hundred or more basic patents owned by the Radio Corporation group, embracing, in addition to that company, the General Electric Co., American Telephone & Telegraph Co. and the Westinghouse Electric Mfg. Co. Arrange-ments were closed after negotiations of more than six months, and E. N. Rauland, president of the All-American Radio Corp., represented his company in handling all of the details.

The All-American Radio Corp. is one of the pioneers in the radio industry, having manu-factured audio transformers for a number of years, and it is also the owner and operator of the broadcasting station WENR, in Chicago. Mr. Rauland is very enthusiastic regarding the future possibilities for All-American products, including its line of radio receiving sets, which will be the subject of an impressive sales and publicity campaign planned for this coming sea-son.

To Vote on Stock Increase

At a special meeting to be held on April 22 the stockholders of the Doehler Die-Casting Co. will vote on a proposal to increase the num-ber of shares of no-par common stock by 60,000 and the $7 cumulative preferred stock of no-par value by 30,000 shares. The Doehler Die-Casting Co. now has an authorized capitaliza-tion of 150,000 shares of no-par common and 20,000 shares of $50 par preferred stock.

MAGNAPHON
ELECTRICAL RECORD REPRODUCER

The Magnaphon will transform the old type phonograph or any of the small portables into Electrical Reproducing Machines. It will improve the performance of the old records to a remarkable extent and will render the new records with a clarity and richness truly startling. The deep bass notes that were heard but faintly, the drum beats that sounded like muffled taps, the very high notes that were entirely missing, will issue forth. There will improve the performance of the old records to a remarkable extent and will render the new records with a lifelike mellowness and brilliance.

There are 15,000,000 old type Phonographs and 6,600,000 Radio Sets in use. The sale of Portable Phonographs has reached tremendous proportions.

Here is a huge market for the sale of the Magnaphon, particularly during the dull summer months when radio reception is at its worst and the portable attains its greatest sale—for every buyer of a portable phonograph is also a potential buyer of a MAGNAPHON.

LIST PRICE $125

TECTRON RADIO CORPORATION
1270 BROADWAY, NEW YORK

April, 1927
THE TALKING MACHINE WORLD

115
The dealers were quick to appreciate the show in the Krantz-Smith Co. Pollocks Furniture Co., Howard and Saratoga, North Howard street, closed their store on the complete the orders this month. "About 50 per cent of our orders. We have been ing machine ever brought out despite the cost, a hundred dealers here gave an all-day demon-

Baltimore, Md., April 9-The local demand for the new Automatic Orthophonic Victrola exceeded that for any Victor product ever put on the market, despite the high cost of the instru-

The city dealers are featuring symphony records and dance selections, while the country dealers have been running big ads on old-time and sacred records, interspersed with good machine ads. Furthermore, dealers in this territory were so pleased with the successful passing of New Process records that they purchased and distributed over one-quarter million of same, which was just one more reason why Columbia Wholesalers have found New Process this year. An-

In Baltimore with at least one machine for dem-

L. S. Brach Named Chairman

L. S. Brach, head of the L. S. Brach Mfg. Co., Newark, N. J., was recently named chairman of the "antenna devices committee" of the Na-

Brach, as he is a member of the statistical com-

The Goodin Motor Service Co., of Wichita, Kansas, is working out in the poorer section of the city, and other dealer profitable than was previously imagined. An-

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the children about the composer and familiariz-

The new Automatic, in my opinion, is the greatest innovation since the talking machine has been placed on the market," declared Wil-

William E. Roberts, of E. F. Droop & Sons, "and is going to prove the biggest seller of any talk-

Fink & Co., Victor dealers, located at 231 North Howard street, closed their store on the first of the month, having sold the business to Pollocks Furniture Co., Howard and Saratoga, streets. Samuel Fink, the proprietor, will take charge of the talking machine department of the Kranert & Smith Co.

Stages Fada Radio Show

Columbia Wholesalers, Inc., were greatly pleased at the success of their Fada radio show in a special display room on Liberty street. The dealers were quick to appreciate the value of this plan and co-operated enthusi-

The prospects were turned over to the dealers and many actual sales have already been re-

Big Things in a Bigger Way

That's the spirit that is pushing Columbia products to greater and greater sales peaks. The Special Beethoven Centennial Issues of the Columbia Fine Art Series of Musical Masterworks is but one example of the many things the Columbia Phonograph Com-

Columbia products add sales impetus. Write us about them.

Columbia Wholesalers, Inc.

L. L. Andrews

Wm. H. Swartz

Exclusively-Wholesale

205 W Camden St., Baltimore, Md.

also because many phonograph dealers found new avenues of profit previously but little worked. The Columbia wholesalers got in four car-

loads of instruments in one day and with many additional carloads now rolling in soon hope to be able to keep dealers supplied.

Reports Big Increase in Demand

"March proved to be the biggest Columbia month that has ever far enjoyed in the year 1927," declared William H. Swartz, vice-president of Columbia Whole-

sales, Inc.

"Business for the month of March was well over 100 per cent ahead of the big March of last year. Actually every month so far this year has brought a big increase in Columbia business. This month, however, was the biggest year that Columbia Whole-

sellers had ever had, it is apparent that 1927 will go far beyond any previous volume. "A good evidence of Columbia activity is shown by the great amount of Columbia adver-

This is the statistic of every Columbia activity is shown by the great amount of Columbia adver-

Valley Forge Distributing Firm Purchases Building to House Rapidly Growing Business

10,000 Square Feet Now Occupied

Baltimore, Md., April 8—The Braiterman-

Feder Co., phonograph and music roll distri-

butor, of this city, has bought its own build-

ings located at 414-16 East Pratt street. Wil-

liam Braiterman and William Feder formed a copartnership slightly less than two years ago

as distributor of Valley Forge main springs and talking machine replacement material, made by the J. A. Fischer Co., of Philadelphia, Pa. With this line as the foundation, other num-

bers were added until the quarters of the company were inadequate for the business. The new building is three stories high and provides 10,000 square feet, which will be neces-

sary for the conduct of the three departments of the business. These three departments are the Valley Forge department, Graeco depart-

ment and Mel-o-art music rolls. The Braiter-

man-Feder Co. now occupies 10,000 square feet in the new building.

L. S. Brach, head of the L. S. Brach Mfg. Co., Newark, N. J., was recently named chairman of the "antenna devices committee" of the Na-

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The Goodin Motor Service Co., of Wichita, Kansas, has installed a new radio display room for the presentation of the Atwater Kent line.
Center Summer Needle Sales on BRILLIANTONE
Record Cleaner-Needle Container

Here is a product that will sell to all! 250 Brilliantone Needles packed in this rust-proof metal container, with velvet-covered base, makes an ideal record cleaner—handy at all times. Just what is needed by lucky vacationists. Outdoors, at camp, on the porch—their phonograph is subject to unlimited abuse and every weather condition. The record cleaner keeps their records “just like new”, the screw top, airtight container keeps the needles free from rust. They’ll be mighty glad they “had this outfit along.” Boost your summer sales with this handy Kit. Write today.

Brilliantone Steel Needle Company
of America, Inc.

370 Seventh Ave.
New York City
Lifton Mfg. Co. Announces the Bellphonic Portable

New Portable Phonograph Possessing a Number of Attractive Features Made in Three Different Colored Case Coverings

A new portable phonograph, known as the Bellphonic, is being offered to the trade by the Lifton Mfg. Co., New York. The new instrument is listed at $15 and is illustrated here.

The Bellphonic is equipped with its own reproducer and a Junior Flyer motor. Other advantages claimed by the manufacturers include a nickel-plated solid brass tone arm and a spring tone arm holder, with a fully closed solid record album and nickel-plated double side catches. The new portable is being made in three colors, black, blue and maroon.

Maurice Lifton, president of the company, which is well known as manufacturer of "Koverite" musical instrument cases, has just returned from a business trip to Western jobbing centers and states that the new portable has enjoyed a splendid reception.

New Edison Advertisements Have a Strong Appeal

Public Responding to National Advertising Which Presents Edison's Answers to Questions Regarding His Phonograph and Records

The new series of Edison advertisements in the national magazines representing questionnaires regarding the phonograph and phonograph music answered by Thos. A. Edison himself, each advertisement bearing his written okay, has made a very strong appeal to the public according to reports from Edison dealers in various sections of the country. The advertisements occupy full pages in a number of the leading magazines and offer much information regarding construction and tonal qualities of the Edison instruments, as well as the qualities of the records. The best evidence of the effectiveness of the campaign is the manner in which it is moving stock off the floors of dealers' showrooms.

Dealers Should Tie Up "With National Music Week Week of May 1 to May 7 Observed Throughout Entire U.S. State Affords Music Dealers With Opportunity for Effective Tie-Up" National Music Week will be observed throughout the United States during the period from May 1 to May 7 and the National Music Week Committee, of which C. M. Tremaine is director, has prepared a vast amount of practical information and material which should be utilized by every music dealer to effect a direct tie-up with the musical activities of his community. In 1926 approximately 1,400 communities took part in the Music Week celebration, most of the participation being provided by music clubs, schools and other organizations.

The Music Week Committee has prepared pamphlets, display materials, posters, automobile windshield stickers and other materials, the distribution of which is calculated to center public attention on Music Week.

So far as the individual dealer is concerned the concentration of public interest in music during the week, Words him a genuine opportunity. Dealers interested in securing publicity material should write the National Music Week Committee at 45 West Forty-fifth street, New York City.

New Argus Products to Be Shown at RCA Convention

New Electrified Receiver Console Speaker and a Loud Speaker With an "A," "B" and "C" Unit in Line—Ira Greene on Trade Trip

Ira Greene, treasurer and sales manager of the Argus Radio Corp., New York City, has announced some of the new products that may be expected in the Argus line for the coming radio season. These new products include a dry cell set, a console speaker and a loud speaker including "A," "B" and "C" units which may be hooked up to anybody's set.

Mr. Maree Wallace, chief of the Argus laboratories, has been working behind locked doors in the laboratory until all hours of the night putting the finishing touches on the new Argus products so that they can be presented at the RCA show in Chicago in June.

Up to the present time the current rectification in the Argus set has been chemical. In the new set, which will shortly be preserved, tube rectification has been employed, although it is announced that sets with chemical rectification will be made for those who prefer this method.

The new console speaker employs the use of a large and specially built horn which allows the full depth of tonal reproduction, which is so much in demand at the present time, and Mr. Greene points out that the new dry set, in conjunction with the console speaker, provides a tone that will fill a theater or an open air stadium.

The new loud speaker, which contains "A," "B" and "C" units, has been designed to look up to any set now on the market and provide electrical operation of that set.

Mr. Greene reports that the patents which were granted to Dr. Wallace and transferred to the Argus Radio Corp. in the United States have also been granted in Canada and France. Mr. Greene is using this issue of The World to go press on a pre-seasonal trip throughout the Middle West, and he may go as far as the Pacific Coast.

New Line of Stevens Speakers Is Announced

A new line of Stevens speakers will be announced to the trade on May 1 by J. B. Price, sales manager of Stevens & Co., Inc., New York. The new products, with a list price range from $18.50 to $55, are being produced to give the Stevens dealer a complete assortment of models to suit the pocketbooks of all consumers.

"We have improved the entire Stevens line," Mr. Price said. "The highest-priced models will be equipped with Kellogg output transformers in order to handle the volume of any receiving set, whatever its power. These models utilize the sound-alike transformer, the entire line is finished in gold and walnut to harmonize with practically any home decorative scheme.

The Stevens tension balance unit has been greatly refined and the Furness bow has also been improved."
HEY, THERE!

Listen to Slagle

Have you been keeping an eye on Slagle the past five or six years?

If you have, you know we'll soon be coming along now, with some more hot stuff in the way of progress. Just as we have every year. Thinking ahead and acting ahead of the thundering herd has built a darn satisfactory business for us and our dealers. Not the biggest—don't want to be, at the sacrifice of our present standards; but if a nice volume of clean, profitable business, steadily increasing each year, is of interest to you, why—Listen to Slagle. He'll tell you how it's been done before and can be done again.

SLAGLE RADIO COMPANY, Ft. Wayne, Indiana

Slagle Radio

On display at R. M. A. Trade Show
Stevens Hotel, Chicago, June 13-18
Six Manufacturers' Agents for Magnavox Appointed

Important Gathering at Chicago Magnavox Offices Hear H. L. Parker and Leon Golden—Magnavox at R. M. A. Trade Show

In an announcement made April 1 at the Chicago district office of the Magnavox Co., Oakland, Calif., six manufacturers' agents were named as representatives of the Magnavox Co. in various sections of the country. Their names follow:


At a meeting held at the Chicago Magnavox office on March 28, 29, 30 and 31, the new Magnavox, manufacturers' agents were present to hear Heckert L. Parker, assistant sales manager, and Leon Golden, Chicago district sales manager, outline plans for the year. Advance samples of new Magnavox speaker, set and tube developments were shown to the agents and created widespread enthusiasm. After the four-day conference Mr. Parker returned to the Oakland headquarters of the Magnavox Co. and will remain there until June, when he will attend the R.M.A. trade show and convention at the Hotel Stevens, Chicago, where Magnavox products will be displayed.

Mr. Golden departed early in April to visit various sections of the United States which are not covered by manufacturers' agents.

Houghton & Birk Display Treasure Chest Receiver

Stromberg-Carlson Dealer Shows Popular Model Radio Receiver in Effective Setting—Firm Believes in Window Displays

Hamtramck, Conn., April 6—An attractive display of the Treasure Chest model Stromberg-Carlson radio receiver recently occupied the show window of Houghton & Birk, authorized Stromberg-Carlson dealers of this city. The window, as can be seen from the accompanying photograph, is simple in design but the effect of "treasure" is exceptionally well stressed. This firm is a strong believer in the efficacy of window displays and constantly strives for new and novel effects.

Weston Set Tester Announced to the Trade

Measures the Voltages of Battery and Battery Eliminator Operated Sets at Terminals and Tube Sockets—Also Tests Tubes

The Weston Electrical Instrument Corp., Newark, N. J., manufacturer of specially designed radio plugs, voltmeters, tube testers and other electrical products, recently placed upon the market for the use of repair departments of stores and the outside repair force a "Radio Set Tester." This is known as Weston model 519. This is a compact portable test set light in weight, which should prove particularly valuable to radio service men. It measures the various voltages in other battery or battery eliminator operated sets, both at the battery terminals and tube sockets. It will at the same time test tubes under the same condition as exists when they are in use. The Weston Set Tester is accompanied by an instruction book, which states clearly the main uses.

Berg Co. Officials Attend Annual Trade Banquet

The Portable that will DOUBLE YOUR SALES!

LIST PRICE

$15

Slightly Higher
Far West and South

Compare These Features
They will convince you of the superiority of the $15.00 BELLPHONIC

8 ADVANTAGES OF THE BELLPHONIC

1. BELLPHONIC Reproducer
2. Nickel polished solid brass tone arm
3. Spring tone arm holder
4. GENERAL-INDUSTRIES (HEINEMAN)
   Junior FLYER MOTOR

5. Fully closed, solid record album
6. Seamless heavy leather handle in colors to match
7. Nickel-plated, double side catches
8. COLORS: BLACK, BLUE, MAROON

Write your local jobber—or direct to us for samples for comparison

LIFTON MFG. CO.
40-46 West 20th Street
NEW YORK

MAKERS OF "KOVERITE" PRODUCTS
Zenith Radio Corp. Licensed to Use Patents of Radio Corp. and Associates

Granting of License to Use the Patents of Radio Corp., Westinghouse Electric & Mfg. Co. and General Electric Co. Completes Important Agreement—First Manufacturer So Licensed

An agreement of great importance in the radio industry was recently concluded between the Radio Corp. of America and the Zenith Radio Corp. of Chicago, under which Zenith was licensed to use the patents held by the Radio Corp. in this country and abroad. The granting of this license, it is understood, will enable other manufacturers to be so licensed and it is understood that other concerns are now negotiating with the Radio Corp. with a view to taking out similar licenses.

A facsimile of the signature page of the agreement between RCA and Zenith is reproduced here.

Commenting upon the new relationship, Commander E. F. MacDonald, Jr., president of the Zenith Radio Corp., issued the following statement:

"We are naturally gratified that the first license has been granted to the Zenith Radio Corp. It marks the beginning of the end of long patent litigation. The Radio Corp. has pending a number of suits against those who, it claims, infringe its patents. The defendants in such patent suits may be enjoined from further infringements and may have to pay millions of dollars of damages. We have carefully studied the patent situation and on the advice of our attorneys have decided that the basic patents of the radio industry are held by the Radio Corp. and its associated companies. Among the pioneer patents of the RCA in the radio art are the inventions of Alexander Graham Bell, Armstrong, Langemair, Hall, Rice, White, Chubb, Lowenstein, Mathes and many others.

"It is my belief that the recent appointment by President Coolidge of the Radio Commission, as provided by the Radio Law enacted by the last Congress, and the granting by the Radio Corp. of America of licenses under its patents to an independent manufacturer, constitute the two most important developments in the radio industry which have taken place since the inception of radio broadcasting.

"Manufacturers licensed under the RCA patents will now be able to expand their facilities with greater confidence in the security of their investments and the future of the industry; all of which will enable them to render greater service to the public."

Sissle and Blake Are Now Exclusive Okeh Artists

Sissle and Blake, international stars of syncopation, authors, composers and stars of "Shuffle Along" and "Chocolate Dandies," have been signed to record for Okeh records exclusively. This song-writing team enjoys a well-deserved popularity not only in this country, but in the large music halls of Europe. At the present time they are headliners on a tour of the leading picture and vaudeville houses throughout this country. Their Okeh records will include many of their own original numbers and also many of the popular numbers which they have introduced. Their first record is "Deed I Do," coupled with "You Know, I Know Everything's Made for Love."

One Minute After You Read This Advertisement—

YOU can have a live resident merchandising office in New York City for $2.00 a month. You can have phonograph service, all the facilities of a modern office, a place to show your merchandise. This office will be directed for you by Mark Max, the outstanding figure in retail merchandising of radio, phonographs and pianos. Mr. Max actively heads this service, known as Radio Merchandisers, Inc.

What Radio Merchandisers, Inc., Can Do For You.

PARTNERSHIP—On any line of radio or musical goods which you want to carry, we can secure the best terms for you.

TREMENDOUS BUYING POWER—You can buy merchandise through R. M. I. with a buying power equivalent to the largest department stores.

CONFIDENTIAL INFORMATION—Any question you may have about any manufacturer or distributor of the condition of retail sales or the market in general, will be accurately and promptly answered. (All such inquiries should be accompanied by a stamped, addressed envelope.)

MERCHANDISING SUGGESTIONS—There will be always available to you a consulting service in merchandising and sales promotion ideas.

PRIORITY—The privilege and convenience that come from having a buying office in New York.

SIX MONTHS TRIAL OFFER

Get the service of R. M. I. Service for six months, I promise to pay $6.00 to cover the cost of this service.

Name ____________________________
Address ___________________________

Be The First Store
In Your Territory to Avail Yourself of the Advantages of This Service

This service means immediately increased profits—better terms—more sales. Waste no time in using it. Mail the coupon today.

Every Manufacturer Should Be Linked Up With R. M. I.

Safely any manufacturer will find the value of this six-month service many times the nominal charge made. Have your secretary send the coupon at once.

12 MONTHS TRIAL OFFER

I will avail myself of R. M. I. Service for 12 months. I enclose $24.00 to cover the cost of this service.

Name ____________________________
Address ____________________________

THE TALKING MACHINE WORLD
APRIL, 1927

Sissle and Blake.  [Image]
Mr. Music Dealer

Dear Sir:

Tone — is the key-note of the success of the Eckharmonic Radio. High pressure, forced selling methods have not and will not be used in bringing the merits of this set to the attention of the trade or the consumer.

Appearance, simplicity of operation and extraordinarily faithful re-creation of tone has won instant recognition for Eckharmonic among those dealers best qualified to judge.

Very truly yours,

ECKHARDT CORPORATION

P. S. It will pay you to know all about the Eckharmonic.
Montreal Radio Dealers Form Section of Retail Merchants Ass'n of Canada

George S. Layton ELECTED President of Radio Supplies and Solving of Sales and Service Problems—Other Trade News

Montreal, CAN., April 6.—With a view to cooperating in the distribution of radio supplies and dealing with radio problems as they arise, seventeen retail radio dealers of Montreal have formed a section of the Retail Merchants' Association of Canada, to be known as the radio dealers' section of the association.

At a meeting held in the board room of the Retail Merchants' Association, 34 St. Catherine street east, George S. Layton, of Layton Bros., was elected president, and the following were named on a committee which will study the various problems as they are brought to the attention of the section: W. J. Storey, representing C. J. Lindsay, Ltd.; G. C. Payette, of the Whiteman Co., Ltd.; J. Faurel, of the Gouin Electric Co., and J. Rosenthal, of the Canadian Electrical Supply Co.

At a second largely attended meeting the matter of service on sales was discussed. The suggestion of giving purchasers of radio sets four coupons to apply on service during the first ninety days found much favor, as the indiscriminate guarantee in some cases where batteries were carelessly allowed to run down, with call for almost daily service; seemed unreasonable; but the matter was eventually referred to the committee for further study.

H. R. Brazi, Montreal manager of the Brunswick Co., of Canada, Ltd., is at present touring the Maritime Province's, visiting his many customers in that territory in the interests of Brunswick phonographs and records.

Sergei Rachmaninoff, Victor artist, appeared locally in recital the past month at The Princess Theatre, and held a capacity audience spellbound by his technique and art.

Victor Talking Machine Co., Montreal, announces that Orthophonic Victrola models 4-7 and 4-3 are now available equipped with electric motor. A change is to be made shortly in the labels on Victor records. The word Orthophonic will replace the word Process, making the records "V E Orthophonic" instead of "V E Process." The change will more closely align the records with Orthophonic Victrolas. "For convenience, use Tungs-tone needles" is also being printed on the new labels.

J. Donat Langier, head of the house bearing his name, and energetic His Master's Voice dealer, is at present on a two months' European vacation.

The comptroller of Government House, Ottawa, has written the following self-explanatory letter to Victor Talking Machine Co., of Canada, Ltd.: "I am desired by their Excellencies to inform you that you are authorized to use the word Orthophonic to describe their Ex- cellencies the Governor-General and Viscountess Willingdon in connection with your busi- ness." This in connection it is interesting to note that a Credenza model of the Orthophonic Victrola is one of the treasured sources of music at Government House, Ottawa.

Toronto Victor Dealers Agree to Make Carrying Charge on Installment Sales

Passage of Radio Control Bill at Washington Expected to Have Effect in Helping Radio Sales—Gray Music Co. Purchases Chatham, Ont., Store—Brunswick Dealers Effect Tie-Up

Toronto, Ont., April 7.—"The passing of the Radio Control Bill at Washington and the conference of representatives of the Canadian and United States Governments to discuss their relations to the radio dealers of Eastern Canada and to the radio enthusiasts of the Dominion generally," stated George Pingle, president of the Ottawa Radio Trades Association, and a member of the firm of Robertson, Pingle & Tilley, Ottawa.

"We are looking to the future with confidence because we believe that the radio situation in Eastern Canada will now be considerably improved in the matter of reception."

As a result of a meeting held recently of Toronto Victor dealers at the King Edward Hotel, it has been decided that a "carrying charge" on installment sales be put into force in Toronto effective now. This will enable the dealer to accept any down payment satisfactory to himself, to make the life of the contract what he wishes, and to accept trade-ins as part of the down payment as follows: On all contract time sales a carrying charge will be added to the net contract after deducting the down cash payment received. This carrying charge to be computed as follows: 4 per cent of the unpaid balance on contract after deducting one-half per cent per month for the remaining months of the contract. The amount of this carrying charge to be added to contract and to be included in each installment payment. Interest at 7 per cent per annum to be charged on overdue payments.

Pollock-Weiker, Ltd., Kitchener, Ont., Canadian manufacturer of phonograph motors and equipment, is announcing to the trade its new Helycon tone arm No. 509.

The 1927 series of Mendelssohn Choir concerts in Toronto recently again brought added glory to Canada's premier choral organization and its conductor, Dr. H. A. Fricker. The choir was assisted by the Cincinnati Symphony Orchestra under the baton of Fritz Reiter. The Mendelssohn Choir concerts were used by the Brunswick Co. and dealers to tie up with the choir as exclusive Brunswick record artists.

H. Christian has been named as manager of the new radio-music department of Henry Morgan & Co., Ltd., this city, handling Victor machines and records.

Phonograph Co., Ltd., Montreal, has filed a voluntary petition for a winding-up order, which has been granted.

Large-sized copy is appearing in the local papers announcing the demand for the Ortho- phonic records of the new Viva-tonal Columbia New Process records, particularly is Columbia fine art series of musical master-works.

Trade Activities in the Akron-Canton District

Akron-Canton, 0., April 7.—Slighty better buying of talking machines and records is reported in the Akron-Canton district with the advent of Spring. Industrial conditions continue to improve, making money more plentiful and making sales easier. Outlook for the Summer is most encouraging. Many of the stores have held demonstrations, resulting in direct sales. Records have been moving better.

Art Landry, well known for his Victor records, concluded a seven weeks' engagement recently at Loew's new half-million-dollar theatre at Canton. While in Canton he appeared at a number of the Victor departments where he autographed records of his own make. Selling machines will be merchandised by the Canton Music Co., successor to the W. S.uster Music House, Cleveland avenue, Canton.

Talking machines will be merchandised by the new branch retail music store of the Yahr- ling-Rayner Music Co., 2629 Market street, Youngstown. Announcement is made that the Yahrling-Rayner Music Co. has purchased the talking machine stock and records of the Carroll Music Co., which recently made an assignment. The purchaser expects to distribute the stock among its several stores.

Under the direction of W. E. Pyle, manager of the talking machine department, a demon- stration of the Automatic Orthophonic Victrola was held recently at the department store of the William R. Zollinger Co., Canton. The event was well attended and created much interest.

Earle Pollock, Akron Victor dealer, reports the one-day engagement of the Chicago Civic Grand Opera Company at the Palace Theatre recently was a big success. The Dawson Music Store, West Fifth street, Earle Pollock, has been granted a Victor franchise.
Export Office for Caswell Mfg. Co. Opened in Chicago

Big Export Campaign Planned in South American Countries as Well as in Australia and the Orient—Advertising in Foreign Languages

The Caswell Mfg. Co., Milwaukee, manufacturer of Caswell portable phonographs, has been sponsoring an ambitious export program for some time, and early in 1927 the export department of the firm was established at 431 South Dearborn street, Chicago, with Edward Torres as export manager. The Caswell export department has charge of foreign sales throughout the entire world.

A special drive has been instituted in the Spanish-speaking countries such as South America, Central America and Mexico, the campaign including twenty-one countries in all. Attractive sales literature is forwarded to the dealers in all of these countries, printed in the native tongue, which illustrates and describes the entire Caswell line, including the Gypsy, Melody and Gianstone models.

In addition to direct mail matter, newspapers are used to carry the Caswell advertising message to New Zealand, Australia, Japan and throughout the Orient. The majority of the newspapers used are printed in Spanish, Portuguese and French.

De Forest Co. Distributes Tube Chart to the Trade

Shows Particular DeForest Audion Tubes That Should Be Used in Each Stage of All the Well-Known Receiving Sets

The publicity department of the DeForest Radio Co., Jersey City, N. J., has forwarded to the trade a new chart in which are designated the particular DeForest audion tubes that should be used in each stage of all the well-known radio receiving sets. This is supplemented by a chart, which is also presented to the trade in folder form, in which the particular DeForest audion tube for all types of hook-ups is given. Thus with these two charts the dealer or the consumer is able to select quickly the tubes that he should use in his receiver.

The new chart, which gives the names of the receiver and the model numbers, is a departure that should find great favor in radio stores, shops and repair stations. It is a compilation that will save time and at the same time make for accuracy in the selection of DeForest tubes.

E. A. Livingstone, advertising manager of the DeForest Radio Co., states that many DeForest distributors and dealers have commented most favorably on these new tube charts.

In addition to the new charts the company is also issuing much other material in the form of circulars, folders and booklets relating to consumer use and for that reason space is allowed for dealer imprints.

Paragon Amplification System Is Announced

The Paragon Electric Corp., Montclair, N. J., one of the pioneer radio manufacturing companies, has just announced the "Paragon Double Impedance Amplification System." Through this system the problem of distortion, the elimination of foreign sounds, is said to be entirely solved. It further increases considerably the signal and makes overloaded the tube impossible.

Besides being available for manufacturers and other set builders this new Paragon product is available for receivers already in the homes of the country. It can be used with radio sets without laboratory adjustments or other costly labor.

In the Perfected Light-Socket Power-Team for Radiolas 25 & 28

Built to meet R. C. A. standards, this new "A" and "B" Power-Team gives continuous A. C. Sterling-filtered current. More power than from batteries—power that does not deteriorate—instant power that is as permanent as the electric light.

No trickle charging, no complicated hook-up, no external wires, nothing unsightly. On the contrary, one installation—fully automatic in operation, with all the advantages of compactness, reliability and permanency concealed in the Radiola cabinet.

Hundreds of Sterling "A" and "B" power units, used singly and in combination, are now giving complete satisfaction to their users. By the use of the specially spaced connectors, any service man can make the installation in 10 minutes or the owner may do it himself. Your Radiola customers are ready for this perfected light socket "A" and "B" Power-Team.

Prove to your own satisfaction that Sterling units comprise the most satisfactory power combination yet produced. Every installation brings the dealer a real profit. The demand is here—the product is right. Take advantage of this and get your summer profits early.

THE STERLING MFG. CO.
2831 Prospect Ave., Cleveland, O.

(More than 9,000,000 Sterling Electrical Instruments in Use.)

Sterling "A" & "B" Power-Team fits conveniently into the Radiola

Specially-Spaced Connectors enable anyone to install this Power-Team in a few minutes. By using this special power cable the service man can make the complete installation in 10 minutes. Sterling "A" and "B" Power units may be installed separately also to suit individual requirements as follows:

- The R-94 "A" Power Unit when any "B" eliminator is already in use, or when "B" batteries are retained.
- The RT-41 "B" Power Unit when "A" batteries are retained.

Sterling "A" & "B" Power-Team for RADIOLAS

See this Power-Team and other Sterling Radio Products at the R. M. A. Trade Show, Stevens Hotel, Chicago, June 13-18. Sterling space No. 68.
Harry Alter Co. Is Host to Chicago Federal Dealers

One Hundred and Ten Federal Ortho-sonic Radio Dealers Attend Dinner and Meeting at Which Plans for Season Are Discussed

CHICAGO, ILL., April 7.—The Harry Alter Co., distributor for the Federal Radio Corp., Buffalo, N. Y., sponsored a dinner and meeting at the Congress Hotel last night, which was attended by 110 Federal dealers. Following the dinner Mr. Alter gave a brief address, outlining the history of the company and stating that it would shortly occupy its new building at Eighteenth street and Michigan avenue, conducting a purely wholesale business on lines of dealer protection. He gave high praise to the Federal Ortho-sonic receiver, saying that a survey of the Chicago territory showed this product to be held in high regard.

Mr. Alter also read a telegram from Lester E. Noble, president of the Federal Radio Corp., sending his greetings to the assembled dealers and regretting his inability to be present.

L. W. James, assistant to Mr. Noble, of the Federal Corp., spoke briefly giving the history of the Federal organization, a description of its products and told of the value of a Federal franchise. He stated that a power socket receiver would be added to the line on or before June 13. Jesse B. Hawley, president of the Newcombe-Hawley Co., St. Charles, Ill., manufacturer of loud speakers, was the next speaker. Up to the present time, this company has contracted only with manufacturers, but Mr. Hawley announced that a new line of speakers would be sold through distributors and dealers under the name of Newcombe-Hawley. The Harry Alter Co. will distribute these products in the Chicago territory.


Music is Trebled with The New Euphonic

IN the New Euphonic Reproducer is achieved mechanical perfection. A perfection that makes the artists' rendition a reproduction of ease and accuracy that is a delight. The high pitch of the soprano, the low bass, each with infinite accuracy.

The full clear tone of the Euphonic is a combination of an acoustically correct tone chamber and matched reproducer units.

The New Euphonic cabinet of striking eye appeal is a creation of grace and beauty. Its hand rubbed and waxed two-tone effects distinguish the Euphonic as the finest in cabinet building.

This beautiful reproducer is recognized by the trade today as merchandise of decided merit, that offers little sales resistance and that aids greatly in building a permanent business, backed by a maker whose co-operation is ever ready.

Wasmuth-Goodrich Company
Peru, Indiana

Moran and Mack Are Exclusive Columbia Artists

Famous Team of Black-Face Comedians, Long Favorites With Vaudeville and Broadway Audience, Record "Wide Cracks"

Moran and Mack, the internationally famous team of black-face comedians, now starring in "Earl Carroll's Vanities," recently became exclusive Columbia recording artists.

The first record coupling made by Moran and Mack for Columbia is a comedy sketch that is going over big with Broadway crowds. It is called "Two Black Crows." The thousands who have crowded theatres to hear the "wise cracks" pulled by these stars across the footlights now will be able to hear them at home any time they wish.

Suit Filed in Federal Court by Latour Corp.

An equity suit involving the alleged infringement of two radio patents was begun in the Federal Court recently by the Latour Corp., of New York, against the Silas E. Pearsall Co., of New York. It was said that the action was to protect the rights of the plaintiff and all of its associates.

The defendant was a distributor of radio apparatus manufactured by the Zenith Radio Corp., of Chicago, which is charged in the complaint of infringing patents covering inventions by Professor Marius C. A. Latour, of France, which have been assigned to the Latour Corp. It is alleged that the operations of the Zenith Corp. are under a license obtained from the Radio Corp., of America.

The complaint says that among the companies which received licenses by the Latour Corp. are the American Telephone & Telegraph Co., the Radio Corp., the General Electric Co. and the Freed-Eisemann Radio Corp. It is claimed that while the Radio Corp. is licensed under all of the Latour patents relating to radio the license does not give it the right to sub-license other radio manufacturers, and that the license given to the Zenith Co. does not relieve this company from possible infringement liability.

The plaintiff asks for a permanent injunction and for three times the amount received by the defendant through the alleged infringement as damages.

Amendment to Lien Law

The lien law, which became effective in New York State on September 1, 1920, re-estating a five-day notice to an instalment purveyor before a merchant could obtain a chattel by suit of sequestration, has been amended by the New York State legislature to exclude talking machines, pianos, radio receivers and other musical instruments and having been signed by Governor Smith, is now in force. Credit for the amendment is largely due to the efforts of Irving Kurtz, president of the Talking Machine & Radio Men, Inc.
FIRST
RADIO TRADE SHOW
Hotel Stevens
CHICAGO
June 13th to 18th

You Can't Afford to Miss It
All Space Sold

The list of exhibitors at the first exclusive Radio Trade Show to be held in Chicago week of June 13-18th under the auspices of Radio Manufacturers' Association is a blue book of the radio industry.

All the leading manufacturers will be represented and all available space has been sold.

This assures visiting dealers, jobbers and distributors a display of radio merchandise for the 1927-28 season, worth going miles to see.

Write for full particulars and your invitation today. Dealers, jobbers and distributors admitted by invitation only.

The show is being held under the management of G. Clayton Irwin, Jr., General Manager of the Radio World's Fair and the Chicago Radio Show.

Radio Manufacturers' Association Trade Show
Room 1800, Times Building, New York City
**The Brunswick-Balke-Collender Co.,** which was suggested by Miss Mildred Bux, of slogan "The Instrument of Colorful Music" was decided a few days ago by the judges in favor of the name Prismatone, received the most votes for first place. There seemed to be but little to choose between the Phonograph Division of Thomas A. Edison, and the slogan, "Many in- vestors of engagements and have issued an open challenge to any Atwater Kent distributors. This appointment of an advertising agency that has been associated with a number of outstanding successful companies and that is particularly identified with intensive merchandising and control of sales clear to the point of contact with the final consumer is an important step in the expansion program of the Sparks-Withington Co. It will be recalled that the company recently announced another step in this program in the purchase of the large Earl Motors plant, which provides 80 per cent more manufacturing space than does the present factory.

**Sparks-Withington Co. Announces Ad Counselors**


Jackson, Mich., April 6—Capt. William Sparks, president and general manager of the Sparks-Withington Co., announced the appointment of Brooke, Smith & French, Inc., Detroit national advertising agency, as advertising and merchandising counselors in the marketing of Sparton radios and Sparton motor cars. This appointment of an advertising agency that has been associated with a number of outstanding successful companies and that is particularly identified with intensive merchandising and control of sales clear to the point of contact with the final consumer is an important step in the expansion program of the Sparks-Withington Co. It will be recalled that the company recently announced another step in this program in the purchase of the large Earl Motors plant, which provides 80 per cent more manufacturing space than does the present factory.

**Freed-Eisemann Ad Manager Is Declared Prize Winner**

One of the items in an elaborate line of Freed-Eisemann dealers helps won for R. R. Smith, advertising manager of the Freed-Eisemann Radio Corp., a prize of $1,500. The contest was conducted by Postage, a direct-mail magazine, for the best series of postcards utilized in an advertising campaign. One dealer from each mailing list, which includes 240,000 dealers, was chosen for the prize, valued at $500.

The sale of forty-four Freed-Eisemann sets and twelve sets of other makes, directly due to the winning postcard series.

**Edison Officials at Banquet**

Arthur L. Walsh, vice-president and manager of the phonograph division of Thomas A. Edison, was among the five hundred guests at the annual banquet of the Talking Machine & Radio Mfg. Co. In the Hotel Commodore, on April 6. Incidentally, a number of Edison artists, including Rolf and His Orchestra, took part in the lengthy program.

A bowling team has been formed by the factory division of the Atwater Kent Mfg. Co., Philadelphia, Pa., which has played a number of engagements since its founding last fall. It is composed of three bowlers, including Walter Miller, the veteran recording director, attended the annual banquet and ball of The Talking Machine & Radio Mfg. Co., in the Hotel Commodore, on April 6. Incidentally, a number of Edison artists, including Rolf and His Orchestra, took part in the lengthy program.
Detroit Talking Machine Trade Anticipates a Big Demand for Portables

Dealers Are Pushing the Portable Talking Machine in Advertisements and Window Displays—Automatic Orthophonic in Demand—Bayley Music Store in New Home—Other Trade News

Detroit, Mich., April 7—Sales of talking machines have shown some improvement, but dealers still feel that there is room for improvement for this season of the year. No doubt, the depression since the first of January has held back sales, although right now the motor plants are again booming and thousands of people have gone back to work, so that the outlook for better business is very encouraging.

With signs of warm weather and the arrival of Spring, dealers are pushing the portable machines for campers, tourists, etc. Last year, sales on this type of instrument were very big and dealers see no reason why they should not be extended this year, especially in view of the fact that warm weather has appeared earlier than in many years past.

The Detroit Music Co. reports a sustained demand for the various models of Columbia Viva-tonal phonographs and records. During the past month, sales of this line of instruments showed a healthy increase over the previous month, due largely to the interest aroused by the attractive window display of the Viva-tonal line, pictured above.

Demonstrating the Brunswick Panatrope by means of extending the sound through the front door to passers-by is getting to be quite the thing. Any number of stores are doing this, with the result that they attract many people and keep a crowd in front of their stores morning and afternoon. It is good advertising, to say the least, and helps the sale of phonographs as well as records.

Victor dealers are all enthused over the new Automatic Victor Orthophonic that plays twelve records without stopping. All this week, it is being given to demonstrations, which have stirred up considerable interest. Some of the dealers have put the new machine in their windows, which are certainly attracting attention. Too early to speak of sales.

The Frank Bayley Music Store, Detroit, has moved from Woodward avenue back to Broadway, in the section where Mr. Bayley really started. Here he has a nicer store in every respect. Here he is within a stone's throw of the Hudson Music Store, the new Grinnell Bros. branch, Kimball Piano Store, Depraw Music House, new Wurlitzer store and several others.

Mr. Bayley, who is president of the Detroit Music Trades Association, is giving considerable time of late to the coming State convention of the Michigan music dealers, which promises to be a very important affair from a trade standpoint. The business program will include a number of discussions affecting the talking machine industry; there will be some exhibits and already several of the large talking machine jobbers have agreed to take space.

The Rose-Hill Music Co. has opened a shop on East Grand River, near Broadway. A complete line of sheet music, small goods and the Pathéphone are being handled.

The Jefferson Radio & Electric Corp., of Detroit, located at 445 East Jefferson avenue, has added a retail talking machine department, putting in the Victor line; also the Federal Ortho-tonic, Atwater-Kent and the Shamrock. The officers comprise some of the most prominent men in the city, such as Dr. H. N. Torrey, who is president, and H. E. Walker, former Canadian distiller.

There won't be any change in the jobbing situation for 1927 as far as Detroit is concerned. Grinnell Bros. will continue as distributor in Michigan for the Victor; S. E. Lind Co. remains with the Adler Royal line; the B. H. Alling Co., which has always had the Edison, will continue. The Brunswick does its own distributing in charge of Paul McCollough; Yahr & Lange, at 442 East Lafayette, have the Sonora; on the same street is the local branch of the Columbia; the Starr Phonograph Co. does its own jobbing in charge of W. H. Huttie, who looks after its State business on pianos as well; the Consolidated Talking Machine Co. handles the Okehi record line; the Michigan Phonograph Supply Co. is also a jobber of the same line.

Quite a number of new retail stores have opened up in the neighborhood sections, putting in talking machines as well as radio, and most of them have added small goods.

W. H. Lawton, Manager of Columbia Los Angeles Branch

W. C. Fultri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., announced recently the appointment of W. H. Lawton as manager of the Columbia branch at Los Angeles, succeeding W. E. Henry, who resigned from the Columbia organization a short while since. Mr. Lawton, who has been connected with Columbia activities for the past ten years, was formerly manager at the Seattle branch store, where he made an excellent record. He is succeeded at Seattle by L. D. Marsh, formerly Columbia traveling representative in Spokane territory.

Viva-tonal Display in Detroit

The Greatest Operadio ever Built at the Lowest Price ever offered—$112.00 (without tubes or batteries)

A radical price reduction of $48 on the Model 7 Operadio—the unchallenged leader for five years in the portable field—offers dealers an unequalled opportunity to swell their profits during the Spring and Summer months.

This new 7-tube set is the greatest Operadio ever built. Greatest in power, in tonal quality, in range and selectivity! It is the result of five years concentrated effort in developing a practical long-lived portable. Old-timers in the industry know the supremacy of Operadio.

Operadio Portable Sales Will Be Big in Spring and Summer

The demand for the only available, reliable, standard portable Operadio—is tremendous in Spring and Summer. Its desirability for outings, camps, tourists, etc., makes it a big seller at this time. You can do a very profitable business on Operadio in the months just ahead—and make a good profit.

Operadio engineers have developed a new A and B eliminator which may be completely self-contained in the cases of all Operadio models. Ask us about it and—

Write or wire for terms of our new franchise

OPERADIO MANUFACTURING CO.
700 EAST 40th STREET CHICAGO, ILL.
Latest Summary of Exports and Imports of "Talkers"

Figures on Exports and Imports of Talking Machines and Records for January and February—General Increase Over Year Previous

WASHINGTON, D. C., April 7—In the summary of exports and imports of the commerce of the United States for the month of January, 1927 the following are the figures bearing on talking machines and records:

The dutiable imports of talking machines and parts during January, 1927, amount in value to $46,331, as compared with $32,270 worth which were imported during the same period of 1926. The six months’ total ended December, 1926, showed imports valued at $424,516; in the same period of 1925, $150,746.

Talking machines to the number of 11,853, valued at $140,455, were exported in January, 1927, as compared with 8,203 talking machines, valued at $166,822, sent abroad in the same period of 1926. The six months’ total showed that we exported 56,277 talking machines, valued at $207,553, as compared with 54,225 in the same period of 1926. The six months’ total showed that we exported 56,277 talking machines, valued at $207,553, as compared with 54,225 in the same period of 1926.

The total exports of records and supplies for January, 1927, were valued at $380,975, as compared with $259,584 in 1926. The six months’ total ended December, 1926, show records and accessories exported valued at $1,172,690, as against 5,425 talking machines, valued at $1,841,634, as against 45,781 talking machines. The two months’ total ended February, 1927, as compared with 5,425 talking machines, valued at $1,841,634, as against 45,781 talking machines. The six months’ total showed that we exported 56,277 talking machines, valued at $207,553, as compared with 54,225 in the same period of 1926. The six months’ total showed that we exported 56,277 talking machines, valued at $207,553, as compared with 54,225 in the same period of 1926.

Exports and Imports for February

In the summary of exports and imports of the commerce of the United States for the month of February (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 February, 1927, amount in value to $38,069, as compared with $31,955 worth which were imported during the same period of 1926. The two months’ total ended February, 1927, showed imports valued at $103,420, in the same period of 1926, $110,020.

Talking machines to the number of 8,190, valued at $303,380, were exported in February, 1927, as compared with 5,425 talking machines, valued at $269,709, shipped abroad in the same period of 1926. The two months’ total showed that we exported 20,043 talking machines, valued at $714,035, as against 13,628 talking machines valued at $393,536, in 1926.

The total exports of records and supplies for February, 1927, were valued at $714,035, as compared with $689,799 in 1926. The six months’ total ended December, 1926, show records and accessories exported valued at $1,172,690, as against 5,425 talking machines, valued at $1,841,634, as against 45,781 talking machines.

Announce Convention Transportation Arrangements

G. Clayton Irwin, Jr., Tells of Special Trains Which Will Take Conventioners to R. M. A. Show at Chicago—Convention Program

Special trains from various sections of the United States will carry members of the radio industry to the national trade show and convention of the Radio Manufacturers Association to be held at the Stevens Hotel in Chicago the week of June 13, according to an announcement made by G. Clayton Irwin, Jr., general director of the show.

Commenting upon transportation arrangements, Mr. Irwin said: "A special train will run as a section of the Twentieth Century Limited leaving New York June 12, arriving in Chicago the morning of June 13. Special cars will be added to the train at Albany, where the Boston delegation will be picked up, and at Rochester, where the Buffalo and Rochester dealers will be taken care of. Philadelphia dealers and jobbers will split, half of them coming to New York to join the New York excursionists and the others traveling in special cars via the Pennsylvania railroad. Two special cars of Pittsburgh dealers and jobbers will join the Philadelphia crowd at that city. The Cleveland and Detroit delegation will travel in special cars and by motor. New Orleans dealers and jobbers are arranging for a special car which will pick up the Southern delegation at various points en route. Special trains from the Northwest will bring members of the North West Radio Trades Association, while visitors from St. Louis will have a special section of one of the overnight trains to Chicago exclusively devoted to them."

A number of music dealers from all over the country who will attend the annual convention of the Music Industries Chamber of Commerce and various music associations will be in Chicago the week previous to the radio show, and many are arranging to stay over for the radio convention.

More than three thousand members of the radio trade are expected to attend the show, according to Mr. Irwin. Many of the trains will be equipped with radio receiving sets and other entertaining features are being arranged, including a number of radio stations who will attend the Chicago convention and who have agreed to perform on the train for the entertainment of the visitors en route.

The sessions will open on Monday, June 13, continuing until Friday, June 18. The annual banquet will be held on Thursday night. The complete program to date is as follows:

MONDAY-7.30 P.M.-Opening of the Trade Show.
MONDAY-8.00 P.M.-Meeting of the Convention Committee.
TUESDAY-8.00 P.M.-Meeting of the Convention Committee.
WEDNESDAY-7.30 P.M.-Opening of the Trade Show.
WEDNESDAY-8.00 P.M.-Meeting of the Convention Committee.
THURSDAY-7.30 P.M.-Meeting of the Convention Committee.
THURSDAY-8.00 P.M.-Meeting of the Convention Committee.
FRIDAY-12.00 P.M.-Closing of the Trade Show.
FRIDAY-2.00 P.M.-Meeting of the Convention Committee.
SATURDAY-10.00 A.M.-Meeting of the Convention Committee.
SATURDAY-11.30 A.M.-Meeting of the Convention Committee.
SUNDAY-10.00 A.M.-Meeting of the Convention Committee.

The advertising on radio will be given a number of exclusive features. It is presented to the trade under a guarantee.

MANUFACTURERS OF RADIO and PHONOGRAPH HARDWARE

Pausin Engg. Co. Reduces the Price of Its Speaker

"P-2 Pedestal Octacone" Speaker Price Reduction Brought About by Demand and Economies in Production

The Pausin Engineering Co., 727-29 Frelinghuysen avenue, Newark, N. J., manufacturer of the Pausin Octacone speaker, has just reduced the price of the "P-2 Pedestal Octacone" speaker. This model, together with the table style, comprise the complete line of these specially designed cone speakers. The new price of the Pedestal type Octacone is based upon the wide popularity achieved by this product since its introduction. Owing to the increased demand and certain economies the cost per unit in manufacture has been reduced and passed on to dealer and consumer.

The Pedestal type Pausin Octacone is an artistic product with a color scheme that blends with the atmosphere of any room. It is sold with a long cord, making possible the cone's use in any position of the room.

The manufacturer is a well-known engineering firm which heretofore made motion picture products, radio sets, marine and electric motors. While its radio speaker is a cone type it carries a number of exclusive features. It is presented to the trade under a guarantee.

Unusual Okeli Publicity

The advertising department of the Okeli Phonograph Corp., New York, mailed recently to every orchestra director in the country a very interesting card calling attention to several new recordings in the Okeli library, featuring modern jazz records made under the new Okeli electric process. The card stresses the unusual technique which characterizes these recordings, calling attention to the individual and distinctive orchestrations that are a feature of these modern dance selections.
Attractive Kellogg Display Occupies Landay Window

Large Photostat of Newspaper Advertisement Central Figure of Unusual Window Display —Offers Three-Day Free Trial

An unusual window display featuring the Kellogg line of radio receivers recently occupied the main window of Landay Hall, Sixth avenue and Forty-second street, New York.

Landay Kellogg Display

This display had as its central figure a large photostat of a Landay advertisement which was published in the leading New York and suburban newspapers, offering to install a Kellogg radio receiver in the home for a three-day free trial with no obligation to purchase. This offer, which is more or less a common occurrence with a neighborhood dealer, is unusual with a chain store organization and is an indication of the high esteem in which the Landay organization holds the Kellogg products. The display, centered about the reproduced advertisement, also included a Kellogg table model and a console model receiver with small attractive display cards telling of the outstanding features of the instruments. The display was most effective in drawing people into the store and many took advantage of the offer with the result that the radio sales volume took a decided upward trend for the month.

E. T. Cunningham Corrects Some Erroneous Deductions

Herbert H. Frost, General Sales Manager, Through Advertisement and by Letter, Outlines Characteristics of New CX-325 Tube

Under the heading, "What Is This A-C Tube?" E. T. Cunningham, Inc., recently inserted advertisements in the New York newspapers outlining the exact characteristics of the new tube, CX-325, which the radio sections of the New York press had announced as a revolutionary development and one which would eliminate all batteries and battery devices. The advertisement was signed by Herbert H. Frost, general sales manager, and was sent with a letter to all Cunningham distributors throughout the country. This action was taken to counteract any erroneous deductions on the part of the jobber, the dealer or the public.

Commenting further on the new tube, Mr. Frost issued the following statement: "Our company has had under consideration for over a year and a half the thought of introducing a type of tube which would simplify the application of alternating house current in the operation of a radio receiver. Several different types of such tubes have been developed and experimented with, but at this time no definite conclusion has been reached. Research work is still continuing and a number of practical and difficult problems in connection with a so-called A-C tube are yet to be solved. The principal problem is the elimination of so-called A-C hum. The statement in the press above referred to is totally and wholly misleading. One of the tubes that we have under consideration was assigned the tentative type number CX-325 purely for purposes of labora-

tory designation. This tube has what is commonly known as an externally heated cathode and is similar to a tube which has been on the market for a year and a half without meeting any market success. This is a type of tube which, in my present opinion, has a very limited, if any, market possibility. It does not eliminate the 'B' batteries and merely permits direct application of house alternating current through a stepdown transformer to the cathode heater. Other than eliminating the 'A' batteries, or 'A' batteries with trickle charger, this tube would show no improved radio results over any of our present types of tubes. Furthermore, this new type could not be directly used in present receivers, and even if it would it could not improve the results obtainable from such receivers. In other words, the only possible advantage of this rather expensive type of tube is to simplify the filament current supply.

"No development that we know of at this time holds any possibility of eliminating the necessity for 'B' batteries or 'B' battery eliminators. The only possible development relates to a simpler method of applying house alternating current to the filament circuit, and any market development is still quite indefinite and remote. "I want to be most emphatic in the statement that any so-called A-C tube development will not render obsolete present broadcast receivers, and that our present line of standard tubes will continue as a standard basis of radio performance."

H. S. Elkan in New Post

The appointment of Harry S. Elkan as Eastern representative for Stevens speakers has been announced by J. B. Price, sales manager of Stevens & Co., Inc., New York. His territory includes New York, Pennsylvania, New Jersey and the New England States, as well as Washington and Baltimore.

E. M. Rutz has organized the Phon-Radio Service Co., Birmingham, Ala., and is wholesaling talking machines and radio accessories.

THE WORLD'S LARGEST PRODUCERS OF DIE-CASTINGS

DOEHLER DIE-CASTINGS

DOEHLER DIE-CASTING CO. Brooklyn, N. Y. ~ Toledo, O. Batavia, N.Y. ~ Pittstown, Pa.

DOEHLER DIE-CASTINGS ~ THE WORLD'S LARGEST PRODUCERS OF DIE-CASTINGS

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DOEHLER DIE-CASTINGS

Automatic Orthophonic Victrola Heard at Kansas City Woman's Exposition

Victor Dealers Report Enthusiastic Reception of New Instrument by Public—J. C. Clinkenbeard is Appointed Manager of Brunswick Shop—New Branch Stores Opened—Other News

KANSAS CITY, Mo., April 7—General conditions were good at all dealers in Kansas City compare favorably with the same period last year, with a good, although not unusually large, demand for machines, and a consistently big sale of portable models. The introduction to the public of the new Automatic Orthophonic Victrola was one of the outstanding events of the month. A demonstration at the J. W. Jenkins store here attracted a big crowd to the phonograph department, while a demonstration reaching an even larger number of prospects was made by the Paul Record Shop at its booth at the Kansas City Woman's Exposition, held during the last week of March. The response of the public to the new Victor machine was instantaneous, the self-loading feature meeting a definite desire on the part of the public.

An interesting event in the retail phonograph field in Kansas City during the past month was the announcement of the new connection of J. C. Clinkenbeard, formerly of the phonograph department of the North Mehornay Furniture Co., with the Brunswick Shop. He will also handle sales and advertising in charge of production for the shop under G. C. Anderson, the owner. Mr. Clinkenbeard is one of the outstanding men in the phonograph business in Kansas City, where he has won considerable recognition among both dealers and distributors. He is enthusiastic in his predications as to the future of the Brunswick line. Definite plans for an aggressive campaign for business have not as yet been announced.

The opening of two new retail branch stores in Kansas City has featured the activity of Jenkins during March. They expect to reach a new field of customers as well as serve more conveniently many of their old customers.

Miss J. M. Poynter, of the Jones Store, says that machines are moving well in her department, the volume of business being ahead of this time last year. Portables are beginning to move, although this is earlier than usual for this type of machine. Among the popular recordings which are finding much favor at this time, Miss Poynter says that the pipe organ numbers are especially favorites. "Vagabond King" music is the prime favorite just now, following the initial appearance of that musical show here this month.

According to Paul I. Nederman, of the Knabe Studios, they have been having very good success with sales of Orthophonics during the past month. Sales of records have increased to such an extent with the shop that they are contemplating expansion.

Symphonic Globe Speaker Makes Its Trade Debut

Symphonic Sales Corp. Receives Many Compliments From Dealers and Jobbers Regarding Merits of This Product

Lambert Friedl, president of the Symphonic Sales Corp., New York, manufacturer of the Symphonic phonograph reproducer, announced this week that the company was placing on the market the Symphonic Globe speaker, which has received enthusiastic praise from dealers and jobbers who have visited the company's offices during the past few weeks. This new loud speaker, which is housed in a very handsome shaped interior a new type of perforated cone contains a number of patents. It is thoroughly familiar with all details relative to advertising and publicity.

K. H. Starke Appointed Crosley Ad. Manager

Harry E. Sherwin, general sales manager of the Crosley Radio Corp., Cincinnati, O., announced this week the appointment of Kimball H. Starke as advertising manager of the company, with headquarters in Cincinnati. Mr. Starke, who is well known throughout the radio industry, is splendidly qualified for his new work, as for a number of years he was advertising manager of F. A. D. Andrea, Inc., and is thoroughly familiar with all details relative to advertising and publicity.

Day-Fan Radio Dealers Show Attractive Displays

Day-Fan Electric Co. Makes Prize Awards to Dealers Having Most Attractive and Effective Window Displays—Seven Are Chosen

In order to produce new ideas for dressing the retailer's display windows showing radio receiving sets, the Day-Fan Electric Co., of Dayton, O., recently carried out a campaign in which many dealers throughout the country took part. The result was that the Day-Fan made awards to five of the exhibitors and two additional window showings were of such high caliber that they were given honorable mention.

The first is the window of the Killian Co., Cedar Rapids, la., on a window arranged by M. H. Luhr. The second is that of the Wurzburg Dry Goods Co., of Grand Rapids, Mich., on a window arranged by L. D. Slack.

Other successful exhibitors were the Tri-City Elec-

Kilian Co.'s Day-Fan Window

Day-Fan Display of Wurzburg Co.

Day-Fan Dealers

Central congress of the Women's Federation of Clubs held at the Shrine Temple, Des Moines, la. Through the courtesy of V. W. Collamore, one of the leading displays held in conjunction with this congress was a complete presentation of the Atwater Kent and Pooley cabinet lines.

Lafour Corp. Brings Suit Against Chas. Freshman Co.

An action was filed by the Lafour Corp. of Jersey City in the United States Southern District Court on April 7 against the Charles Freshman Co., New York, manufacturer of Freshman radio receivers, alleging infringement of patents. An injunction restraining the Freshman Co. from further alleged infringement, an accounting and triple damages are sought by the plaintiff company.

Views A-K and Pooley Lines

Atwater Kent radio was featured in the recent congress of the Women's Federation of Clubs held at the Shrine Temple, Des Moines, la. Through the courtesy of V. W. Collamore, one of the leading displays held in conjunction with this congress was a complete presentation of the Atwater Kent and Pooley cabinet lines.

L. L. Watson Visits Gotham

Loren L. Watson, of Watson & Co., McCall Building, Memphis, Tenn., well-known distributors of Artoe portables and Paramount race records, was a recent visitor to New York. Mr. Watson, who was in his final arrangements for the 1927 season. He reported that business so far this year has exceeded expectations.
David L. Day Elected President Musical Merchandise Manufacturer’s Assn. (East)

Other Officers Chosen Include H. C. Lomb, Secretary; Walter Grover, Vice-President, and Epi Stathopoulo, Treasurer—To Inaugurate Drive for New Members

The annual meeting of the Musical Merchandise Manufacturers’ Association, Eastern district, was held last month and officers for the coming year were elected. The results of the election and the following men in office: David L. Day, vice-president and general manager of the Bacon Banjo Co., Groton, Conn., president; H. C. Lomb, of the Waverly Musical Products Co., Long Island City, secretary; Walter Grover, of A. D. Grover & Son, Inc., Long Island City, vice-president, and Epi Stathopoulo, of the House of Stathopoulo, Long Island City, treasurer.

It was decided that the principal activity for the next year will be directed toward an increase in membership and a publicity campaign will be carried on with this end in view. Walter Grover is chairman of the publicity committee. Mr. Day, in accepting the post of president, gave out the following interview:

“The National Association of Musical Instrument & Accessories Manufacturers is composed of two groups, those of the Eastern District and those of the Western District, the former having its headquarters in New York City and the latter in Chicago. Most of the Eastern members are also members of the National Association and I believe the Chicago zone has a 100 per cent membership in the National Association. I think it is opportune at this time to express the importance of all becoming members of the National Association.

“As a result of our semi-annual meeting in Buffalo, there seem to have developed a number of important matters of vital interest to all engaged in the manufacture of musical instruments and accessories.

“As a result of these semi-annual meetings, several very important projects have been advanced, and as they develop they are bound to react to the greatest benefit of the organization and its members. Through the publicity department of the National Association the dealers throughout the country are becoming acquainted with our aims and efforts for the enlargement and benefit of the music industry. You have probably seen the latest circular in colors which was sent out a short time ago to a list of 5,000 dealers throughout the country. This circular in colors is a large illustration of a magnet showing how, with the help of our efforts, a greater business is drawn to the dealers’ stores. I think I am safe in saying that the seed which has been sown in the past is now beginning to bud and soon will show results. The National Association of Musical Instrument & Accessories Manufacturers is not only becoming a factor of importance about by the other national associations of the music industry, but we are also beginning to attract the attention of dealers throughout the country. It is our object to help them in every way possible, and no doubt they will appreciate this and extend their cooperation to us in the future.

“Six thousand dollars was appropriated on a certain percentage basis to come from the members of our organization last October as an appropriation to cover two years’ expenitures in the way of publicity, and it is surprising to note that almost this full amount has been subscribed before the first year is up.

“I might mention that there is another cir-
The musical instrument that enjoys the largest popular demand is the harmonica. Are you getting your share of this business.

Write us for our "Big Business Builders." They will help you.

M. HOHNER, Inc.

114-116 East 16th Street
New York City

M. Hohner Co-operates with Victor Co. in Making Records Giving Harmonica Lessons

Trade Anticipates Large Sale of Record Giving Complete Instructions for the Playing of Harmonica—Commander Sousa Pays High Tribute to Value of Instrument

The Victor Talking Machine Co., working in conjunction with M. Hohner, Inc., has prepared a record of harmonica instruction which is scheduled for early release. Dealers, who for the past two years have been materially increasing the volume of their harmonica sales through the stimulus given the instrument by varied Hohner activities, are eagerly awaiting the record, for they feel that this record will give a decided impetus to the harmonica sales and M. Hohner, Inc., has signified its intention of making a sweeping sales drive simultaneous with the release of the record.

It is understood that William J. Haussler, vice-president and general manager of M. Hohner, Inc., and C. Bruno & Son, Victor distributors, has spent much time with the laboratories of the Victor Co., giving them the benefit of his twenty-five years' experience in presenting the harmonica to the public, and in particular the many points he picked up during the past two years in giving Hohner harmonica instruction hours over the radio. The demand for such a record will be great is evidenced by the fact that more than 600,000 copies of the Hohner instruction booklet have been requested by radio listeners-in, and a great percentage of this number and many others will be anxious to secure the instructions in recorded form, to be repeated at will as an aid in learning to play the instrument. The sales opportunities of the record are unlimited and that harmonica sales will also be favorably influenced is obvious.

With the release of the record there will be broadcast to the public the enthusiastic endorsement of the harmonica by Commander John Philip Sousa, famous bandmaster. The famous composer and band leader showed keen interest in the inspection of the various makes of Hohner harmonicas and, after attending a concert of a harmonica band under the direction of Alfred N. Hoxie, said that in his opinion the instrument provided one of the most potent forces extant for inducing musical culture. In a recent interview Commander Sousa said in part:

"The harmonica is essentially a proper and in fact almost the only elementary musical instrument embodying accurate musical values. Other wind instruments require varying measures of skill and artistic appreciation on the part of the individual. The harmonica, however, with its fixed pitch and accuracy of tone to each specific blow-hole, needs only to be blown into to produce a true musical result. I can see the harmonica as a most powerful force toward the development of amateur and professional musicians generally."

Commander Sousa stated that he has become so interested in the harmonica that he intends to write a march expressly for harmonica performance.

Weymann & Son to Exhibit at Chicago Convention

PHILADELPHIA, PA., April 2—H. A. Weymann & Son, manufacturers of Weymann orchestra banjos and Keystone State stringed instruments, will exhibit during the Music Industries Chamber of Commerce convention to be held in Chicago in June. Room 457 at the Stephens Hotel has been secured and the exhibit will be under the personal direction of H. Power Weymann. It is planned to exhibit the latest style Weymann orchestra banjo and other Weymann fretted instruments, including the new Weymann orchestra tenor banjo, retailing at $60, which instrument has been heard frequently recently over the radio.

Manufacturer Chartered

The F. Ferdinando Mfg. Co., 174 Third avenue, New York, was recently incorporated at Albany, to make banjos, guitars, mandolins, etc., with a capital stock of $250,000. Felix Ferdinando is the incorporator.

Prominent Artist on Tour Under Leedy Co. Auspices

George Hamilton Green, Recording and Radio Artist, Plays Leedy Mfg. Co. Products in Leading Cities Under Leedy Dealers' Auspices

INDIANAPOLIS, IND., April 6—The Leedy Mfg. Co., of this city, manufacturer of Leedy drums, banjos and xylophone products, has been receiving enthusiastic letters from its dealers throughout the country in connection with the unique sales plan introduced some time ago in conjunction with the personal appearance of George Hamilton Green, famous phonograph and radio broadcasting artist, who plays Leedy xylophone instruments, including the xylophone, marimba, vibraphone, harpaphone, bells, chimes, etc. Mr. Green has been appearing in the leading cities under the auspices of Leedy dealers, giving concerts for the musicians in the various cities he visits. These concerts are usually held at the leading hotels in the city, with the Leedy dealers in direct charge of the activities.

Mr. Green's recent itinerary included a three-day visit to Detroit, starting on April 11. He will spend April 15 to 16 at Cincinnati, April 18 to 19 at Memphis, April 20 to 23 at St. Louis, April 25 to 26 at Kansas City, Mo., and April 28 to 30 at Minneapolis and St. Paul. All of the Leedy dealers in these cities are planning to give Mr. Green every possible form of co-operation, for the demonstrations have produced tangible results for the retailers.

Jack Roop, Leedy traveling representative, accompanied Mr. Green on his concert tour, carrying with him the complete Leedy drum line, which is gaining in popularity with retail dealers throughout the country who are finding the line extremely profitable during the entire year.
"How to Play the Chromatic Harmonica"
Title of Booklet Prepared by M. Hohner

Complete Instructions Graphically Illustrated, Inform the Owner of the Hohner "Chromonica" of the Proper Method of Playing Instrument—Any Selection of Music Can Be Played

"How to Play the Chromonica or Chromatic Harmonica" is the title of a booklet recently off the press and prepared and distributed by M. Hohner, Inc., manufacturer of Hohner harmonicas. This booklet is complete in every possible way, is attractively printed and contains illustrations which picture in graphic fashion each move necessary for the proper playing of the mouth organ. The first section of the booklet is given over to elementary harmonica instruction and gives instructions for holding the harmonica, knack of tonguing, position of tongue, and playing the scale and wind-saving device which provides greater volume of tone. It really consists of two harmonicas tuned a half-tone apart and arranged one above the other. The lever is conveniently operated with the

Chromatic Scale of the index finger of the right hand and through its use only one scale is exposed to the breath at a time.

DEALERS—when the Tenor Lute and Guitar were first introduced the audience literally went wild over them. Why? Because they were NEW and NOVEL. Their tone quality presents beautiful effects in arrangement and their style is distinctive. The Tenor Lute or Guitar is attractive in design, consisting of a lute or guitar shaped body and a twenty-three inch scale tuned as a tenor banjo. Its tone has the depth and resonance of a guitar, and the sweetness and beauty of a mandolin. The new VEGA tenor instruments are NON-PAREIL. They are made with accuracy to every detail and of the choicest materials, finished with the Vega Durable process which gives lasting qualities. New, Novel and Nonpareil—and a product of Vega, which in itself assures your prospects of the highest quality.

Tenor Lute
Retail $95. (List $110.50)

Tenor Lute with octave tuning on 3rd and 4th
Retail $90. (List $105.50)

Tenor Lute, Artist's Special
Retail $90. (List $110.50)

Tenor Lute, Artist's Special with case
Retail $90. (List $110.50)

The Tenor Lute and Guitar
NEW NOVEL NONPAREIL

Attractive Leedy Folder
Distributed to the Trade

New Line of Banjos Featured in Sales Literature
Now Ready for the Trade

INDIANAPOLIS, IND., April 5—An attractive piece of sales literature was recently distributed to its dealers by the Leedy Manufacturing Co., featuring the new Leedy line of banjos. Six models of banjos are pictured and described in detail in this folder, namely: the Collegian, Olympian, Apollo, Ampion, Georgian and the Arcadian, each model being available as tenor or pirotton. In addition to a general description of each of these models, attention is given to special details of all Leedy products.

A new feature stressed in the folder is a perfected neck and string regulator, which permits the raising or lowering of the four strings simultaneously.

Werlein Co. Adds Bacon Line

GEORGETOWN, CONN., April 6—Fred J. Bacon, president of the Bacon Banjo Co., Inc., recently returned from an extended trip through the South and announced that the Philip Werlein Co., of New Orleans, La., one of the largest houses in the Southern territory, had taken on the B. & D. Silver Bell banjo line and placed an exceptionally large order.

Write today for details on the latest thing out!
The Weymann Orchestra Banjo

Has won for itself the endorsement of banjoists the country over! Its fine tone qualities, its beauty—have created an unparalleled demand for this instrument.

Write TO-DAY for handsome catalog describing the Weymann line of Banjos, Mandolutes, Guitars and Ukuleles. Agencies are still available for a few live dealers.

Address Dept. W

H.A. WEYMANN & SON, Inc.
1108 Chestnut St.

Advance Drum Co. Moves

The Advance Drum Co., a well-known and successful retail establishment, located for ten years in Edmonton, Alta., moved recently to 516 Yonge street, Toronto, where it is occupying splendid quarters in the best retail district of the city. This store has been very successful in the merchandising of a comprehensive line of musical merchandise, featuring as its leader the Leedy line of drums, banjos and xylophone products.

Vega Pushes Nonpareil Line

BOSTON, MASS., April 5—The Vega Co. is putting special efforts behind the Nonpareil line of tenor lutes and guitars, featuring them in its advertising and display space. The Nonpareil line is proving very popular, and, together with the Vega and Vegaphone banjos and the line of brass instruments, rounds out the stock of the Vega Co. nicely.

Opportunity for Profit Through Picture Tie-Up

A strong tie-up between the Hohner harmonica and moving picture films was recently effected through an arrangement between M. Hohner, Inc., New York City, and Educational Film Exchanges, Inc., producers of juvenile comedies. The latter recently announced to its dealers the plan for harmonica contests in theatres playing the juvenile comedies featuring "Big Boy." A somewhat similar campaign over a year ago resulted in five hundred exhibitors in all parts of the country conducting harmonica contests with a decided profit to the box office. The 1927 plan is announced as bigger and better than before. Suggestions as to how to arrange a contest and secure the necessary publicity are given.

M. Hohner, Inc., is co-operating heartily with the plan through the presentation of a number of prizes, distribution of advertising material and giving away free instruction booklets. It may well be imagined that there is an excellent opportunity for the talking machine dealer of the locality to tie up with the tremendous amount of publicity which a contest of this character will generate, and a conference with the manager of the local moving picture house at which the contest is to be held will undoubtedly result in plans being devised whereby both the talking machine dealer and the moving picture theatre may co-operate.

Window Demonstrations Aid Sales of Banjos and Ukes

NEW ORLEANS, LA., April 5—Professor B. O. Shellenbarger, the nationally known "Ukulele Man," is carrying out his program of unusually strong demonstrations and popular ukulele and banjo-ukulele demonstrations and lessons at the House of Verlein's, being assisted in the window demonstration by the ingenious microphone and loud-speaker arrangement recently adopted by Verlein's for musical demonstrations in the window.

As shown in the illustration, Professor Shellenbarger has not only filled his teaching engagements and developed a waiting list of pupils within his two weeks at Verlein's, but has been the direct source of a considerable number of sales—not only of the various styles of ukuleles and banjo-ukuleles, but of much more expensive banjos. Probably most important of all, the expert's demonstrations and publicity are producing rapidly throughout New Orleans the reputation of this family of instruments as worthy of the best musicians' attention and study.

Strong Demand for Banjos

GROTON, CONN., April 7—The popularity of the Bacon banjo on the Pacific Coast is attested by the recent order received by the Bacon Banjo Co., of this city, from Sherman, Clay & Co. for 275 banjos. Export business is also in a very healthy state as indicated by a large shipment to Melbourne, Australia, in March.
Effective Window Displays Are Striking Evidence of Music Dealers’ Enterprise

Steady Growth in Featuring Popular Hits So as to Attract Attention of the Passersby Indicates Passing of Haphazard Methods in This Work

There has recently come to hand much evidence that the sheet music dealer never before was so enterprising. This same evidence shows that there is also considerable sheet music business to be had for those who go out after it. The most striking indication of this is in the form of window displays. Not mere haphazard arrangements of title pages, but window dressings that have been given careful thought and attention for their eye-appeal.

This is a healthy sign from the retail standpoint, for the individual publisher whose works are displayed, and for the industry at large, signifying alertness and a go-getting spirit.

Much has been written in recent years on the value of the store front, its value to the merchant and the unusual possibilities of adding to business through frequent window changes. That this campaign has borne fruit is unquestioned, for the trade press receives photographs of unusual windows almost with every mail. All of these cannot, of course, be used, because of limited space. As a general rule the best-looking windows are reproduced as a compliment to the enterprising dealer and for their value to other merchants. That this campaign has borne fruit is unquestionable.

McCrory Features Feist Number

The display appeared in a "special week" on the Leo Feist, Inc. success, "In a Little Spanish Town." Previously there appeared in these columns a similar display.

Another important display shown herewith is that of the Ager, Yellen & Bornstein, Inc. success, "Crazy Words, Crazy Tune" (Vo-do-de-o). This appeared in the S. S. Kresge Co. store, Buffalo, N. Y., and was arranged under the direction of Miss Marian Healy, who is in charge of the popular music counter in that establishment and who, by the way, was the first music store pianist to play this particular number.

Another display shown here is that of Stone's Song Shop, Petoskey, Mich., a display of the latest song by J. Will Callahan and G. K. and M. M. Sturgis, entitled "The One That I Love Best On Earth," published by the Standard Publishing Co. of Cincinnati, Ohio. This song, semi-popular in character, is being sung by some well-known artists and the Stone Shop took advantage of this by using the photographs of well-known singers as a central portion of the display.

Publisher Names Being Used Without Authorization

Subscription Solicitors to Publication Called "Popular Songs" Not Authorized by Those Publishers Who Are Mentioned

In some sections of the Middle West house-to-house solicitors have appeared selling subscriptions to a magazine known as "Popular Songs." These solicitors have been using the name of well-known popular publishing organizations as being the backers of the magazine. They generally claim to be college students working their way through college, thus arousing the sympathy of the public. There have been many complaints received by publishers whose names have been used with the statement that no delivery of the magazine had been made. Use of popular music publishing organization's names as the backers of the magazine is misleading. Operating from door to door and not through usual trade channels makes the perpetrators of this type of fraud almost immune from arrest. However, local music merchants may hear of these operations and will with this knowledge be able to expose them.

Enters Publishing Field

William Jerome, one of the pioneer song writers, is again entering the publishing and theatrical field with his own company. The firm name is the House of William Jerome.

FIVE RECORD RECORD BREAKERS

O'EST VOUS (IT'S YOU)  I'VE NEVER SEEN A STRAIGHT BANANA  ROXY CHEEKS  WHERE THE WILD, WILD FLOWERS GROW  SWANEE RIVER TRAIL

Above Songs Featured By Orchestra And Vaudeville Acts From Coast To Coast

IRVING BERLIN INC., 1607 BROADWAY, NEW YORK
Changing Public Taste in Popular Music Shown in the Latest Publications

Trend Is Steadily Towards Better Type of Composition With Greater Emphasis on Melodious Content—Some of the Factors in This Change

There seems to be a change in the public's taste for popular music. This is not a radical but more of a slow evolution. Composers have recognized this, as is evidenced by some of the latest best works of popular character. It may be, too, that the composers themselves are changing the taste. In either event it is gradually changing.

The fox-trot does not seem to have been supplanted on the dance floor, but they, as a general rule with the exception of novelties, are more melodious. The Charleston is apparently passing and the Black Bottom evidently is a little bit too difficult for wide use. There is a tendency, however, to evolve a dance that will supplant the fox trot, and if the leaders of dancing, which in a large way are the directors of dance choruses, continue their efforts, they will doubtless produce something which, in a more simplified than the stage form, will be acceptable for the ballroom and the dance hall.

Present-day dance orchestras are the development of the last ten years. Originally starting as jazz combinations this younger generation of musicians have reached a great height in point of ability and scope. Practically all dance orchestras, from the smallest musical combination to the large symphonic dance orchestras, are composed of members of great versatility. The experiences of the past two years have made many of these modern orchestra men masters of not one but several instruments. Thus in order to extend themselves they must have music with orchestral arrangements that can make use of their special training and musical gift.

The recent organization of Paul Whiteman, Inc., a new publishing firm, sponsored by Robbins-Engel, Inc., has greater significance than just a mere commercial venture. It shows the trend of events. This new firm was organized for the purpose of publishing special music of all kinds for the modern dance and other orchestra combinations. Seemingly there has been a need for such publications, written and arranged by those who are actively engaged in the presentation of such music. These activities, of course, will not in any manner discourage or curtail popular music in dance form. All the modern orchestras of large caliber make their own special arrangements of popular dance numbers and this new company is just for the purpose of furnishing publications of a more special character fitting modern requirements. All large popular publishers also have their own "symphonic" arrangements of popular pieces and to the smaller orchestra which is not equipped with musical arrangements these elaborate orchestrations are available.

All of this demonstrates that there is a trend for better music of popular character. The newer releases in most of the popular catalogs all show signs of this new trend. The numbers are unusually melodious, they have more character than heretofore and they are something other than just mere rhythmic fox-trots.

It is this trend that will improve the popular music business. A couple of years ago the industry had reached the stage where the average fox-trot was too much alike. It was only a few outstanding numbers that had wide appeal. Present-day numbers being more musical naturally contain more individuality. The composer is getting out of the rut of mediocre dance pieces.

The fault previously had been that songs had reached the stage where they were first exploited by their dance arrangements, which for a wide popularity meant fox-trot. Bearing this in mind the composer first thought in fox-trot time and thus he immediately limited musical possibilities. With the influence of the new trend the first inspiration and the first thought will be melody and not rhythm. Thus the opportunity for incorporating character into the piece is greatly enlarged.

There is more than a little chance that under the new "school" a revival of interest in popular music will take place. Pianists may be induced to reopen instruments and the youth of the country may be lured to music counters in larger numbers than has been the case during the past twelve months.

"Swanee River Trail" Featured in Cleveland

Special Window Display Hooks Up Berlin Number With Jolson Appearance in That City—Excellent Demand Resulted

Al Jolson, now touring the country in "Big Boy," recently appeared in Cleveland, Ohio. Wherever Jolson goes the dealers in the community are quick to take advantage of his appearances by displaying the songs he sings.

"Swanee River Trail" is not only one of the outstanding entertainers in the music world to-day, but he is an interpreter of songs of particular types in which he has no equal. What is meant by that is to say that not only does he sing a song well, but through his method of delivery he actually created a desire for the music. Such a desire becomes sales when the music he has presented is properly displayed in the stores in those cities in which he appears.

During Jolson's stay in Cleveland several of the leading dealers there made special showings of the different songs which he programmed. Among these was the showing in the J. G. McCrory store of the Irving Berlin, Inc., number "Swanee River Trail." The window carried a very large-size placard with the caption "Al Jolson's Own Song 'Swanee River Trail.'" Surrounding this were title pages of the song upon each of which was a large-size photographic reproduction of Jolson's head. There was no danger of any passer-by missing either the title of the song or knowing who was the singer. For a hit of this character with a musical show, featuring a prominent character such as Jolson, such a display proves an ideal one. In other words, all that was needed was to put over the title of the song and by indication tell who the singer was. McCrory reported a very heavy sale on "Swanee River Trail" and the other songs that Jolson programmed.
Cousenon & Cie Catalog
Enjoying Wide Market

Concern Which Has Taken Over Direction of Editions Musicales Sam Fox Is One of Largest Musical Instrument Makers in World

PARIS, FRANCE, April 4—Cousenon & Cie, one of the largest musical instrument manufacturing companies in the world, which recently sponsored an American publishing organization, Editions Musicales Sam Fox, and has since taken over the direction of this business, has

found a ready market for this catalog. Of particular importance is the wealth of orchestral music and the special material for cinema orchestras. This latter business is on the verge of a great development due to the fact that cinema palaces here are making unusual progress similar to that found in other large countries.

Cousenon & Cie not only are one of the largest manufacturers of brass and reed instruments, but they practically make everything needed in music. In addition they are distributors of Columbia phonograph products and other internationally known musical goods.

The head of Cousenon & Cie is Jean Cousenon, who is widely known all over Europe, and is in close touch with the foremost musical artists in all countries.

Irving Berlin Issues Its Saxophone Folio No. 1

Irving Berlin, Inc., 1607 Broadway, New York City, has just announced its "Saxophone Folio No. 1." According to the sales department of Berlin Co., this will be the first of a series of new saxophone books which will be released several times each year and will embody popular solos from the current Berlin catalog. The first book contains such successes as "Because I Love You," "Remember," "Always" and similar works of importance. The arrangements are in three keys, covering the most important and popular of saxophone instruments.

New Spring Releases of the Triangle Co.

Joe Davis, head of the Triangle Music Publishing Co., appears on the programs of a number of New York radio stations as the "Melody Man." Under this same name he has also recorded two waltz ballads for Brunswick records which are to be released shortly. These are "I'm Only Another to You" and "I'm Longing for My Old Gal Sal." Both numbers are published by the Triangle Music Publishing Co.

Joe Davis also announces that, in conjunction with his success, "Oriental Moonlight," his firm will open the Spring season with "Night Time Is Love Time," "You Never Get Nowhere Holding Hands," two new dance tunes, "White Ghost Shivers" and "My Pretty Girl."

Witmark Issues New Ballad by Rupp & Davidson

M. Witmark & Son have just released a new ballad called "Just an Ivy-Covered Shack." The number is by Carl Rupp and Mory Davidson. Although only recently issued it has become a great favorite with radio artists. Eunice Francois, a well-known Wisconsin soprano, in broadcasting "Just an Ivy-Covered Shack" from station WHGY, De Pere, Wis., received a long-distance telephone call from Minneapolis to repeat the number, which she graciously did. Coincidentally, Walter Mallory, the tenor of the Gold Star Vagabonds, a feature on station WCCO, St. Paul, Minn., has been programming it in adjacent territory. He writes to Witmark that he has found it a big drawing card. In Eastern territory Douglas Stanbury, the baritone, formerly of the Chicago Opera Company and now a feature with Roxy's Gang, sang the song at Roxy's second radio concert.

“Bells of Hawaii” Issued by Steele, Inc.

Fred K. Steele, Inc., publisher of "Ev'ry Little While," a song and dance success, recently issued a new popular song called "Bells of Hawaii." This number, written by Billy Hargrey, is being featured by many well-known orchestras. It has also quickly been taken up by player-roll manufacturers due to the novelty bell effects in the piano score. It will shortly make its appearance on practically all records. The Steele firm is planning a very intensive exploitation and sales drive on this offering.

New Joe Davis Recordings

Joe Davis, head of the Triangle Music Publishing Co., 1658 Broadway, New York City, radio artist and contributor to some of the popular catalogs of several talking machine records, has just made two Harmony records for the Columbia Phonograph Co. The numbers are "I've Got Somebody Now" and "If Tears Could Bring You Back to Me," the first published by the Triangle Co. and the latter by Bibo, Bloomen & Lang.
British Gramophone and Record Exports Show Large Increase Over Preceding Year

Columbia Co. Official Gives Some Figures Showing Growing Demand for British Products in Foreign Countries—Ramonais Taxation on Records Agitates Industry—Other News

LONDON, April 4—Considerable agitation has been aroused in talking machine circles here over inquiries which have been made recently by Treasury officials, giving rise to rumors that the Chancellor of the Exchequer is contemplating taxation of records as a new source of revenue, and the Budget statement, due about the end of this month or beginning of May, is awaited with some interest. Discussing the effect on the record-making industry, T. V. A. Shields, a director of the Columbia Co., said, "At the present time we have to pay 5 per cent copyright duty. If we were to pay an additional 7½ per cent, in my opinion, have the effect of depressing the industry. What I am afraid of is that if this tax is only placed upon home-made records, the margin, which at present prevents the market from being flooded by cheap records from abroad, will be so small that we shall once again be subject to the same kind of competition which existed before the war. German competition was then so strong we had to make arrangements with copyright proprietors so that some of the effects of the cut prices should be passed on to them. We are already getting cheap records from Canada and America which in many respects correspond with those we were getting from Germany. On the other hand, the export business from this country has been increasing by leaps and bounds. Ninety-three foreign countries, according to Mr. Liedtke, of the Columbia Co., now rely on us for their recorded music. Last year we exported 125,419 gramophones and 8,903,044 records from this country has been in-creased by leaps and bounds. Ninety-three foreign countries, according to Mr. Liedtke, of the Columbia Co., now rely on us for their recorded music. Last year we exported 225,419 gramophones and 8,903,044 records.

The Lectures, specially written...As the program planned for Sunday evening, April 3. Enoch Walton, at the Steinway piano. Bob Anderson, and his orchestra played a number. The broadcasts are to be made over WJAE and WJAD, The broadcast program through recent broadcasts. It is now being used in a number of schools, institutions and on the stage have attracted much favorable attention.

World-Famous Artists Heard During Atwater Kent Hour

Since the last issue of The World the following artists appeared on the microphone during the Atwater Kent radio hours broadcast. Sunday evenings from station WJAE and affiliated stations, Giovanni Martinelli, tenor; Edith Macauley, contralto, and Leonora Corder, pianist. A last-minute change was necessary in the program planned for Sunday evening, April 3. Benjamin Grieg, tenor of the Metropolitan Opera Co., was to have been the artist. At 6:30 o'clock the evening of the concert was received. Signor Gigli was indisposed. Luckily two very popular artists who have hitherto appeared on Atwater Kent radio programs were in town, Mary Lewis, Metropolitan soprano, and Allen McCoole. They happily substituted and rendered a concert that delighted millions of set owners throughout the country.

New Form of RCA Service

A new weekly radio program service for RCA authorized dealers has been inaugurated by the Radio Corp. of America. This service is designed to keep all dealers informed in advance of the outstanding features to be broadcast over the National Broadcasting Co.'s chain of stations. Dealers are requested to place these programs on the air weekly and to use the service to illustrate the entertainment value of owning a Radiola. This is most effective publicity for retailers.

British Gramophone Manufacturers Dine

The eighth annual dinner of the Gramophone Manufacturers Association was held at the Restaurant Frascati on March 23, with the president, E. C. Paskell, of the Colmore Depot, Birmingham, in the chair. A larger number than ever of members and guests attended, and the function was a complete success. Speeches were commendably brief, affording the Edison Bell Co. a fine opportunity for a program of music by Edison Bell artists. H. M. Lemoine, of the latter company, proposed a toast of "The Association and Its President," while A. E. Liedtke, of the Columbia Co., proposed "The Visitors." A notable absentee was Louis Sterling, now in New York.

The British Industries Fair

Speaking generally, the British Industries Fair this year was a tremendous success, both in terms of point of view and amount of business done as well as from the large numbers of interested inquiries received from potential buyers. In the music section, the pianoforte and the gramophone manufacturers exhibiting were pleased at the amount of business done.

O. K. Houck Co. Sponsors Broadcast Program

MEMPHIS, TENN., April 8.--The O. K. Houck Piano Co., this city, recently sponsored an elaborate radio broadcast program through WJAE, a feature of the program being the Houck Quartet, consisting of Hugh Sandige, C. A. Pinson, Walter Moore, baritone; A. L. Garthwaite, bass, and Enoch Walton, at the Steinway piano. Bob Anderson and his Orchestra also played a number of selections, the program of seventeen numbers being made up of selections available on Victor records, a fact made public both by the program announcer and by liberal newspaper advertising. The broadcast attracted much favorable attention.

Forms Harmonica Band

The harmonica is an instrument that has been found in every walk of life. Harmonica bands in schools, institutions and on the stage have become familiar. It is now being used in a church service as an offertory. In Jersey City, at the Claremont Presbyterian Church, a harmonica band has been formed and in the broadcast weekly program it is announced under the order of services for Sunday morning: "During the taking of the offering, our choir boys will play several hymns on their harmonicas."

L. A. Tiefsky, New York dealer, is receiving congratulations on the arrival of a daughter, Lilian Zelda, born April 6.

THE TALKING MACHINE WORLD

APRIL, 1927

FROM OUR EUROPEAN HEADQUARTERS

68 Milton St. (Fare St.), E.C. 2, Clerkenwell 1448
<table>
<thead>
<tr>
<th>No.</th>
<th>Record Title</th>
<th>Artist(s)</th>
<th>Orchestra/Band</th>
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<tbody>
<tr>
<td>2045</td>
<td>Look Up and Smile - Fox-trot</td>
<td>Nat Shilkret and the Victor Orch.</td>
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<td>2046</td>
<td>School Day Sweethearts - Waltz</td>
<td>Harry F. Fleser</td>
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<td>2048</td>
<td>To-night You Belong to Me - Pauline Alpert</td>
<td>Lanny Ekelund and His Orch.</td>
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<tr>
<td>2049</td>
<td>Honeymoon Lane</td>
<td>By Pauline Alpert</td>
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<td>2050</td>
<td>Muddy Water - Fox-trot</td>
<td>Paul Whiteman and His Orch.</td>
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<td>2051</td>
<td>I Always Knew - Fox-trot</td>
<td>Paul Whiteman and His Orch.</td>
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<td>2052</td>
<td>3 Things That Remind Me of You - (Improvisation) Parts 1 and 2 (From &quot;The Cat and the Can-Diddle&quot;)</td>
<td>Paul Whiteman and His Orch.</td>
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<tr>
<td>2053</td>
<td>It All Depends on You - Vocal Chorus by Johnny Morris, with Vocal Chorus by Frank Harris, and Ed. Small</td>
<td>Johnny Morris</td>
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<td>2054</td>
<td>Moonlight - Fox-trot</td>
<td>Paul Whiteman and His Orch.</td>
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<td>2055</td>
<td>Alone Miami Shore - Vocal Chorus by Johnny Marvin</td>
<td>Johnny Marvin</td>
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<td>2056</td>
<td>I'm Gonna Meet My Sweetie Now - Jane Green</td>
<td>By Frank Harris, The Knickerbockers</td>
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<td>2057</td>
<td>Save Me - Fox-trot</td>
<td>Paul Whiteman and His Orch.</td>
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<td>2058</td>
<td>I'll Take Care of Your Cares - Franklyn Baur</td>
<td>By Franklyn Baur</td>
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<td>2059</td>
<td>Mama's Gonna Drop Your Curtain - Charles Kaley</td>
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<td>2060</td>
<td>Somebody Else (From &quot;Yours Truly&quot;) - Fox-trot</td>
<td>By Frank Harris, The Knickerbockers</td>
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<td>2061</td>
<td>The Cat - Fox-trot</td>
<td>By Paul Whiteman, The Knickerbockers</td>
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<td>2062</td>
<td>I Wonder How I Look When I'm Asleep - Ruth Etting</td>
<td>Ruth Etting</td>
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<td>2063</td>
<td>I'm gonna Meet My Sweetie Now - Jane Green</td>
<td>By Frank Harris, The Knickerbockers</td>
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<td>2064</td>
<td>Follow the Time - Waltz - with Vocal Chorus by Charles Kaley, Leo Reisman and His Orch.</td>
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<td>2065</td>
<td>I'm Looking Over a Four-Leaf Clover - Fox-trot, with Vocal Chorus by Johnny Marvin, with Vocal Chorus by Frank Harris, and Ed. Small</td>
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<td>The Man in the Moon - Fox-trot</td>
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<td>2071</td>
<td>Song of Shanghai - Fox-trot</td>
<td>The Radiolites</td>
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<td>2072</td>
<td>Following You Around - Fox-trot, with Vocal Chorus</td>
<td>By Frank Harris, The Knickerbockers</td>
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Alhambra String (from "Earl Carroll's Vanities") - Vocal
5194; Oh! Doctor (Cook)-A Toothsome Recitation,
5193; How I Love You (I'm Tellin' the Birds-Tellin'
5192; The Old Rustic Bridge hy the Mill-Tenor
5191; The Bully of the Town-Singing, with Fiddle,
588; What Does It Matter?—Tenor Solo
5190; If You See Sally—Tenor Solo
5189; Yes, Plan (The Girl Who Never Says "No")
5188; No Wonder She's a Blushing Bride—Vocal,
5187; That's My Hap-Hap-Happiness—Comedienne, Vaughn De Leath
5186; I'm Gonna Meet My Sweetie Now—Vocal,
5185; I'd Like to Be in Texas When They Round
5184; Children of the Heavenly King-Vocal Trio,
5183; If I'm Faithful to My Lord.
5182; Yankee Rose (Hoiden -Franks) National Male Quartet
5181; Just an Ivory Covered Shack (Davidson -Rupp),
5180; Your Nose—Singing, with Fiddle,
5179; Mother (From "My Maryland")-Male Quin-
5178; Fiddle, Harmonica and Guitar
5177; Why Noodle)
5176; Fiddle. Harmonica and Guitar
5175; Fiddle, Harmonica and Guitar
5174; No Wonder She's a Blushing Bride—Vocal,
5173; Yes, Flo! (The Gal Who Never Says "No)
5172; Since
5171; Why
5170; You Know, I Know Nothing—Vocal
5169; You Know, Nothing—Vocal
5168; Flashes
5167; Yes, You!—Singing,
5166; Take Your Finger Out of Yonr Mouth
5165; That's My Hap-Hap-Happiness—Comedienne, Vaughn De Leath
5164; I'm Gonna Meet My Sweetie Now—Vocal,
5163; Take Your Finger Out of Yonr Mouth.
5162; Why No Wonder She's a Blushing Bride—Vocal,
5161; Since
5160; Why
5159; No Wonder She's a Blushing Bride—Vocal,
5158; Yes, Flo! (The Gal Who Never Says "No)
5157; Since
5156; Why
5155; You Know, Nothing—Vocal
5154; No Wonder She's a Blushing Bride—Vocal,
**VOCAL RECORDS**

1930 When I'm in Love—Tenor Solo, with Orch. Accomp., published by Mills Music, Inc. 
1931 The Cat and the Pansy (Do All the Work and I'll Sing)—Tenor Solo, published by Mills Music, Inc. 
1934 Sing Me a Song of the Olden Days—Tenor Solo, published by Mills Music, Inc. 
1935 My Heart's in the Highlands—Tenor Solo, published by Mills Music, Inc. 
1936 I'm Sorry—I'm Sorry—Tenor Solo, published by Mills Music, Inc. 
1937 I'm Sorry—I'm Sorry—Tenor Solo, published by Mills Music, Inc. 
1938 You Can't Have It Both Ways—Tenor Solo, published by Mills Music, Inc. 
1939 I'm Sorry—I'm Sorry—Tenor Solo, published by Mills Music, Inc. 
1940 If I Only Knew—Tenor Solo, published by Mills Music, Inc. 
1941 I'm Sorry—I'm Sorry—Tenor Solo, published by Mills Music, Inc. 
1942 One Day at a Time—Tenor Solo, published by Mills Music, Inc. 
1943 I'm Sorry—I'm Sorry—Tenor Solo, published by Mills Music, Inc. 
1944 If I Only Knew—I'm Sorry—I'm Sorry—Tenor Solo, published by Mills Music, Inc. 
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1946 I'm Sorry—I'm Sorry—Tenor Solo, published by Mills Music, Inc. 
1947 You Can't Have It Both Ways—Tenor Solo, published by Mills Music, Inc. 
1948 I'm Sorry—I'm Sorry—Tenor Solo, published by Mills Music, Inc. 
1949 My Heart's in the Highlands—Tenor Solo, published by Mills Music, Inc. 
1950 I'm Sorry—I'm Sorry—Tenor Solo, published by Mills Music, Inc. 
1951 One Day at a Time—Tenor Solo, published by Mills Music, Inc. 
1952 If I Only Knew—I'm Sorry—I'm Sorry—Tenor Solo, published by Mills Music, Inc. 
1953 You Can't Have It Both Ways—Tenor Solo, published by Mills Music, Inc. 
1954 I'm Sorry—I'm Sorry—Tenor Solo, published by Mills Music, Inc. 
1955 My Heart's in the Highlands—Tenor Solo, published by Mills Music, Inc. 
1956 One Day at a Time—Tenor Solo, published by Mills Music, Inc. 
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1958 My Heart's in the Highlands—Tenor Solo, published by Mills Music, Inc. 
1959 One Day at a Time—Tenor Solo, published by Mills Music, Inc. 
1960 I'm Sorry—I'm Sorry—Tenor Solo, published by Mills Music, Inc. 
1961 My Heart's in the Highlands—Tenor Solo, published by Mills Music, Inc. 
1963 I'm Sorry—I'm Sorry—Tenor Solo, published by Mills Music, Inc. 
1964 My Heart's in the Highlands—Tenor Solo, published by Mills Music, Inc. 
1966 I'm Sorry—I'm Sorry—Tenor Solo, published by Mills Music, Inc. 
1967 My Heart's in the Highlands—Tenor Solo, published by Mills Music, Inc. 
1969 I'm Sorry—I'm Sorry—Tenor Solo, published by Mills Music, Inc. 
1972 I'm Sorry—I'm Sorry—Tenor Solo, published by Mills Music, Inc. 
1973 My Heart's in the Highlands—Tenor Solo, published by Mills Music, Inc. 
1975 I'm Sorry—I'm Sorry—Tenor Solo, published by Mills Music, Inc. 

**PAPERS AND PICTURES**

[Various articles discussing music and record labels, including discussions on specific songs and artists.]
Regal Records

DANCE RECORDS

3921 There's Everything Nice About You—Fox-trot, One Summer Night—Fox-trot, Imperial Dance Orch.

3924 Homer-Sweeney's Dance Orch. Song of the Wanderer (Where Shall I Go) — Fox-trot, Imperial Dance Orch.

3926 Ain't She Sweet?—Fox-trot, That's My Hop-Hop-Happiness—Fox-trot.

3927 So Blue—Waltz, with Vocal Chorus by Joe F. Farrell and His Orchestra. I'm Back in Love Again—Fox-trot, with Vocal Chorus by Joe F. Farrell and His Orchestra. Underneath the Weeping Willow—Waltz, with Vocal Chorus by Frank Corney.

3928 What Does It Matter?—Waltz, with Vocal Chorus by Arthur Fields. I'm Always in Love—Fox-trot, with Vocal Chorus by Frank Corney.

3929 Take Your Finger Out of Youth Mouth—Male Quartet, with Piano Accomp. Adrian Schuhert's Salon Orch.

3930 Ain't She Sweet?—Fox-trot, So Blue—Waltz, with Vocal Chorus by Joe F. Farrell and His Orchestra. I'm Back in Love Again—Fox-trot, with Vocal Chorus by Joe F. Farrell and His Orchestra. Underneath the Weeping Willow—Waltz, with Vocal Chorus by Frank Corney.

3931 So Blue—Waltz, with Vocal Chorus by Joe F. Farrell and His Orchestra. I'm Back in Love Again—Fox-trot, with Vocal Chorus by Joe F. Farrell and His Orchestra. Underneath the Weeping Willow—Waltz, with Vocal Chorus by Frank Corney.

3932 What Does It Matter?—Waltz, with Vocal Chorus by Arthur Fields. I'm Always in Love—Fox-trot, with Vocal Chorus by Frank Corney.

Dealers Hear New Sleeper-Socket-Power Radio Sets

Large Attention at Meeting of Talking Machine and Radio Men—Berg Arton Portable Line Shown—Explains Electric Refrigeration


Mr. Manning spoke briefly of the plans and policies of his company, pointing out that the Berg line of portables is most complete, numbering eight, and that in addition a line of up-right models was introduced to the trade a year or so ago. The complete Arton line was displayed at the meeting, and at the conclusion of Mr. Manning's talk he demonstrated the instruments. Mr. Manning was assisted in displaying and explaining the line by Harry Fox, manager of the distributing division of the Okeh Phonograph Corp., Berg metropolitan distributor.

The next speaker, Mr. Hall, gave an interesting explanation of the principles of electrical refrigeration, illustrating his remarks by blackboard diagrams.

Mr. Sleeper seized the opportunity of the meeting to introduce to the metropolitan trade the new Sleeper electrically operated radio receivers which function through power received from the electric light current. Two models, the Scout and Serenader, which are described in detail elsewhere in this issue of The Talking Machine World, were installed in the luncheon hall and were enthusiastically received by the audien ce.

Mrs. L. M. Green, head of the Silas E. Pearsall Co., metropolitan Sleeper distributor, attended the meeting with her sales staff.

The next meeting will be held on April 20, and instead of having displays and demonstrations of some of the new radio apparatus, the meeting will be given over to discussions of the following subjects: "Do dealers in the metropolitan section want silent hours so that radio may get distance?" "What stations would you put off the air if you had the power of the Radio Commission," and "Manufacturers are forcing dealers into co-operative advertising campaigns—are they worth while?"

Record Yelled "Fire" and Action Was Immediate

Edison Dealer in Ft. Wayne Succeeds in Attracting Much Attention, Together With the Fire Department, by Demonstration

There is such a thing as having a record reproduced with too great a degree of natural- ness. This was the experience of Wilbur Wright, proprietor of the Melody Shoppe, 117 E. Market street, Ft. Wayne, Ind. while ordering a phonograph and radio phonograph representative in that city.

Mr. Wright thought it would be a good idea to stage a doorway illustration of the Edison record, "Fire," and a demonstration had been carried on only a short time before the street in front of the store was filled with fire apparatus. Somebody had heard the record and thought the whole block was gone, and the Fire Department responded promptly. We cannot print what the firemen said when they discovered the reason for the alarm, and the Fire Chief was about as emphatic when he ordered that the demonstration of that particular record be discontinued.

Mr. Wright is a firm believer in letting the public hear the sounds of a record when offered as a most direct means to developing sales. He has a Chippendale updraft Edison playing in the doorway of the store.

Choir of St. George's Records for Columbia

The Columbia Phonograph Co. recently announced the first releases of records by the Choir of St. George's, Choir of Boys, and Choir of Men, in Canada, Ltd., which is a consolidation of Burndept of Canada, Ltd. and Burndept of Canada, Ltd.

The selections chosen by this organization, whose history runs back for hundreds of years, for their American record debut are "Antioch Is a Spirit," "Ours Is the Wondrous Cross." This choir has stood in the forefront of English choirs for several centuries and is at present under the direction of the Rev. Edmund H. Fellowes, M.A., Mus. Doc.

Gets Brach Representation

L. S. Brach of Canada, Ltd., will in the future be represented by the Ampion Corp. of Canada, which is a consolidation of Burndept of Canada, Ltd. and the Ampion Corp. Burndept of Canada, Ltd., will no longer be known under that name.
Salt Lake City Trade
Enjoys Good Business

Leading Distributors and Retail Talking Machine Dealers Are Optimistic as Sales Volume Continues Favorable

Salt Lake City, Utah, April 4.—The talking machine business is in wonderful shape, better than ever, it seems. Such expressions have come during the past month from wholesale firms, such as John Elliot Clark Co., Victor distributor; Brunswick wholesale branch; Columbia Stores Co., Columbia distributor, and from leading dealers in Salt Lake City and the larger cities of the State, particularly Ogden.

During the past few days this city has been crowded with visitors from every section of the country, as well as from the Pacific Northwest, Alberta, Can., and Mexico, the occasion being the ninth-seventh annual conference of the Mormon Church. This is helping business.

Salt Lake City music stores enjoyed stimulated business as a result of Beethoven Week. The Glen Bros.-Roberts Piano Co. sent G. Todd Taylor, its window trimmer and a competent phonograph man, to the local schools to demonstrate Beethoven numbers on the phonograph. This sold some machines, but its greatest stimulus was in records, it was stated. Manager D. H. Dalzell, from the Columbia Stores Co., gave a lecture or two during the week in which he discussed Beethoven and demonstrated his compositions.

Newspapers in Salt Lake City and Ogden have been featuring the gigantic phonograph made by the Victor people, giving concerts that could be heard for blocks. They attracted much favorable attention.

Roy W. Dayes, Daynes-Beebe Music Co.; Alvin A. Beesley, Beesley Music Co.; J. S. Glen, Glen Bros.-Roberts Piano Co., are all given a place on the committee for Music Week just appointed by Mayor Neslen.

The conditional sales bill before the State legislature failed to pass. It was opposed by many merchants, including the music dealers.

The passage of this bill would have made it difficult to operate a time-payment business.

S. V. Goddard With Bruno
& Son Small Goods Staff

Will Occupy Post of Assistant Sales Manager of Musical Merchandise Division of Well-Known Metropolitan Distributing Firm

William J. Haustler, vice-president of C. Bruno & Son, Inc., New York City, wholesalers of musical merchandise, has announced the appointment of S. V. Goddard to the staff of the musical merchandise division of this company. Mr. Goddard will occupy the important post of assistant sales manager of this division and assistant to Charles Sonfield, musical merchandise division manager.

Mr. Goddard's former connection was with R. S. Williams & Co., Ltd., of Toronto, Canada. He has traveled extensively throughout the trade and is well qualified for his important new duties with the Bruno organization.

Super-Ball Antenna Orders
Increase, Says Fred E. Yahr

Fred E. Yahr, president of Yahr-Lange, Inc., Milwaukee, Wis., Sonora distributor and international distributor of the popular Super-Ball Antenna, recently returned to his desk from an extensive trip which included many important Southern and Eastern trade centers. He visited Louisville, Baltimore, Washington, D. C., Philadelphia, New York, and other cities, and talked to authorization distributors to represent his firm in the interest of Super-Ball in their respective territories. Mr. Yahr was gratified to find an excellent demand for the antenna in all of the sections which he visited, and also stated to The World representative upon his return that in California and on the entire Pacific Coast the Super-Ball Antenna is receiving a very gratifying demand.

RCA Promotion Aids
Available to Retailers

A varied assortment of new dealer sales promotion material is being offered by the Radio Corp. of America to all RCA authorized dealers on an arrangement whereby the dealer will pay 30 per cent of the cost of production.

Business Policy Underlying the Success of A. H. Mayer's Retail Stores

"Story of the Panatrope" in Film Form Is Latest Brunswick Contribution to Trade

Michael Ert Re-elected President of the Wisconsin Radio Trade Association

Featuring the Musical Possibilities of the Talking Machine

E. R. Manning Reports Awakening Interest in Publicity Fields

Profit-Winning Sales Wrinkles

Pacific Radio Association Makes Trade Service Survey

Ninety Per Cent Gain in Record Sales to New Customers From Artists' Tie-up

Radio Commission Defer Licensing of Stations to Permit Study of Problems

Pittsburgh Association Fighting Bill Giving Power to Distrain Leased Goods

New Stores and Changes Among Talking Machine Dealers During the Past Month

"Prismatone," "Instrument of Colorful Music"—Wins Brunswick Name Contest

In the Musical Merchandise Field

M. Hohner Co-operates With Victor Co. in Making Records Giving Harmonica Lessons

Gleanings From the World of Music

Latest Releases of Talking Machines and Records

CORRESPONDENCE FROM LEADING CITIES


The new material includes a four-page two-color folder on Radiotrons, a six-page four-color folder on Radiolas and loud speakers, an eight-page two-color folder on Prismaticone radio, and a sixteen-page book telling the story of speaker model 104, as well as a four-page illustrated letter in four colors imprinted with the dealer's name.

Organizes Harmonica Band

Paucav, Ky., April 6.—This city made famous by Irwin Cobb is again in the limelight through the formation of a school harmonica band, which is proving very popular and a stimulant for harmonica sales for dealers.
None can doubt that new life, new interests and new vitality has enlivened the phonograph trade as a whole and has already rebounded to the benefit of the dealer who has awakened to the situation. Today among music lovers the impetus is to see what is new. They judge altogether by new standards—new designs, new finishes, new equipment, new tone and new results. The Starr Isosonic Acoustical Phonograph is an embodiment of every new feature demanded by the public today.

It presents itself as offering the immediate appeal of the newest and, we believe, the best in design, tone, and genuine quality throughout each of which is a qualification that has always characterized products of Starr origin. Coming from an organization the size and standing of Starr, the announcement of a new phonograph is doubly significant because in such an instrument is represented the skill, the resources, and the experience of an organization of over fifty-five years standing.

It's an axiom that the old reliable concern is the one which fulfills the demand for dependable merchandise. If you desire to stand ready to meet this new business, to develop a dealership that will be successful and permanent, to offer goods backed by an organization with over a half century's square business dealing behind it, investigate the new Starr Isosonic Acoustical Phonograph and its many possibilities with which to adequately meet the healthy new trade situation.

SPECIAL FEATURES

Every resource of material and artistic skill has been utilized to make the new Starr Isosonic Phonograph an instrument of perfect quality throughout. We believe that so great is the originality and uniqueness in tonal achievement and design and appointments that the Starr is without peer in this field.

SOUND BOX of specially alloyed aluminum. Diaphragm of microscopic thickness, finely rolled, treated and tempered. Very sensitive. No screws or loose parts to rattle.

TONE ARM—Base and bracket of specially alloyed cast brass, tubing of drawn brass. Throw-back type. Revolves on ball bearing base and pivot point. Entire arm and base air tight to avoid any leakage of vibration.

MOTOR—Starr designed, double springs, powerful, smooth, noiseless. Runs with absolute precision.

HORN—New type acoustical horn of aged, straight-grained silver grain spruce. Reproduces all tones with exact fidelity to original. The melody brought forth by the Starr is a revelation in tonal achievement.

FINISH AND SIZE—Either high light blended mahogany or walnut of rich and appealing color effects. Height, 45½ inches; width, 23½ inches; depth, 22½ inches.

OTHER FEATURES—The Starr is replete in refinements and conveniences that provide for the owner's complete satisfaction and only add to it as a musical creation of unsurpassed excellence.
WHAT a combination to sell more phonographs for you!
Your own salesmanship and the inventive genius of Thomas A. Edison!

Day after day, in every phonograph salesman's life, questions arise upon which may hinge a sale or non-sale. What would it mean to you if those questions could be answered by the inventor of the phonograph—by the man who for 50 years has worked to bring the instrument to its present state of perfection?

That is just what Mr. Edison is now doing for every dealer selling the New Edison Phonograph. Monthly, weekly, in the great national magazines and newspapers, a public that has come to eagerly await every public utterance by Mr. Edison, will read his answers to questionnaires on different phases of music's Re-creation.

Take advantage of this opportunity to add Mr. Edison to your selling force. Your nearest distributor will furnish full particulars.

THOMAS A. EDISON, Inc.
Orange, N. J.

The NEW EDISON PHONOGRAPH