

The TALKING MACHINE WORLD

For dealers
wholesalers
& manufacturers
of phonography
& radio products

Published Each Month by Edward Lyman Bill, Inc., at 420 Lexington Avenue, New York, May, 1927



A new
BRUNSWICK
PANATROPE

At a lower price plus
real performance value

The P-14

Full details soon

Brunswick

Brilliantone Steel Needles Sell Throughout the WORLD!

Made by the oldest and
largest manufacturers of
phonograph needles in the
world.



Wherever there is a phonograph, Brilliantone Steel Needles are at hand. World wide distribution backed up by superiority and true quality make Brilliantone *the* needles of the universe.

Write for prices, discounts and the name of your nearest distributor.

Brilliantone Steel Needle Company

of America, Inc.

370 Seventh Ave.

New York City

The Talking Machine World

Vol. 23. No. 5

New York, May, 1927

Price Twenty-five Cents

Thoughts of Radio Industry Are on Conventions and Trade Show

Plans Completed for R. M. A. Convention and First Radio Trade Show and Conclave of the Federated Radio Trades Ass'n at the Hotel Stevens, Chicago, June 13-17—Event Is an Assured Success—New Radio Lines to Be Introduced

Leaders of the radio industry—manufacturers, wholesalers and retailers—will be present at the annual conventions of the Radio Manufacturers' Association, the Federated Radio Trade Association and the First Annual Radio Trade Show of the R. M. A., to be held in Chicago during



Harold J. Wrape

the week of June 13 to 17. The conventions and show will be staged simultaneously at the new Hotel Stevens and the gathering, without question, will be the greatest in the history of the radio industry. Problems incidental to radio manufacturing, distribution and merchandising will receive attention at the various meetings scheduled to be held during the week. Addresses by men prominent in the affairs of the Nation as well as the leading lights of the industry itself will be heard. The latest and most improved radio sets and accessories, designed and tested in the laboratories of the various companies, will be presented for the first time at the Radio Trade Show.

The important object in holding the show in June, instead of later in the year, as has been the practice in the past, is to stimulate interest in radio during the Summer months by the introduction of the new and improved products. As far as the retail trade is concerned, interest regarding the models to be introduced is at the highest pitch and stocks have been worked off so that merchants may be in a position to concentrate on the latest products, thus building up Summer sales volume.

Combining the conventions and trade show is undoubtedly a constructive move that is bound to be reflected in better business when conditions normally are not of the best—during the Summer. Elimination of the sharp hills and valleys from the sales curves of retailers means more satisfactory business all around.

The forthcoming gathering is of importance and also of the greatest significance for the reason that it indicates the radio industry has now reached a stage of stability. Manufacturers, wholesalers and dealers are combining their efforts for the common good. Introduction of new models is concentrated in one period of the year, relieving retail outlets of uncertainty regarding obsolescence of merchandise. That this is a healthy condition there is no gainsaying, and that the combined conventions and trade show will be productive of increased stabilization of the industry and better methods through the solution of harassing problems is certain.

Exhibit Space Sold Out

To the men who have been responsible for the organization of the annual conventions and show must be given the greatest credit. Their plans were carefully made and they were carried through with energy and foresight, with the result that even at this early day the show is certain to be an outstanding success. J. A. Bennan, chairman of the program committee of the Radio Manufacturers' Association, is authority for the statement that more than five special trains have been sold out on the several railroads which were first to extend reduced fares on a fare-and-a-half certificate plan to carry delegates to Chicago. Major Herbert H. Frost, chairman of the show committee of the Radio Manufacturers' Association, declared that, due to the tremendous demand for exhibit space from members of the

Association, it has been impossible to supply all the space requested, and in many cases those who made late applications were unable to secure facilities for their exhibits. "The exposition hall of the Hotel Stevens," said Major



Arthur T. Haugh

Frost, "the largest hotel in the world, was obtained for the holding of the trade show, with approximately nineteen thousand square feet available for exhibit space. Over forty-one thousand square feet of space was called for in the first batch of applications. Consequently the demands of the applicants had to be reduced in order to properly accommodate those received." Many late applications the committee was unable to take care of at all.

Last, but not least, a word of credit is due G. Clayton Irwin, Jr., general manager of the Radio Manufacturers' Show Association, who has worked indefatigably to make the forthcoming show the outstanding success it is practically certain to be.

Interesting Addresses

Many distinguished speakers will give their views regarding various phases of the radio industry. Among these are the Hon. Herbert H. Hoover, Secretary of Commerce, who will be the guest of honor and principal speaker at the R. M. A. banquet on Thursday evening, and who also will appear before the meeting of the Federated Radio Trade Association.

(Continued on page 60)

The Hotel Stevens, Headquarters for Conventions and Trade Show



Turnover at a Profit Is the Basis of Retail Success

The Fundamental Principle of Merchandising Is the Speed With Which Stock Can Be Moved From the Dealer's Shelves at a Profit

ANALYSIS of the reasons for the success of any business, whether it be the retail talking machine business or selling automobiles, brings home the fact that turnover at a profit is the fundamental principle of merchandising. All the other factors that help to promote a successful enterprise, such as location, lines of merchandise handled, ability and experience of personnel, effectiveness of advertising and other publicity, etc., are merely units in a plan of campaign to accomplish the object of business, namely, to make money.

Two Kinds of Turnover

Many merchants are successful in their struggles to get turnover and they succeed in doing so. But, in spite of this, their annual statements show ridiculously small net profits and sometimes even a loss. Obviously there must be a reason for this and one need not waste much time in finding it. The answer, bluntly, is that turnover alone is not enough. Turnover must be accompanied by profit. That means simply that retail dealers who are unable to make sales at a profit will eventually fall by the wayside. It means that cut-throat competition in the talking machine and radio industries, especially among retailers, must cease. The merchant who reduces the prices of his instruments merely because some other fly-by-night so-called retailer is trying to drum up sales volume by giving away his merchandise is on the wrong track. Let the gyp artist undersell you. The chances are this type of dealer is handling obsolete products. In that case it is a comparatively easy matter to get full price for standard merchandise and secure a profitable turnover. If the cut-price fiend is slashing on standard merchandise he is giving the public his profits. That is a form of philanthropy the dealer who hopes to stay in business cannot indulge in, no matter how generously inclined he may be.

The foregoing naturally leads to the matter of discounts. There are dealers who declare vehemently that it is impossible to make money

in the talking machine and radio business because of the smallness of the discounts offered by the manufacturers and distributors. The discount on certain lines and particular products may be too small, but this is not a general condition. The usual discount is sufficient to give the dealer a profit provided always he secures turnover at a profit. Naturally, the dealer who fails to build up a good volume of business and who for this reason is operating on a high overhead can not make money. For this type of dealer increased sales volume should bring about a decrease in the cost per unit of sale. However, if overhead climbs in ratio to sales gain the situation remains the same.

Economy in Merchandising

Little leaks lead to much loss. And this is especially true of the retail business. The difference between profit and loss often is but a fraction of one per cent. Get rid of the indolent, ineffective salesman and replace him with a producer and you are on the profit side of the ledger. Stop sending out record supplements and other literature to prospects who have moved or died. Check the prospect list once or twice a year and eliminate useless names. A return postal card will do the trick. The expense represented by sending out literature from which there is not the remotest possibility of response in the aggregate is considerable. When salesmen are idle because of slack business give them the names of prospects and send them out into the field. They may not make many sales, but if they are conscientious they are bound to close some deals. And remember, contact is valuable. It is the extra sales that may mean a profit at the end of the year. Economizing by failure to advertise is not saving. When business is dull work harder, and if the public will not visit the store go to the public with your merchandise. Canvassing always has been and will be a revenue producer if it is done systematically and intelligently. There is no escaping the fact that out-

side selling is the most difficult, but it pays, and the dealer is in business to make money. Take a loss on dead stock. Clear the shelves of merchandise that will not move and use the money thus realized to buy stock that will sell. That is one way of speeding turnover.

Other Aids to Turnover

There are many other little tricks to speed sales. For example: Store arrangement has a great deal to do with sales volume. Dealers are finding out now that it pays to have the record department in the front of the store. This facilitates the selection of records. Record customers in the talking machine store are in the majority, therefore, this arrangement is the most efficient. Move the instrument department toward the rear where there is quiet and where demonstrations can be arranged to the greatest advantage. Remember, people who are in the market for a talking machine or radio set can more easily be sold if the demonstration shows the instrument to the greatest advantage. Quiet is necessary to accomplish this. Have demonstration rooms for radio sets as well as talking machines. Service begets business. Don't promise service that you do not intend to perform if called upon. The dealer who retains the good will of his customers is the one to whom they will go when they are again in the market for merchandise.

There are thoughts in the foregoing for all dealers, whether successful or not. The Summer is coming, and there is no use denying that during the hot months business generally is in a more or less lethargic state. Anything that the dealer can do to maintain a fair volume during the entire year is worthy of the most earnest consideration. A sharply fluctuating business is seldom profitable. Take the hills and valleys out of the sales curve and replace them with an even flow of merchandise out of the store and into the homes of consumers and the dealer can regulate his business so that he secures the maximum profit from his investment.

"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

We've Named it —

The
BRUNSWICK
PRISMATONE

"The Instrument of Colorful Music"



The Brunswick Prismatone, *Madrid* model, embodying the latest development in acoustical reproduction.



The Brunswick Prismatone, *Cortez* model. In the naturalness of its music, the Prismatone represents a great advance in sound reproduction



The Brunswick Prismatone and Radiola. The *Cordova* model combines in one cabinet the Prismatone with 6- or 8-tube Radiola Super-heterodyne

AS a result of the great nation-wide \$5,000 Prize Contest held last fall and winter, Brunswick's New Musical Instrument will from now on be called The Brunswick Prismatone, "The instrument of colorful music."

This winning name, first announced in Liberty Magazine on April 9th, is being presented to the public in full page ads in Liberty Magazine, May 7th issue, and in The Saturday Evening Post, June 11th issue.

Just as the prism reflects every color of the spectrum, so the Brunswick Prismatone reflects every delicate tone in music. Truly it is well called "the instrument

of colorful music." Every Brunswick dealer will recognize the sales-advantage of the name Prismatone and of such a slogan.

The Brunswick Prismatone offers the public rich, realistic, satisfying music . . . the deep bass and high soprano which the phonograph failed to give . . . at low prices which put it within the reach of every home. It is outstanding in its field, just as the Brunswick Panatrope is pre-eminent as a reproducing instrument. The dealer who has the Brunswick Panatrope and the Brunswick Prismatone on his floor has the finest inventions in the field of music known to the world.

Brunswick

Columbia Organization Purchases Controlling Interest in Nipponophone Co.

Columbia Phonograph Co., in Conjunction With Columbia Graphophone Co. of London and Allied Companies, Control Japanese Firm—James R. Geary Remains as President

In an interview secured from Louis Sterling, a few hours before he sailed for Europe on the "Majestic," it was learned that the Columbia Phonograph Company, Inc., in conjunction with the Columbia Graphophone Co., Ltd., of London, and the other allied companies of the Columbia organization, have purchased the controlling interest in the Nipponophone Co. of Japan.

The Japanese company was established about twenty years ago and now holds a dominating position, both in phonographs and records, in its field. It manufactures millions of records and tens of thousands of phonographs annually for this lucrative oriental market.

Mr. Sterling, who is managing director of the Columbia Graphophone Co., Ltd., as well as chairman of the Board of the Columbia Phonograph Co., Inc., states that James R. Geary, who has met with such success in building the business of the Nipponophone Co., will remain as its president.

All the patented and other processes used by Columbia in its chain of factories in fifteen countries in North and South America, Europe and Australia will be immediately introduced into the Japanese factory. The phonographs will have the identical playing qualities, and the records, made the new way, electrically, will have the same smooth, silent surface that have been pushing the Columbia products to unprecedented sales peaks the world over.

Besides offering the Japanese public their own particular types of music, recorded and reproduced by the most up-to-date methods, Columbia's unrivaled international repertoires, among them the Columbia Fine Art Series of Musical Masterworks, will become immediately

available to the great and increasingly important markets of the Far East. Already the effects of Beethoven Week, sponsored by Columbia, have been felt by an intensified interest in Beethoven recordings and other Masterworks sets in Japan.

A. G. McCarthy Resigns From Sherman, Clay & Co.

Relinquishes His Office of Treasurer and Director in Big Western Music House—G. W. Bates Appointed Treasurer of Company

SAN FRANCISCO, CAL., May 5.—Andrew G. McCarthy has resigned as director and treasurer of Sherman, Clay & Co. Mr. McCarthy, who was connected with the company for a number of years, is particularly well known in the talking machine trade, having been in charge for a lengthy period of the company's wholesale Victor business, in which capacity he attended a number of meetings of Victor jobbers, when their organization was in existence.

Mr. McCarthy has been succeeded as treasurer by G. W. Bates, but no announcement has been made as to who will take his place as director of the company.

Music Store Changes Name

CORBIN, KY., May 5.—A. D. Golden, who has owned and managed Lay's Music Store for a number of years, announces that the business now is known as Golden's Music Store. Mr. Golden has a thorough knowledge of the talking machine business.

William R. Davis With Gold Seal Electrical Co.

New General Sales Manager Has Had Radio Experience Over a Period of Twenty Years—Formerly With Magnavox and Priess

The appointment of William R. Davis as general sales manager of the Gold Seal Electrical Co., Inc., makers of Gold Seal radio tubes, has been announced. Mr. Davis brings to his new position a broad knowledge of the radio field, in which he was one of the pioneers, and an exceptionally specialized experience in sales problems and procedure.

From 1906 to 1911 Mr. Davis was engaged in important radio experiments for the Government. He was chief engineer of a public utility organization in the Middle West from 1911 to 1917. During the war he undertook government service on problems of radio communication with aircraft, and later became sales manager of the Magnavox Co. Latterly Mr. Davis has been vice-president and director of sales of the Priess Radio Corp.

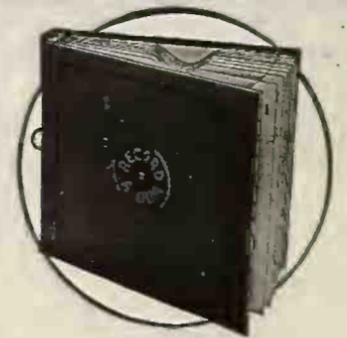
Radio Corp.'s Income for Quarter Is \$10,572,490

Gross income from sales, communications and other income of the Radio Corp. of America in the first quarter of 1927 amounted to \$10,572,490, according to an announcement from RCA headquarters in New York. After expenses, costs, estimated taxes and accrued reserve for the year-end adjustments of \$10,445,712, there remained a surplus profit of \$126,778 for the quarter.

The M. Doyle-Marks Co., Elmira, N. Y., has opened a new music store at 304 Main street, Towanda, Pa. The concern is well known in the talking machine trade.



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

Important

at last—a really different portable phonograph—the

PEERLESS
\$15 Portable

Turn to page 39
and read the details



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 **New York**
636-638 BROADWAY

The Demand is for
BRUNSWICK
"Light-Ray" Electrical Records
 [MUSICAL PHOTOGRAPHY]



LEE SIMS
Radio pianist of national fame



HARRY RICHMAN
New York's favorite night-club entertainer

Outstanding Brunswick

"Light-Ray" Records of the Month

"So Blue" . . . "Moonbeam! Kiss Her For Me"—sung by Nick Lucas, "the crooning troubadour." 3492

* * *

"It All Depends On You" . . . "What Does It Matter"—sung by Harry Richman, Comedian, with Orchestra. 3501

* * *

"In a Little Spanish Town" . . . "Gypsy Love Song"—played by Fredric Fradkin, violinist, with orchestra. 3505

* * *

"A Lane In Spain" . . . "Just An Ivy Covered Shack"—sung by Frank Munn, Tenor, with Orchestra. 3510

EVERY Brunswick sales sheet shows how Brunswick "Light-Ray" Electrical Records are sweeping the country. The public is realizing as never before that there's livelier, more enticing music on the new Brunswick Records than they find elsewhere.

Likewise, Brunswick's pre-eminence in the field of popular musical entertainment is becoming generally recognized as never before! Such dance orchestras as those of Vincent Lopez, Ben Bernie, Abe Lyman, and Ohman & Arden . . . such inimitable entertainers as The Merrymakers, Nick Lucas, Lee Sims, and Harry Richman . . . these and many others have brought Brunswick to the front in the public mind.

The dealer who can offer Brunswick "Light-Ray" Electrical Records has the musical merchandise the present-day public wants. No doubt about it.

Brunswick

MALE					FEMALE					MIXED VOICES	DANCES	INSTRUMENTAL	OPERA MUSIC	SYMPHONIES
1	2	3	4	5	26	27	28	29	30					
6	7	8	9	10	31									
11	12	13	14	15										
16	17	18	19	20										
21	22	23	24	25										

A Practical System— Retail Record Stock Control

How a retailer in Copenhagen, Denmark, Controls His Record Stock by a Very Simple Plan

Carl Stagsted, sales manager of Polyphon, Copenhagen, Denmark, for many years a reader of the Talking Machine World, in renewing his subscription, states, "I feel it is my duty to thank you for all the fine selling ideas I have received through your paper." Mr. Stagsted reciprocates by outlining and illustrating his system of record stock control and arrangement, which has proved most successful, and says that he hopes it will enable the readers of this publication to sell more records.—Editor.

RECORD stock arrangement and record control are phases of merchandising that are usually given little consideration by the talking machine dealer, chiefly because the record manufacturers have devised methods of stocking records and ordering and re-ordering which work in a more or less satisfactory manner for the average dealer. The methods suggested to dealers by the manufacturer, however, are, of necessity, outlined for all dealers and do not take into consideration the individual requirements of an establishment. It follows, also, that the location of a store has a great deal to do with the dealer's arrangements for keeping an adequate supply of records on hand, the distance which separates the establishment from the record distributor being the factor which has the greatest influence. In the

larger cities a dealer can, in many cases, secure an order of records in a few hours through a phone call, whereas in rural sections it is a matter of days before an order can be filled. It remains, therefore, with the dealer to adapt whatever system has been supplied by the manufacturer to suit the peculiar needs of his own establishment.

The Numerical System

Regarding the arrangement of the record stock, the great majority of dealers use the numerical system under which the records are filed as issued, rather than attempt to keep a stock classified with regard to the artist or type of music contained in the recording. The chief benefit of the numerical system is that it greatly simplifies the periodical stock-taking of the merchandise on hand, and its worst feature is that when a salesman sells a certain type of record to a customer and ascertains which type of music has the greatest appeal, unless the salesman has a thorough knowledge of the catalog, he is at a loss to suggest similar recordings.

Unusual Method of Stock Control

An entirely different system of arrangement and control has been devised by Carl Stagsted,

sales manager of Polyphon, Kobmagergade, Copenhagen, Denmark, and this establishment is using it with great success. Mr. Stagsted outlined his system in a recent letter to The Talking Machine World, illustrating his remarks with the charts which are reproduced on this page and which may prove of value to dealers.

This system, briefly summed up, is as follows: Each artist whose records are carried is given a number which is recorded in a book and the records of this artist are filed in the head rack under the number. One record of each number in the catalog is contained in this head rack, which is sub-divided into types of music as illustrated herewith. The records are contained in cardboard envelopes which have on their face certain information regarding the record and whether or not other records of the selection are in stock. In the case of best sellers, a reserve rack is maintained. Mr. Stagsted describes the operation of his arrangement as follows:

Makes Reordering Easy

"We have in the head rack one record of every number in the catalog, placed in a cardboard envelope. When we sell the record we put the envelope aside and we order next morning the same record. When the records come from the factory we place them in their envelopes and they are returned at once in their



The Head Rack Record Envelope

rack numbers. For the better sellers we have reserve stock which is kept in a separate reserve rack. When the head rack envelope has a red mark beneath the artist's number we know that we can find it in the reserve rack.

"To illustrate, when a customer asks for a record by Claire Dux—she is No. 29—the salesman will at the same time take out other records by Miss Dux and usually the customer is interested in hearing them. It is easy to sell the record the customer asks for, but the profit is made in selling additional records. The regular system dealers use in the States by placing the records after numbers and not in categories as shown in illustration is, from a selling point, not good."

H. E. Liepmann in New Post

HUNTINGTON, W. VA., May 6.—H. E. Liepmann, for several years connected with a local music house, recently resigned, and has accepted a position with the J. W. Poole Music Co. Mr. Liepmann has specialized in radio work, including special training with Victrola Radiola combinations.

Stieff Adds Victor Line

WILMINGTON, N. C., May 6.—The local branch of Chas. M. Stieff, Inc., has added a complete line of Victor Orthophonic talking machines and records. The Stieff organization has been in existence for eighty-four years and has up to this time confined its activities to pianos. The concern has a large patronage.



Send Davis your specifications for estimates on Radio or Phonograph Cabinets

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

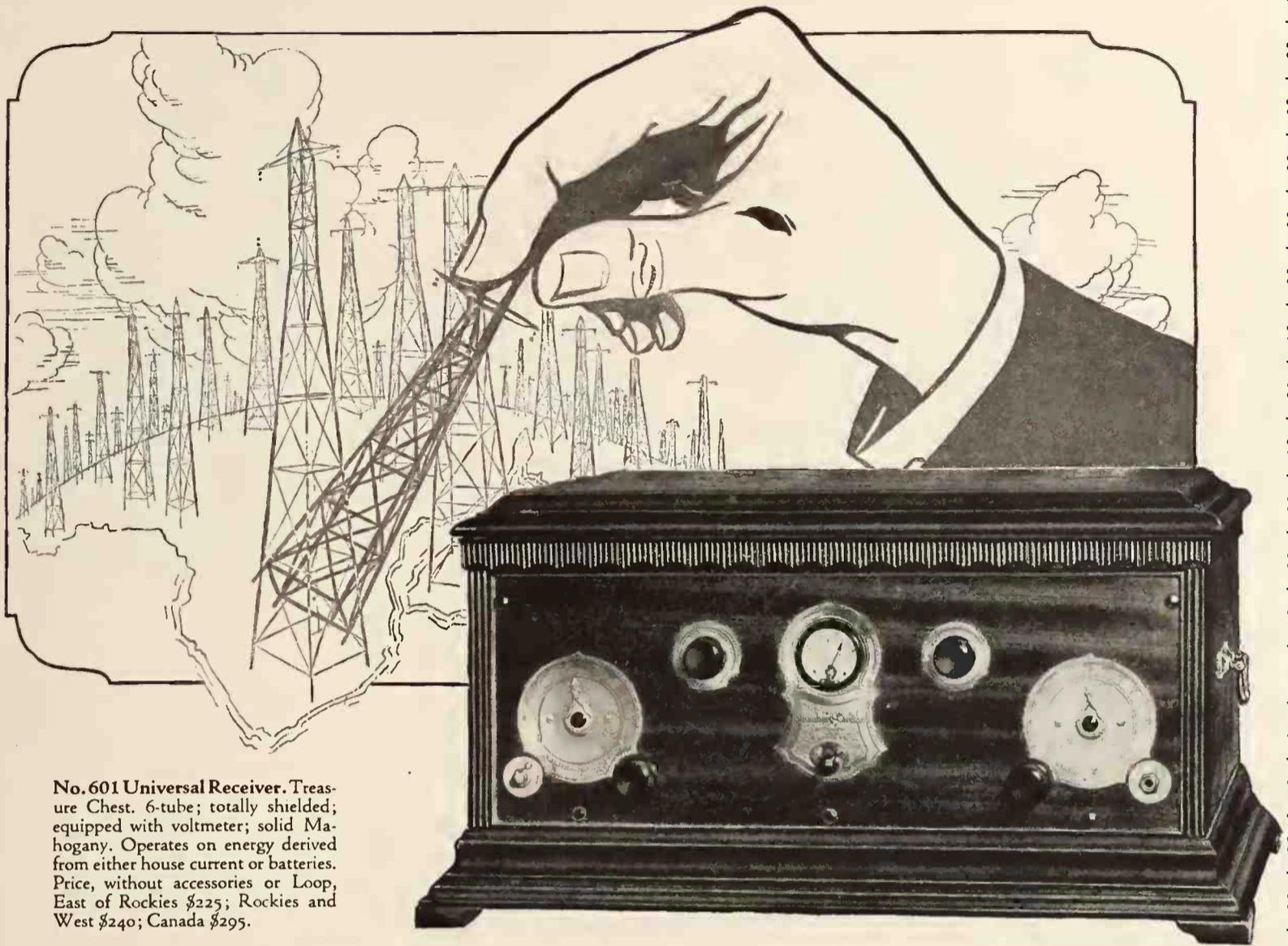
Well-rated concerns will find Davis Industries, Inc., a dependable source of supply for their special cabinets or other woodworking requirements, great or small.

Your inquiries addressed to Chicago office will be highly appreciated.

General Offices
311-321 W. 13rd St.
Chicago

DAVIS INDUSTRIES, Inc.
Capital and Surplus \$1,750,000.00

Plants:
Chicago, Ill.
Kokomo, Ind.



No. 601 Universal Receiver. Treasure Chest. 6-tube; totally shielded; equipped with voltmeter; solid Mahogany. Operates on energy derived from either house current or batteries. Price, without accessories or Loop, East of Rockies \$225; Rockies and West \$240; Canada \$295.

SELECTIVITY -

A great selling feature!

The
Stromberg-Carlson
HOUR

Tuesday Evenings 8 to 9
 Eastern Daylight Saving Time

George Olsen
 and his
 Stromberg-Carlson Orchestra
 through
 WJZ, WBZ-WBZA
 KDKA, KYW



S ELECTIVITY—scientifically correct—is giving ready salability to Stromberg-Carlson Receivers in today's jumble of broadcasting. And when air conditions are cleared up by the new Radio Commission this same selectivity will become a selling feature of even greater importance.

The character of Stromberg-Carlson selectivity is easy to prove. To make a test simply: listen late in the afternoon before the majority of stations have come on the air—or late at night. Run up and down the dial. Find two out of town stations separated by 10 kilocycles. Several such pairs should be available. Note that one station is heard perfectly without a trace of its neighbor though separ-

ated by only 10 kilocycles. This selectivity is attained without the slightest impairment of tone quality. It is correct selectivity.

Many sets are not nearly so sharp—they admit unwanted signals. Others are sharper which is wholly undesirable,—the side bands are shaved off and the quality of reproduction is ruined.

Stromberg-Carlson selectivity is a revelation to prospective purchasers.

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

Stromberg-Carlson

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



Proved the best by every test of laboratory and of experience. The proof heralded in an advertising story blazed across the country in color-pages in all the big magazines. Would you offer your customers a "second best"?

RADIOTRON UX-201-A	Detector Amplifier
RADIOTRON UV-199	Detector Amplifier
RADIOTRON UX-198	Detector Amplifier
RADIOTRON WD-11	Detector Amplifier
RADIOTRON WX-12	Detector Amplifier
RADIOTRON UX-200	Detector Only
RADIOTRON UX-200-A	Detector Only
RADIOTRON UX-120	Power Amplifier Last Audio Stage Only
RADIOTRON UX-112	Power Amplifier
RADIOTRON UX-171	Power Amplifier Last Audio Stage Only
RADIOTRON UX-210	Power Amplifier Oscillator
RADIOTRON UX-213	Full-Wave Rectifier
RADIOTRON UX-216-B	Half-Wave Rectifier
RADIOTRON UX-274	Voltage Regulator Tube
RADIOTRON UV-276	Ballast Tube
RADIOTRON UV-286	Ballast Tube
RADIOTRON UV-277	Protective Tube



Can you afford to be without the *one heavily advertised vacuum tube?* It is *known* to be best and customers demand it

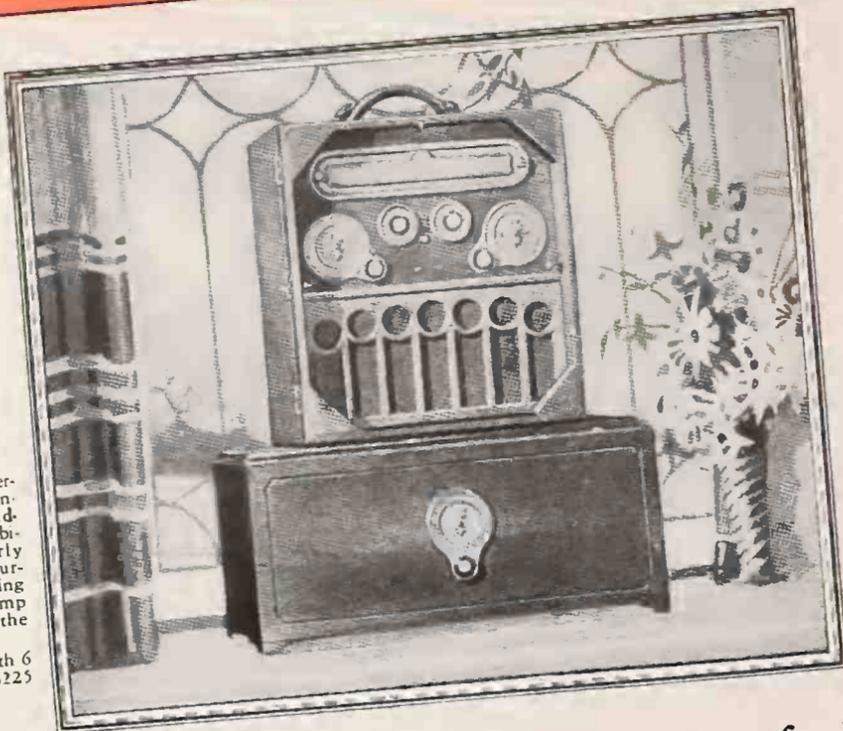
RADIO CORPORATION OF AMERICA
New York Chicago San Francisco

RCA Radiotron

MADE BY THE MAKERS OF THE RADIOOLA

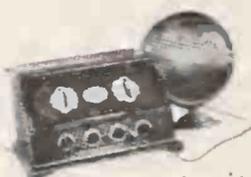
The real question is:

Portable super-heterodyne
 A six-tube super-heterodyne, encased in a handsome walnut cabinet that cleverly fills a double purpose—in the living room or in camp or shack or on the beach.
 Radiola 26, with 6 Radiotrons. \$225



Leaders in their respective fields

Buy any one of the Radiolas shown here and you will be sure of pure and reliable reception. Every Radiola—lower priced as well as higher—embodies the skill of the engineers of Radio Corporation of America, Westinghouse and General Electric who built these supreme receiving sets as well as the world's leading broadcasting stations. Go to any RCA Authorized Dealer today and ask him to demonstrate the Radiola. Then you will know why more Radiolas are in use than any other make of set.



The greatest value in radio today

New principles make this set many times as selective as the ordinary antenna set. Unequaled in steady performance at anywhere near its price. May be operated with batteries or from lighting socket devices.
 Radiola 20, . . . \$78
 less equipment . . . \$35
 RCA Loudspeaker 100. \$35

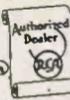


The supreme electrical and musical achievement of 1927 radio

This combination of eight-tube super-heterodyne and power speaker not only does away with antenna and batteries but sets a new standard of musical realism.
 Radiola 28, with 8 Radiotrons \$260
 RCA Loudspeaker 104, complete . . . \$275
 A. C. Package for adapting Radiola 28 with RCA Loudspeaker 104 on 50-60 cycle, 110 volt A. C. lighting circuit . . . \$35

IN every industry which advertises there is usually one trade name so indelibly impressed on the public mind by advertising that no one can think of the industry itself without thinking of that name. In radio it is "Radiola".

This page in National Geographic for May, 1927, is one of hundreds of such advertisements which have reached millions of people in the eight consecutive years of Radiola national advertising.

Buy with confidence  where you see this sign

RCA Radiola
 MADE BY THE MAKERS OF THE RADIOTRON

RADIO CORPORATION OF AMERICA

NEW YORK CHICAGO
 SAN FRANCISCO

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

“What do people want in radio today?”

The Call is for:

- elimination of antenna
- socket power devices
- one dial operation
- musical realism in reproduction
- sealed construction of vital parts

YOUR prospect comes in primed to get this modern radio if he possibly can. *The Radiola was first to take each and every one of these forward steps.* So naturally more people ask for the Radiola than for any other make of set. More Radiolas have been sold than any other make. And in every locality the RCA Authorized Dealer sign indicates the most prosperous radio dealer.



This sign marks the leading dealer in every community.

HOME DEMONSTRATIONS OF THESE SETS RESULT IN SALES!

RADIO CORPORATION OF AMERICA
New York Chicago San Francisco



RADIOLA 28
with 8 Radiotrons
\$260 list



RCA
LOUDSPEAKER 104
complete - - - \$275 list



RADIOLA 25
with 6 Radiotrons
\$165 list



RADIOLA 26
with 6 Radiotrons
\$225 list



RADIOLA 20
less equipment - \$78 list

RCA Radiola

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

There is no other loudspeaker even remotely like RCA Loudspeaker 104 in electrical or musical characteristics

THE revolutionary principles employed in designing this power speaker immediately placed it in a class by itself. Light socket operation and the elimination of batteries are only the smallest part of its sensational story. It incorporated scientific discoveries made in the research laboratories of RCA, Westinghouse and General Electric which no other speaker has or can have. The new method of musical reproduction used gives a realism impossible under any other method. Watch the amazed expression of the man or woman who listens to this speaker for the first time and you will appreciate why it is still unchallenged as the master stroke of modern radio.



Buy with confidence where you see this sign

RCA Loudspeaker 104,
complete . . . \$275 list
(For 50-60 cycle, 110 volt
A. C. Lighting Circuit)

RADIO CORPORATION
OF AMERICA
New York Chicago
San Francisco

RCA Loudspeaker

MADE BY THE MAKERS OF THE RADIOLA

Montana Drug Store Purchased Carryola for Own Use and Is Now Live Dealer

Peter A. D'Amico, of Billings, Mont., Bought Carryola Portable to "Liven Up the Store in Quiet Moments"—Customer Asked for Instrument and in 1926 134 Carryolas Were Sold

Peter A. D'Amico, owner of the Grand Drug Co., Billings, Mont., literally had sales of 134 Carryolas in 1926 thrust upon him. It happened like this. He saw a Carryola advertise-



Peter A. D'Amico

ment and bought one to liven up the store in the quiet moments. It did not occur to him then to stock and make an effort to sell such an item in a drug store.

After a few weeks he disposed of it, but it

was missed so much that a new one was soon ordered. In the meantime, the person who got the first one was so well pleased with it and boosted so heartily that others began to come in and ask for one.

Mr. D'Amico put in a few Carryolas. These soon went and he took orders for more. There were three regular music dealers in Billings, one of whom was already carrying the Carryola line, but that didn't bother Mr. D'Amico. All he knew was that he could sell Carryolas.

He says: "We gave two records with each machine, and sold them for \$25 cash, or \$30 on terms, \$5 down and \$2 a week. Two-thirds of the machines were sold on terms, and now they have gotten so well known from the mouth-to-mouth advertising along with the National advertising the Carryola Co. is doing that they come into the store with the cash in their hands telling us to get one of the machines ready for them.

"We sold 134 machines in 1926, and about thirty-six so far this year (March 20). The best thing about all these sales is that we guaranteed every one, and not one instrument ever came back defective. Most of the people come in and tell us they use them every day, too.

"As soon as we can get some house-to-house salesmen we are going to place music in every home. It has been the best line we ever took over. And we plan to push it most aggressively in the future."

Co., at Camden, N. J., transportation charges prepaid, records as stipulated, corresponding in total list-price value to the amount of "record exchange advices" received from wholesalers. If credits have accrued with more than one distributor, the dealer should still send the returned records in one single shipment, but the accompanying notice of shipment should specify the names of the distributors.

Dealers are instructed to ship only perfect records and large shipments are to be sent in wooden boxes containing no more than 300 records and the records should be grouped according to list-price and recording classification.

Northwest Radio Show to Enlarge Exhibiting Space

All of the 128 original spaces laid out for the Sixth Annual Northwest Radio and Electrical Show to be staged in the new Minneapolis Auditorium the week of September 26 to October 1 have been reversed.

Plans are under way by the committee on show arrangements to provide additional space in the new Auditorium, which is available on other floors, and if more applications are received they will be taken care of in this manner. A corporation for handling this year's events has been organized and consists of the following: H. H. Reinhard, Reinhard Bros. Co., president; W. E. Stephenson, Sterling Elec. Co., treasurer; R. M. Laird, Laird Electric Co., vice-president; C. J. Parker, Western Motor Sup., vice-president; T. W. Findley, Findley Elec. Co., vice-president, and H. H. Cory, secretary and show manager.

Oakland Store in New Home

OAKLAND, CAL., May 5.—One of the pioneer music houses of this city, the Oakland Phonograph Co., moved last month to new and larger quarters at 1729 Broadway. Among the phonograph lines carried are the Victor, Columbia, Brunswick, Sonora and Edison, and in radio, Kolster, Magnavox, Atwater Kent and Sonora.

Brunswick Dividend Declared

The directors of the Brunswick-Balke-Collender Co., Chicago, Ill., recently declared a dividend of 75 cents per share on the outstanding Common stock of the company, to holders of record as of May 5, 1927. The dividend is payable May 15.

New Music Store Opened

SUFFOLK, VA., May 5.—A new music store, the Grafonola Shop, was recently opened at 169 East Washington street. A complete line of Columbia Viva-tonal phonographs and New Process Columbia records is carried.

Victor Quarterly Record Exchange Plan Outlined and Details Sent to Dealers

Second Part of the Record Exchange Plan Includes Black Label Domestic Records; Foreign-Domestic Black Label and Blue Label Records, and Selected List of Domestic Records

The second part of the quarterly record exchange plan of the Victor Talking Machine Co. was outlined and sent to dealers the early part of last month, and includes hundreds of records, both mechanically and electrically recorded, in four different classes. The quantity of records returnable on the settlement dates may equal but not exceed 3 per cent, calculated at list price values, of the dealer's purchases of Victor records for the three months preceding the date of settlement.

The records included in this exchange are: all Black Label records listed in the 1927 domestic general record catalog and supplements thereto up to and including 20143, 10-inch, and 35776, 12-inch, in those series; all electrically recorded foreign-domestic Black Label records listed in the foreign-domestic catalog and sup-

plements thereto up to and including 78866, 10-inch, and 68763, 12-inch, in those series; all 10 and 12-inch Black Label domestic catalog records excluded from the Part 1, July, 1926, record exchange, 147 records are included in this classification, and all 10 and 12-inch Blue Label domestic catalog records, specifically excluded from the Part 1, July, 1926, record exchange, 97 records are included in this classification. This exchange privilege excludes Red Seal and mechanically recorded foreign-domestic records.

The plan of operation in making exchanges is as follows: After the end of each quarter Victor wholesalers will advise their dealers of the list-price amounts of exchange credits established by the purchases of the preceding three months. Upon receiving this notice dealers will, within thirty days, return to the Victor

National Record Albums

Made of the best materials and finished by experienced workmen

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

Albums for Export Our Specialty

Write for list of 1927 styles and prices

National Publishing Co., 239-245 South American St., Philadelphia, Pa.



Is Your Window an Asset or a Liability?

Good Merchandising Displays Are Creators of Sales—Some Tips on Window Display Art That Are of Value to the Retail Trade

By W. L. Stensgaard

(Mr. Stensgaard is an authority on the subject of window display. He is manager of the window display division of the Stewart-Warner Speedometer Corp. and is president of the International Association of Displaymen.—Editor)

THE manner in which you display your merchandise either becomes an asset or a liability to your business. Display is like most every other part of selling effort, if you follow the lines of least resistance it is sure to be-



W. L. Stensgaard

come a liability—but if properly put to work it can be made a valuable asset. The majority of the larger retail institutions realize to a fair extent the value of good merchandising displays and therefore make a reasonable investment in them. It seems, however, that there still remain a great class who automatically presume that good displays are a luxury or only available to the greater retail stores. This idea certainly cannot be harbored long by any merchant with average knowledge of factors that contribute to successful merchandising, but is often given as the reason, rather than to acknowledge he is unwilling to make the small expenditures necessary or devote the time necessary, or pay for the service.

The Function of the Display

The displaying of merchandise in your store or display front must first of all accomplish a desire of "ownership" for the product shown in the person viewing your display if it is to result in a sale. If the displays do not create sales they are a liability. To create a desire "to buy" there must be a power of attractiveness, convenience, comfort, entertainment or

utility that impresses itself favorably on the mind of the passers-by. It is true enough that you may make an occasional sale from the showing of a product where people can see it, but unless you put the right atmosphere and appeal about the showing of that product you will not get the maximum sales that display should produce—certainly if you are losing sales by inefficient display you have a liability, exactly the same as if you were hiring a salesperson who was losing more possible sales than he was making.

Instrument of Unlimited Appeal

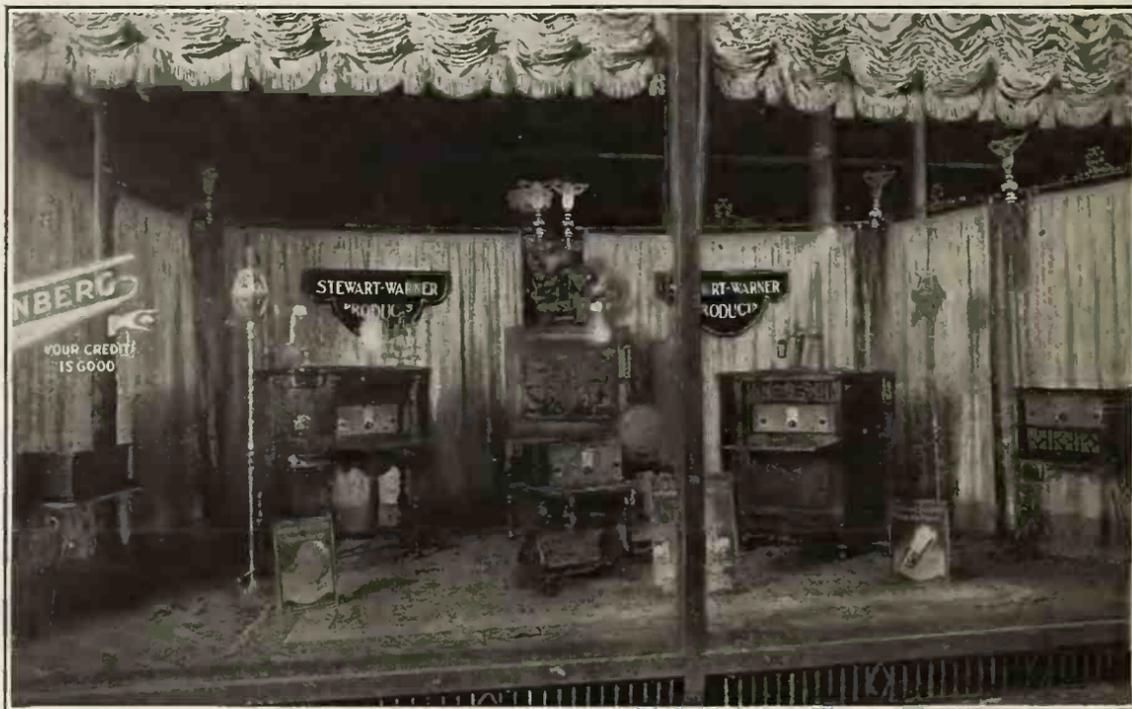
Radio or all musical instruments have unlimited appeals and as yet in all of my display experiences I think in general they are sadly neglected. First of all they usually become a piece of furniture in the home and should be shown in alluring home atmosphere, the wonderful entertainment brought to you in your home, the enjoyment, the relief after a busy day, the contact with the world news and sports and a hundred other dramatic pictures of actual selling value might be easily portrayed with little thought and reasonable expenditure. Display space is like newspaper space—after you have the space it all depends on what goes into

linoleum-covered floors; certainly you do not expect the customer to use a piano, talking machine or radio in the bathroom; also many poorly finished wood floors; these at best are usually too hard in appearance and do not form a pleasant contrast to wood finishes of products, as do rugs, etc.

Bad window lighting too is very common and certainly can do much to misrepresent the merchandise you are showing. Remember you have the investment in your display front 24 hours per day, whether you use it or not; certainly the cost of burning efficient lighting during the evening hours (perhaps until 11 or 12 p. m.) does not mean excessive expense. It certainly costs you more not to cash in on possible sales of those who pass leisurely your place of business during those hours than the mere cost of light current. Which would you consider the economic waste, cost of light or loss of possible sales?

Crowded Displays Are Bad

Making display too crowded merely to get all you have where people can see it is a further economic waste—you thereby make a conglomeration which loses appeal, and by showing too much the passers-by are not able to get a defi-



Radio Window Display That Effectively Attracted Attention to Line Shown

it—its arrangement, color appeal, convincing picturization and sales-producing value.

Common Display Mistakes

The most general common mistakes of the merchant in displaying merchandise I think are: Backgrounds for the merchandise that have little or no connection with the product or no background at all. Poor floors either not covered or not too clean—plain color carpet or process floor blocks make the best floor-covering for radio, etc. I have noticed tile pattern

nite glimpse of anything but an optical illusion of all that leaves no impression whatever. It is much better to show less and change your display oftener. I have usually found those who give their display space little or no credit as a sales-producing medium are usually those who still insist, however, on showing "most all," thereby hardly doing other than openly acknowledging their respect for display space, but still not reaping maximum benefits due to

(Continued on page 14)

STARR PIANOS STARR PHONOGRAPHS
GENNETT RECORDS

Represent the Highest Attainment in Musical Worth

The STARR PIANO COMPANY

Established 1872

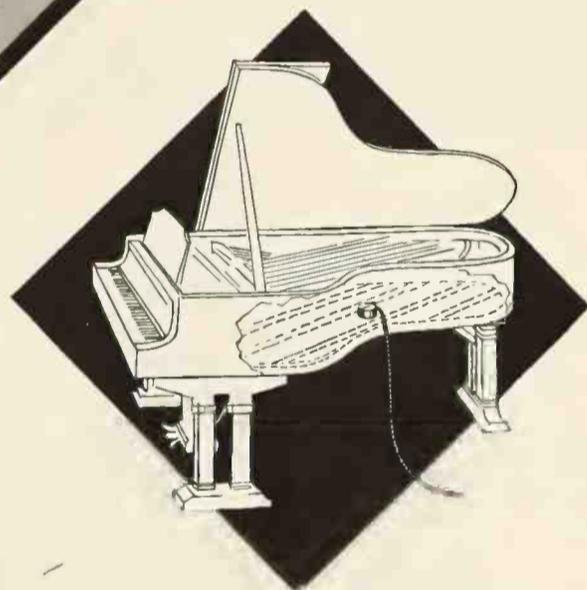
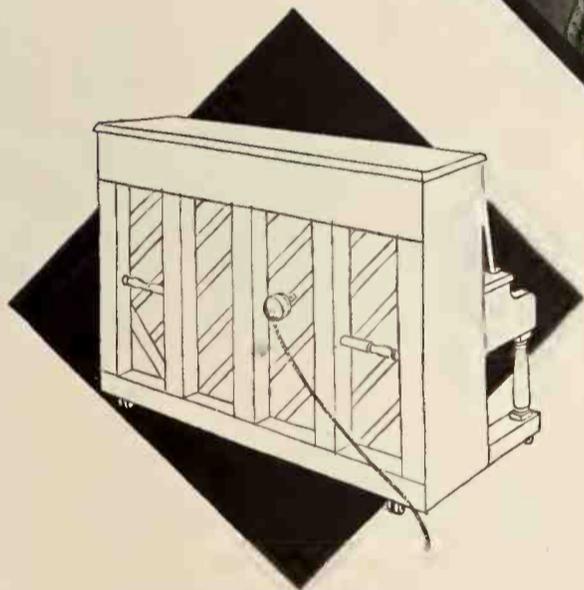
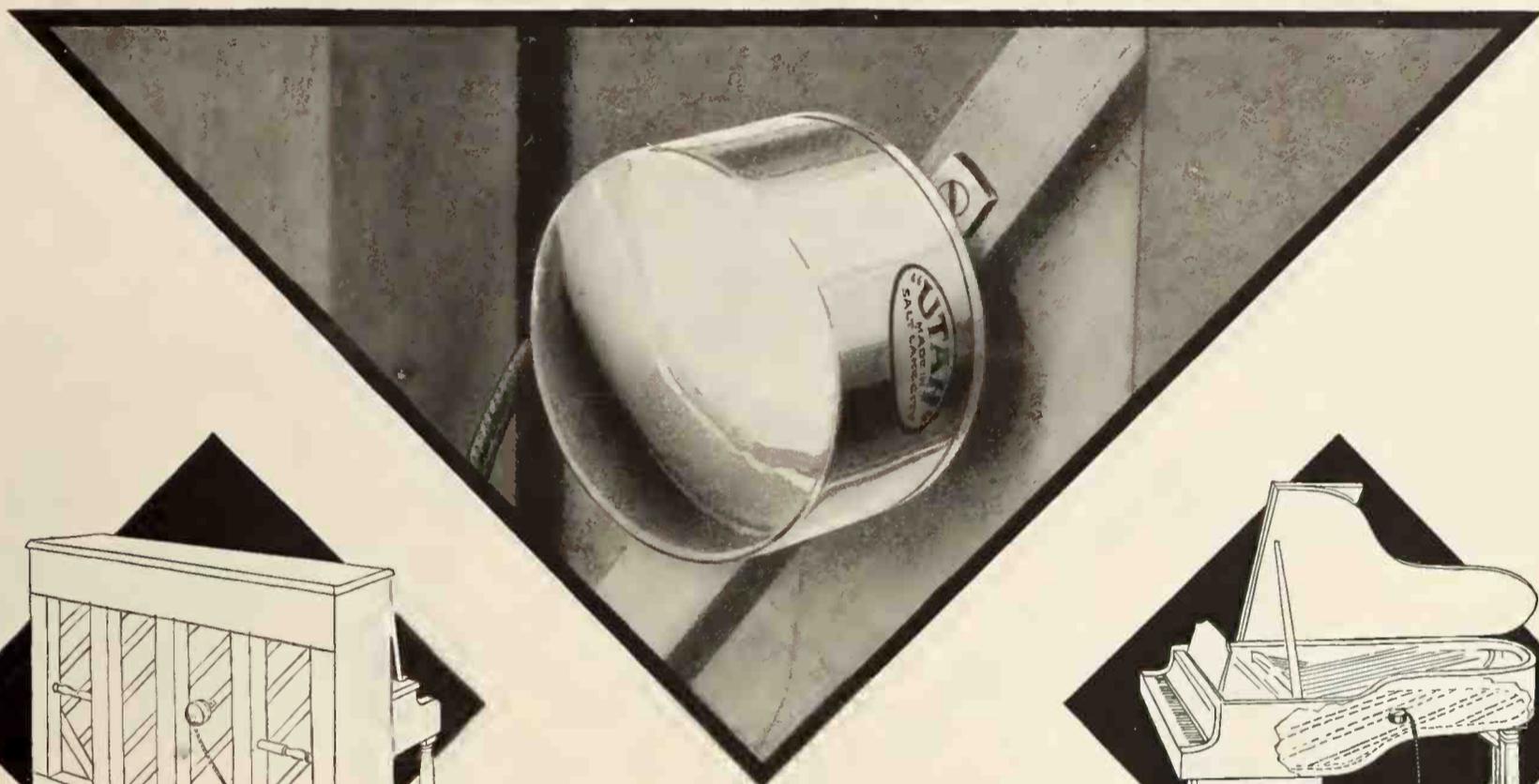
Richmond, Indiana

The New

UTAH

PIANO SPEAKER

EASILY INSTALLED WITHOUT DANGER TO ANY PIANO



\$10

UTAH'S MOST SENSATIONAL OFFERING

Makes a radio reproducer out of any piano

The Utah Piano Speaker uses the full musical resonance of the sounding board of the piano to achieve the most marvelous orthophonic tone qualities radio has ever known. No horn or other speaker needed. Reproduces voice, instruments, high and low notes, surpassing anything ever achieved by a radio reproducer. Price includes 25 feet of cord. Easily installed without danger to piano. Order samples now.

Now selling like wildfire!

UTAH RADIO PRODUCTS CO.

1615 S. MICHIGAN AVE., CHICAGO

Radio Corp. Competitions Designed to Secure Practical Merchandising Methods

Radiola Dealers Participate in Contest to Select Best Selling Methods for Spring and Summer Usage—Grand Prize Will Be Awarded for Plan Best Adapted for Fall and Winter Selling

A contest with \$5,000 in prizes for the best selling plans devised by RCA authorized dealers has been inaugurated by the Radio Corp. of America. This contest was announced, according to RCA officials, in the belief that the dealer will profit in direct proportion to the thought and effort he puts into maintaining sales volume during the Summer months. All plans entered in the contest must be put into practical operation in the dealers' own locality.

The contest is designed to stimulate the dealer to a greater effort in raising the level of radio sales throughout the months of May, June, July and August, and to further encourage the retailer to formulate his own outside selling methods. The sales plan does not have to be original, but must stand the acid test of actual results. Eight prizes of \$500 each will be awarded to the eight RCA authorized dealers whose plans for selling Radiola 20's this Spring and Summer are adjudged the best from the standpoint of the merchandising idea and the actual results obtained. A grand prize of \$1,000 will be awarded to the RCA authorized dealer who submits the best plan which may be put into effect nationally for all authorized dealers to sell Radiola 20's during the Fall and Winter of 1927. Sales plans for the Spring and Summer were received by the Radiola sales campaign manager at RCA headquarters in New York by May 1, the date on which the contest closed. It is announced that shortly after September 1 all plans submitted will be judged as to their relative merits and compared with the actual results obtained, and the volume of sales obtained by each dealer in carrying out his plan will be compared with the sales possibilities of his local market, so that every dealer, whether he be in a small community or a large one, will be on an equal competitive basis.

The plans submitted in competition for the \$1,000 grand prize must be received by Radiola Sales Campaign Manager, Room 2036, 233 Broadway, New York City, on or before August 1. These plans should show in detail the various steps which the Radio Corp. might take in a national campaign on Radiola 20's during the Fall and Winter of 1927, and should

contain an estimate of the results which the dealer expects, if his plan is put into effect. Only those authorized dealers who submitted Summer sales plans and demonstrated their interest by actually putting their plans into operation may compete for the \$1,000 grand prize. In this way it is possible for the winner of one of the \$500 Summer sale prizes to win the \$1,000 grand prize.

Are Your Windows an Asset or a Liability?

(Continued from page 12)

the misuse of the space. Poor color combinations often do more to detract from the merchandise than to attract—to those inexperienced in the use of color I recommend that they omit the stronger colorings, or at least use them sparingly—or seek the advice of one they may feel knows color value. Arrangement of merchandise also means much, a well-balanced showing will keep the attention of the window-shopper longer than one of a seemingly jumbled mess. Try simple, neat arrangements and not complicated set-ups. It is usually best to show the largest or tallest unit in the center—after considerable experience you will naturally develop good, unbalanced treatments, but, like poor color combination, these can be either very bad or exceptionally good. Above all, see that the merchandise is spotlessly clean and that all surroundings are neat and clean, keep the glass polished and bright, change the displays often.

A Sales-Producing Window

The display on the preceding page shows a setting that proved to have sales-producing appeal. This was placed with a furniture store which had open backgrounds and which for that reason was usually handicapped in making a good showing. The settings were loaned by the manufacturer of radios to further prove the value of good display showings. Usually open backs in the window allow the passers-by to see so much that nothing really makes any impression, and the crossing of all the lines makes

for a jumbled mess and no real appeal is made. This setting of silver metallic curtains, with wrought-iron standards, was set up in a few minutes and immediately formed a definite background against which the merchandise might become silhouetted, also allowing for lighting effects. In short, it is like putting the frame around the picture, it gives it a definite outline. The arrangement of the merchandise is well balanced and enough accessories are used so as to relieve any stiffness and add interest to the showing. It is just this that makes for the difference of just showing merchandise or displaying it so as to create maximum results. Any reasonable investment in better displays properly expended will bring you, without doubt, the greatest dividends possible through any form of advertising. After all your display circulation is the most inexpensive and is worth only what you get out of it—do not continue to let the people pass your store without putting in displays alive with human interest appeal that will stop a greater percentage of them. Better displays mean better business. Prove this to yourself.

D. E. Humphries Music Co. Has Attractive Display

California Stromberg-Carlson Radio Dealer Dresses Window in Unusual Fashion to Draw Attention to Stromberg-Carlson Receivers

LONG BEACH, CAL., May 6.—A most unusual window display, reproduced herewith, recently occu-



A Display That Attracted Attention

ried the show windows of the D. E. Humphries Music Co., authorized Stromberg-Carlson dealer. The background was a profuse mass of flowers and shrubbery and trees. In the foreground on one side was placed a Stromberg-Carlson receiver with cone speaker, on the other side stood the figure of a tiger, drawing an analogy between the "King of the Beasts" and the "King of the Air." Small display cards proudly proclaimed this fact, stating "I am the King of the Air," "I am the King of the Beasts." The animal shown was full size with head mechanically controlled, moving slowly from side to side, and with eyes lighted by small lamps. By means of an interrupter mechanism the beast gave forth roars intermittently.

Needless to state, the display attracted considerable attention and was responsible for a greatly stimulated interest in the Stromberg-Carlson line of radio products.

Plan Rochester Radio Show

ROCHESTER, N. Y., May 6.—The Rochester Radio Trades, Inc., will hold its third annual radio show at Convention Hall from September 26 to October 1, it was announced by Thomas B. Sharar, president of the association, recently.

Chas. L. Hohman, vice-president of the association, will act as show manager and Herbert C. Siller will be assistant show manager.

H. L. Baker, proprietor of the Hyannis Music Shop, Hyannis, Mass., recently demonstrated the Brunswick Panatrophe at a boxing carnival held in this town.

The "Pin-Jack" Voltmeter Simplifies Radio Servicing

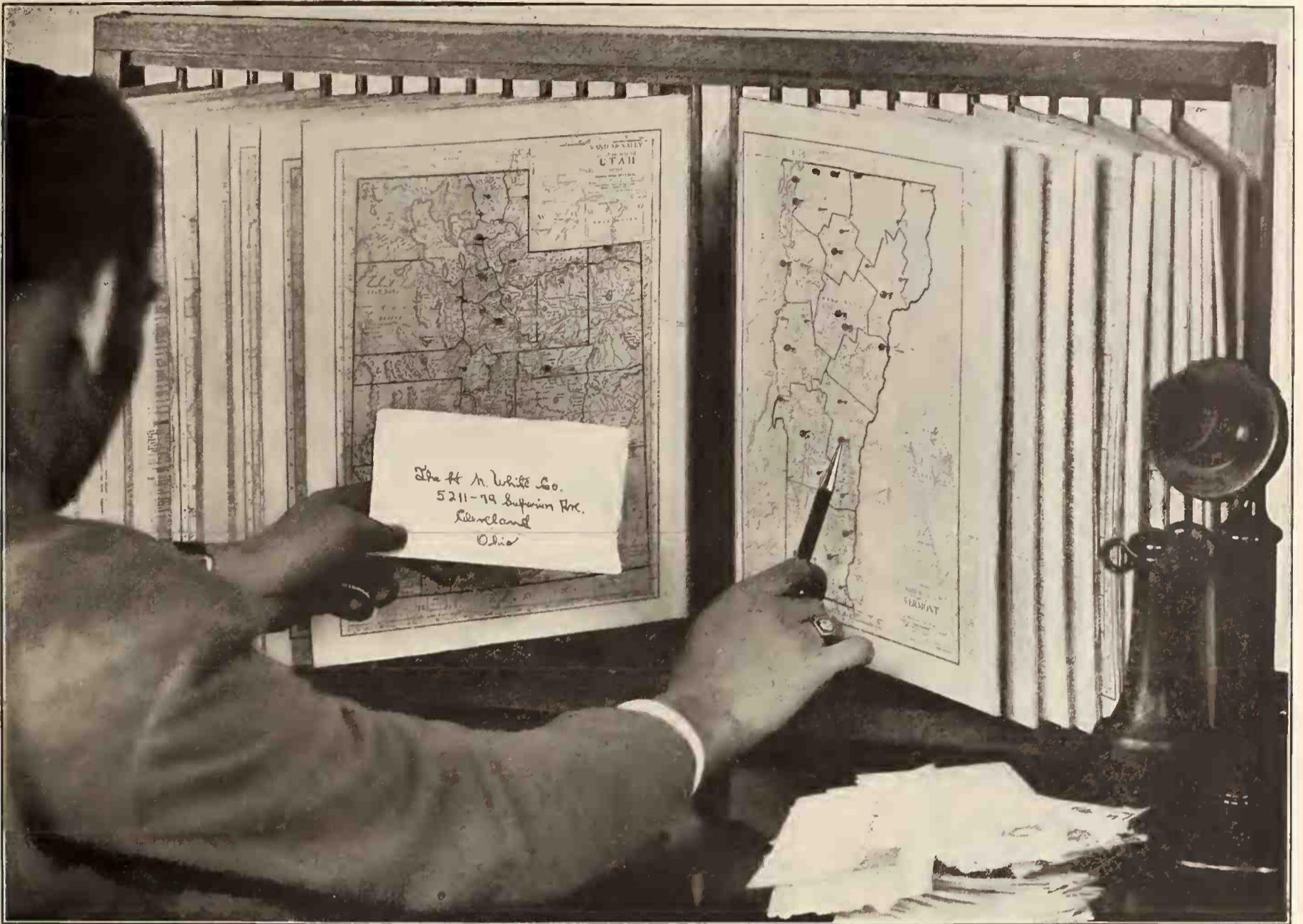
ELIMINATE unnecessary service calls—leave only those which will be profitable to you, inspire your customers' confidence, make Radiola, Victor, Brunswick, Bosch sets operate as their manufacturers intended—all this you can do by urging the sale of the Weston Pin-Jack Voltmeter. A Weston instrument is the one best way to insure economical and satisfactory operation of these sets.



Weston Electrical Instrument Corporation

190 Weston Avenue, Newark, N. J.





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.

5215-87 Superior Avenue
CLEVELAND, OHIO

Makers of

KING
BAND INSTRUMENTS



THE H. N. WHITE CO., Makers of King Band Instruments
5215-87 Superior Ave., Cleveland, Ohio

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

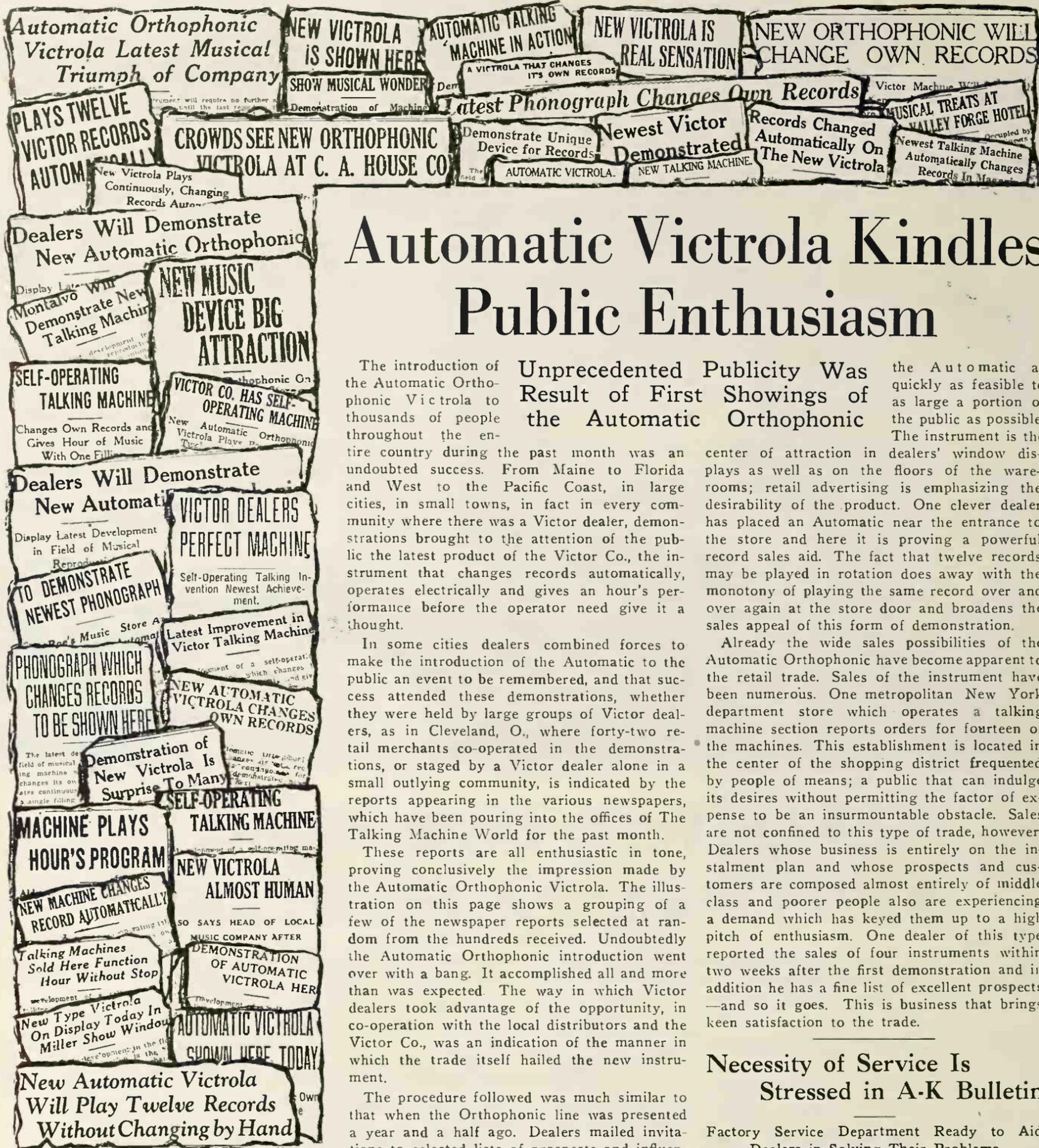
Also send information about your plan for financing sales.

Name of Firm.....

Individual.....

Address.....

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



Automatic Victrola Kindles Public Enthusiasm

The introduction of the Automatic Orthophonic Victrola to thousands of people throughout the entire country during the past month was an undoubted success. From Maine to Florida and West to the Pacific Coast, in large cities, in small towns, in fact in every community where there was a Victor dealer, demonstrations brought to the attention of the public the latest product of the Victor Co., the instrument that changes records automatically, operates electrically and gives an hour's performance before the operator need give it a thought.

In some cities dealers combined forces to make the introduction of the Automatic to the public an event to be remembered, and that success attended these demonstrations, whether they were held by large groups of Victor dealers, as in Cleveland, O., where forty-two retail merchants co-operated in the demonstrations, or staged by a Victor dealer alone in a small outlying community, is indicated by the reports appearing in the various newspapers, which have been pouring into the offices of The Talking Machine World for the past month.

These reports are all enthusiastic in tone, proving conclusively the impression made by the Automatic Orthophonic Victrola. The illustration on this page shows a grouping of a few of the newspaper reports selected at random from the hundreds received. Undoubtedly the Automatic Orthophonic introduction went over with a bang. It accomplished all and more than was expected. The way in which Victor dealers took advantage of the opportunity, in co-operation with the local distributors and the Victor Co., was an indication of the manner in which the trade itself hailed the new instrument.

The procedure followed was much similar to that when the Orthophonic line was presented a year and a half ago. Dealers mailed invitations to selected lists of prospects and influential local citizens. Invariably the attendance at the demonstrations was large. In many cases dealers hired local halls for the demonstration, in others the store auditorium served to accommodate the expected attendance. In several instances dealers made arrangements to present the Automatic in local churches.

The trade generally is enthusiastic over the sales possibilities of the new product and individual dealers are following up the introductory effort with series of demonstrations, striving in this manner to bring the merits of

the Automatic as quickly as feasible to as large a portion of the public as possible. The instrument is the center of attraction in dealers' window displays as well as on the floors of the warehouses; retail advertising is emphasizing the desirability of the product. One clever dealer has placed an Automatic near the entrance to the store and here it is proving a powerful record sales aid. The fact that twelve records may be played in rotation does away with the monotony of playing the same record over and over again at the store door and broadens the sales appeal of this form of demonstration.

Already the wide sales possibilities of the Automatic Orthophonic have become apparent to the retail trade. Sales of the instrument have been numerous. One metropolitan New York department store which operates a talking machine section reports orders for fourteen of the machines. This establishment is located in the center of the shopping district frequented by people of means; a public that can indulge its desires without permitting the factor of expense to be an insurmountable obstacle. Sales are not confined to this type of trade, however. Dealers whose business is entirely on the installment plan and whose prospects and customers are composed almost entirely of middle class and poorer people also are experiencing a demand which has keyed them up to a high pitch of enthusiasm. One dealer of this type reported the sales of four instruments within two weeks after the first demonstration and in addition he has a fine list of excellent prospects—and so it goes. This is business that brings keen satisfaction to the trade.

Necessity of Service Is Stressed in A-K Bulletin

Factory Service Department Ready to Aid Dealers in Solving Their Problems

In a recent bulletin to its dealers the Atwater Kent Mfg. Co., Philadelphia, Pa., emphasized the necessity of having the service department of the retail store competent and ready to render efficient service on any model of Atwater Kent receiver. In order that dealers and their service staffs may secure instruction in repairing and servicing sets, the Atwater Kent organization has maintained a Factory Service Department open to distributors' and dealers' service men.

United States Has Greatest Number of Listeners-in

One Out of Every Eighteen Persons in This Country Has a Radio Set—England and Sweden and Austria Next in Line

A recent unofficial survey of the United States gives the number of radio receiving sets in use at 6,500,000, or one for every eighteen persons. This figure places the United States in the lead as regards per capita enjoyment of radio, for England, which is the European leader, has one set for every twenty people; Sweden has one for every twenty-five persons; Austria, one for every twenty-six; Denmark, one for every twenty-eight, and then comes Germany, with one for every forty-two.

The number of broadcasting stations in foreign countries is given as follows: Sweden, twenty-seven; Germany, twenty-three; British Isles, twenty, and Russia, nineteen.

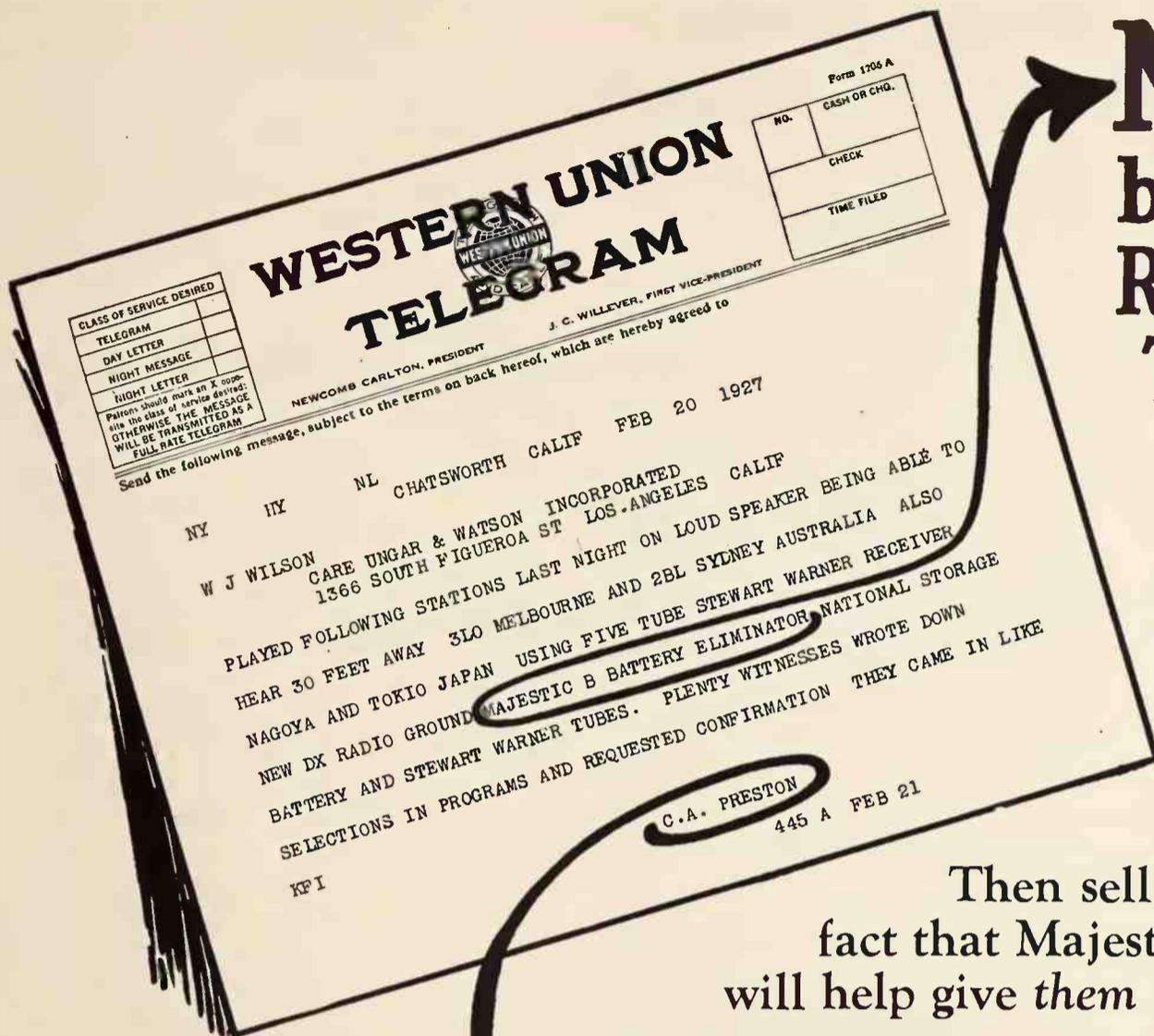
CONSTANTLY INCREASING SALES

are testifying to the superior quality of our

COTTON FLOCKS FOR PHONOGRAPH RECORDS

STEP INTO LINE WITH THE BUYERS OF "QUALITY"

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



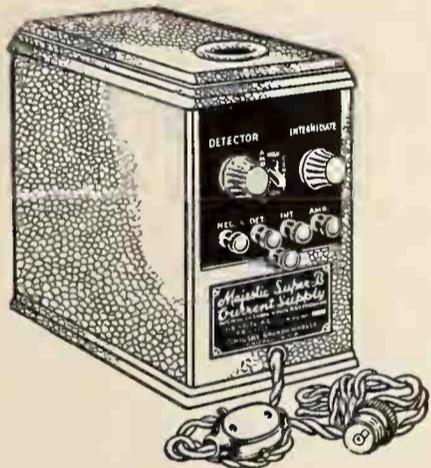
Majestic
brings better
Radio Reception
To any Set

*Read this
Telegram*

Then sell your customers on the fact that Majestic-"B" Current Supply will help give them improved reception.

It will boost your summer business—give you additional sales, right now when you need them most.

Majestic-"B" is the best B-Unit regardless of price—the most popular—the biggest seller—everywhere. In four out of five instances, a demonstration usually means a sale!



Majestic Standard-B

Capacity Nine 201-A Tubes or equivalent. 45 milliamperes at 135 volts.

\$26.50

West of the Rockies, \$29.
Raytheon Tube \$4.50 extra

Majestic Super-B

Capacity 1 to 12 tubes including the use of power tubes. 45 mils. at 150 volts.

\$29.00

West of Rockies \$31.50 (As Illustrated)
Raytheon Tube \$4.50 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 the Rockies, \$34

Raytheon Tube \$4.50 extra

This Majestic Owner and hundreds of thousands of others all over the country are boosting Majestic-"B" for you!

SEE OUR EXHIBIT—R. M. A. TRADE SHOW
JUNE 13-18—STEVENS HOTEL—CHICAGO, ILLINOIS

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

Money-Making Suggestions for Ambitious Merchants

Employ College Students on Commission Basis—Likely Prospects Other Than Families—What Does the Public Want on the Air?—Form Phonograph Societies—Summer Resort Business Is Worth Going After

Within the next few weeks there will be thousands of high school and college students dismissed from classes for several months for the Summer vacation. A great majority of these students will immediately start looking for employment of some sort or other, either to provide themselves with pocket money or to help defray their expenses for the coming year at school, and therein lies an opportunity for the talking machine and radio dealer. Why not employ several of these young men as outside salesmen—paying them a commission on sales? In most cases the young college student will welcome the opportunity of securing such employment, and again, he is usually popular, has a wide following of friends, can secure entry into homes where the regular salesman might encounter difficulty, and his employment adds nothing to the overhead if the remuneration is based purely upon results. Try this and other means of overcoming the popular bugaboo that the Summertime is radio's dormant season.

Likely Prospects

If your prospect file of individuals has been thoroughly worked, and all have either been sold or filed away for future reference or discarded as not being likely sales, start checking up and see what other channels there are for sales which you have overlooked in the past. First, the church, social and civic organizations which boast clubrooms or meeting-places of some sort; then, other places where people congregate, refreshment stands and stores, barber shops, hotels, etc.; then, the Summer resorts are now opening for a big season, get after

them; and still again, have you approached the firehouse and police headquarters in your vicinity—in these stations the men must, perforce, spend hours awaiting the call of duty and surely a talking machine or a radio receiver would help them pass many an hour which otherwise would prove dull and monotonous. In these latter instances, where no fund is available for payment, a collection taken up from the men who would benefit would make the price per individual very small, or some other means might be taken to raise the funds for the purchase of an instrument.

What Do They Want?

During this period, while the Federal Radio Commission is striving to ascertain what are the proper steps to take to eliminate objectionable interference on the air and to dispense with the licenses of stations which do not measure up to the proper standards, dealers can assist the Commission by writing to their customers and asking them their opinions as to what stations should be retained and the reasons for their views. Irwin Kurtz, president of the Talking Machine and Radio Men, Inc., New York, has appeared before the microphone at several New York radio stations, asking listeners-in to send their opinions and suggestions to him. Other members of the same association are seeking the thoughts of their clientele. Correspondence between Commissioner Caldwell and Mr. Kurtz relative to the matter has been passed, and the Commissioner has stated that he and his colleagues will welcome whatever aid radio dealers will give through col-

lecting the views of listeners-in. In the last analysis it is the listener-in who will determine what stations will continue to function, and the dealer who appeals to his trade to help clear up the air by asking for frank and candid opinions is performing a service to the radio industry and trade and himself, and at the same time is building good-will for himself and impressing on his customers the fact that he remembers them and is seeking to help them secure better enjoyment from the radio receivers which he sold them.

Phonograph Societies

Last month The Talking Machine World told the story of the formation of a New York City Phonograph Society, making the seventh such association functioning in this country. In large centers the music lovers who wish to form such an association need the co-operation of the talking machine manufacturer or distributor, who will place at the disposal of the society the necessary material in the form of advance releases and also provide speakers to address the members occasionally on topics regarding the making of records and the recording of artists. There can be no doubt but that the phonograph society formed of music lovers will have a tremendous effect in stimulating the sale of the better type of records and, with the new types of instruments and the improved recordings and the great number of sets of Masterworks recordings which are being placed on the market, it should not be a difficult matter for distributors to form a society in every city or town in the United States. If it should happen that no distributor is located in a community, the leading music dealer should do the organizing, gathering together a committee of music lovers to form the nucleus of the group. The essentials for the formation of the phonograph society are few—the group of music lovers, a place to meet, the co-operation of the manufacturer, distributor or dealer, varied and interesting programs at the meetings, and the society should grow and flourish. In addition to the effect such an association will have in stimulating the sale of records, a dealer's activity in this promotion work will give him a place in the music life of his community, will increase his prestige and good-will and will add considerably to the profit and reputation of his establishment.

Resort Trade

Starting this month and continuing until October many thousands of city residents will occupy their Summer homes in the country and at seaside resorts. Dealers located in or near these vacation spots have a wonderful opportunity to make these months profitable ones through increased record sales, sales of portable phonographs and the renting of table models or other types of talking machines. Perhaps the largest item of revenue comes from record sales, but the renting of instruments brings a profit which should not be overlooked by the dealer fortunately located in the center of a vacation playground. For example, there is a music dealer located at Patchogue, Long Island, who carries in stock fifty machines which list at about \$35, and which he rents each season for \$1 per week. A deposit is secured at the time of rental and returned when the machine is returned in good condition. It takes no far stretch of imagination to see the profit which accrues from this business aside from the record sales that are a part and parcel of every rental.

W. Terhune Visits Gotham

Westervelt Terhune, manager of the Atlanta, Ga., Columbia branch, recently spent several days at the executive offices of the Columbia Phonograph Co., New York. He reports satisfactory business on Columbia products throughout his territory, both the Viva-tonal phonographs and records moving from the retail stores in satisfactory fashion.

Resistless



Gold Seal's Resistless Progress

is a demonstration of selling power behind a superior product. That is what makes quicker turnover and bigger profits for Gold Seal jobbers and dealers.

Finest materials, design and workmanship, insuring superior tone quality, have won popular recognition of Gold Seal superiority.

Real dealer help, a liberal guarantee, an extensive national advertising campaign, and a consistent square-deal policy have won dealer satisfaction for the Gold Seal Line.

You should be sharing in this unprecedented success.

Mail coupon today for full details

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

Gold Seal

Radio Tubes

JOBBER—A few attractive territories still open—write for details at once

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

All Standard Types



Type GSX 112
High power tubes for use in last stage of audio amplification give increased volume
List price \$4.50



Type GSX 201A and 201B
The popular general purpose type for amplifier or detector. Long life and high efficiency
List price \$1.75



Type GSX 218D
For use in battery eliminating coils to rectify alternating current—advantageous supplying the higher current required by power tube equipped sets
List price \$7.50



Type GSX 200A
For use as detector only, giving superior strength on weak signals—especially desirable for distance
List price \$4.00

COUPON

GOLD SEAL ELECTRICAL CO. Inc.
250 Park Avenue, New York, N. Y.

Gentlemen—

Please send me full particulars of the Gold Seal line and your attractive proposition

Name _____

Address _____

City _____

T.M.W. 5 27

The
Viva-tonal Columbia
and
Columbia NEW
PROCESS **Records**



*The outstanding advance
in the talking machine
field in the past decade.*

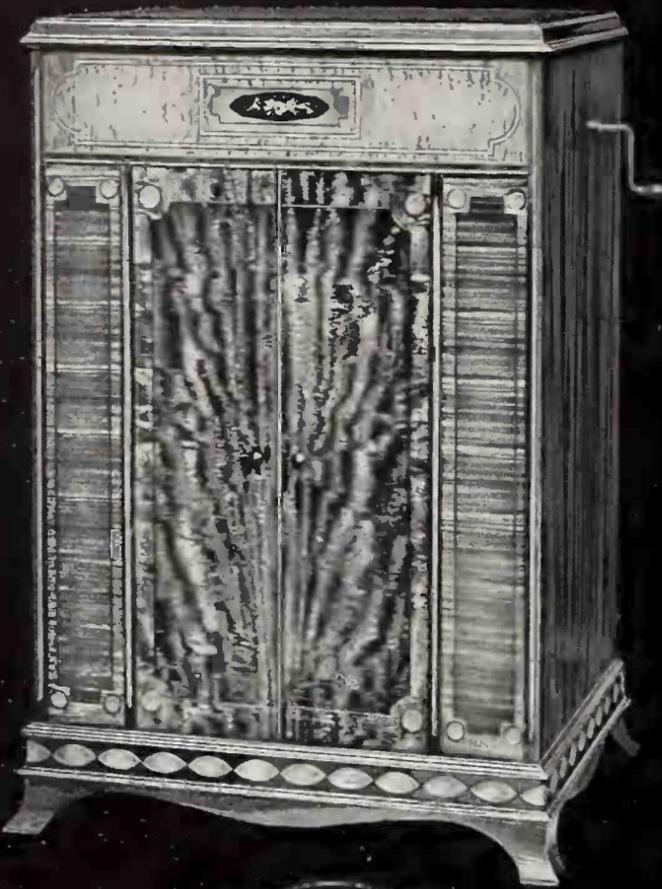
The Viva-tonal Columbia Like life itself

The Viva-tonal Columbia

Dealers who play and display the Viva-tonal Columbia have an opportunity to attract customers with an instrument that is the ultimate in musical achievement.

The Viva-tonal Columbia is not only brilliant and distinctive in tone quality, but the last word in design, construction and finish.

Demonstrations on the Viva-tonal Columbia give the customer an unforgettable sensation which cannot but result in permanently increased patronage for the store.



Viva-tonal Columbia Model 810—\$300 (Decorated Brown Mahogany). Model 800 (Two-Tone Walnut)—\$275

Seven Models

The Viva-tonal Columbia is offered in seven popular models ranging in list price from \$90 to \$300.

Each model affords an exquisite example of all that a phonograph can possibly be, ideal for home decoration, and amazingly wonderful in its distinctive tone value. Elaborate literature and sales-helps, as well as a liberal discount policy, ably assist the dealer featuring the Viva-tonal Columbia.



Viva-tonal Columbia Model 611, Decorated Walnut—\$115. Model 601 (Two-Tone Brown Mahogany)—\$90



Viva-tonal Columbia Model 710—\$175, Decorated Brown Mahogany Model 700 (Two-Tone Walnut)—\$160



Viva-tonal Columbia Model 650, Rich Brown Walnut—\$150

COLUMBIA

Columbia NEW PROCESS Records

Columbia Records

All Columbia Records are made the new way—Electrically, Viva-tonal recording.

They are "the records without scratch," a phrase which originated with Columbia and which has been instantly accepted by the consumer as signifying a smoothness and freedom from surface noise hitherto unattainable in records.

Electric Recording has completely revolutionized the record, giving it unprecedented volume, greater rhythm and definition to music of band, orchestra, voice or chorus. The term, Columbia New Process Records, today stands for everything attainable in reproduced music.



*Viva-tonal Recording
The Records without Scratch*



Columbia aids dealers in every possible way—frequent releases, monthly catalog—supplements, window displays, hangers, posters, national advertising and local cut and mat service.

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

Let the Columbia salesman show you how to develop your market for Columbia sales. You will find him fully equipped to give first-hand information to build up this highly desirable field of profit.

Widest Range

Columbia releases include the widest possible range of electrically made records.

Beethoven week, for example, brought realization to millions that Columbia's recordings (Masterworks) have achieved new heights in artistic fidelity to great orchestral renditions.

Columbia dance and vocal records for home entertainment include artists of foremost national prominence. Many of them record exclusively for Columbia with the newest of Broadway hits.

Likewise Columbia excels in the field of Race and Hill Country records—while its listings of records in other Languages have won front rank applause everywhere.

mbia

Distributors for
Columbia NEW
PROCESS **Records**
and the
Viva-tonal Columbia

- | | |
|---|--|
| Columbia Phonograph Company
63 North Pryor St., Atlanta, Ga. | Columbia Phonograph Company
222 West 4th St., Cincinnati, Ohio |
| Columbia Phonograph Company
1000 Washington St., Boston, Mass. | Columbia Phonograph Company
439 E. Fort St., Detroit, Mich. |
| Columbia Phonograph Company
434 So. Wabash Ave., Chicago, Ill. | Columbia Phonograph Company
804 Grand Ave., Kansas City, Mo. |
| Columbia Phonograph Company
1825 East 18th St., Cleveland, Ohio | Columbia Phonograph Company
18 North 3rd St., Minneapolis, Minn. |
| Columbia Phonograph Company
2000 No. Lamar St., Dallas, Texas | Columbia Phonograph Company
517 Canal St., New Orleans, La. |
| Columbia Phonograph Company
811 S. Los Angeles St., Los Angeles, Cal. | Columbia Phonograph Company, Inc.
319 So. Clinton St., Syracuse, N. Y. |
| Columbia Phonograph Company, Inc.
121 West 20th St., New York City | Columbia Wholesalers, Inc.
205 W. Camden St., Baltimore, Md. |
| Columbia Phonograph Company
40 North 6th St., Philadelphia, Pa. | W. W. Kimball Company
306 So. Wabash Ave., Chicago, Ill. |
| Columbia Phonograph Company
632 Duquesne Way, Pittsburgh, Pa. | Columbia Stores Company
1608 Glenarm Ave., Denver, Colo. |
| Columbia Phonograph Company
125 South 8th St., Mayer Bldg., St. Louis, Mo. | Columbia Phonograph Company, Ltd.
51 St. Paul St., W., Montreal, Canada |
| Columbia Phonograph Company
345 Bryant St., San Francisco, Cal. | Columbia Stores Company
221 South West Temple, Salt Lake City, Utah |
| Columbia Phonograph Company
911 Western Ave., Seattle, Wash. | Tampa Hardware Company
Tampa, Fla. |
| Columbia Phonograph Company, Inc.
700 Main St., Buffalo, N. Y. | Radio Sales Company
483 So. Main St., Memphis, Tenn. |
| | Columbia Phonograph Company, Ltd.
22 Front St., West, Toronto, Canada |



All Trade Marks Reg. U.S. Pat. Off.
 M. R. M. Reg. No. 18425 y 18426 de Mex.
 Agente 1910 y 18088 de 17 de Agosto 1911. Marca
 Industrial Registrada Deje No. 1040, 1041 y 2072.

COLUMBIA PHONOGRAPH COMPANY
 1819 Broadway, New York City



All Trade Marks Reg. U.S. Pat. Off.
 M. R. M. Reg. No. 18425 y 18426 de Mex.
 Agente 1910 y 18088 de 17 de Agosto 1911. Marca
 Industrial Registrada Deje No. 1040, 1041 y 2072.

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

Teletone Corp. of America Moves to Larger Quarters

Now Occupies Large Space in Factory Building in Long Island City—Plans Series of Cone-Type Speakers in Addition to Regular Line

The Teletone Corp. of America, manufacturer of radio speakers, which for the past two seasons has had its factory and executive offices at 449 West Forty-second street, has just taken over greatly increased space in the large factory building at Third and Van Alst avenues, Long Island City, N. Y.

All the manufacturing equipment is now installed in the new quarters, and much additional machinery has been ordered, which will greatly increase the production of Teletone speakers. Besides its specially designed model of last season, carrying a unique amplifying system, the Teletone Corp. will produce a series of cone-type speakers. The first of these is already in production. These cone speakers will be of

an entirely new design, particularly relating to reamplification and attractive exteriors.

E. J. Madden, head of the Teletone Corp., recently made a trip to the New England States and demonstrated some of the firm's new models. These have been received enthusiastically by Teletone distributors in that territory and commitments for the year have already been made.

The Teletone Corp. since its inception has endeavored to operate its business along high-standard business lines. In order to consolidate its position in this regard it has arranged an entirely new form of distributors' contract whereby unrevocable assurance is given covering prices, change of models, etc. The Teletone line of radio amplifiers will be shown at the coming radio show in Chicago.

The Fourteenth National Foreign Trade Convention will be held in Detroit on May 25, 26 and 27. Secretary of Commerce Hoover will make the principal address. It is expected that 2,500 foreign traders will attend.

Ernest Ingold Reserves Space for A. K. Convention

San Francisco Atwater Kent Distributor Arranges for Use of Entire Second Floor of St. Francis Hotel—Expects 1,000 Dealers

SAN FRANCISCO, CAL., May 3.—Accommodations were recently reserved in the St. Francis Hotel, this city, by Ernest Ingold, Inc., for the annual San Francisco Atwater Kent convention, which it sponsors.

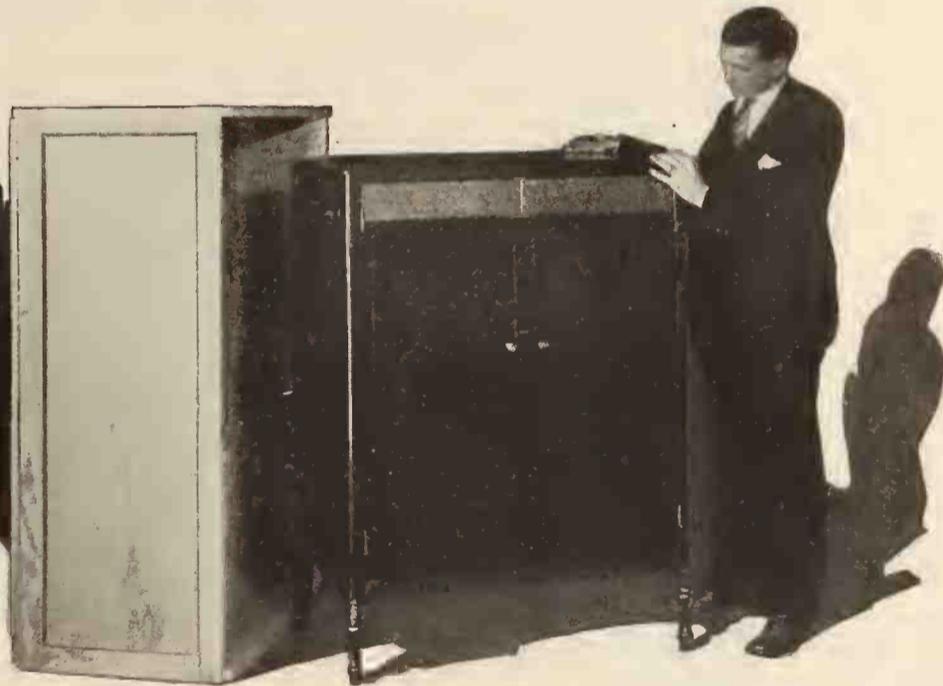
The space taken for the convention proper comprises the entire second floor of the hotel, and is one of the largest reservations ever made in San Francisco. The company expects to seat a thousand radio dealers at its afternoon and evening function.

The general scheme of the convention to be held on July 22, insofar as the decorations and costuming of the "Atwater Kent Follies" are concerned, is to be built around the use of glittering tinsel and silver.

Jiffycase

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

A sturdy
packing
case made
from light
tough
plywood



No Travel Marks!

Furniture shipped in Jiffy cases always reaches its destination undamaged for the simple reason that this modern pack completely envelops its precious load without touching it except at the points where it is anchored.

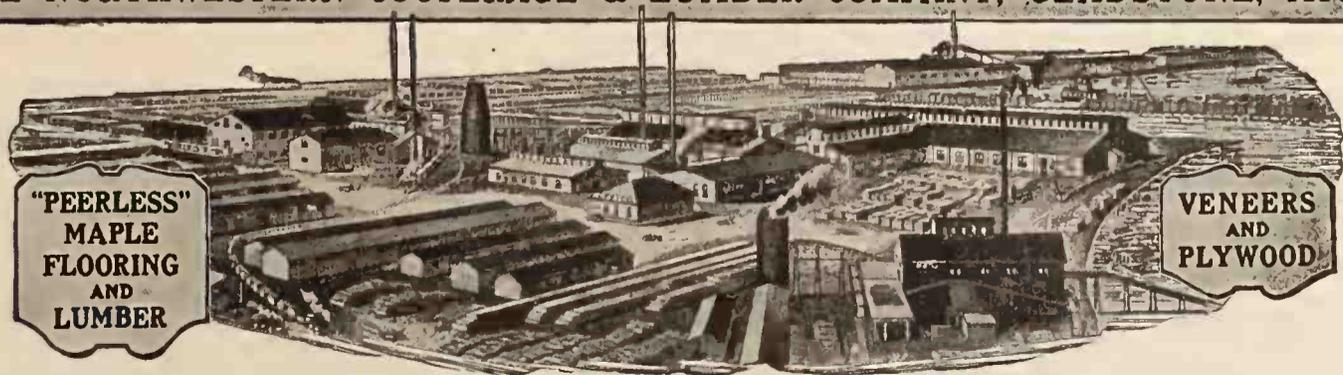
The dealer finds that Jiffy cased furniture never needs refinishing and this appeals to him as does the fact that because Jiffy cases are supremely light

they bring in his shipments at the lowest possible freight cost—at the same time giving him a knock-down box which can be used again.

The adoption of Jiffy cases for shipping is an investment in dealer good-will—but it is more than that—it is an aid to factory efficiency, cutting packing time and packing costs to the bone.

Progressive Furniture Manufacturers are using Jiffy cases. Complete information will be promptly supplied on request.

THE NORTHWESTERN COOPERAGE & LUMBER COMPANY, GLADSTONE, MICH.



"PEERLESS"
MAPLE
FLOORING
AND
LUMBER

VENEERS
AND
PLYWOOD

The AUTOMATIC



The Automatic Orthophonic Victrola Number Ten-fifty



VICTOR TALKING MACHINE COMPANY

. . . is creating nation-wide interest!

ALREADY, millions of people know about the Automatic Orthophonic Victrola. Millions have stopped to look at this startling invention, to watch its almost-human mechanism, to hear its magnificent reproduction of music. Its instant acceptance by the public has been due — in no small part — to the well-planned demonstrations staged by Victor dealers.

Keep an "Automatic" in your window

Interest in this revolutionary Victor achievement has mounted with the weeks. The dramatic mechanics of this new Victor instrument have captured the attention and amazement of all who have seen it. Capitalize this crowd-curiosity and convert it into dollars and cents. Display your Automatic instrument and put *action* into your window. Be sure the Automatic is in operation so the public *can hear* as well as *see it*. Feature it, not for its sales-appeal alone, but for the interest it will attract to the rest of the line. Let prospects know that there is an Orthophonic Victrola to suit every pocketbook.

The Automatic principle registers a definite advance in musical reproduction. Once again, Victor has demonstrated its leadership in the talking machine industry!



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

"No Man's Land" Rich Sales Field for Live Salesmen

J. L. Simpson Describes the Canvassing Methods of Logan, a Small Town Dealer, Who Operates on Wide Scale on the Outside

THERE are many talking machine stores in the smaller towns throughout the country which have developed their trade territory more thoroughly than their brother dealers in the big cities, and some of these alert merchants have even extended their territory beyond the normal bounds to the extent of 100 per cent or more.

Developed Wide Territory

Such an interesting store and dealer is the Logan Music Goods Establishment in Clay Center, Kansas, specializing in the sale of talking machines. Clay Center is an average county-seat town in Kansas, of the type running between five and ten thousand in population. It is a lively little burg and boasts several other music goods stores besides Logan's.

However, this store and dealer stand out by themselves in one interesting and remarkable particular—Mr. Logan has developed his trade territory for a distance of fifteen to twenty-five miles in each direction from Clay Center.

In this section of the State, a condition which is favorable to Mr. Logan and his plan of canvassing is this: As a rule, only the county-seat towns boast real music stores, although, of course, many of the general stores in the small intervening towns handle musical goods, such as phonographs. Now, taking the territory East of Clay Center, Manhattan, the next county-seat town, is over forty miles away, leaving in the interim a goodly territory which may be developed by any energetic music dealer.

A Rich Territory

For instance, taking the territory to his East, he has as sub-centers, or stopping places on his individually conducted sales tours, a group of small but prosperous towns, including Green, Lasita, Milford, Broughton, Wakefield, Bala, Leonardville, Walsburg, Randolph and many others. Now, figuring all these in one direction from Clay Center, in "no man's land," or musical goods territory belonging to any dealer who can put over his line, it is obvious to see that in the four directions he would have forty or so small towns which would serve as centers, or nucleuses from which to work in his campaigns.

Now, his plan isn't so much to go from house to house all through this large territory, although he does this to a certain extent, as to pass from one small town to another, and cultivate prospects, build up acquaintanceships, and

make friends in each, live prospects who will tell him where they live, and perhaps even invite him cordially to call and demonstrate his phonographs.

A Productive Sales Method

This proves more productive of sales than the method of stopping at every farmhouse he arrives at, and attempting to sell without having established a previous contact. Here's the way he manages to build up live prospect lists. Perhaps some day, shortly before noon, he will leave his store in charge of employes, and start overland to Leonardville, say, a distance of sixteen miles. He will make the trip straight through, not attempting to make a sale while en route.

The big idea, and one frequently used, is to arrive at a town about dinner time, where he will park in front of some hotel or restaurant, where the neighboring farmers and stock raisers stop for their noon meal, when shopping.

Perhaps, on average, there will be fifteen or twenty persons, mainly farmers and their men, taking dinner at the small-town restaurant or hotel, and Logan can introduce the subject of phonographs discreetly, without fear of giving offense to anyone. Possibly, if interest warrants, he will bring in a good phonograph, and play a few records to the waiting group, while these persons are enjoying their after-dinner pipe or cigar.

Arranging for a Demonstration

The point is this—he makes contacts which are of a friendly nature, as well as of business value. Perhaps he will inform Farmer Smith, "I'll be out your way with some machines this afternoon (or next Tuesday) and if it's agreeable, I'll stop in at your house, and play a few good records on one of my machines. By the way, just where is your farm located?" The farmer as a rule will give his name, and the exact location of his farmhouse, and perhaps tell him when it would be most convenient for him (the farmer), when he will be at home and not crowded with work.

Logan will make a note of name, location and time convenient to call. And so, when he arrives at this place, he does not come as a stranger exactly, but somewhat in the sense of a newly made friend. Thus such a prospect becomes a "live one" instead of a chance or haphazard prospect, as would be the case if Logan called

at the home without having known a single member of the family.

Good Source of Prospects

Perhaps, from the fifteen or twenty persons eating dinner with Logan, he will manage to get the name and farm location of four or five, and make a more or less definite arrangement as to the time to call at the home of such prospect. Sometime he can even close a sale right in the restaurant or hotel, but the main method is to connect up with prospects and arrange for a demonstration.

Logan not only sells to farmers through this method of gaining contact in a public place, but he also sells to residents of these small towns. Frequently he gains the entering wedge by selling a phonograph to the proprietor of the restaurant or hotel where he stops. As a customer, he can talk selling to these people with perfect ease and legitimacy, and once a sale is made to such a place most everyone in town knows it inside a week.

In most of these towns a big percentage of the dwellers therein know Logan, know his truck, and know his business. He uses this acquaintanceship, this friendship, fully and legitimately, as a stepping-stone to sales, calling on people in the small towns after becoming more or less acquainted, not pushing people for decisions or using high-powered methods, but using sales arguments in a careful, yet friendly manner.

And this method of gradual approach of feeling his way and not attempting to talk "shop" until he has made at least one "friendship contact" with a prospect has been the greatest factor in developing for Logan a rich trade territory, much larger than that of most successful phonograph dealers.

Mrs. Sarah Ravis Dead

Many friends of Phil Ravis, president of the Peerless Album Co., will be sorry to hear of the recent death of his mother, Mrs. Sarah Ravis. Mrs. Sarah Ravis was eighty-four years old and seemingly was in good health. She resided with Mr. and Mrs. Philip Ravis, at 1264 Evergreen avenue, the Bronx.

Besides her son, Philip, Mrs. Ravis is survived by a daughter, Mrs. D. Zimmerman, and another son, I. Ravis.

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
RADIO SETS
PIONEERS IN ONE DIAL CONTROL

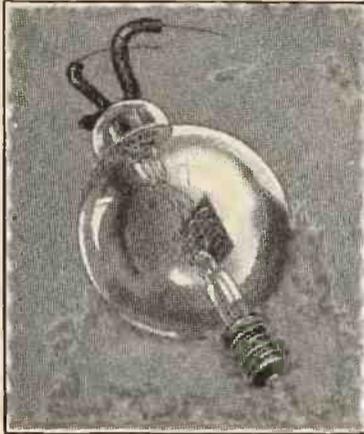
Shamrock Manufacturing Co.
195 Waverly Ave. Newark, N. J.



Now
\$75

Slightly higher West of
the Rocky Mountains

DeForest, always the pioneer, leads the advance to better radio reception with the creation of special tubes for specific radio functions



The First Radio Tube in the World, 1906, from which has sprung the present gigantic radio industry. The device through which natural sounds audible to the human ear were transmitted by radio for the first time.



Skilled hands that fashioned so exquisite an object as the Nuremberg covered cup of 1850, now carefully guarded in the Metropolitan Museum, must be as deft today in the delicate precision required in making DeForest Audions.



CERTAIN tube characteristics that make for improved reception in the various functions of a radio hook-up have been carefully developed by DeForest engineers. Those invisible factors specifically performing in their recognized spheres are making radio reception more and more enjoyable and dependable every day.

Take no one's word but your own. Try the new DeForest Specialist DL-4 Audion in your radio frequency stages. The decided improvements you will get are an indication of the superiority of all genuine Audions. Weak signals hardly heard before become loud and clear. Distant stations move up close like locals. Better performance because these Audions

are especially designed to do a radio amplification job.

The rigid limits, both electrical and mechanical, to which DeForest specialist Audions are strictly held assure a high standard of uniformity. Radio amateurs appreciate such efficiency. Constant grid-plate capacity and high mutual conductance provide a quality-volume from distant reception which is heartily satisfying to the critical radio fan.

You are earnestly urged to test the features of these tubes by replacing in your RF stages these specialist DL-4 Audions. Such a trial will show you their superiority definitely. Expense is slight. DeForest Audions perform amazingly.

A new audion—going any price appeal one better—is the general purpose

Audion—the D-01A. It is an unmatched value at \$1.65. It offers the same standard of quality that has made DeForest Audions the recognized perfection in radio tube manufacturing.

Reliable and well-informed Dealers sell them because *they know* that they are satisfaction-givers and business-getters backed by the pioneer institution of the Radio Industry, and a formidable array of adjudicated patents.

Write Dept. 10 for descriptive literature

THE DEFOREST RADIO CO.
Powel Crosley, Jr., Pres. Jersey City, N. J.

deForest

S W E E P I N G

By Manufacturers — Jobbers



Polyphase Ultra
\$12.50
Singlephase Ultra
\$8.50
Revelation Ultra
\$5.50

Accept No Imitations
 For your own protection
 look for
 "THE AUDAK COMPANY"
 (Stamped on every genuine
 instrument)
 This tag will hereafter
 be attached to every
 Genuine ULTRA



RECOGNITION and Dealers—EVERYWHERE

The revolutionary new talking machine has made it imperative for all these progressive manufacturers to bring out a machine of competitive quality.

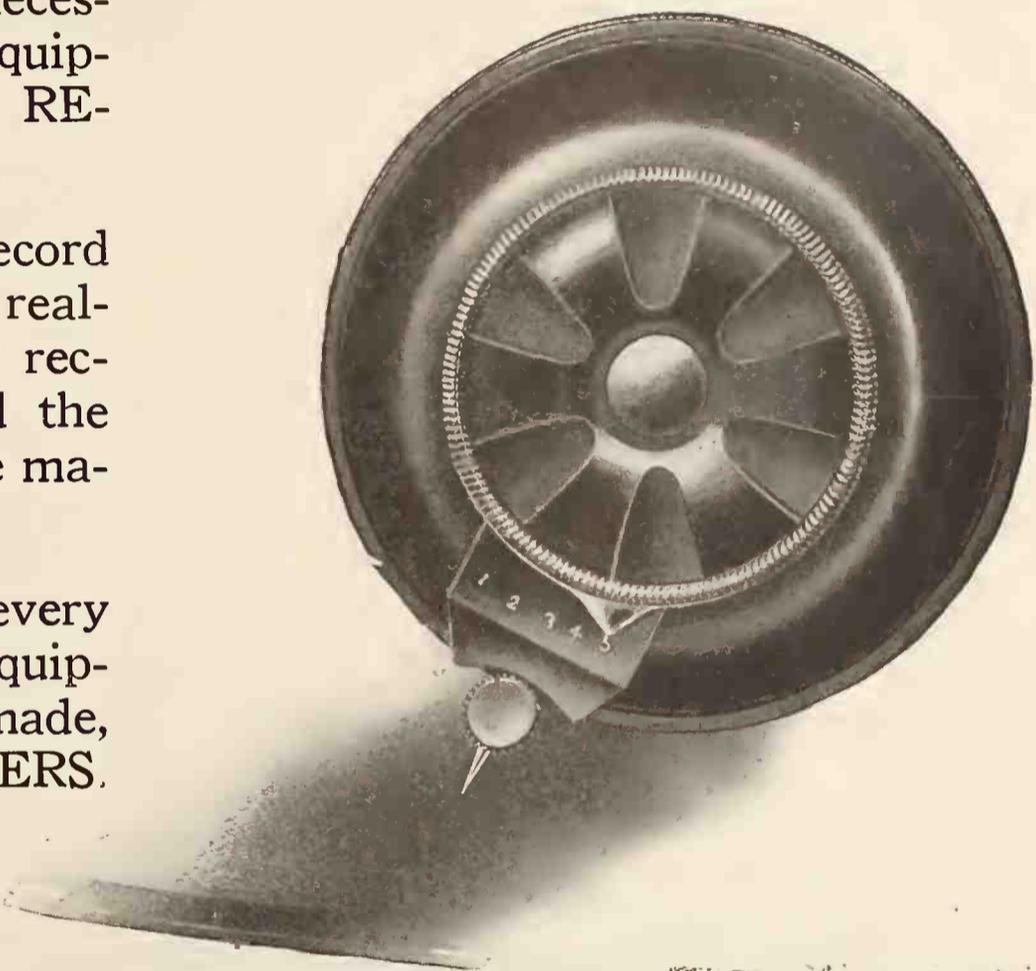
To get this quality they found it necessary to use the best reproducing equipment made,—ULTRA (Phonic) REPRODUCERS.

The same thing applies to your record business, Mr. Retailer. For you to really cash in on the marvelous new records, they should be reproduced the best way possible on the old style machines.

To accomplish this, see to it that every phonograph in your locality is equipped with the best reproducers made,—ULTRA (Phonic) REPRODUCERS.

Results

1. Handsome profit on sale of Ultra Reproducers.
2. Ever increasing record sales.
3. Cultivation of musical taste which will eventually be satisfied with nothing less than the last word in music,—one of the new type talking machines.



TELEPHONE STILLWELL 8840-8841-8842

NEW YORK OFFICE 365 FIFTH AVENUE COR. 34TH STREET

ESTABLISHED 1857

CABLE ADDRESS: "KIMBALL, CHICAGO" A B C AND WESTERN UNION CODES USED

Artone

W. W. KIMBALL CO

na Co

Consolidated Talking Machine Co. Inc.

BE A FEARLESS PRESIDENT

THE RECORD OF QUALITY

FACTORY DISTRIBUTORS 227-229 W. WASHINGTON STREET TELEPHONE MAIN 0762

CHICAGO APRIL 5, 1927.

Attention Mr. Weil.

Audak Co., 565 Fifth Ave., New York City.

Dear Mr. Weil:-

We have just received samples of the new product of the Adler Manufacturing Co., and they are really marvelous as to tone quality, principally due to their having selected your reproducer as standard equipment.

THE PLAYER-TONE ONE OF OUR MANY EXCLUSIVE MODELS THE MACHINE THAT PLAYS WITH A MAGIC VOICE

PLAYER-TONE TALKING MACHINE AND UNITED FURNITURE FACTORIES

BELL PHONE GRANT 0689

The AUDAK Co.
565 Fifth Ave., New York, N.Y.
*Makers of Acoustical and Electrical Apparatus for
 More Than 10 Years*

Planned Advertising Creates Prospects and Sales

ADVERTISING that is out of the ordinary is certain to attract more attention than the usual stereotyped copy. This is especially true of talking machine and record advertising. The usual publicity appearing in newspapers is devoted entirely to the mechanical perfection of new instruments, or the merits

Four advertisements of the Will A. Watkin Co. are reproduced on this page. The space used was small, but the effect produced was profitable.

Much has been said and written about the necessity for talking machine dealers to get out of the rut; to do something different; to pep up

of the instrument should be emphasized. If on the other hand they are middle-class people to whom quality is of paramount importance, there is no doubt that advertising which emphasizes the type of design as well as the quality of reproduction, whether it be a radio set or a talking machine, will be most effective.

The point is that advertising is an essential of retail sales promotion, and the dealer must spend his money to the best advantage.



Several of the Will A. Watkin Co.'s "June Bride" Advertisements

of the products are submerged to emphasize the price appeal.

The Will A. Watkin Co., Dallas Tex., one of the leading music dealers of that State, has found it profitable to take advantage of every opportunity to attract attention to its lines through specific advertising. For example, June is the month of the bride, and this enterprising dealer ran a series of ads in the local newspapers designed to emphasize the need for a Brunswick Panatrophe, or phonograph, in the new home. Prior to their marriage, young people are interested in furniture for their home to be, but they are so busy with the multitude of things to buy that it is very easy to overlook some of them. The Will A. Watkin Co. takes no chances and good strong advertising copy does the reminding so effectively that many sales are bound to be made.

their entire sales plan; to institute aggressive campaigns, and the most powerful medium at the dealers' command for accomplishing these things is to utilize advertising space to the utmost advantage. It is better to spend some time on planning a campaign than to just sit down and send in any old kind of an ad just so long as the name appears in the paper that evening. Advertising is a real expense to any business and unless the publicity produces sales it is a form of waste that no dealer can afford.

Haphazard advertising is not economy; it is the well-rounded consistent campaign that brings the people into the stores. It is up to the dealer to analyze the type of people whom he is trying to reach, and to plan his campaign accordingly. If his prospective patrons are people of small means to whom price is the all-important factor, then of course the low cost

Victor Talking Machine Co. Gross Sales Show Gain

Approximate \$10,880,000 for First Quarter
Against \$9,559,003 for Same Period of 1926

Gross sales of the Victor Talking Machine Co. reported for the quarter ended March 31, including approximate preliminary figures for March, amounted to \$10,880,000, as against \$9,559,003 for the same period of 1926. Victor's reported earnings of \$7,983,094 for 1926 do not include its equity in undistributed earnings of subsidiaries.

Earnings of the Gramophone Co., Ltd., in the ordinary shares of which the Victor Co. owns a majority interest, as reported for its fiscal year ended June 30, 1926, amounted to \$1,506,000, out of which it paid dividends of \$1,085,000 for the year. The Victor Co.'s earnings for 1926 include only its proportionate share of such dividends, and do not include its share in the undistributed profits.

United Radio & Elec. Corp. Now in Larger Quarters

Manufacturer of Ureco Radio Tubes Moves
From Newark to Irvington, N. J.

The United Radio & Electric Corp., manufacturer of Ureco radio tubes, has moved from Newark to a large new factory at 500 Chancellor avenue, Irvington, N. J. The company's business has been steadily growing and this has necessitated increased factory space.

With the opening of its new plant the United Corp. has started production on its series of AC tubes as well as large rectifying tubes. In addition, its increased facilities will allow for enlarged production of its entire line of radio tubes.

WODA Awarded Prize

Radio broadcasting station WODA, conducted by Richard O'Dea, talking machine dealer with stores in Paterson and Passaic, N. J., was recently awarded a large portrait of Beethoven as a prize for having presented the best Beethoven program given by any New Jersey station in connection with the centennial of the death of Beethoven. The prize was donated by Max H. Krich, president of the Radio Distributing Corp., R. C. A. distributor, Newark, New Jersey.

Radio Owners Prefer Music

A census recently completed by A. Atwater Kent disclosed the fact that while the majority of radio owners purchased their instruments for amusement, one out of every five gave as a reason for the purchase "the desire to hear fine music." In replying to a question as to what type of program they liked best, nine out of ten expressed a preference for music.

Makes Easy Sales for Radio Sets



This new Acme "A & B" Socket Power Unit will keep the battery on any Radio Receiving Set properly charged and give you the proper "B" current supply.

Dependable

It enables any set to operate as dependably and constant as house current.

One switch controls everything, giving instantly a steady strong flow of A & B Power.

Besides Efficiency

This unit has important additional advantages. It's compact. It's neat. It's quiet. It's popularly priced. It aids you by ensuring your customers of satisfactory performance at all times. Always ready for action.



"A & B" Socket POWER UNIT

Complete, ready to operate. lists at

\$67.50 East of Rockies

Visit our Display at the R.M.A. Exhibition, Stevens Hotel, Chicago, June 13 to 18

SEND FOR OUR LITERATURE GIVING COMPLETE SPECIFICATIONS AND INFORMATION ON OUR ENTIRE LINE

Order from your jobber today or write us.

THE ACME ELECTRIC and MANUFACTURING COMPANY.
1438 Hamilton Avenue Cleveland, Ohio

VAL PHONIC

INTRODUCING the latest innovation of the VAL-PHONIC masters!

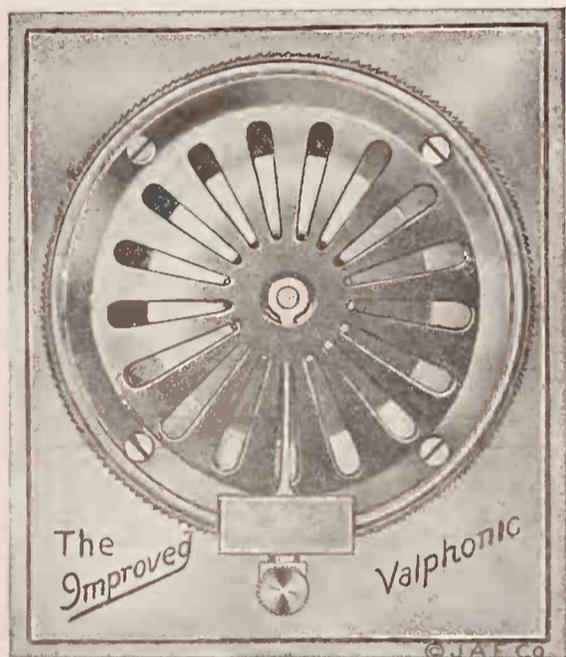
This IMPROVED VAL-PHONIC has the rare combination of volume and beauty of tone, plus wonderful fidelity of reproduction.

That deep phonic tone surges forth in amazing, unheard of volume.

Made to fit all machines.

It is entirely new, both as to construction and materials used. Truly, it can be said that the VAL-PHONIC is the last word in reproducers.

Gun-metal-oxidize is the standard finish, but it can also be furnished in nickel or gold.



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



REG. U.S. PAT. OFF.

730 MARKET STREET
PHILADELPHIA, U.S.A.

BOSCH

The New Bosch Radio Models are built, not only for customer satisfaction but for dealer profit as well. They are "transportation proof". So strongly are they constructed that they may be delivered to the customer with the original factory settings—without adjustment by the dealer.

To be convinced of Bosch Superiority, examine the steel chassis, the condenser unit assembly with its three point mounting, the short solid connections, the locked assembly and the elimination of solder operations. All models have Single Station Selector—electrically lighted—Bosch—RFL circuits—are armored and shielded and are priced for volume sale.

The new cabinets present a new beauty in design, craftsmanship, selection and finish of fine woods. Appearance and performance are so ably handled and the price range so attractive that Bosch is the outstanding dealer line this year. The Bosch Dealer Policy is liberal and it is strongly supported. It offers unusual possibilities to Radio Dealers who are in business to stay. It is well worth investigating.

Tell us in confidence about yourself, business standing, financial strength and plans regardless of the lines you now carry. We will be glad to tell you of our plans for your locality.

AMERICAN BOSCH MAGNETO CORP.
MAIN OFFICE AND WORKS: SPRINGFIELD, MASS.
BRANCHES: NEW YORK CHICAGO DETROIT SAN FRANCISCO



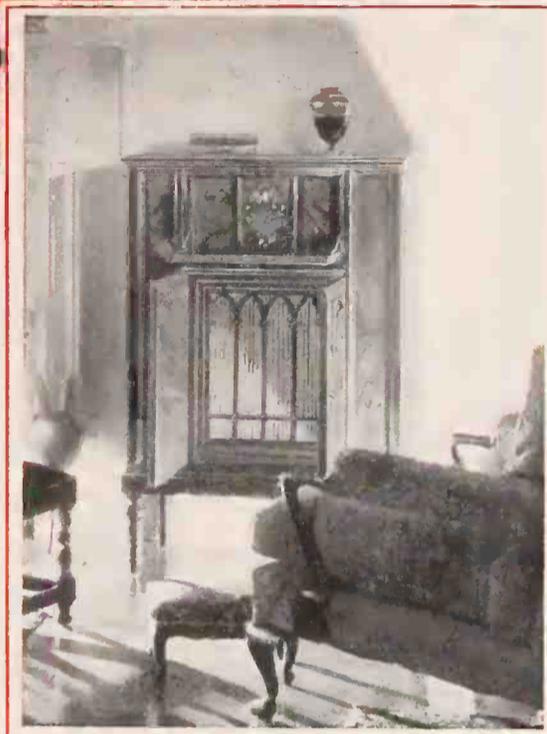
AMERICAN BOSCH MAGNETO CORPORATION

Manufactured under patent applications of the American Bosch Magneto Corporation and licensed also under applications of the Radio Frequency Laboratories, Inc.

RADIO



Model 76—Six tubes, Bosch RFL circuit—single station selector, Bosch Line O'Lite tuning, wired for battery or socket power operation, armored and shielded, spacious power unit compartment, solid walnut cabinet beautifully finished with and without built-in reproducer. With built-in reproducer \$178.50. Without built in reproducer \$162.50.



Model 57—Seven tubes, Bosch RFL circuit, efficient built-in loop, built-in 18" reproducer, walnut cabinet with selected pattern woods, spacious power unit compartment. Single station selector, electrically lighted dial, Bosch Line O'Lite tuning, armored and shielded, wired for battery or socket power operation and operates on loop or wire antenna from two to two hundred feet. Price with built-in loop, built-in reproducer \$295.00



Model 66—Six tubes, Bosch RFL circuit—single station selector, electrically lighted dial, Bosch Line O'Lite tuning, armored and shielded, wired for battery or socket power operation, solid walnut cabinet—beautifully finished Ideal table type receiver, price \$97.50.

THE BOSCH NOBATTERY "A" POWER UNIT

— for converting house current into "A" power for radio receiver operation. Typically Bosch, its construction, both mechanical and electrical is of highest grade and its performance is a revelation.

The outstanding features of the Bosch Nobattery "A" are.

- Constant voltage
- Unvarying power
- Quiet
- Instantaneous—no heating delay
- No harm if left "On"
- Nothing to boil over
- No chemicals to add
- Economical in current draw
- No power dissipated in heat—uses power efficiently as power
- Receiver does not need to be re-wired
- Small in size—can be put in radio cabinet like a battery

The Bosch Nobattery "A" is a perfect companion to the famous Bosch Nobattery "B". These two units form an ideal combination for supplying "A" and "B" current and retail for \$100.00

Bosch Radio—the Complete Dealer Line

Model 57—Seven-tube Receiver, Single Dial, cabinet type, loop operated—built-in reproducer—wired for battery or socket power operation \$295.00.

Model 76—Six-tube Receiver, Single Dial, cabinet type—wired for battery or socket power. With built-in speaker \$178.50. Without the built-in speaker \$162.50.

Model 66—Six-tube Receiver, Single Dial, table type, wired for battery or socket power \$97.50.

Ambotone Reproducer—Cone Type, Table Reproducer, with years of recognition for its perfect tonal reproduction \$27.50.

Nobattery—"A"—An ideal socket power device, supplying "A" current for all sets up to ten tubes—no acids, no moving parts, no hum, no trouble, no heating delay \$58.00.

Nobattery "B"—Famous Bosch Nobattery for supplying "B" Power for all sets up to ten tubes—no acids, no hum, long lived \$42.00.

Powertrol—Prevents direct current passing from radio receiver into reproducer with consequent damage. Prevents distortion and destruction in speaker. Should be sold to every power tube user \$8.00.

Recreator—A truly successful three unit device for providing electric reproduction of phonograph records—utilizes any style phonograph and reproduces through a radio receiver and loud speaker \$20.00.

All prices slightly higher, Colorado and west, and in Canada.

All these Bosch Radio Models—ready for Bosch Socket Power Units—the Nobattery "A" and the Nobattery "B"—both totaling \$100.

The Player-Tone

IT'S SIMPLY GREAT

Announcing for 1927

An Amazing Achievement!

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



The famous ULTRA (phonic) Reproducer



The Standard by which all reproducers are judged and valued!



MODEL 175
Consolette Grand
42" HIGH 30" WIDE 2" DEEP

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

Five Models of Twelve



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

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



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



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



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

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

PLAYER-TONE TALKING MACHINE CO.

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

FRESHMAN

franchise is
a valuable
asset!

to any merchant who possesses adequate display space and has the facilities to handle volume business.



This compact console is panelled entirely of genuine mahogany. Beautiful burl maple inlays afford a most pleasing contrast. Large built-in cone speaker of remarkable fidelity. Desk type drop lid encloses the set when not in use.

\$89.50

HUNDREDS OF REQUESTS

for this profitable franchise are being received from progressive, well established merchants all over the country. These new applicants were quick to grasp the opportunity afforded by our increased production facilities—resulting in our ability to expand our list of Authorized Freshman Dealers, as recently announced.

DIRECT-TO-DEALER DISTRIBUTION

The Freshman plan of direct-to-dealer distribution has been proven. We work directly with the dealer. We have no intermediaries. His problems are our problems. We meet them together.

\$49.50



The Freshman Universal ABC Radio Power Supply electrifies any 5-6 or 7 tube radio.

No "B" batteries—No "C" batteries—No "A" battery charger. This one compact unit replaces them all. Operates from any electric light socket and is controlled by the switch on the set. No further attention required. Complete with RCA and Tungar tubes.

Six tubes ~ One Control
**FRESHMAN
MASTERPIECE**

We can still utilize the co-operation of responsible dealers in several sections of the country. Wire or write for detailed information.

CHAS. FRESHMAN CO., Inc.

FRESHMAN BLDG., NEW YORK, 2626 W. WASHINGTON BLVD., CHICAGO

800 No. SPRING ST., LOS ANGELES

Survey Shows Dealers Profit by Service

Investigation Sponsored by Pacific Radio Trades Ass'n Brings to Light Some Interesting Facts Regarding This Phase of Trade

TALKING MACHINE dealers who handle radio and radio trade associations throughout the country are giving more and more attention to the matter of service. When radio retailing was in its infancy the most important problem confronted by the retail dealer was the matter of reducing the cost of service to the point where he could make a profit on his sales. The trade has reached the stage where the major faults incidental to extending free service to radio buyers has been eliminated, although there are many individual dealers who have much to learn regarding efficient service department operation.

During the past four months The Talking Machine World has been publishing a series of articles dealing with every phase of radio servicing. These articles were the result of a nation-wide survey among talking machine dealers. It is interesting to note that the conclusions arrived at in this survey are identical with those just published by the Service Committee of the Pacific Radio Trade Association, which was appointed to make a comprehensive survey of radio service, and to bring to the retail trade an analysis of conditions in this branch of the business. The committee's object also was to draw conclusions and make recommendations with the purpose in view of being of aid to the retail dealer and to the industry.

While the survey of this committee was confined only to the State of California, the investigation covers the methods in use by the most representative dealers, several hundred in number.

Profit From Radio Service

The returns from a questionnaire sent to the dealers developed one important point, namely, that more than one-half of the retail outlets in California are now being conducted at a profit. In fact, 52 per cent of the radio dealers made a profit on their service department; 10 per cent broke even, while 9 per cent had no figures available; only 29 per cent showed a loss. The committee expressed considerable surprise at the progress made in the music field, because half of the music stores answering the questionnaire operate a service department at a profit, indicating unusual progress in caring for a mechanical-electrical appliance more or less strange to a music establishment.

In this connection it is interesting to note that no department store recorded profits from the operation of the radio service department; apparently due to the fact that little effort has been made to build up a radio service department, or to acquire service business.

Evil of Unlimited Free Service

The report of the Service Committee corroborates the conclusions presented to the trade by The Talking Machine World in its series of articles by pointing out that the largest factor contributing to a loss in the service department is what is known as unlimited free service. The committee states:

"It can definitely be stated that profit or loss in the rendition of service is proportionate to the amount of free service given and length of time for which it is extended. The largest number of dealers are already limiting free service to periods varying from thirty to ninety days, and here it may be said that these are not the dealers who show a profit on service. Those showing a loss are retailers giving free service for a period longer than this. Many dealers whose service department shows a profit sell their customers at the expiration of the free period a six or twelve months' contract. This provides for an inspection service once a month during the life of the contract, the usual charge price to be \$12.00 a year."

Service Costs Should Be Known

One point brought out by the survey of The Talking Machine World was the fact that there is a lamentable ignorance in the trade regarding service costs, and the survey undertaken by the Service Committee of the Pacific Radio Trade Association found this also to be a more or less general condition. Among the factors that contribute to a profitable service department, says the committee, may be mentioned that of a nominal service charge, which in most cases seems to be one dollar. The committee believes that a minimum charge of one dollar could not be termed unreasonable, and at the

same time it is low enough to be attractive to the set owner. The better class of service departments are making a charge of \$1.75 an hour for service; materials, if supplied, are charged additional.

Customers residing at some distance from the dealer's store pay for transportation and the time consumed in traveling. The average charge for the erection of an antenna on a flat roof is \$10.00, which is considered reasonable, and on a peaked roof the charge gen-

SERVICE CERTIFICATE

12 months..... No.....
 6 months..... Date.....192...
 Received from
 Address
 The sum of.....Dollars (\$)
 which entitles the holder of this Certificate to the following:

(A.) A complete inspection of your radio equipment once every thirty (30) days during the life of this certificate, this inspection to include:

- (1) A thorough test of your "A," "B" & "C" batteries, your tubes, speaker, charger (or eliminating system) and your radio receiver.
- (2) Cleaning tube contacts, battery and switch contacts, and tightening battery connections.
- (3) Distilled water in battery, charger, etc., when required.

(B.) The delivery to your home and the installation of any batteries, tubes or other accessories purchased from.....provided such installation does not require more than thirty (30) minutes or one-half hour's time.

(C.) The privilege of one additional call per month provided any trouble should develop between regular inspection periods, this call to be made between the hours of 9:00 a. m. and 5:00 p. m.

This agreement does not in any way entitle the holder to any service or labor other than that set forth in this certificate. Other services or labor will be billed at our regular stated charges.

Inasmuch as the essence of this contract is Service,assumes no further obligation or responsibility than that stipulated above.

Make all checks payable to..... This certificate is void unless signed by an authorized salesman of this Company.

BySalesman

Good for a period of.....months from date hereof.

QUESTIONNAIRE

No.....
 Owner's Name
 Home AddressBill.....
 Bus. AddressBill.....
 Home PhoneBus. Phone.....
 Make of Receiver.....Type.....
 Make of Loud Speaker.....Type.....
 Number of Tubes.....Type.....
 "A" Bats. "B" Bats. "C" Bats.
 ChargerEliminator
 ReferencesAddress
 Remarks
 Service Certificate for.....months \$.....
 DateSalesman

Radio Service Certificate Suggested

erally is based upon time and material. In summarizing this work it is recommended by the committee:

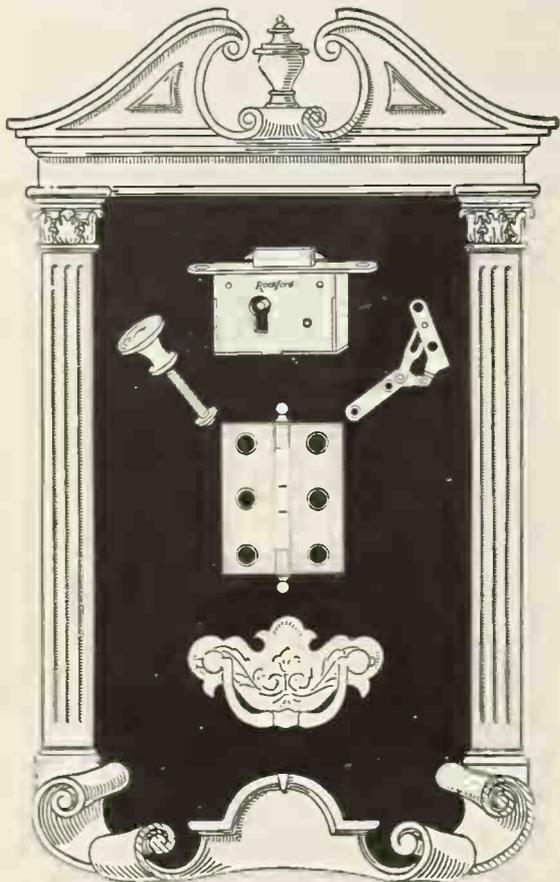
(a) That radio service be sold with the set, and when the price is named that the buyer be given a definite statement, "We will service your set without charge and instruct you in its operation for a period of so many days, after which time we will make a small charge for our services if they are required."

(b) That service contracts good for six months, or one year, providing for a monthly inspection service, be adopted.

(c) That service men be selected with sales ability in view and trained.

(d) That a simple but adequate cost record be kept of the service department.

(e) The committee emphasizes the desirability of handling reliable merchandise. The sale of a poor accessory, followed by a service call, means an unprofitable sale. The sale of an unreliable receiver, followed by numerous service calls, means a loss of profit.



Men capable of doing precision work are rare. For a quarter of a century the National Lock Co. has been handpicking its army of metal workers. The result is hardware of accuracy, durability and uniformity of finish. Get a catalog of Rockford Hardware—it will pay you.

**National Lock Co.,
 Rockford, Ill.**

U. S. A.
 Cable Address: NATLOCK

**Rockford
 Hardware**

Branch Sales Offices:

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

Distributors of

The Tonic
SONORA

Phonographs . . . Model D
Radio Receiving Sets . . .
Highboys . . . and Speakers

Barker Wholesale Company,
Barker Building,
Los Angeles, Calif.

J. H. Burke Company,
221 Columbus Avenue,
Boston, Mass.

Doerr, Andrews & Doerr,
Minneapolis, Minn.

Gibson-Snow Co., Inc.,
Syracuse, N. Y.

Greater City Phono. Co., Inc.,
76 Fifth Avenue,
New York, N. Y.

Hassler Texas Co.,
2216 Commerce Street,
Dallas, Texas.

Kohler Distributing Co.,
63 Minna Street,
San Francisco, Cal.

Moore-Bird & Company,
1720 Wazee Street,
Denver, Colo.

Musical Products Distributing Co.,
22 West 19th Street, New York, N. Y.
Brooklyn & Long Island Distributors.

Pennsylvania Phono. Dist. Co.,
1015 Chestnut Street,
Philadelphia, Pa.
917 Wabash Building,
Pittsburgh, Pa.
1747 Chester Avenue,
Cleveland, Ohio.

James K. Folk, Inc.,
181 Whitehall Street,
Atlanta, Ga.
811 W. Broad Street,
Richmond, Va.

Reliance Battery Products Co.,
2211 So. Eighth Street,
Council Bluffs, Iowa.

C. A. Richards, Inc.,
100 E. 45th Street, New York, N. Y.
Canadian & Export Distributors.

C. D. Smith Drug Co.,
St. Joseph, Mo.

Sterling Roll and Record Co.,
137 W. Fourth Street, Cincinnati, O.

Strevell-Paterson Hardware Co.,
Salt Lake City, Utah.

The Toy Sales Company,
231 N. Wells Street,
Chicago, Ill.

Yahr-Lange, Inc.,
Milwaukee, Wis.
442 E. Lafayette Avenue,
Detroit, Mich.

Semi-Annual Sales Meeting Held at Atwater Kent Plant

Sixty Sales Representatives From All Parts of the United States and Canada Hear Interesting Addresses at Week's Session

Sixty Atwater Kent sales representatives, covering all parts of the United States and Canada, began a week's session on April 19, at the Atwater Kent factory at Germantown, Philadelphia. The occasion was the semi-annual sales meeting.

All the sessions were presided over by V. W. Collamore, with the exception of an evening session following the first day's meeting which was confined to sales executives and district managers. The latter meeting was conducted by R. E. Smiley, assistant sales manager, and the subjects discussed related to field work.

During the week members of the staff of Barton, Durstine & Osborn, who handle the Atwater Kent advertising, outlined their plans, and there was a talk by D. M. Bauer, advertising manager of the company. E. H. Kester, in charge of sales statistics, gave a talk illustrated by charts at the Friday session, and among the sales executives who spoke were John F. McCoy and P. A. Ware, merchandising manager.

William Brand & Co. Take Over Larger Headquarters

William Brand & Co., importers and distributors of mica diaphragms and other products for the talking machine and radio industry, who for a number of years have been located at 27 East Twenty-second street, New York City, have just moved into new and larger quarters at 268 Fourth avenue. The Brand Co. is headed by William Brand and William Naumburg, Jr., both of whom have long been connected with the talking machine industry and were pioneers in radio. They are considered specialists in everything pertaining to mica.

Southwestern Victor Dis- tributing Co. Organized

DALLAS, TEX., May 5.—A new concern, the Southwestern Victor Distributing Co., recently opened offices and warerooms at 912 Commerce street, the Wholesale Merchants' Building, and will distribute all the products of the Victor Talking Machine Co. The officers of the company are R. S. Cron, president; H. G. Storm, treasurer, and F. A. Bain, sales manager and secretary.

Instalment Losses Small

Department stores that co-operated with the Fairchild Publications in a nation-wide survey of instalment selling reported that the average man or woman who buys on the instalment plan is almost as good a credit risk as the person who uses a monthly charge account. Losses incurred by the average department store from instalment business are only slightly greater than those on regular charge account, the survey revealed.

It was also disclosed that for 85 per cent of the reporting stores the percentage of instalment business done was not greater than 15 per cent, and that for almost half of these, or 41 per cent of the stores, the amount of instalment trade was less than 5 per cent.

Opens Music Store

A new music store, the Dickson Book & Music Store, has been opened by Mr. and Mrs. J. Moore Dickson, Clarksville, Tenn. The concern is handling talking machines, records and other products.

Kimball H. Stark Is New Crosley Advertising Mgr.

New Crosley Radio Corp. Executive Has Had Wide and Varied Experience in Radio Industry—Well Fitted for Important Position

CINCINNATI, O., May 7.—Powel Crosley, Jr., president of the Crosley Radio Corp., recently announced the appointment of Kimball H. Stark as advertising manager of the company. Mr.



Kimball H. Stark

Stark has had a wide and varied experience in the radio industry extending over a period of ten years.

From March, 1917, until July, 1918, he was with the De Forest Radio Tel. & Tel. Co., in the factory and laboratory, working on the manufacture of receiving and transmitting tubes. Following this, he was connected with the Sperry Gyroscope Co., employed in radio engineering and test work in connection with navy war-time receiving equipment, and thence went with the Wireless Improvement Co., as a radio test engineer.

In 1920 Mr. Stark returned to the Sperry Gyroscope Co. as a radio engineer in charge of special navy-compass equipment, and a year later was identified with F. A. D. Andrea, Inc., as chief engineer, also managing the advertising and sales departments. Following this connection, Mr. Stark had charge of purchase, inventory and production control, including the organization of statistical methods of the Charles Freshman Co., New York.

R. C. Ackerman, Fada Export Manager, on Trip Abroad

R. C. Ackerman, export manager for F. A. D. Andrea, Inc., New York, is now on a foreign trip to capture new markets for Fada radio. Among the centers of trade which are being visited by Mr. Ackerman are Hawaii, Japan, Philippine Islands, Australia, New Zealand, Dutch East Indies and Straits Settlements. It is expected that the trip will take about eight months.

Miss Marguerite Jay Engaged

The engagement of Miss Marguerite Montgomery Jay, daughter of Mr. and Mrs. John Clarkson Jay, to the Rev. William Dudley Foulke Hughes was announced recently. Mr. Jay is a director of the Victor Talking Machine Co. and a partner of the banking house of J. and W. Seligman & Co. Miss Jay is a graduate of the Brearly School and has been studying at Bryn Mawr. The Rev. Mr. Hughes is a graduate of Princeton University and of Hartford College, Oxford, England. He is connected with the Cathedral of St. John the Divine and is headmaster of the Cathedral Choir School.

Announcing
the Symphonic
masterpiece

LOW LOSS Symphonic PHONOGRAPH REPRODUCER

AGAIN demonstrating the acknowledged leadership of Symphonic in the reproducer field we present to the trade the reproducer de luxe, a precision instrument of finest design and workmanship,—the Low-Loss Symphonic.

As its name implies, this reproducer, by virtue of its refinements, transmits through the tone-arm every vibration recorded on the record-groove, every last tone or overtone with little or no loss in transmission. Your customers can buy nothing finer. Exquisitely made, it is encased in a handsome bronze finished housing with a nickel- or gold-plated centerpiece. It is enclosed in a handsome purple silk-lined box with a beautifully embossed cover and is identified by a gold stamped purple ribbon across the face of the reproducer.



The price is
\$10.00

Gold-plated \$12.00

*Other Fast-Selling
Symphonic Reproducers*

Symphonic . . . \$8.00

Gold-plated \$10.00



This is the \$8.00 number that has been so popular with phonograph dealers everywhere. A wonderful reproducer whose performance is so unusual that it sells immediately on demonstration.

Overture . . . \$5.00

Gold-plated \$7.00



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

**Symphonic Phonograph
Loudspeaker Attachment**



The greatest phonograph loudspeaker attachment you ever heard. Not a toy but a genuine loudspeaker unit.

Price \$5.50

Gives a striking demonstration
*(All prices slightly higher west
of the Rockies)*

**SYMPHONIC SALES
CORPORATION**

Dept. W.

370 Seventh Avenue

NEW YORK

U. S. A.



Sell Radio Reception

Is Policy of Wiley B. Allen Co.

By W. B. Stoddard

THE Wiley B. Allen Co., with branches all over the West, has made a success of radio from the start. When it was first talked about the executives of the company realized that here was a new form of musical entertainment which was going to seriously affect the business unless they grasped the nettle firmly and made it their ally instead of competitor. Accordingly they studied radio in all its phases, and then took on a single make of radio, and advertised this new recreation very extensively.

The radio section of this store was added as an adjunct to the talking machine department. Announcements were sent to all the regular customers of the store and due publicity was given in the daily papers. Success followed—and the business has gradually grown until it now stands on a fifty-fifty basis with the phonograph business. The policy of the store of handling quality goods only was carried out in its new line. Only one make of set was sold, although a variety of models under this make offered opportunity for meeting all types of customers. No attempt was made to handle parts.

Salesmen Study Their Products

The sale of radio is handled entirely by the regular salesmen of the store. A radio specialist was added to the mechanical department to install sets in the customers' homes and for handling repairs, and he gave instructions to the talking machine salesmen on the principles of radio. All the men in this department undertook a thorough course of study which made them familiar with radio in general and with the line handled in particular. In addition, they were already trained in the field of music and were able to meet the customer with an understanding of his interests.

The patron who goes to a music store usually does so from some musical interest and radio is best sold to him as a musical instrument, capable of bringing to him a constantly changing program of high quality. As a rule he is not interested in the mechanical side of the instrument, and the salesman who talked coils and tubes would generally fail to make a sale.

No Outside Demonstrations

All sales are made in the store, no outside demonstrations being given. One of the special booths in each store has been wired for aerial and ground connections and fitted up in an attractive and dignified manner as a drawing-room. Here the sets are displayed as they would appear in the patron's home. The demonstration is given a dignity which would be entirely lacking were a counter demonstration attempted.

It is a well-known fact that the quality of the program actually appears higher in quiet surroundings than it would were the same instrument to be operated amid coils of wire and cluttered store conditions—a fact of considerable importance in convincing music patrons of the desirability of radio. All talking machine demonstration booths in the Allen stores are also wired for radio, so that a number of demonstrations can be handled simultaneously in different rooms.

Adopts New Radio Service Policy

Overhead on the sale of radio has been rather high on account of the necessity of following up the set after it has been installed in the home. The Wiley B. Allen Co., however, along with many other dealers, is adopting a sales policy which will do away with many of the troublesome features of servicing and will materially reduce overhead. A complete demonstration of the instrument will be made in the store. After the machine is delivered an expert will see that it is properly installed and will give the purchaser thorough instruction in its operation. He will see that the set is mechanically perfect when delivered. After this, the company will not be responsible for the customers' difficulties, most of which arise purely from a failure on the part of the new operator to understand the conditions with which he is dealing. Hitherto a telephone call would result in an immediate visit from a "trouble man" to locate the defect. Now he will be asked to come to the store headquarters and explain his difficulty.

Overselling Is Dangerous

The secret of success in radio sales, according to the secretary of the San Francisco office, is not to oversell the instrument. The patron should understand the conditions and the limits of the radio game very clearly. He should be sold on local stations and not be disappointed if he cannot get Canada or Cuba every night. He should know that it is not always possible to hear with equal clarity. He should appreciate also that there may be peculiarities in the location of his residence which militate for or against the best receiving conditions—and that even experts are sometimes at a loss to explain what these are. If the salesman will be perfectly honest with him there will be little fear of the return of the instrument caused by misunderstanding of its limitations.

Cash sales are made whenever possible, but in accordance with the policy of the store in other departments, time payments are allowed. At least one-third of the price is required as initial

payment, and payment must be completed within six months.

Profits From Sales of Portable Radios

The method of the G. F. Johnson Piano Co., Portland, Ore., in interesting people in portable radio is an ingenious one. At the beginning of the vacation season they install a window display of portable radios. At an hour when the streets are most crowded a man with a small black case tucked under his arm may be seen looking interestedly at this radio display. One interested spectator soon gathers a crowd about the window—as a crowd soon gathers momentum when a few people stop. As soon as a number have collected the man slips to the entrance of the store and places his box on a stand. Immediately music issues from it, and the crowd sees that it is a radio instrument. It is seen to be small and compact, and easily transported. Bystanders who appear interested give the salesman follow-up data, such as names and addresses. The man in charge of the set tells them of the special payment plan, which allows them to purchase the \$190 radio on the ten-payment plan. Fully half of the radio sales of this company are portable sets.

Amplion Executives Hold Conference in London

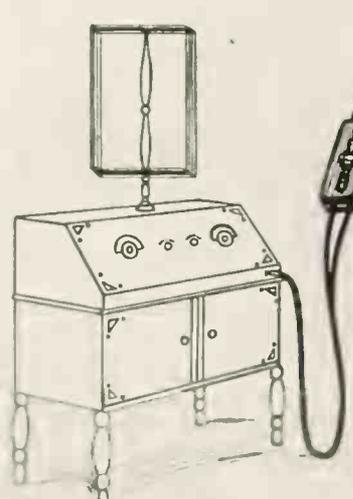
S. B. Trainer, A. M. Harris and Lloyd Spencer of Amplion Corp. of America Attend Conference at Offices of Graham-Amplion, Ltd.

S. B. Trainer, president of the Amplion Corp. of America, and A. M. Harris, chief consulting engineer, who sailed for England recently, are attending an important conference of Amplion executives at the headquarters of Graham-Amplion, Ltd., London. Lloyd Spencer, general sales manager, who sailed for Europe at an earlier date, joined Mr. Trainer and Mr. Harris at the London conference. It is understood that matters of major importance will be decided at the meeting.

V. L. Rich, advertising manager, is in charge of Amplion interests in the absence of the other executives.

Opens Victrola Department

SCRANTON, PA., May 5.—The Stieff Piano Co. recently opened a talking machine department in its store at 513 Lackawanna avenue, featuring the Victor line. Edgar W. Kraus has been appointed manager.



Birnbach Extension Cords

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

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

Let us send our catalog

BIRNBACH RADIO CO.

254 WEST 31st STREET NEW YORK CITY

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





A REMARKABLE LOUDSPEAKER ~ A BEAUTIFUL LIBRARY GLOBE

A Dual~Purpose Speaker

HERE is the most unusual piece of radio merchandise ever offered the dealer.

A loudspeaker that will out-perform, on comparative test, any speaker in its price class. The Globe form is an integral part of its patented design and permits the full range of reproduction in balanced harmony—no blurring or roaring of the bass notes, no rattling of the trebles.

The Globe itself is a genuine accurate full-sized library Globe mounted on a bronze finished pedestal. It

can be used for reference just as any ordinary Globe.

Think what this means to your customers. What a delight to be able to follow travel talks and news events, *right on the loudspeaker*, or for the instruction of the children who have always wanted a Globe to refer to. Here is a sales opportunity you have been looking for—"something new in radio."

And the price is little more than the cost of the Globe alone. Complete with 20 feet of cord . . . **\$35.00**

Symphonic Globe Speakers will be distributed only through exclusive wholesale channels. We welcome inquiries from good distributors.

SYMPHONIC SALES CORPORATION, Department T, 370 Seventh Avenue, New York



Symphonic GLOBE SPEAKER

The Finest Radio Speaker "in the World"



You can forget damage claims!

When you ship your radios in Atlas Plywood Packing Cases you know there won't be any come-backs from the other end in the way of bothersome claims for damages.

Atlas Plywood Cases offer the surest shipping protection to radios and phonographs of any packing containers made. Years of continuous and satisfactory use by the largest phonograph and radio manufacturers in the country will attest to that.

Let us figure on your list of sizes.



PARK SQUARE BUILDING, BOSTON, MASS.

New York Office
90 West Broadway

Chicago Office
649 McCormick Building

A Work Bench to Facilitate Servicing Radio Receiving Sets by the Retailer

Arrangement of Work Bench Has Much to Do With Efficiency of Servicing—Bench Designed by the Service Department of F. A. D. Andrea, Inc., Can Be Used by All Retailers

A dealer's work-bench for servicing of radio receivers is made the subject of an interesting report by the service department of F. A. D. Andrea, Inc., of New York, manufacturer of Fada radio.

The accompanying photograph shows one very good method of arranging the work-bench

battery leads come up through the table and are connected permanently to the row of battery clips immediately in front of the man working on the set on the top shelf. These are mounted on a small strip of bakelite and marked. This is very simple to construct, and is of tremendous convenience. The battery



Practical Radio Work Bench for Retail Dealers

to simplify work on servicing radio receivers. The picture gives an excellent idea of the essential layout and every tool needed is right there, soldering iron, head set, batteries, screwdriver, voltmeter, speaker and oscillator.

The first thing is of course to remove the chassis from the set and the illustration shows one of the shields off. The table has three levels, the lowest one is for the batteries, the

connections are permanent and snapping these battery clips to the proper leads from the set is but a matter of a few seconds. A wood block with holes bored in it holds the loops.

While this explanation has special reference to a certain set, dealers everywhere may follow the general lines and work out a suitable work-bench to fit their own needs. In the photograph shown herewith the device between the speaker

and the loops on the upper shelf is an oscillator, in reality a miniature broadcasting station which permits the dealer to conduct his tests independent of any station or at any time.

It is recommended of course that all testing be done with batteries which are of first-rate quality and with the proper voltage. Just to the right of the loops is a voltmeter permanently mounted in a bakelite strip. The tube rack is very easily constructed and will be found a great convenience. All testing should be done with tubes of known quality and it is often preferable to use the tube dampers which tend to prevent any microphonic action or mechanical regeneration. At the point where the soldering iron is connected there is another convenience outlet. This connection is useful for particularly dark days or seeing into dark corners by simply attaching a 25-watt bulb on a flexible cord. The drawer, while not an essential, is always useful.

Mr. and Mrs. E. W. Poling Injured in Auto Accident

TOLEDO, O., May 5.—Earle W. Poling, well-known music dealer of Akron, O., and Mrs. Poling were painfully injured last month when driving from their home to visit the Sparks-Withington Co., Jackson, Mich., manufacturer of Sparton radio sets. The car in which Mr. and Mrs. Poling were riding collided with a motor bus filled with children on a holiday trip. Mr. and Mrs. Poling, although requiring treatment at a hospital, were not seriously hurt.

New RCA "Movie" Slides

A revised set of motion picture theatre slides may now be obtained by RCA authorized dealers by writing for them to the nearest district office. They are furnished free of charge unimprinted, but the dealer's name and address will be imprinted at a cost of 10 cents per slide. The complete set consists of fifteen slides.

J. H. Tregoe Resigns

J. H. Tregoe, who has been actively identified with the National Association of Credit Men since 1896, will retire from his position as executive manager on July 1. Mr. Tregoe has made no plans beyond a trip to Europe this Summer and he will make his permanent home in California. No successor has as yet been appointed.

Sold Seven Automatics

During the week of the introduction of the Automatic Orthophonic Victrola the Malarkey Piano Co., of Pottsville, Pa., sold seven of the new instruments.

No Tubes

Necessary!

**Acoustical
Amplification**

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



DISTRIBUTORS

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

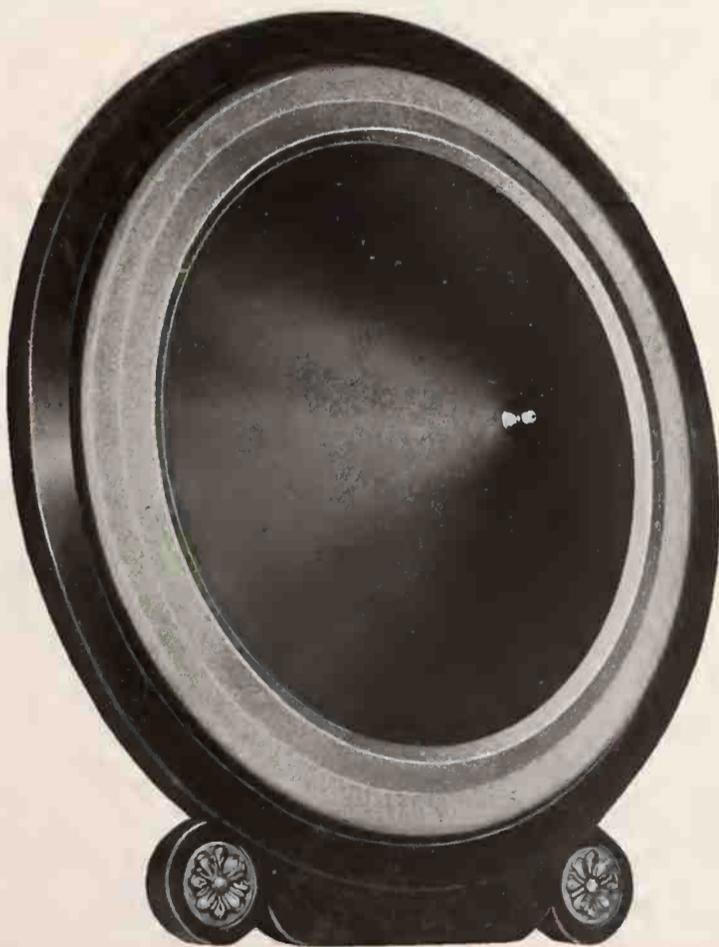
MODEL LB

\$65

RETAIL PRICE

Slightly Higher in the West

POWER
Melofonic Radio Speakers



**First in Tone
and
Appearance**

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

DEALERS:

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

MODEL M

\$28.50

RETAIL PRICE

Slightly Higher in the West

PROGRESSIVE MUSICAL INSTRUMENT CORP.
319 Sixth Avenue New York City



PAL DE LUXE

PAL De Luxe \$30—List

Designed on the new improved sound reproduction principles—with a *forty-inch sound chamber*. Equipped with the MICRO-PHONIC tone-arm and reproducer, and the Thorens *double spring* motor. Covered in richly designed, genuine DuPont Fabrikoid with an embossed border finished in antique gold. Embossed album border also finished in antique gold. Weight, 17 lbs. Size. 15½ inches long, 12 inches wide and 7¾ inches high. Supplied in black, blue, brown and red finishes.

The Standard PAL—\$25 List

From the rich DuPont Fabrikoid coverings to the rugged Thorens *double-spring* motor, every feature and every detail in PAL makes everlasting inner and outer quality.

Equipped with the Thorens *double-spring* motor (plays three records with one full winding) and a specially designed metal shielded reproducer. Weight 16 lbs.; 15½ inches long, 12 inches wide and 7¾ inches high. Covered in genuine DuPont Fabrikoid and supplied in black, blue, brown and red finishes.



PAL

PAL Junior—\$15 List

It is one of the biggest selling portable phonographs in the industry today, because it is the ideal machine for those people who cannot spend more than \$15 for a portable phonograph. Equipped with a heavy single-spring guaranteed motor, and a new improved tone-arm and metal shielded reproducer. Weight, 11¾ lbs. Size 13½ inches long, 12½ inches wide and 7 inches high. Covered with genuine DuPont Fabrikoid, and supplied in black, brown, blue, red and green finishes.

PAL Kompact—\$10 List

The smallest *real* phonograph made. Plays standard ten-inch records. Comes ready to play with nothing to attach or remove. Its volume is equal to that of many of the large size portables. A remarkable sales item with irresistible appeal for those who like a novel type real phonograph. Weight 4½ lbs. Size. 5 inches long, 6 inches wide and 7½ inches high. Supplied in black only.

All prices slightly higher in Far West and Canada



PAL JR.



PAL KOMPACT

IMPORTANT!

During the past several months a great number of our distributors and dealers throughout the country have requested that in view of the prominence of the "PAL" trade-mark, we change the names of all our portable phonographs to conform with the "PAL" family name. We therefore announce that, effective immediately, we shall distribute all of our models under the "PAL" family name as follows: Pal DeLuxe (new model)—Pal (standard Pal)—Pal Jr. (formerly Regal)—Pal Kompact (formerly Kompact).

Display and Demonstrate this remarkable line—It will sell itself!



Why "PAL"

It is today *nationally recognized* that the "PAL" family is absolutely supreme in the portable phonograph field—a leadership which has been built up by years of unchallenged superiority in quality, performance, and above all in *value*!

Constantly improved—with features which are found in no other portable phonographs,—the "PAL" family is now, more than ever, unequalled in quality and beauty—unmatched in value. That is why it constitutes the most important portable phonograph group in the industry today.

Four models and fourteen finishes! \$10 to \$30 retail! For quick action and prompt service, write or wire us for the name of your nearest distributor.

PLAZA MUSIC COMPANY

10 West 20th St., New York



The Symbol of Unswerving UNIFORMITY

—In Radio

Apex Maintains a 15-Year Record

Fifteen years ago *Apex* was established. Every year, except 1920 (no explanation necessary), has shown a profit—an unfailing index of the firm's sound stand on the quality of its products and its attitude toward *Apex* Jobbers and their Dealers. Uniformity in earning capacity is a barometer of *Apex* standing with its customers and the radio industry as a whole.

Uniformity—

—in sales policy has been one of the most important factors in *Apex* advancement. Records show that 91 per cent of all business relationships established during our radio life are active today. *Apex* never deviates from the policy of selling through the legitimate trade channels of Jobber to Dealer.

Uniformity—

—in production is an outstanding *Apex* characteristic. Out of all the *Apex* radio sets built in 1926, less than 1/3 of 1 per cent were returned, and the majority of these were mechanically faultless. When an *Apex* is sold it stays sold.

Uniformity—

—in personnel has tremendous bearing on the progress of an institution. The same men who headed *Apex* in the beginning are its active responsible heads today. The policies and ideals on which they built the foundations are uniformly maintained.

Uniformity—

in *Apex* Advertising and sales promotion work is another secret of the maintenance of Jobber and Dealer good-will. Every advertising promise *Apex* ever made has been carried out to the letter. During 1927 *Apex* is advertising to the public in every important jobbing zone in the United States. Ask *Apex* for details.

See our complete NEW line at the R. M. A. Trade Show, June 13-18, Booth No. 94, Stevens Hotel, Chicago

APEX ELECTRIC MANUFACTURING CO.

(Radio Division)



1410 West 59th Street Chicago, U. S. A.



Last-Minute News of the Trade

K. E. Reed Sales Manager of Federal Radio Corp.

Popular Executive Has Had Seventeen Years' Experience in the Music and Radio Field—Advancement Has Been Exceedingly Rapid

BUFFALO, N. Y., May 7.—The Federal Radio Corp., manufacturer of Ortho-sonic receivers, announces the appointment of Kenneth E. Reed as sales manager. The selection of Mr. Reed



Kenneth E. Reed

for this important post marks one of the most rapid advances in a company which has been noteworthy for speedy progress since its marketing reorganization in 1925 under the leadership of L. E. Noble. Mr. Reed joined the Federal sales organization in August, 1926, as territorial representative for metropolitan New York.

His business career began in the talking machine field seventeen years ago, when he went with M. Steinert & Sons Co., of Boston, New England Victor distributor, as stock boy. Some time thereafter he took charge of the retail department at Steinert Hall, Boston. Later he was appointed manager of the wholesale record department, and during the early part of 1917 assumed the duties of manager in the general wholesale department, where he remained for eight years. Mr. Reed's connection with the Steinert Co. ended two years ago, when he resigned, to become New England representative for Pathex. Upon his appointment last August as Federal territorial representative for New York, he took over the supervision of Federal's sales and advertising campaign in the metropolitan area. In December he was made special representative to Federal wholesalers, and held that position until his recent appointment as sales manager.

Congratulations apparently are very much in order from Mr. Reed's host of friends. He is personally known to practically every talking machine distributor and dealer in New England and New York, and to all wholesalers of Federal Ortho-sonic radio throughout the country. The opinion that Mr. Reed will make a splendid success of his new position seems to be unanimous.

RCA Dividend

At the meeting of the Board of Directors of the Radio Corp. of America, held on Friday, May 6, 1927 a dividend of 1¾ per cent for the second quarter of the year 1927 was declared on the outstanding "A" Preferred stock of the company. The dividend is payable July 1, 1927, to stockholders of record June 1, 1927.

Spring Season of Edison Tone-Tests Is Completed

Edison Artists Give Over 500 Concerts During Season in Various Parts of the Country—New Edition of "What the Critics Say"

There has just been brought to a close the annual Spring season of Edison tone tests in the course of which a selected group of artists gave some 500 tone-test concerts in various sections of the country. The success of this method of providing direct comparison between the Edison records and the voices and instruments that are recorded has proved a most effective means of publicity and sales building, and the plan is now in its twelfth year.

As a result of these tone-tests there has been an increased demand for the booklet: "What the Critics Say," containing the opinions of noted musical authorities regarding the faithfulness of Edison reproductions, and a new and revised edition of this booklet is now on the press. An innovation introduced this season in connection with tone tests has been the supplying of the audience members with cards upon which they may indite various questions and forward them to the local dealers. These cards are proving effective in building up prospect lists.

Sophie Tucker to Record Exclusively for Okeh

Popular Star of Musical Comedy and Vaudeville Stage Makes First Okeh Records—Now on Tour of Country With "Gay Paree"

Sophie Tucker, one of the most popular and successful musical comedy and vaudeville stars, signed a contract recently with the Okeh Phonograph Corp., New York, whereby she will record exclusively for the Okeh library. This announcement will be welcome news to Okeh jobbers and dealers, for Sophie Tucker's recording of popular hits has won enthusiastic approval throughout the country and there is a brisk demand for them.

Miss Tucker recently started on a country-wide tour with "Gay Paree" and it is expected



Sophie Tucker

that Okeh dealers along the route of this musical revue will secure valuable publicity through Miss Tucker's Okeh contract. Her first Okeh recording is accompanied by "Miff Mole's Mollers" with Ted Shapiro at the piano, one of the popular jazz orchestras of the present day. The initial selections recorded by Miss Tucker under her exclusive Okeh contract are "Fifty Million Frenchmen Can't Be Wrong" and "One Sweet Letter From You."

Otto N. Frankfort Is Made Mohawk Vice-President

Popular Executive Is Appointed Vice-president in Charge of Sales—Mr. Frankfort Recently Completed Extensive Trade Trip

Upon his recent return from a seven weeks' trip throughout the West and the Pacific Coast, upon which he traveled over 10,000 miles, Otto N. Frankfort, sales manager of the Mohawk



Otto N. Frankfort

Corp. of Illinois, was pleasantly surprised to find new private offices awaiting him with the lettering upon the door reading "Otto N. Frankfort, vice-president in charge of sales."

Mr. Frankfort, who numbers among his friends radio distributors throughout the country, presided at the recent very successful Mohawk convention in Chicago, and during the course of the meeting received the hearty congratulations of the jobbers upon his appointment as vice-president. His new title is a well-deserved tribute to Mr. Frankfort's indefatigable activities in behalf of Mohawk products, and in addition to the felicitations received from Mohawk jobbers, many wires of congratulations were sent by radio executives. Gustave Frankel, president of the Mohawk Corp. of Illinois, and Louis Frankel, treasurer of the company, are working in close co-operation with Mohawk jobbers and dealers, assisted materially by Mr. Frankfort's many years of merchandising and sales experience.

Douglas De Mare's New Post

As a reward for his effort in helping to place the Mohawk Corp. of Illinois in a prominent position in the radio industry, Douglas De Mare recently received a well-earned promotion, and he is now vice-president in charge of engineering and purchasing. Mr. De Mare has been connected with the Mohawk Corp. of Illinois for five years.

Recording for Columbia

One of the latest additions to the artists who are recording exclusively for the Columbia Phonograph Co. catalog is Cass Hagan and His Hotel Manger Orchestra. This orchestra, which plays in the Moorish grill at this hotel, has in a comparatively short time won a considerable following among New Yorkers.



(Registered in the U. S. Patent Office)

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Trade Representatives: VINCENT D. WALSH, E. B. MUNCH, VICTOR C. GARDNER, V. E. MOYNAHAN, ROYCE CODY, A. J. NICKLIN

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NEW YORK, MAY, 1927

An Event of Significance to Radio

THE outstanding events of next month will be the annual convention of the Radio Manufacturers' Association and the Federated Radio Trade Association, together with the First Annual Radio Trade Show, held at the Hotel Stevens, Chicago, from June 13 to 17. The selection of the dates for the meeting and for the show is particularly significant, for earnest consideration is to be given to the question of making radio a year-round rather than a seasonal business, and the suggestions presented, together with the decisions arrived at, can be put into effect in time to have a distinct bearing upon radio business during the Summer and Fall.

The public is not in any sense entirely to blame for any lack of interest in radio during the Spring, Summer and, it may be said, the early Fall months, for the trade itself has not been any too keen in the promotion of campaigns to keep radio alive right through the year. Then, again, the broadcasters have in the past been inclined to let down somewhat in their programs with the coming of Spring, and by that means have in a measure encouraged the public to let its interest lag for at least a certain period of the year. Then, too, the dealers, having enthused over the new lines as introduced in the late Summer or early Fall, have concentrated their selling efforts to carry them through the holiday season and then have all too frequently been inclined to mark time until the next batch of annual new models were ready for inspection.

This year it is, or should be, different. With the Show at the outset of the Summer there will be afforded to the retailer and the public an opportunity for studying the improvements and making decisions regarding what is most desirable and what is not, at least two months in advance of the date at which the same opportunity was presented the previous year. In other words, deliveries of new models can now be made actually before the date that they were first displayed in years gone by. This in itself has a significance that should not be underestimated.

Coupling the conventions with the Show, as it were, serves a most useful purpose, for the members of the trade cannot alone witness at first hand what progress has been made in radio reception

media, but can discuss with their fellows those matters of paramount importance affecting the industry from every angle. First among these matters comes the question of stabilizing the industry to a point where it is a year-round proposition and not confined to a few months of the year, as though it had to do with straw hats or fur coats. That the industry itself is cognizant of the situation and is showing willingness to meet it augurs well for the future.

Peaks and valleys in business cramp the merchant's plans, for he is forced to worry either over a high inventory or a shortage of stock. It is the product that moves steadily from his shelves month in and month out, rising and falling, of course, to a degree from one season to another, that makes for frequent turnover and profitable business. It is to be hoped that at the Chicago meetings some solution to the several problems will be arrived at which will ameliorate the present situation, if not entirely overcoming it.

For those who recognize the close affiliation between radio and the other divisions of the trade interest is found in the fact that during the week preceding the radio conventions and the radio show in Chicago there will be held in that city, also at the Hotel Stevens, the annual conventions of the National Music Industries, where there are scheduled for discussion a number of matters concerning trade-ins, the adoption of the carrying charge, and other similar questions that are as pertinent to the man who sells radio alone as the one who sells pianos.

Increase Profits by Higher Unit Values of Sales

ALTHOUGH the surface has barely been skimmed in the market for new types of talking machines and phonographs, there are already to be found those who insist upon making their appeal to the masses by featuring the lowest-priced models together with long terms of payment. It is a situation that has been brought about by dealers themselves in some localities, in an apparent desire to cut down sales resistance and take the easiest way in building volume.

Quality, and not cheapness, should be the logical argument in selling these worthy new instruments, for there are in every community hundreds, and in some cases thousands, of prospects for instruments that run into hundreds of dollars. It is quite as possible to sell these people higher-priced machines, and thus build up a big unit turnover, as it is to let this market take care of itself and devote efforts to getting after the little fellows.

It is significant that even under existing conditions the average unit value of sales in the leading types of machines is in the neighborhood of \$300, as compared to an average value of \$100 for the old models. This in itself is significant, for it proves that a very substantial number of the instruments sold must be considerably over \$300 in price if such an average is to be maintained.

Properly handled, the sales of units of \$500 or more require no more selling effort and often not as much as is required to dispose of an instrument for \$100 or less. As the dealer knows his business and his trade, the credit risk on the larger unit sale is much smaller than on the little sale. This is not to say that old and new prospects who may be expected to confine themselves to purchases of \$100 or less should be neglected, but if the dealer and the salesman concentrate on the higher types of prospects they can realize the additional reward that comes from such business while the small unit sales will come close to taking care of themselves.

It was noteworthy that in the early days of the talking machine the great bulk of the sales in the virgin field were of instruments that in that day represented the cream of the output, with about \$250 as the maximum per sale. As this high-class market was satisfied the trade branched out to take care of the great popular and low-priced market. It is quite logical to follow this same rule under present conditions, for in a sense this virgin field has been recreated and the big unit market is again existent. This is not to say that the man with \$100 to spend is to be neglected, but it does mean that if the dealer does go after high-priced business with its high percentage of profits, the smaller units business will practically take care of itself.

It is agreed that the secret of successful retail merchandising is in maintaining a rapid turnover of stock and capital. Big unit sales mean a more rapid capital turnover, just as would a few of those machines unsold have a distinct effect upon the inventory. It makes considerable difference whether 100 or 500 sales are required to develop a \$50,000 volume.

Intelligent Publicity Helps the Industry

THE interest that has been shown throughout the country in the New Automatic Orthophonic Victrola represents not only a tribute to the foresight of the manufacturers in placing that instrument on the market, but an opportunity for all members of the industry to capitalize on the arousing of fresh public interest in the talking machine and in talking machine music.

Any widespread publicity such as that which surrounded the introduction of the new musical instrument reflects to the advantage of every individual member of the industry, for it serves to center public attention upon the products they have to offer and sales resistance is reduced in direct proportion to the extent of this public interest.

The people of the United States at the present time cannot be depended upon to devote themselves to any particular product for any length of time, unless their interest in that product is maintained through the medium of publicity of one form or another. It is not the fault of the public but rather a credit to the ability of the manufacturers and distributors and advertising men of the nation who have developed their abilities to a point where they can sway public interest almost as they will, provided the product offered has enough intrinsic value and there is sufficient money to finance the campaign.

When therefore any product of the talking machine industry is found sufficiently novel and worth while to warrant articles in the news columns of the daily papers it tends also to focus or rather refocus public attention on all similar products. In short, the Automatic Orthophonic Victrola was accorded the reception it deserved, but, more than that, it served once more to direct public attention to the new sound-reproducing instruments and their accompanying records. Thus the introduction of new instruments serves not alone to round out an already rather complete line, but proves a rejuvenating force in favor of all instruments of the type so far as the public is concerned.

Looking Ahead Is a Matter of Good Business

IN an address before the Music Trades Association of Northern California recently Philip T. Clay, head of the prominent Pacific Coast music house of Sherman, Clay & Co., advised strongly that talking machine dealers make a thorough study of the products they were selling and the industry producing them with a view to planning in advance for any future developments. He went so far, for instance, as to outline to a certain extent what he believes the talking motion picture would mean to the industry, and what the constant experiments by electrical and telephone engineers might bring forth in the way of new records.

There are those in the industry who apparently hesitate to peer into the future in the belief that if the public is led directly or indirectly to expect something radically new, regardless of how far ahead it may be, there is created immediately a tendency to hold off buying until this new product makes its appearance. This fear is not at all groundless, for dealers have had experience in trying to sell a really worth-while product that had been, or was about to be, superseded by something just a little better.

For the dealer himself to look ahead, however, is a matter of good business sense. He, of course, cannot foretell or forestall all business changes, but he can keep well enough informed regarding the movements of the industry to be prepared in some measure at least to take immediate advantage of new developments and to avoid the difficulty of being caught with a high inventory of low selling appeal. It might be well for members of the trade to read again Mr. Clay's address in *The Talking Machine World* for April and to study what he has to say. They may not agree with him in detail, but the soundness of his logic in urging that dealers know their industry, what is being done in it and what promises for the future, cannot be gainsaid.

It is true that the secrets of the laboratories do not always reveal themselves to a satisfactory degree, but there are happening those tangible things too often regarded lightly as experiments that when properly understood point clearly toward the direction the trade is headed. It is a question not simply of being informed, but of being prepared.

The National Music Week Celebration

NATIONAL MUSIC WEEK has come and gone and, although official figures are still unavailable, there is every reason to believe that the occasion was observed officially in many more communities than was the case last year when some 1,400 cities and towns throughout the country arranged special musical programs for the week.

The talking machine and radio industries should be particularly interested in this Music Week observance, for in many respects they are the ones that profit most directly and substantially from the interest that is aroused. The general broadcasting of Music Week programs, some of them particularly elaborate, as was the case of the Atwater Kent program on May 1, served to develop direct contact with the great radio audiences of the country. On the other hand, talking machines and records were utilized by many dealers and by outside interests in presenting programs and from many localities come reports of greatly stimulated business as a result.

This special Music Week celebration has proved itself well worth while, but it should not be necessary for the retailer to wait a full year for another chance to capitalize on public interest in music. It is quite possible for him through the demonstration of his products at stated intervals to keep this interest in music alive and at the same time center it upon the particular type of music-producing and music-reproducing instruments he sells. The programs that he may have offered in his store or in a hired auditorium as a part of his contribution to Music Week observance can well be repeated monthly or even weekly under similar conditions and with results that are likely to be much more certain because of his direct tie-up and the lack of confusion.

Never before in the history of the country has the public been so genuinely interested in music or had so many opportunities for hearing good music as at present, but this musical interest and appreciation is of little value to the dealer unless he does his share to capitalize it and turn it into his own channels. The surest method is demonstration: comparative demonstration that acquaints the prospect with the real value of the new music-producing media.

New MAGNAVOX Policy

The research, engineering and manufacturing facilities of MAGNAVOX will be concentrated on SPEAKERS and TUBES for National distribution. Receiving sets will be made for Pacific Coast distribution.

THE MAGNAVOX COMPANY

General Offices and Factory, Oakland, Cal.

Chicago Sales Office: 1315 So. Michigan Avenue

Last-Minute News of the Trade

Federal Radio Commission Actively at Work on Its Program to "Clear the Air"

Important Steps Already Taken to Insure Radio Fans of Better Reception Conditions—Temporary Licenses Granted—Portable Radio Broadcasting Stations Condemned

During the past month the greatest activity of the Federal Radio Commission has been centered on the issuing of temporary licenses to broadcasting stations now in operation, and relieving the situation in congested sections. The greatest benefit from the work of the Commission has been felt in the East, where stations which conflicted with Canadian wave lengths were eliminated; stations which were conflicting by broadcasting on practically identical wave lengths were asked to operate on split time schedules; the reduction of wave lengths for a certain number of stations and by the reduction or increase of power in the case of those stations where such change would benefit the section as a whole. Following the clearing-up of the situation in the East the Commission has shifted to the Middle West and similar steps are being taken in that territory.

Another decision of the Commission and one that is timely at the moment is that portable radio stations must cease their operations. Formerly, and particularly during the Summer months, these stations were heard from all locations and interfered considerably with fixed stations, adding to the congestion.

While the work done by the Commission has cleared up the situation materially, nevertheless

the Commission stresses the point that the present status is merely temporary and may be changed at any time. A recent statement of Commissioner Caldwell states: "The group and positions of stations now being contemplated are temporary only, as a working arrangement to continue station service pending their reallocation, based on records of service to public."

An indication of the close check which is to be kept on stations to see that the rules and regulations of the Commission are observed is seen in the order which went into effect on May 11. This order states that all broadcasting stations must announce their call letters and the location once every fifteen minutes. A statement issued by the New York Radio Supervisor at the time read: "For the purpose of facilitating a more accurate check on station frequencies, each station must announce its call letters and location as frequently as possible, and in any event not less than once during every fifteen minutes of transmission. It is understood, however, that this requirement is waived when such announcement would interrupt a speech or musical number."

The regulation went into effect at 12.01 a. m. on May 11 and will continue in force until further notice.

Triangle Electric Co. to Move to Its New Building

Kolster-Brandes Distributor Acquires Five-story Building on Long Lease—Will Be in New Quarters for R. M. A. Convention

CHICAGO, ILL., May 6.—Nathan L. Cohn, head of the Triangle Electric Co., of this city, distributor for Kolster radio and Brandes speakers, announces the acquisition of a new five-story building at the corner of Adams and Jefferson streets through a ninety-nine-year lease, affording 120,000 square feet of floor space.

The Triangle Co. expects to be in its new home in time for the Radio Manufacturers Association Trade Show in June, and a cordial invitation is being issued to visiting dealers to attend a housewarming at that time. Mr. Cohn stated that his firm expected to do more than a million-dollar business this year, a large part of which will be in Kolster sets and Brandes speakers, the lines on which the Triangle organization concentrates its efforts.

Thos. A. Edison, Inc., Takes Over Detroit Jobbers

Detroit Jobbing Territory Now Combined With That of Chicago Under the General Supervision of A. R. Kennedy, the Chicago Manager

Thomas A. Edison, Inc., last month took over the Edison phonograph distributing business of the R. B. Alling Co., operating in Detroit territory, and combined that jobbing house with the Chicago distributing plant under direct Edison supervision. A. R. Kennedy, in charge of the Edison jobbing branch in Chicago, will have supervision of the recently acquired Detroit territory.

Columbia Phonograph Co.'s Net Profit for Year Exceeds Quarter of a Million

Annual Statement for Year Ending February 28, 1927, Shows That Satisfactory Progress Is Being Made—Consolidated Columbia and General Phonograph Corp. Figures

Just as the May issue of The World went to press, the annual statement for the Columbia Phonograph Co., Inc., for the year ending February 28, 1927, was issued by the Board of Directors. This statement, over the signature of Louis Sterling, chairman of the Board, and H. C. Cox, president of the company, indicated that Columbia had made very satisfactory progress the preceding twelve months, showing a substantial net profit. The official statement to the stockholders was the following:

"The company's statement, giving the results of operations for the year ending February 28, 1927, shows a net profit of \$270,000. The statement is a consolidated statement, owing to the fact that on November 1, 1926, your company purchased the phonograph record business of the General Phonograph Co. This business has

since been incorporated under the name of Okeh Phonograph Corporation which will continue to market the well-known brands of Okeh and Odeon records.

"Your company owns the entire capital stock of the Okeh Phonograph Corporation. The net profit of \$270,000 for the year, after charging against expense the cost of reorganizing Okeh Phonograph Corporation, is a considerable improvement over the past few years.

"The business has made good progress and is continuing to make good progress. The new Columbia Viva-tonal instruments and Columbia New Process records are giving satisfaction and increasing in popularity with the trade and the public. According to present indications a continuation of this favorable condition is anticipated."

A. C. Barg and Percy Collison With Gross-Brennan

Additions to Sales Staff of Stromberg-Carlson Have Had Wide Experience in Radio Field

Gross-Brennan, Inc., 342 Madison avenue, New York, representing Stromberg-Carlson products in metropolitan territory, Massachusetts, Rhode Island and Connecticut, announced this week the addition of two men to their fast-growing sales staff. A. C. Barg will cover the territory north of 125th street, including a part of Westchester County, and Percy Collison will cover a substantial part of the State of Connecticut. A. C. Barg is well known in the radio industry, having been associated for several years with the Aeolian Co., the Jewett Radio Co. and more recently with A. H. Grebe

& Co. Mr. Collison was formerly sales manager of the R. T. M. Radio Service.

New England Mills Co. Made Sleeper Distributor

The Sleeper Radio & Mfg. Corp., Long Island City, has announced the appointment of the New England Mills Co., Chicago, one of the largest automotive distributors in the Middle West, as a wholesaler of the new Sleeper Scout and Serenader electric sets in the Chicago zone. Gordon C. Sleeper, president of the company, stated that reports already received indicate that the Sleeper products have met with a splendid reception among the dealer clientele of the New England Mills organization. Mr. Sleeper further stated that reports from other sections of the country forecast a very satisfactory business.

Federal Radio Corp. Adds Three New Wholesalers

BUFFALO, N. Y., May 10.—The Federal Radio Corp., manufacturer of Ortho-sonic receivers, has announced the appointment of three new wholesalers: American Motor Equipment Co., Boston; Wayne Hardware Co., Fort Wayne, and National Electric & Auto Supply Co., Peoria.

These additions have been made necessary by an unprecedented Spring activity on the Federal Ortho-sonic line. Steady advertising in national magazines and over fifty key newspapers has shown an unmistakable effect upon Ortho-sonic distribution, and sales officials in Buffalo anticipate the need of a still greater number of wholesale outlets for 1927-1928.

Plaza Music Co. Announces Changes in Products' Names

The Plaza Music Co., 10 West Twentieth street, New York City, manufacturer of portable talking machines, Banner and Domino records, and other products for the music dealer, has just announced that at the request of a great many of its dealers it has changed the name of its Regal portable to the Pal Junior, and the name of its Kompact camera-sized portable to the Pal Kompact. The entire line of portables at various prices are now designated Pal Deluxe, Standard Pal, Pal Junior and Pal Kompact. Simultaneously with this announcement the Plaza Co. has increased the list price of the Pal Deluxe from \$25 to \$30. Distributors and dealers' prices, however, have not been increased.

G. K. Purdy Head of New Beckwith Milwaukee Branch

New Branch Office of the Federal and Mohawk Jobbers Will Serve the Wisconsin-Michigan Trade—Formal Opening Held

The George C. Beckwith Co., Minneapolis, wholesaler of Victor talking machines, Mohawk and Federal Ortho-sonic receivers, recently established a branch office at 341 Broadway, Milwaukee, under the management of G. K. Purdy, the formal opening taking place on the day of the Beckwith-Federal dealer meeting, April 26. A rapidly expanding business brought about the need for a branch office in Milwaukee, which will serve a territory consisting of Wisconsin, the northern peninsula of Michigan and eastern tier of Michigan counties, which border Lake Michigan. A complete stock of all of the radio lines which the Beckwith company distributes will be carried in the Milwaukee office.

Mr. Purdy, manager of the new branch office, has been active in the music field for a period of eight years. For the past three years he has been especially interested in the distribution of radio receiving apparatus, having had charge of the talking machine and radio department of Yahr-Lange, Inc., Milwaukee Sonora jobbers, since 1925. Mr. Purdy is well acquainted with the dealers throughout the Wisconsin and Michigan territory, radio manufacturers and their representatives, and is ably fitted to aggressively carry out the sales policy of his firm.

R. C. Colman, who maintains his headquarters at the Minneapolis office, has been in complete charge of the radio department of the Beckwith organization since its inception in 1923, and is a well known and popular figure in the trade. Serving as Victor wholesalers for fourteen years, the Beckwith company is one of the most prominent distributors in the Northwest, covering a

territory consisting of Minnesota, North and South Dakota, Northern Iowa, Nebraska, Montana, and part of Wyoming, as well as that now served by the Milwaukee office. Eighteen field representatives travel the territory in the interest of the products which the firm distributes.

Among those products are Mohawk and Federal radio receivers, Philco socket power units, Majestic "B" battery eliminators, Rola and Sandar loud speakers, Eveready batteries and Brach radio accessories.

Northwest Radio Dealer Gives Pertinent Radio Tips

J. Earl Jordan in an Article in the Northwest Radio News States That Hard Work Is the Basis of Success in Retail Business

An interesting article under the caption "Hard Work the Basis of Success in the Retail Business," recently appeared in the Northwest Radio News, the organ of the Northwest Radio Trade Assn., written by J. Earl Jordan, of W. J. Dyer & Bro., St. Paul. In this article Mr. Jordan stresses the necessity of hard work for Summer-time business, and the idea of selling radio as entertainment rather than concentration on a particular make of set.

In conclusion Mr. Jordan gave a few ideas which radio dealers might put to use to aid Summer selling, as follows: Make a card index of all places where people congregate and work on them as prospects; write to national magazine advertisers who show some scenes without radio receivers; supply the newspapers with live articles pertaining to radio; display interesting pictures of radio used in an unusual manner; have students sell on a commission basis; use the slogan "Take a radio with you" on vacationers; stress radio as a wedding gift; start contest on distance Summer reception.

I. A. Lund in Business for Himself in Chicago

Well-Known Figure in Phonograph and Radio Industries to Introduce Line of Cabinets for Trade and Maintain Service Department

CHICAGO, ILL., May 5.—I. A. Lund, a well-known figure in both the phonograph and radio industries, resigned his position as secretary of the United Cabinet Manufacturers Corp., Chicago, about the middle of April to enter business for himself. He has established temporary headquarters on the sixth floor of the Auditorium Building in this city. Mr. Lund is introducing a line of radio cabinets which will be sold to manufacturers, distributors, and dealers, and he will also maintain a service department which will submit cabinet designs to radio manufacturers to suit their various requirements. He will control the production of various cabinet factories, and it is expected that a detailed announcement regarding his line of cabinets will be made in the near future.

Mr. Lund needs no introduction to the music-radio trade, for he has spent sixteen years in the phonograph field, and for the past two years he has been associated with the United Cabinet Mfrs. Corp., of which he was one of the original organizers. He is well versed in cabinet design and construction, having gained his knowledge of cabinet production through a total of thirty-five years in the furniture manufacturing field. He plans to open an office and display rooms in Chicago, and to exhibit the new cabinet line at the mid-Summer furniture market to be held at the American Furniture Mart in this city.

The Indianapolis Broadcast Listeners' Association recently issued a statement in which it condemned destructive methods in clearing radio interference, advocated co-operation.

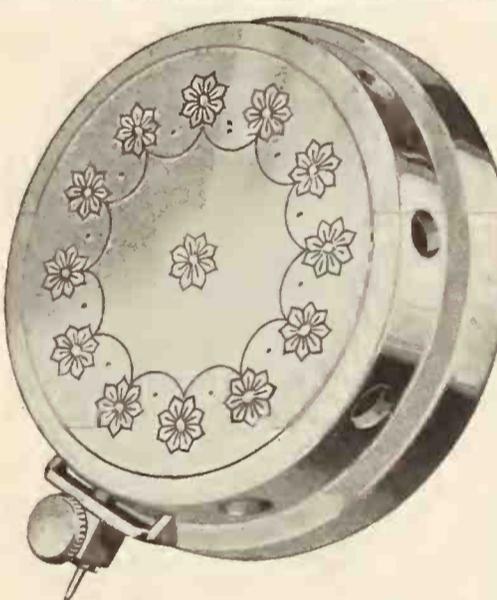
Sil-Vox Is the Fastest Seller on the Market

BECAUSE—

It Is the Most Efficient Reproducer Made

THE Sil-Vox Reproducer is the greatest and most efficient instrument ever produced for the improvement of phonographic reproduction. It has changed thousands of obsolete phonographs hardly ever used by their owners, into new and marvelous musical instruments for the entertainment and enjoyment of family and friends.

Millions of old style talking machines are yet to be brought up-to-date by equipping them with Sil-Vox Reproducers. Stock Sil-Vox Reproducers now and get your share of this new and profitable business. Four out of five Sil-Vox demonstrations result in a sale.



There Is None Better at Any Price

\$5.00

LIST



AT R. M. A. TRADE SHOW

Manufacturers and jobbers are invited to visit the Brooklyn Metal Stamping Company exhibit at the Radio Manufacturers' Association Trade Show, Hotel Stevens, Chicago; June 13-17; Booth 43.



Write for full particulars and attractive discounts

SILVOX

SILVER VOICE

BROOKLYN METAL STAMPING CORPORATION

718-728 Atlantic Ave.

Brooklyn, New York

**QUALITY
Your Trade
Will Appreciate**

Kelloogg

*The
Inductively Tuned
RADIO
of Flawless
Reproduction.*

The product of a great institution—a leader in the telephone industry since 1897.

Licensed under application for letters patent of Radio Frequency Laboratories, Inc. (R. F. L.)

Manufacturers' Refusal to "Dump" Distress Merchandise Helps Stabilize Radio Market

George H. Kiley, Vice-President in Charge of Sales of Farrand Manufacturing Co., on Return From Transcontinental Trip, States That Radical Merchandising Changes Have Taken Place

After a tour of all of the important jobbing centers from Boston to the Pacific Coast and a discussion of local problems with leading dealers and distributors in each large city, there is no question in my mind but that radical merchandising changes have taken place in the radio industry and that manufacturers generally are giving more thought to the protection of the distributor and the dealer. This is extremely true as regards the job lot sales and "dumping" of distress merchandise. Jobbers and dealers everywhere are opposed to this method of merchandising and claim that it, more than anything else, is responsible for unsettled retail prices.

A tendency on the part of manufacturers to refrain from "dumping" is bringing about an almost uniform resale price situation, so that, with the exception of a few of the large Eastern cities, radio is sold almost entirely at full list price. Distress merchandise that is dumped by the manufacturer through large retail outlets is sold at such a ridiculously low percentage of its original cost that not only the public, but many of the dealers lose faith in radio values. Not realizing that the manufacturers who "dump" are taking tremendous losses, they believe that, to the contrary, these manufacturers are able to dump at but a fraction of their original price and still maintain a profit. Naturally, the result is a belief that all radio is tremendously overpriced.

The past season has been freer from this kind of merchandising than the preceding seasons. There have been only two or three conspicuous examples. Most merchandise sold in this way is sold either through large chain

store retail outlets or to salvage companies who, in turn, sell it by circularizing. During the past year there has been a marked decrease in the number of salvage companies who are na-



George H. Kiley

tionally circularizing dealers. The reason is quite apparent; the salvage companies are no longer able to find manufacturers willing to dispose of stock to them.

A great deal of the credit for the elimination of this type of merchandising is due to the efforts of the jobbers and dealers themselves. Dealers and jobbers fail to respond to these

circulars offering radio material at greatly reduced prices. Furthermore, the dealers and jobbers refuse to handle the product of manufacturers who have adopted the practice of unloading at the end of each season through these cut-rate channels. A check-up on the recent circularizing of low-priced material has proved that the actual returns in the form of orders did not pay for the expense incurred by the extensive direct mail.

The Farrand Mfg. Co. is particularly well pleased that this attitude towards bargain sales is spreading throughout the country. We have been fortunate in being able to adhere to a one-price policy during our entire period of existence, thus assuring ourselves, our distributors and dealers of a fair margin of profit on all Farrand products. Every Farrand distributor and dealer knows that his stock is guaranteed against decreased value due to change in models, or change in prices, or any other act or decision of the Farrand Mfg. Co.

It, perhaps, has been impossible for the radio industry to go through the rapid, expansive growth that it has enjoyed without also enduring some of the hardships that such rapid growth is sure to bring. Public demand sprang up so quickly that it forced hasty manufacturing, which, in turn, brought a certain amount of grief. It would now appear that the days of hasty manufacturing principles are behind us and that the industry is reaching that firm footing which has long been predicted for it.

The attitude of the men in the radio business from coast to coast convinces me that never again will there be any great amount of radio merchandise thrown on the market in such a manner as to upset and un stabilize the business.

Race records have been an important factor in the sales of the Perfect Record Co., Brooklyn, N. Y. It is reported that records by the following Perfect artists are particularly popular: Zaidee Jackson, Mandy Lee, Rev. J. M. Gates and Buddy Christian's Jazz Rippers.

Kellogg

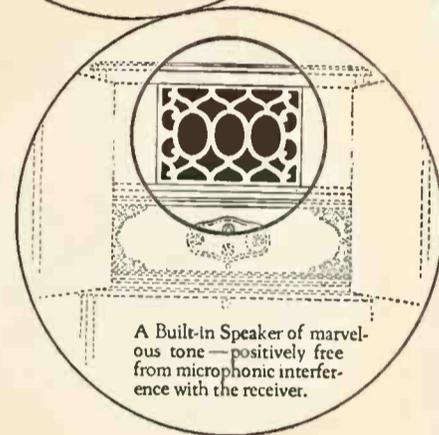
SOME radios are built for the "masses." You sell them, of course. Other radios are built for the "classes" who look upon price as a measure of quality. You may or may not have that kind of trade. But every business has some of the kind of trade the Kellogg is particularly designed for. You know

them! People to whom moderate price is a consideration but who, first of all, demand supreme musical quality and furniture of particular charm.

Such trade is quick to appreciate the Kellogg's many distinctive qualities. There is both profit and satisfaction to you in selling them Kellogg Radio.



Cabinets of real beauty
—worthy of the finest surroundings.



A Built-in Speaker of marvelous tone—positively free from microphonic interference with the receiver.

Kellogg Switchboard and Supply Co. CHICAGO, ILLINOIS

Lion Store Radio Guarantee Clarifies the Dealer's Stand on Service Liability

Service Agreement Between the Store and Customer Sets Forth Clearly What Service the Store Renders and What Charges Will Be Made for Calls After Termination of Free Service

In scores of radio stores excessive service is eating away the profits as steadily as a drop of water will wear away a mighty stone. The reason for this is that many retailers are afraid to take a determined stand in the matter. Others are entirely at sea. They have no idea of how to go about stopping this leak.

The difficult feature of handling the unjust and excessive calls for service requires the tact of a diplomat. The manner in which one of the large and profitable radio shops of the country handles the matter without offending the customer and is steadily drawing new accounts from the old and at the same time is building good will is worthy of the most careful study of radio dealers everywhere.

The trouble is settled before it starts at the Lion Store Radio Shop, Toledo, O., Doyle Wyre, radio manager, explained by the use of the service agreement, which reads as follows:

In order to avoid misunderstandings, we desire to call attention to the following conditions governing the sale of all radio outfits and radio equipment:

(1) All radio receivers, regardless of price or make, are guaranteed by the manufacturer and ourselves to be mechanically and electrically perfect at the time of delivery, but owing to elements entirely beyond our control, such as weather conditions, location of radio, lack of skill on the part of the operator, etc., we do not guarantee reception of distant stations on any radio receiver, regardless of make or price.

(2) We hold ourselves responsible for any defects in the mechanism of the receiver itself for a period of thirty days, provided it has not been tampered with, and if any receiver is found defective within that period, we agree to repair it, or, at our option, replace it with another of the same make.

(3) All equipment such as batteries, tubes, etc., which we furnish with all radio outfits is of standard make and is carefully tested before delivery, and cannot, there-

fore, be returned or exchanged. The life of all tubes and batteries depends entirely upon the amount and kind of usage such equipment receives in the hands of the purchaser.

(4) We agree to install an aerial, if requested, within the City of Toledo, at a minimum charge of \$10.00. This installation consists of setting up the receiver, attaching all equipment, erecting the aerial, and testing the receiver as to quality of reception. An additional charge is made for installation outside of Toledo, the amount of this charge depending upon the distance from Toledo and expense involved. The erection of an aerial is governed by existing conditions, such as type and size of dwelling, size of yard, location of radio, etc. We do not furnish poles or any other such additional equipment which may be necessary for properly erecting the aerial. Any requested additional work, such as the erection of poles, installing base plugs, placing batteries in basement, or the placing of extra loud-speaker outlets at other points in the home, will be charged for according to the time and material used in such work, and will be done at the owner's risk.

(5) Reasonable service and instruction are given free of charge for a period of thirty days. After thirty days all service is subject to our established rates as follows: Service call, minimum charge, \$1.50—Installing new aerial, minimum charge, \$5.00—Hooking up new set of batteries and tubes, minimum charge, \$1.50—For all Radio Receivers brought into our store for repair, a minimum charge of \$1.00 per hour will be made—For repairing Radio Receivers outside of our store, a minimum charge of \$1.50 per hour will be made, plus materials used.

(6) We are not responsible in any way for damages to any radio receiver or equipment after delivery, unless same is installed by our radio service department. Tubes are easily blown out and batteries discharge quickly if improperly connected.

(7) The arrangement set forth in the above paragraphs, together with the schedule of prices, is subject to change without notice.

Roy A. Forbes in Portland

PORTLAND, ORE., May 5.—Victor talking machine dealers of this city and surrounding ter-

ritory met last month at a local hotel and conferred with Roy A. Forbes, manager of sales of the Victor Talking Machine Co.; H. H. Murray, Victor consulting engineer, and Otto L. May, Pacific Coast manager. The trade situation for the district was analyzed, and plans were made for increasing sales.

Prepare for Naturalization by Phonograph Recordings

Series of Records Made in Four Languages
Instruct Applicants for Citizenship in Subjects
They Are Required to Know

The first demonstration of "citizenship" talking machine records was recently given at the Walt Whitman home in Camden, N. J. These records, which instruct candidates for naturalization in the subjects they must know to pass the tests required by law, are made in four languages, and are intended to take the place of text-books. They are produced by Herbert M. Beck, former chief of naturalization for Camden County, N. J. The records at the demonstration were played to a group of foreign-born people on the Orthophonic Victrola, which was presented to the home of Walt Whitman by Edward E. Shumaker, president of the Victor Talking Machine Co.

Place Curtistrip on Market

Curtis Lighting, Inc., Chicago, recently introduced a new wiring device, Curtistrip—a wireway constructed on 20-gauge steel electroplated with Udylite on all metal parts to prevent rust and corrosion. This device fills the long-felt need for a rigid wireway wherever a conduit containing several circuits is necessary.

The Howard Andrews Music Co., Inc., Jamestown, N. Y., has filed a petition in bankruptcy. Liabilities, \$21,308.32; assets, \$16,819.

Okeh
and
Odeon
Records

A
Complete List
of
Okeh
Distributors

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

CONSOLIDATED TALKING MA-
CHINE COMPANY
227 W. Washington St., Chicago, Ill.

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

CONSOLIDATED TALKING MA-
CHINE COMPANY
2957 Gratiot Ave., Detroit, Mich.

CONSOLIDATED TALKING MA-
CHINE COMPANY
1424 Washington Ave. So.,
Minneapolis, Minn.

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

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

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

STERLING ROLL AND RECORD
COMPANY
137 W. 4th St., Cincinnati, Ohio

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

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

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

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

JAMES K. POLK, INC.
811 West Broad St., Richmond, Va.

Okeh
and
Odeon
Records

"Radio Advertising Places Too Much Emphasis on Set," Says S. M. Masse

Interesting Article Pointing Out the Weak Points of Present-Day Radio Advertising and Giving Valuable Advice and Information Written by Head of S. M. Masse Co.

An unusually interesting article, entitled "A Raid on Radio Advertising," written by S. M. Masse, of the S. M. Masse Co., Cleveland, O., recently appeared in *The Torch*, the Cleveland Advertising Club Magazine. The article is reproduced in part below:

"The trouble with radio advertising at large is the tendency to place too much emphasis on the set itself and continually hammer away on the shelf-worn claims of selectivity, distance, power, etc.

"A radio is often compared to an automobile which performs certain definite functions at the will of the owner. But remember, the radio set is absolutely useless except as the broadcasting stations give out material to work with. Prospects are not interested in buying receiving sets; they are interested in buying the broadcasters' programs. Specific advantages of listening to good programs, readily tuned in, easily tuned out when necessary—that's the real story.

"There is more need, today, of intensive advertising in local centers. Conditions are so vastly different in one city from another or in a small town from a metropolitan city that the same copy applying in one case may be ineffective in the other.

"It would mean more to me, for example, to read an advertisement that stated: 'Be able to tune in between WTAM and WJAY,' while in the city of Chicago with its thirty-seven stations on the air. There is a problem which is peculiar unto itself.

"The matter of price maintenance is another thing which has not been encouraged to any extent in the radio industry. This condition is undoubtedly caused by a lack of organization. This lack of organization has been shown by manufacturers allowing petty selfish interests to act as a barrier to co-operative policies, by the dealers themselves, who are equally guilty of pulling every which way except together, and even by the reluctance of broadcasters to organize.

"Radio advertising has been greatly exaggerated by claims made for this or that set or device. This leads to a tendency on the part of dealers to disparage the products of their competitors. One concern starts to cut the price on a standard brand and the other fellow goes him one better. The result is that the prospective customer begins to decide that he doesn't want a radio after all, or he will wait until prices strike bottom.

"During the last year the radio industry awoke to a situation of which it should have taken cognizance long ago. In former years, when it came around to March or April, every radio advertiser started to cut down on his advertising—in fact, let down entirely in the majority of cases—then waited until Fall to open up with a big splash. Now they have begun to realize that radio must be kept before the public the year round and that the trade especially must be sold during the Summer months.

"The woman's viewpoint is another important consideration in radio advertising which has apparently been neglected. More and more will women become the dominating factor in the selection of radio sets. In the first place, it is a part of her household equipment. It is she who will be entertained by it during the daytime as well as in the evening. And it takes a woman's discriminating taste to know good tone reception from mediocre quality.

"Notwithstanding the fact the buyer is supposed to be persuaded chiefly by what goes in the set, the beauty and attractiveness of the cabinet is not to be denied as a selling influence. In the writer's opinion there is an exceptional opportunity to-day for cabinet manufacturers to cash in on a ready-made market. With all the

sets in use which expose batteries or uncomely wires to the naked eye the good housewife would never discourage friend husband from purchasing a cabinet in which the radio can be concealed completely. But how infrequently do we read of radio cabinets on sale, and if we do come across such advertisements they very seldom explain their dimensions and what can be accommodated in the way of batteries, battery charger, or complete set if necessary.

"Another very important influence in radio advertising that has been somewhat neglected is service. After buying a set Mr. Prospect doesn't want to feel that he is faced with the serious problem of keeping it in condition without knowing much about radio. When one buys a car he can drive it to the place of service, but with radio it is vastly different. It is the manufacturer's duty to encourage the service proposition among his dealers and in his advertising. There is a story of an enterprising dealer in Detroit who increased his radio business manifold by offering a service insurance policy with every set which, in addition to giving adequate service after the sale, protected him from the customer who expects unlimited free attention. Attached to this service insurance policy were six coupons, each of which was accepted in full payment of one-half hour's service in accordance with the policy terms. In this way the prospect preserves the coupons so as to use them only when necessary, instead of asking for more service than is absolutely necessary.

"A manufacturer of battery eliminators has recently made considerable headway in increasing sales by offering to install, free of charge, each eliminator that was purchased. The reaction was tremendously gratifying, proving that the general public looks somewhat askance at the simplest technique of radio problems and will buy if they do not have to depend on their own ability to install a device properly.

"It goes without saying that radio has taken its place among the principal industries of the world as an important business enterprise, and radio advertising will help to develop the industry as much as science itself. Really, the advertising has more latitude and opportunities ahead of it than science, whose limitations at this stage are manifest in the radio field."

Freshman Co. Points Out Value of Its Franchise

Attractive Broadside Sent Dealers Tells Why the Freshman Franchise Means Profit—Consumer Literature Also Distributed to Trade

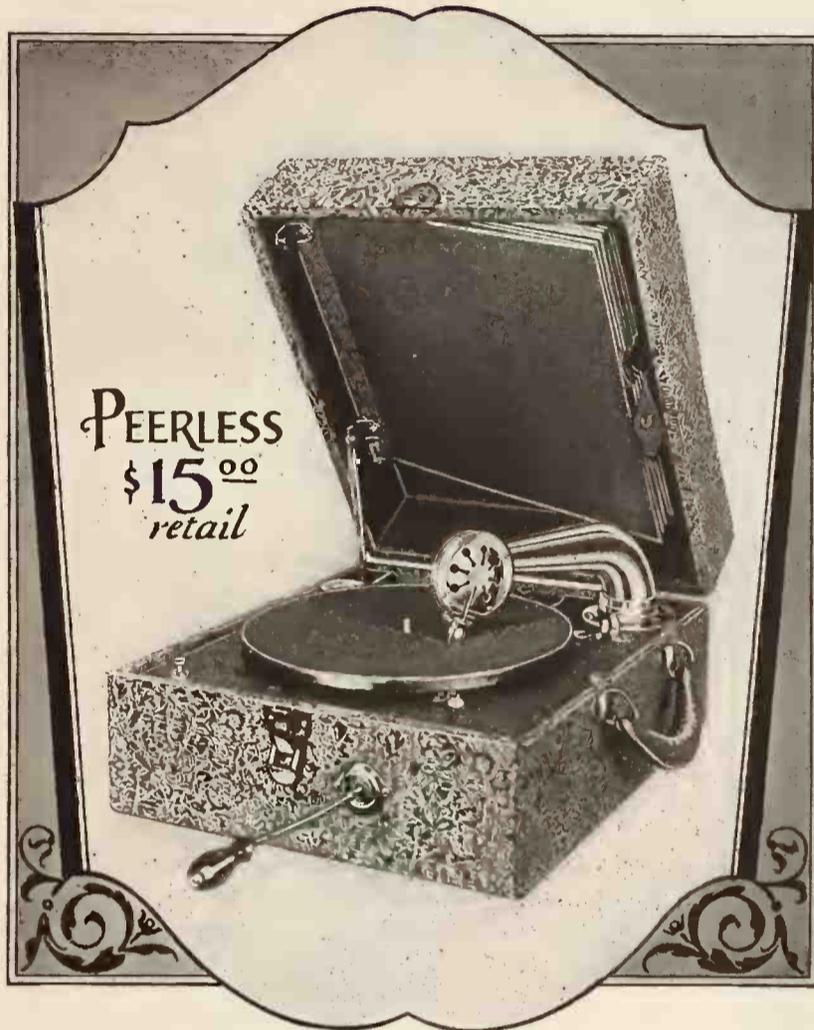
An attractive broadside in two colors has been mailed by Harry A. Beach, sales manager of the Chas. Freshman Co., Inc., addressed to "Progressive Merchants, Everywhere," pointing out forcefully the value of the Freshman franchise to authorized dealers. A letter, signed by Mr. Beach, accompanies the broadside, inviting close co-operation between authorized Freshman dealers and the home office, to the end that greater success may result from the Freshman plan of direct-to-the-dealer distribution. The entire line of Freshman Masterpiece receiving sets, the Master speaker, power amplifier and power supply units, and the automatic charger are attractively illustrated.

A piece of direct mail with a return postcard imprinted with the dealer's name and address, explaining how all Freshman receivers may be electrified, has been prepared by the sales and advertising departments and is available to all authorized dealers for use in their consumer sales campaigns.

The only DIFFERENT portable in the popular-price field

Why dealers now prefer the PEERLESS

- 1.—New Type Phonic Reproducer with Metal Alloy Diaphragm, giving Wonderful reproduction.
- 2.—Real Peerless Record Album with eight individual Pockets.
- 3.—One-Piece Brass Drawn Tone-arm matching the Reproducer perfectly.
- 4.—Covered with genuine DuPont Fabrikoid.
- 5.—Two-tone Combination covering in Blue, Maroon and Black.
- 6.—Guaranteed Junior Flyer Motor.



JOBBERS:

The new PEERLESS \$15 retail Portable will enable you to dominate the dealer trade in your territory. Write us for full details of our profitable proposition.

DEALERS:

Here is a Portable Phonograph which offers your customers the most remarkable value ever presented. Order a sample today through your jobber.

Absolutely unlike any other Portable in appearance — bigger in size — much deeper and richer in tone — with a real built-in Record Album, with eight pockets — a guaranteed Heinemann Motor — smarter in design — and in three attractive colors, blue, maroon and black.

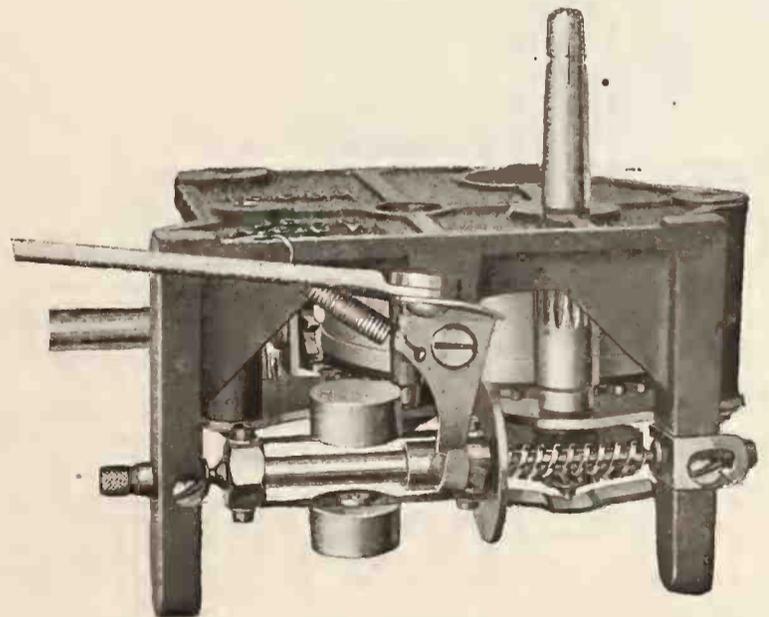
The New Peerless Portable at \$15.00 Retail

and equipped with the BEST motor made in
America—the

JUNIOR FLYER MOTOR *designed by*

The General Industries Company
ELYRIA, OHIO

Formerly named The General Phonograph Mfg. Co.



PEERLESS ALBUM CO. PHIL RAVIS, Pres. **New York**
636 - 638 Broadway

Retail
3
for
\$1.00

FAMOUS

Emerson Records

ELECTRICALLY RECORDED

8 WEST 32nd ST., NEW YORK CITY



Federal Ortho-sonic Art Models in Window Displays

Beauty of the High-Priced Art Model Radio Receivers Makes Them Particularly Effective as Center Figures in Artistic Displays

BUFFALO, N. Y., May 6.—One of the factors the sales department of the Federal Radio Corp. of this city finds greatly responsible for the



A. B. Clinton Co. Shows Art Models success which its dealers are achieving throughout the country is the effective use of window display space in the presentation of the various models of the Federal Ortho-sonic radio receivers. The art models of the line are par-



Attractive Ortho-sonic Display particularly effective when shown in a dignified setting, lending themselves admirably to building an atmosphere of elegance and refinement. The illustration of the window of the A. B. Clinton Co., of Hartford, Conn., is an excellent example. Here three different models are shown against a plain background, yet the instruments stand out in striking fashion. Small window cards describe the quality of the sets. One reads "No Aerial, No Ground, No Batteries," the other "No Guess Work, tune to the wave length and you get the station immediately." It might be mentioned that this store is specializing in the higher-priced Federal units with remarkable success.

The second illustration, that of Herbrick & Lawrence, of Nashville, Tenn., is another ex-

ample of the manner in which the Federal art models form effective center figures for window displays. In this instance the dealers utilized a large part of the material which is supplied by the manufacturer, and it tells the story of the receiver.

How Dealers Can Secure Group Demonstrations

H. V. Pettibone Suggests That Radio and Phonograph Dealers Install Instruments in Chapels and at Dinners to Reach the Public

There is a wide field scarcely covered by any dealers for the exploitation and demonstration of the talking machine and radio receiver, states H. V. Pettibone, in a recent letter to The Talking Machine World. Mr. Pettibone gives as an instance a recent experience in Worcester, Mass. That section boasts of many churches and chapels situated in the outlying sections of the city, which are too small to support a pastor on a salary. One of these chapels, the Sunderland Road Chapel, on Easter Sunday had a radio receiver installed and received the services over the loud speaker from the Piedmont Congregational Church, through station WTAG. Mr. Pettibone states that, in his opinion, dealers throughout the country could use this means of not only demonstrating their products to large groups but also to build prestige and good-will through performing a meritorious service to the community.

Another instance of group demonstration which recently came under his observation was that of a talking machine used to provide the music and entertainment for an alumni dinner of the Worcester Polytechnic Institute and the capability and appeal of the instrument aroused much enthusiasm among the listeners, several live prospects being obtained.

Birnbach Radio Co. Moves to New and Larger Quarters

Radio Accessory Manufacturer Now Occupies Three Times the Space It Formerly Did—Rapid Expansion Necessitated the Move

The Birnbach Radio Co., New York, has found it necessary to move its radio accessory business to new quarters at 254 West Thirty-first street, New York City, affording three times the floor space formerly occupied at 370 Seventh avenue. This triple expansion, according to Philip A. Birnbach, executive head of the organization, was forced by the rapid expansion of the business. Among the Birnbach radio accessories which are enjoying popularity are loud speaker expansion cords, ranging from 20 feet to 100 feet in length, battery cables, head-set cords and battery connectors.

Lighthouse Keepers Give Thanks to A. Atwater Kent

Gift of Radio Receiving Sets to Lighthouse Keepers in Lonely and Desolate Sections Ends Monotony for Marooned Watchers

About a year ago A. Atwater Kent, president of the Atwater Kent Mfg. Co., Philadelphia, Pa., presented Atwater Kent receiving sets to about 200 lighthouse keepers located in desolate and almost inaccessible places.

From Cape Hinchinbrook, Alaska, to the Farallone Islands, on the Pacific, and from Ram Island Ledge, Maine, to Mosquito Inlet, on the Atlantic, letters bring word of how radio dispelled the tedium and loneliness of the long months of isolation during which all other contact with the outside world was lost.

"The lonely, dreary months that we lightkeepers always have dreaded," writes Wesley Gray, keeper of Halfway Rock Lighthouse, far up off the coast of Maine, "have been changed to happy and contented hours, thanks to your gifts of radios."

Typical of the experience of these isolated lighthouse keepers was that of T. H. Baum, keeper of the Croatan light, off the tempestuous Carolina Coast:

"My set was installed by the captain of the lighthouse tender when it made its last visit," Baum wrote. "I had never in my life tried to operate a radio, but I made up my mind I was going to give it a trial. To my astonishment, I was soon listening to fine music from many stations. It is a great mystery to sit and listen to music and singing and talking thousands of miles away from this desolate waste of water. It gives pleasure that nothing else could bring to a lonely lightkeeper. It gives a man a new lease on life, to get in touch, even in this way, with the outside world. Many thanks, many times, and again thanks!"

J. B. Butler, keeper of the Mosquito Inlet Light, writes:

"By bringing in Sunday sermons that we did not have the privilege of hearing before, the set certainly has proven a blessing to this station. May God bless you for the gift."

"If there ever was a place where a radio set is welcome, appreciated and a great help in driving away the blues, and in killing monotony and lonesomeness, it is a lighthouse," writes John R. Bishop, head keeper at West Bank lighthouse, off Staten Island. "It is our only means of recreation."

Acme Elec. & Mfg. Co. Are Again in Their Own Plant

The Acme Elec. & Mfg. Co., of Cleveland, O., one of the largest manufacturers of radio battery chargers, "B" power supply units, control switches, AB socket power units and power packs, have moved from their temporary address, which was taken at the time their factory was destroyed by fire last October.

The factory building destroyed by fire has been put in the best of condition with modern construction, and new equipment has been installed, which was specially designed to expedite and accommodate a large volume of business.



ANNOUNCING



ANNOUNCING

Our Greatest Achievement in

"Phonic" Type Tone Arms and Reproducers



*The Mutual
De Luxe*

PATENTED

© 1927

*Latest Model
Tone Arm and Reproducer*

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

Makers of
TWELVE DIFFERENT
STYLES OF TONE ARMS
AND REPRODUCERS TO
FIT EVERY MANUFAC-
TURER OR JOBBER'S RE-
QUIREMENTS

"Everything is manufactured in our own plant."

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

The Mutual
-ONE PARTS MFG. CORP.
Factory and Sales Rooms
610 Broadway
New York

MAX TARG
Western Factory Representative
229 W. Randolph St., Chicago

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



ANNOUNCING



Mohawk Radio Receivers Are Installed on Trains

Thirty Broadcasting Stations Heard on Trip of Omaha Special on Mohawk Set—L & N Railroad Installs Sets Throughout System

Radio receiving apparatus is rapidly becoming standard equipment on railroad trains, and a recent instance of this development was the



Mohawk Radio on Train

Chicago, Milwaukee & St. Paul Railroad installation of a Mohawk radio receiver on the Omaha Special, a crack train running between Chicago, Sioux City and Omaha.

Demonstrations were made on this train by the Mohawk engineers and over thirty stations were received with good results. Some of these are as follows: WOC—Davenport, Ia.; WAAW—Omaha, Neb.; WLS, KYW, WGN, WJAZ, WEBH, WLW, all Chicago stations; KMO—Shenandoah, Ia.; WBAP—Fort Worth, Tex.; WDAF—Kansas City; KFKX—Hastings, Neb.; WHO—Des Moines, Ia.; KDKA—Pittsburgh;

Pa.; KMOX—St. Louis, Mo.; WSMB—New Orleans. WGN was heard on the entire trip during different intervals.

Arrangements were made for the Mohawk Corp. of Illinois engineers to install this set and to make a check-up on the initial trip. Since this time the set has been in constant operation and the passengers have been well pleased with the results.

The Mohawk Corp. of Illinois has installed Mohawk one-dial receivers on the L & N Railroad throughout the entire system, and these trains run daily between Louisville, Nashville and New Orleans with fine results. Since the first of September the L & N Railroad has ordered fifteen or twenty more sets for installation in its cars and these are in operation daily.

Paul Chamberlain, chief engineer of the Mohawk Corp. of Illinois, recently stated that engineers of various railroad companies have suggested that special signal houses or broadcasting stations be built every 50 or 75 miles so as to give special wave lengths for transmitting along their roads. In this way messages could be transmitted to passengers on the train, trains could be warned of any tie-up or trouble ahead, and there would be constant communication between the railroad office and its various trains.

Cluett & Sons Open New Store With Ceremonies

ALBANY, N. Y., May 7.—The formal opening of the new home of Cluett & Sons was held the latter part of last month at 479-481 Broadway. Large crowds attended, and they were greeted upon their arrival by Robert O. Armstrong, manager, and his assistants, who acted as guides through the four floors occupied by the concern. The store carries a complete line of Brunswick Panatropes, phonographs, pianos, radio receivers and other musical instruments and accessories and is one of the leading dealers in that section.

Atwater Kent Summer Radio Concerts Are Announced

American Singers, Male Quartet, Heard in Opening Concert—Allan McQuhae to Give Series of Concerts—Big Network to Broadcast

Plans for the Summer season of Atwater Kent concerts have been completed. There will be twenty-one concerts by well-known artists in half-hour programs. The opening concert was on Sunday, May 8. The first three programs feature the American Singers, a quartet comprising Charles Harrison, first tenor; Redferne Hollinshead, second tenor; Vernon Archibald, baritone, and Frank Croxton, basso. They will be followed by Allan McQuhae in a series of three concerts. The American Singers will then return for another group of three concerts.

These Summer programs will be broadcast from stations WEA, New York City; WEEL, Boston; WRC, Washington; WSAI, Cincinnati; WGN, Chicago; WCAE, Pittsburgh; WGR, Buffalo; WOC, Davenport; KSD, St. Louis; WWJ, Detroit; WCCO, Minneapolis-St. Paul, and WGY, Schenectady. The programs will begin each Sunday night at 9.15 Eastern daylight time, or 8.15 Eastern Standard time and 7.15 Central Standard time.

Electric Storage Battery Co. Plans New Power Unit

PHILADELPHIA, Pa., May 6.—John R. Williams, second vice-president of the Electric Storage Battery Co., of this city, at the recent annual meeting of the board of directors of the company, reported the outlook for the second quarter of 1927 as very good, and added that the last half of the year is usually the company's best business period. He stated the company is preparing to bring out a new power unit for radio sets in the Fall.

PATHEX
MOTION PICTURE
AUTOMATIC CAMERA



\$47⁵⁰

500 REELS

No other film library compares with Pathe.

Reels list at \$1 and \$1.75 each.

This big Pathe Library with Pathe Camera and Projector makes Pathe the best proposition in the amateur motion picture field.

PATHEX
MOTION PICTURE
MOTOR DRIVEN
PROJECTOR



\$65⁰⁰

INVESTIGATE! COMPARE! ACT!

Write today for complete Dealer Information

PATHEX, Inc.



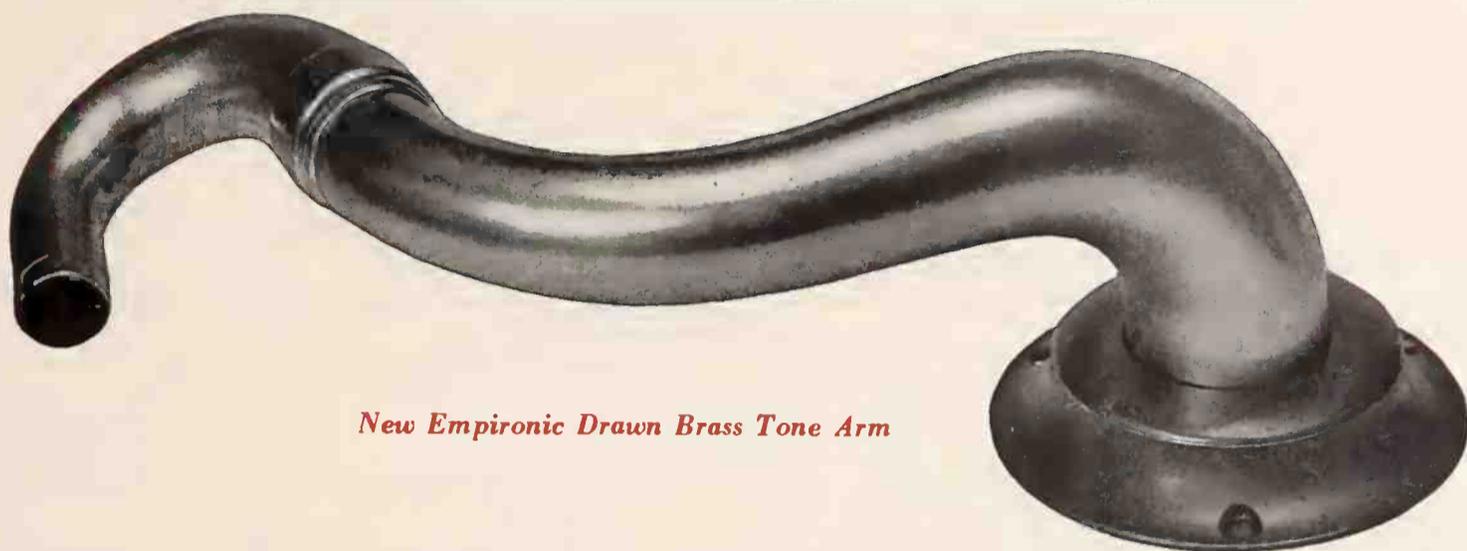
A subsidiary of Pathe Exchange

35 West 45th Street

New York, N. Y.

Empire announces two new brass Tone Arms—one for large machines and one for portables. The finest Tone Arms ever manufactured at a price that was never before offered to the trade.

Write for prices. Samples will be sent to reliable concerns.



New Empironic Drawn Brass Tone Arm

EMPIRONIC

SOUND BOX

and Drawn Brass Tone Arm

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

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

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.



Empironic Reproducer
(Patented) Retail at \$8

The Empire Phono Parts Co.

(Established in 1914)

Wm. J. McNamara, President

10316 MADISON AVENUE

Cleveland

Ohio

The Largest Makers of Portable

**Carryola Sales
Reach 1000
A Day!**

Music dealers everywhere will be interested to know that the Carryola Company of America has been forced to increase its production schedule to 1,000 machines per day due to an unprecedented demand for the already popular line of Carryola Portables.

In a period of about two years the Carryola Company has, from an unpretentious beginning, attained leadership in its field. Today the Company is recognized as the largest maker of portable phonographs in the world.

While the present production schedule of 1,000 machines per day establishes a new record, the modern Carryola plant, located at Clinton and Walker Streets, Milwaukee, Wis., is capable of turning out twice that number of machines per day, and more if necessary.

Officers of the Carryola Company are highly optimistic as to the future of their product and much of their success may be attributed to a progressive sales and advertising policy, backed by the loyal co-operation of Carryola Jobbers and Dealers.

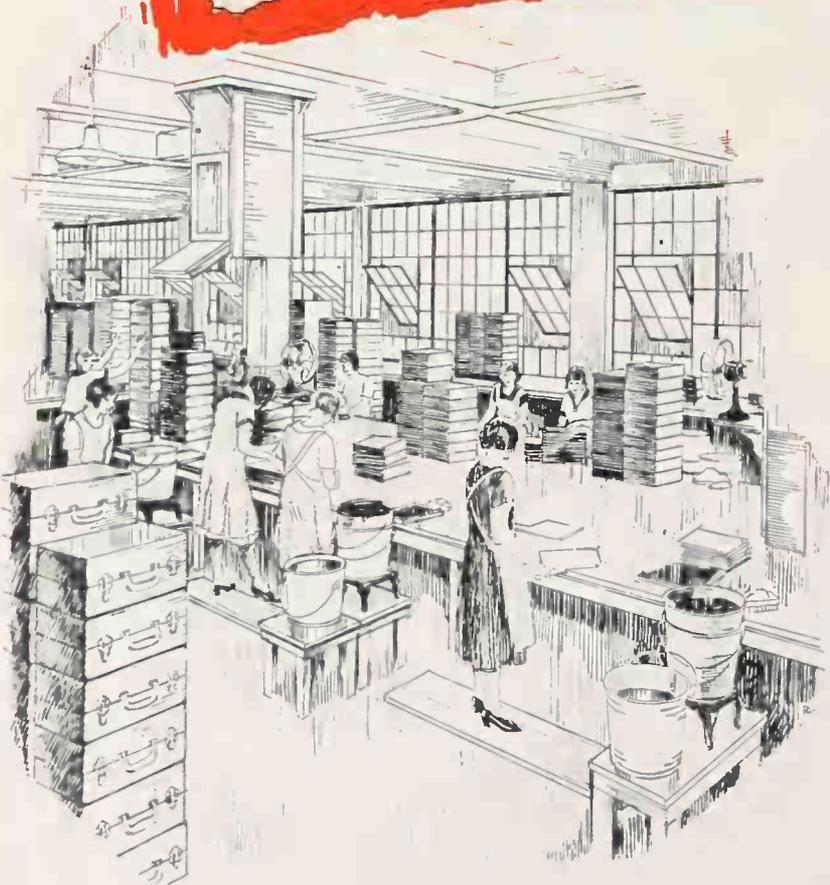
There Must Be A Reason!

—when a musical instrument achieves such wide popularity as the Carryola has in a few short years

—when constantly increased production schedules have been necessary to meet the demand

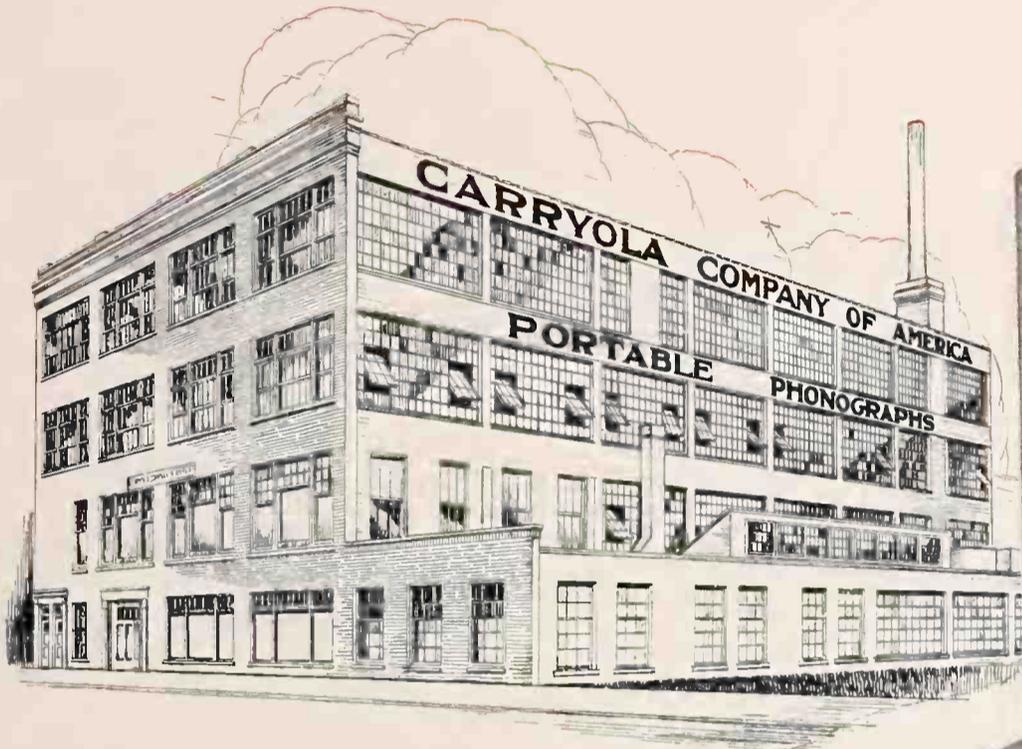
—when jobbers and dealers throughout the country are enthusiastically clamoring for more Carryolas

—THEN there must be some basic, fundamental reason for such phenomenal success!



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

Phonographs in the World!



THE REASON!

ORGANIZATION !
PRODUCT !
DISTRIBUTION !
ADVERTISING !
DEALER PROFIT !

ORGANIZATION:—The Carryola Company of America is an organization of specialists in the design and construction of portable phonographs. Here creative genius, mechanical skill, production efficiency are concentrated to build into the portable phonograph all of the fine qualities which it is possible to achieve in an instrument of compact design.

Product:—In the quality of music rendered—volume, tone quality—exact shading of tone values—Carryola compares favorably with the finest upright models. In appearance, convenience, utility, and durability it leaves nothing to be desired. No effort has been spared to make Carryola the World's greatest Phonograph Value.

Advertising:—Consistent advertising in the Saturday Evening Post, Liberty, American Weekly and other publications is constantly increasing the demand for Carryola Portables.

Distribution:—Leading distributors and jobbers throughout the country handle the Carryola line and what is more—they are Carryola Boosters—eager to work with live Carryola dealers to put Carryola “across” in every community.

Profit:—Carryola offers a very generous margin of profit to the trade and because its retail prices are right your profits from Carryola Sales are assured.

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

A RADICAL DEPARTURE IN REPRODUCER CONSTRUCTION

THE ORGAN-TONE

Built Like an Organ

Sounds Like an Organ

Looks Like an Organ

Finished Like an Organ

This Reproducer, entirely different from any other on the market in its mechanical construction, design and finish, creates a new mode.

The organ flutes tend to produce a mellowness of tone.

The stylus suspension is built on an entirely new principle which insures an unprecedented steadiness and permanence of tone, and is such that it is inherently almost impossible to injure the diaphragm.

In addition we introduce the novel feature of finishing the ORGAN-TONE in three colors. Never before has this been done. We have here a reproducer which is superior in tone and at the same time catches the eye with its significant design and unique finish.

However, all our efforts have not been spent on the finish of this reproducer. "Tone quality" is difficult to describe, it must be heard. The past performance of our reproducers speaks volumes for their quality.

WITNESS:

The Carryola Company of America the Largest Manufacturers of Portables in the World, Bought 108,316 **ADD-A-TONE** Reproducers in 1926

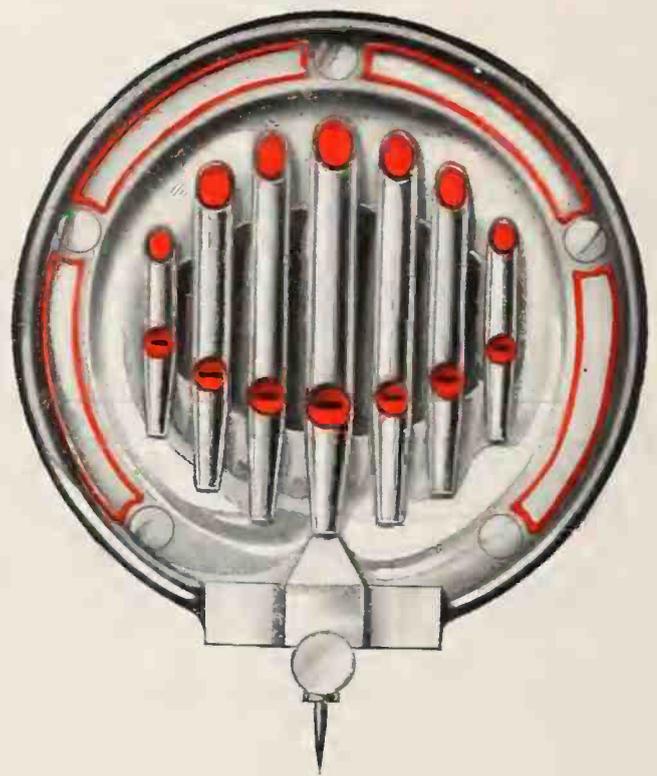
PERFORMANCE + APPEARANCE = PERFECTION
WE HAVE BUILT THE BETTER REPRODUCER

UNIQUE REPRODUCTION CO.

Makers of **ADD-A-TONE**

32 Union Square

New York, N. Y.



Patent Pending

Retails at
\$800

H. C. Capwell Co. Gets Award for Fine Window

More Than 100 Displays Entered in Contest Sponsored by Ernest Ingold, Inc.—"The Children's Hour" Display Awarded Prize

At the close of April, northern California looked on 104 Pooley radio windows, all within the territory covered by Ernest Ingold, Inc., as the result of a window display contest. The winner was the H. C. Capwell Co., at Oakland, whose window was quite a sensation. This firm used one of its largest windows for the display, having a background of dull blue velvet. This was drawn apart by silk cords at the center, showing an oil painting, illuminated by amber flood lights, of an old castle from which were coming singers, musicians and actors. As these reached the forefront of the painting they became small wax figures true to life, reaching across the floor of the window and up to a Pooley cabinet on the right, fitted with an Atwater Kent. Beside the cabinet stood the figure of a man in a silk lounging robe. To the left of the window were four wax models of children, two of them seated on a stool and two standing, all of them wide-eyed and expectant at the fairylike scene in front of them. The words "Pooley" and "Atwater Kent" were carried out in small gold-block letters across the front of the window. The window was entitled "The Children's Hour."

The runners-up were the Ralph Berggren Co., of San Jose, and the L. J. Kitt Co., of Stockton, Cal., and nearly a score of other windows received honorable mention.

Something of an idea of what may be done during Spring and Summer months in the radio business may be gained from the fact that during this Pooley sales campaign Ernest Ingold, Inc., and its dealer-group sold more Pooleys than were sold either in November or December.

Man-Power as a Builder of Great Industrial Firms

How Powel Crosley, Jr., President of Crosley Radio Corp., Selects the Best Type of Men and Now Has Fine Organization

In the radio industry as in every other business enterprise man-power measures success. The men behind the guns of big business with the originality and force of their ideas and their ability and experience are responsible for the development of the concerns they represent. The best executives are those who surround themselves with men of this type.

Powel Crosley, Jr., president of the Crosley Radio Corp., is a fine example of the type of man who is able to pick real business builders, and who has built up a strong organization. Mr. Crosley is in close touch with the problems of the industry, and he knows the type of men who are best fitted to cope with the problems to be met. Recent appointments to the personnel of the Crosley Radio Corp. bear out this statement. For example, Kimball H. Stark, who has just been appointed advertising manager of the Crosley Radio Corp., is a man of great technical knowledge not only in advertising, but of radio merchandising in its broader phases. Not long ago Harry E. Sherwin was engaged as general sales manager. Mr. Sherwin has been eminent in the sales field for a number of years, and is also familiar with radio. Ralph H. Langley, who joined the Crosley Radio Corp. early this year, is one of the outstanding engineers of the radio industry, and he fills the position of assistant to Powel Crosley, Jr. Another new man in the Crosley line-up is Charles E. Fay, editor of the Crosley House Publication. Last December Harold S. Brown was engaged as director of public relations of the corporation, and he has charge of the company's contacts with the public.

These are just a few of the latest appointments made by Powel Crosley, Jr., but their connection with this organization indicates in a concrete manner the type of men Mr. Crosley is selecting, and also may be taken as an example of a farsighted policy that is making Crosley progress.

R. W. Bennett Co., St. Louis, a Magnavox Representative

According to a recent announcement from the office of Leon Goldcr, Chicago district manager of the Magnavox Co., the Robert W. Bennett Co., Syndicate Trust Building, St. Louis, Mo., has been appointed representative of the Magnavox products in Missouri, Kansas and Southern Illinois. Robert W. Bennett, head of the firm which bears his name, is president of the St. Louis Trade Association, is a well-known figure in the St. Louis territory, and has a strong following in the dealer field in the entire district.

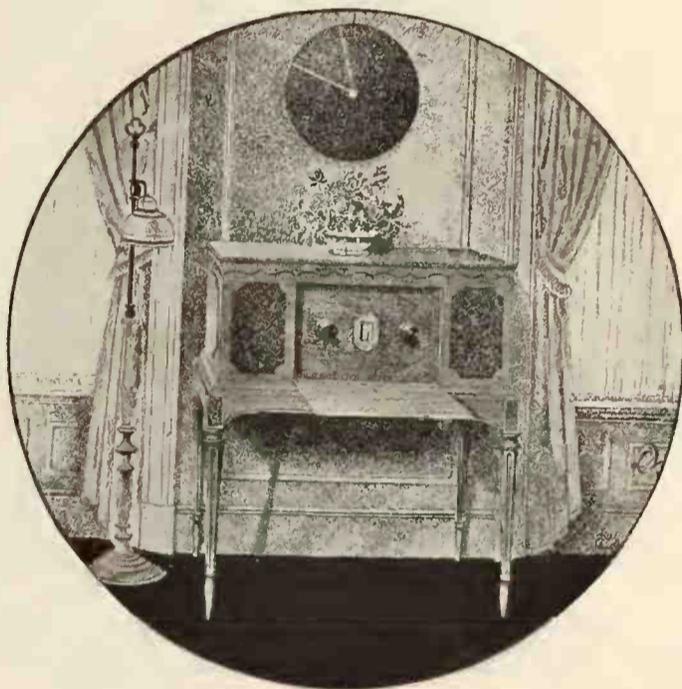
Vitanola Service Bureau Is Valley Forge Jobber

Announce Appointment of Chicago Distributing Firm as Representative for Products Made by the J. A. Fischer Co.

CHICAGO, ILL., May 6.—The Vitanola Service Bureau, 11-13 East Austin avenue, this city, distributor of phonograph supplies and replacement material, has been appointed a distributor of the Valley Forge line of phonograph parts and accessories, made by the J. A. Fischer Co., of Philadelphia, Pa., and is sending out to the trade literature on the Valley Forge products.

An Aid to Service Men

Repair-part catalog sheets covering the Automatic Orthophonic Victrolas were recently sent Victor dealers by the Victor Co., for the convenience of service men.



dealers!

MU-RAD, the ultimate in Radio, Goes One Step Further!

An All Electric Set!

Mr. Dealer—You want profits, you want turnover, you want a steadily increasing business! You know from experience that the way to attain these assets is by keeping your eyes opened to the wants of the public, by anticipating the public's next demands.

Mu-Rad has done this for you in their new Super Six all-electric receiver. Mu-Rad has foreseen the trend of public wants and has built

a set that may be operated with or without batteries, with only one tuning control, only one volume control, without electrolyte and one that may be operated with an indoor antenna if desired. Here is the target for radio users' greatest demand. Here is the criterion about which you can build a powerful sales campaign. Write at once for price list and complete information. We will be glad to discuss territorial arrangement for this new and improved Super Six.

Additional models available—
offering you a complete price range from \$91 to \$315

MU-RAD

RADIO CORPORATION

ASBURY PARK

Dept. W

NEW JERSEY

Lower Prices for 1927



KOLSTER 6-D.

Now **\$80** List

ITS POPULARITY BRINGS A LOWER PRICE

Due to increased demand and lowered production costs, the Kolster 6-D—up to now \$98.50, will sell for \$80.00—a remarkably low price—one bound to still further stimulate public acceptance. No reduction in quality—simply more value per dollar for the Kolster dealer to give the consumer. This greater value means more sales for you and greater profits.

Kolster

- and Two Remarkable Developments for 1927

The new season's offering includes current Kolster models—with refinements—PLUS two items really remarkable! Not yet announced!

As usual we make no claims, but those who have seen and heard the new items are in accord in predicting tremendous consumer response.

Public announcement will be made late in June, but present and prospective Kolster dealers may secure confidential information in advance by mailing the coupon.

"Kolster Radio will be displayed at the R. M. A. Trade Show, Stevens Hotel, Chicago, Illinois, June 13-18, 1927."



In 1926 Kolster dealers found Kolster Radio a profitable line to handle. In 1927 Kolster Radio will be even more profitable. If a popular, fast moving and unusually profitable line appeals to you—if you insist upon complete protection in territorial and other policy matters—Kolster Radio is what you need. While a large number of dealers now handle Kolsters, there are still profitable franchises open. Get all the facts—Mail the coupon now!

Radio

37

FEDERAL-BRANDES, INC.
Woolworth Building, New York City

Please send me confidential information regarding the announcement for 1927.

Name.....

Street.....

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

Program for National Music Industries Convention at Chicago Nearing Completion

National Association of Music Merchants Announces Schedule for Four Days—Anticipate Large Attendance of Talking Machine and Radio Men Due to R. M. A. Convention Following Week

The program is being completed rapidly for the annual National Music Industries' Convention to be held at the Hotel Stevens, Chicago, during the week of June 6, when the various State organizations affiliated with the Music Industries' Chamber of Commerce will hold their annual sessions for the discussion of trade problems, the election of officers, and other business of like character. The Associations include the National Piano Manufacturers' Association, the National Association of Music Merchants, the Musical Supply Association, and organizations of band instrument manufacturers, musical merchandise manufacturers and wholesalers, etc.

Definite programs for the sessions of the Chamber itself and of several of the Associations are yet in process of formation, but the National Association of Music Merchants has announced a schedule covering a four-day period, during which, in addition to regular Association matters there will be discussed the use of the carrying charge instead of interest on instalment accounts, the training of salesmen, the question of national laws to legalize the fixing of resale prices, the handling of instruments taken in trade, and other matters of similar nature. One day will be set aside for the finals of the Chicago piano playing contest, and a discussion of such contests as a means for increasing interest in the piano.

Under its new organization plan the National Association is encouraging the formation of State and local Associations of music merchants to take part in the direction of the national body through the medium of accredited delegates. As a result of this campaign, some dozen or more State and regional Associations have been organized as units in the national body, and the convention will take up the matter of the formation of similar associations in other localities.

As has been the case for several years, exhibits by manufacturers in the convention hotel will be permitted, provided the exhibitors are affiliated directly or indirectly with the Music Industries' Chamber of Commerce. Although the exhibit lists are far from complete at this time, a substantial number of concerns in all branches of the music trade, including manu-

facturers of talking machines and radio apparatus, have signified their intention of showing their products at the Hotel Stevens during the convention.

It is expected that the convention attendance from among the talking machine and radio men will be permitted, provided the exhibitors are fact that the radio show at the Coliseum in Chicago will be held during the week of June 13, immediately following the music convention, which will enable interested trade members to take in both affairs with a minimum loss of time.

Caswell Mfg. Co. Perfects New Portable Machine

Latest Product of Milwaukee Firm Is to Be Introduced to the Trade in Near Future

The Caswell Mfg. Co., Milwaukee, maker of Caswell Aristocrat and Gypsy portable phonographs, has designed and perfected a new portable machine, which will make its initial bow to the trade in the near future. The latest addition to the Caswell portable line is said to develop a tone comparable to that of a console, with clarity and adequate volume, and it has been termed by those who have seen and heard it "an apartment grand."

Several new features have been added to the Caswell Gypsy and Giantone models, including an "S" curve throwback tone arm. A new style of color embossing is found on the Gypsy model, the interior of the machine having been embellished and given greater attractiveness in this manner.

Kellogg Distributor Makes Good in Northeastern Pa.

SCRANTON, PA., May 7.—Enjoying a mutual confidence resulting from a happy and profitable association, the Northeastern Radio Co., of this city, is now entering in its fourth year as distributor in northeastern Pennsylvania for the radio products of the Kellogg Switchboard & Supply Co., Chicago, Ill. Ira M. Irving, sole owner, has, through his ambitious preparation, energetic policies and forceful advertising, placed the Northeastern Radio Co. in a position to command the interest of radio manufacturers as well as the respect of his patrons, and has brought into his territory a volume of Kellogg radio products that has convinced the Kellogg Co. of the value of the Northeastern Radio Co. as one of its principal outlets.

Buys Wilmette Shop

The purchase of the Wilmette Music Shop, Wilmette, Ill., by Carleton Kaunmeyer, who will operate it along the same lines as heretofore, has been announced.

MICA DIAPHRAGMS

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

INTERNATIONAL MICA CO.

Phone Baring 836 PHILADELPHIA, PA. Cable Filasoc, Phila.

Symphonic Globe Speaker Is Introduced to Trade

New Radio Loudspeaker in the Shape of Complete Map of the World—Possesses Unusual Selling Features—Has Fine Tone

The Symphonic Sales Corp., 370 Seventh avenue, New York City, is introducing to the trade a new type of loudspeaker—the Symphonic



Symphonic Globe Speaker

Globe radio loudspeaker. This is a decided departure in speaker design.

The Symphonic Globe speaker has a remarkably fine tone—extremely clear speech and high musical quality. In the ball-shaped interior there is no vibration elsewhere than in the diaphragm of the powerful unit itself, it is claimed.

Lambert Friedl, president of the Symphonic Sales Corp., explains the action of the speaker in this way: "Speech or music is driven into the dome of the globe, in which space it expands and develops itself as in a long tone chamber or horn. The clarified speech or well-rounded musical tones are emitted with all original fidelity and without the presence of foreign noises."

The Globe itself is an accurate full-sized library globe—an up-to-the-minute postwar map of the entire world. On a dealer's counter or in the window it commands attention. In the home it blends with the furnishings of the most particular and exacting customer. It will find its way into the homes of those parents who are helping their children in school studies.

This new Speaker can be cleaned with a damp cloth. It is not fragile, and, therefore, reduces the trouble of handling and shipping by wholesalers and dealers. The Symphonic Globe Speaker retails at \$35.

Hermann Thorens

Ste. Croix, Switzerland

Manufacturer of Europe's Most Celebrated Phonograph Motors

Great selection,
playing up to ten
records.

Superior quality
at moderate prices

Sole Distributors for the U. S. A.

THORENS, Inc.

450 Fourth Ave., New York

PHONOGRAPH CASES RADIO CASES

Reinforced 3-ply Veneer

The Standard Case for Talking
Machines and Radio Sets

Let us figure on your requirements

MADE BY
PLYWOOD CORPORATION, Goldsboro, N. C.
Mills in Va., N. C. and S. C.

Paragon Co. Marketing Radio Grounding System

S. I. Marks Has Secured Agency for Product and Plans National Distribution Through Leading Wholesalers at Strategic Points

A new radio grounding system is being introduced to the trade by the Paragon Electric Co., of Chicago, Ill., manufacturer of a grounding system for electric lighting, and well known throughout the country for the quality of its products. By the use of this new ground radio reception, especially during the Spring and Summer months, will be clarified, it is claimed. This new ground is constructed of sheet-copper wire in the shape of a cone with copper bottom plate; it measures four inches at the base, three inches at the top and twelve inches in length. The cone is filled with charcoal to attract and hold moisture, and is fitted with a removable cap to prevent the spilling of charcoal in transit. The outer edges are seamed and copper-welded. Twenty feet of lead-in wire are welded to the cone to provide for uninterrupted conductivity. The ground should be buried in four feet of earth directly below the window nearest the radio set. The welded copper wire is brought up and through the window and attached to the radio set, thus completing the entire installation.

It is claimed that tests made indicate a reduction in static, greater selectivity and better reception on distant stations. Another claim for this ground is that it will operate a radio set without the use of an antenna by connecting the ground wire directly to the antenna posts, giving very good reception.

S. I. Marks, well known to the trade, who has secured the agency for this product, is planning a campaign to secure national distribution through leading radio distributors.

Atwater Kent Radio Set Makes Underground Test

In Contrast to Recent Altitude Reception Test, Atwater Kent Receiver "Picks Up" Station From Cave, One Mile Deep

The performance of the Atwater Kent Model 32, seven-tube radio receiving set, in the altitude record established by Captain Gray, balloonist, was reported in last month's issue of The World. This month the Atwater Kent Mfg. Co., Philadelphia, Pa., reports "picking up" many stations at a distance of one mile underground. Sam Reily, owner of the Wyandotte Cave, Corydon, Ind., and a party of friends, including H. D. Conrad, Atwater Kent dealer, penetrated a considerable distance into the cave. Station WHAS furnished a special program for the test.

Health Builders, Inc., Wins Infringement Suit

Robert B. Wheelan, president of Health Builders, Inc., has announced that a decision on the patent suit filed by the Wallace Institute, of Chicago, regarding the alleged infringement of patent, concerning exercises on phonograph records by Health Builders, Inc., New York City, Victor Talking Machine Co., of Camden, N. J., and Mr. Wheelan personally, has been handed down in favor of the defendants.

In Bankruptcy

The Horras Piano Co., St. Louis, Mo., recently filed a voluntary petition in bankruptcy, listing liabilities of \$31,670 and assets of \$7,165.

The Saxophone Shop, Portland, Ore., has added the Columbia line of phonographs.

**Raytheon Element
used in this Charger**



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

Valley Automatic Charger

Combines the desirable features of all other types of chargers. Thanks to the Raytheon Element and Valley engineering ingenuity, this automatic charger has in its favor every factor for making it one of the biggest and most popular selling items on the radio market in 1927.

Charges at either 1½ or 2½ amperes. Equipped with automatic B power relay switch and battery charger control. We recommend it as far superior to trickle chargers.

Small, Compact. Black enameled case, satin finish. Comes complete with cord, plug, leads and clips.



Uses
the
Raytheon
Tube

Valley B Power Unit



Uses
the
Raytheon
Tube

Model 40 Designed for use with radio receivers of 5 and 6 tubes or less. Supplies all B current necessary including extra B voltage and C voltage required when a UX-171 power tube is used.

The tube supplied with this unit is the standard Raytheon type BH tube, which is ideal for this service.

Built compactly in black enameled case with C tap, detector and intermediate controls, and binding posts on front panel.

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

Model 50 The big Valley B Power Unit. Designed for all radio receivers up to 12-tube sets. Also supplies plate voltage necessary for a power unit or power tubes.

The Raytheon Tube is used with this unit also, because of its long life and satisfactory performance.

Toggle switch on the panel controls current from lighting circuit. Mounted in handsome black metal case.

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



Charges Your Battery Overnight

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

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

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

This Two-Bulb Charger Is Noiseless

This Valley Charger is a bulb type rectifier. May be used with one bulb or two, to charge at either 2½ amperes or 5 amperes.

Where a quiet charger is desired, the Valley Two-Bulb Charger will meet every requirement. No adjustments. Nothing to get out of order. Comes complete with cord, plug, leads and clips. Equipped with handle.

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



Valleytone Radio Receiver



MODEL 52

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

On the left is shown the Valleytone No. 52, a two-dial control 5 tube receiver,



MODEL 71

and on the right is shown Valleytone No. 71, an advanced one-dial 7 tube receiving set.

Model 52. - List Price \$90.00
Without Accessories

Model 71. - List Price \$95.00
Without Accessories

Valley Electric

Write the factory or the nearest office for further details, discounts, dealer helps, etc.
VALLEY ELECTRIC CO., Radio Division, 4515 Shaw Avenue, St. Louis, Mo.

District Offices: Boston, Chicago, Cleveland, Indianapolis, Kansas City, Minneapolis, New York, Philadelphia, San Francisco

Visit the Valley Exhibit at R.M.A. Show—Booth 131. Ask to see the New Valley A Power Unit

Profit Winning Sales Wrinkles

Store Concerts Attract Trade—An Effective Means of Stocking Album Sets of Records—How Hill & Kosowitz Tie Up with Manufacturer's Publicity—Encourage All Employees to Secure Likely Prospects—Spare Tires as Publicity Mediums

Last year in the early Summer the Terminal Radio & Music Shop, located at the entrance to the Long Island division of the Pennsylvania station, New York, arranged for an orchestra to give a store concert. The event was most successful, and attracted hundreds of passers-by, many of whom became regular record customers. As this store does the bulk of its business during the Summer months to the commuters, Joseph Polan, proprietor, is planning to hold a similar concert within the next week or two. Dealers similarly located, adjacent to a terminal, which gets a heavy Summer traffic, might do well to feature their stores so that resort residents will be attracted and become in time buyers of records, sheet music or small goods. The live dealer will not wait for transients to drop in of their own accord, but will utilize striking window displays, keep a talking machine playing at the door, or have a concert of some recording artist at the store.

Album Set Bookcase

An effective arrangement for the stocking and display of the Columbia Masterworks series of records is utilized by the Fifth avenue store of Landay Bros. A bookcase built into the wall is situated just inside the entrance to the store, and the full catalog of album sets is filed away on these shelves, just as are books in the ordinary bookcase. The stock of these albums carried is between sixty and seventy, and as they are in attractive, colored binding, the entire collection presents a most attractive appearance. As the average purchaser of album sets of symphonic music is interested in other music

of the same type, this arrangement is ideal, as he can in a very few moments see what the library of this music includes without the assistance of a salesman or without recourse to the catalog.

Effective Publicity

An interesting and effective method of using the sales material provided by the manufacturer was recently put into practice by Hill & Kosowitz, of 2369 Broadway, N. Y., in introducing the Automatic Orthophonic Victrola. This store had the folder which is provided by the Victor Talking Machine Co. for counter and mail distribution, and which pictures and describes the instrument, enclosed in a cover, which bears on its first page an invitation to the customer to come and hear the instrument. On the second page the following appears: "A Sweeping Personal Endorsement of the Automatic Orthophonic Victrola by Hill & Kosowitz, proprietors, Liberty Music Shop.

"We can tell you about it—how this almost human instrument with its mechanical hand takes twelve records you have selected, places the first in position, adjusts the needle, plays the selection through, removes the record and plays the next—until all twelve have been played. One whole hour's entertainment, automatically rendered! . . . We can tell you, yes; but to appreciate the wonder of it you must see and hear it!

"Our association with Victor products totals nearly a quarter-century. From the days of cylindrical records and 'His Master's Voice' we have watched the Victrola come into its own.

We regard the Automatic Orthophonic Victrola as a final achievement; the ultimate in the development of Music for the Home."

All Employees Help

There has been much discussion in the trade publications and among dealers as to whether the radio service man can be trained to sell, and as to whether or not it is good policy for the dealer to so utilize his radio service department. The idea, however, is not a new one, for dealers have for many years used the services of their entire staffs in stimulating sales of instruments. For example, some time ago the Rosenbaum Co., Victor dealer of Pittsburgh, inaugurated a sales drive on Victor instruments, and had its many employes turn in names of possible prospects with the understanding that should a sale be completed from the information given a commission of 3 per cent would be paid. The employes were given cards with the offer explained in full, and with a form containing space for the prospect's name, address, phone number and the name of the employe turning in the name. The opportunity to make extra money was eagerly seized by the employes, and the number of sales from this source during the five weeks of the drive was surprising and most satisfactory.

Spare Tire Publicity

A unique sales promotion stunt is being used by A. S. Evey, RCA authorized dealer, of Bartlesville, Okla. It is a Radiotron tire cover for use on the spare tires of automobiles, with the Radiotron man painted in the same colors that are used on the regular RCA posters.

Incorporation

The Piedmont Music Co. of North Carolina, Charlotte, N. C., was recently incorporated with a capital stock of \$10,000. The incorporators are George T. Garrett, Fred B. Helms and E. J. Hanson.



Phonographs

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

They retail at a price that insures quick turnover with a maximum profit for the dealer.

Write for full details.

Watch

for an

*important announcement
in the next issue of
this magazine*

The Wolf Industries

Quincy, Illinois



Radio Consoles

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

There is a big market for Radio Consoles right now, and it presents an exceptional opportunity to make real profits at a time when radio sets and accessories are not moving.

Write today for complete details.





Socket Power Units
Built to excel, not undersell

Wait! Don't decide too soon!

Hold up your decision on Socket Power Units until after the Chicago Show. It'll pay to wait until then—pay you well.

We're bringing out three new ones that will entirely revolutionize your ideas of what high-quality socket power units can do:

NEW!
Universal
"A"
Socket
Power Unit

NEW!
Universal
"B-C"
Socket
Power Unit

NEW!
Universal
"A-B-C"
Socket
Power Unit

Anticipating the needs of the market, these units are specially built to take care of the demand for power tubes and the necessary C voltages. Wait and see them! You'll never regret it.

*See the Universal Exhibit at Chicago
 Space 65A—R. M. A. Convention
 New Hotel Stevens, June 13-18, 1927*

THE UNIVERSAL BATTERY CO.

3455 South La Salle Street - Chicago

Makers of good batteries for 25 years

**UNIVERSAL
 BATTERIES**

Milwaukee Kellogg Dealers Make Plans for Next Season

Interesting Meeting of Kellogg Representatives Held Under Auspices of the Standard Radio Co., Milwaukee Radio Distributor

MILWAUKEE, Wis., May 5.—A selected group of radio dealers gathered in this city recently at the invitation of the Standard Radio Co. to listen to plans for promoting the Kellogg radio line for the 1927-28 radio season. Dinner was served at the Milwaukee Athletic Club. I. R. Witthuhn, sales manager of the Standard Radio Co., welcomed the guests and explained the Kellogg policy of restricting the sale of Kellogg radio to dealers selected in advance as being the type of merchants able to properly represent



Kellogg Representatives Present at Meeting in Milwaukee

the line. George Eaton, chief engineer of the Kellogg Co., explained the reasons for the Kellogg 6-tube, inductively tuned set. H. C. Abbot, also of the Kellogg Co., told of the merchandising policy to be followed. He showed how the policy of limiting the sale of Kellogg goods to carefully selected dealers had attracted many of the most desirable outlets in the country. Landay Bros., of New York; Grinnell Bros., of Detroit, and Sherman, Clay & Co., of the Pacific Coast, were cited as leaders in the country's music trade who had chosen the Kellogg as a quality radio line. The matter of

advertising was covered by K. C. Smith, of the advertising agency handling the account.

The meeting was interesting and informative and the presence of the leading dealers of Milwaukee and other cities in eastern Wisconsin indicated the interest in the Kellogg line.

Thorens, Inc., Announces Primaphonic Reproducer

A new phonograph tone arm and sound box have been announced to the trade by Thorens, Inc., distributor in the United States for Hermann Thorens, Ste. Croix, Switzerland, manufacturer of the well-known line of Thorens phonograph motors. The new reproducer will be known as the Primaphonic. These accessories have enjoyed a large volume of sales in

Europe, according to R. R. Kind, general manager for the United States.

Increases Capital Stock

The Liberty Musical Instrument Corp., Chicago, Ill., has increased its capital stock from \$75,000 to \$125,000. The directorate has also been increased from three to seven.

The Miller Electric Co., Baltimore, Md., radio dealer, has filed a petition in bankruptcy.

Hollenberg Music Co., of Little Rock, Changes Hands

Col. F. B. T. Hollenberg and His Son Have Disposed of Their Interest in Establishment—S. M. Nutt Heads Reorganized Firm

LITTLE ROCK, ARK., May 5.—Col. F. B. T. Hollenberg and F. B. T. Hollenberg, Jr., have disposed of their interest in the Hollenberg Music Co., this city, which company was originally organized in 1853 by H. G. Hollenberg, father of Col. F. B. T. Hollenberg. F. B. T. Hollenberg, Jr., has been ill for the past several months, and it was deemed advisable for him to retire from business.

The business has been reorganized and has been merged with the Nowlin-Carr Co., of Pine Bluff, Ark., and the Richards-Bevill Co., of Hot Springs, Ark., and will be operated under the name of Hollenberg Music Co., Inc., with main offices at Little Rock and branch stores at Pine Bluff and Hot Springs, Ark.

Sidney M. Nutt, of Hot Springs, Ark., is president of the new company. H. Roddy Jones, of Hot Springs, is vice-president, and James F. Bevill is secretary and general manager. Col. F. B. T. Hollenberg is chairman of the Board of Directors of the new company, and will serve with the following other directors: Sidney M. Nutt, H. Roddy Jones and Dr. W. K. Smith, of Hot Springs, Ark.; A. B. Cook, president of Wisconsin & Arkansas Lumber Co., Malvern, Ark.; E. Nowlin and J. A. Carr.

Warren Andrews, formerly with Brunswick-Balke-Collender Co., has been appointed sales manager of the new company. Gilbert Martin, Jr., will be in charge of the Pine Bluff store, and Harold Haynes will have charge of the Hot Springs branch. The new company will carry an extensive line of pianos and phonographs, and expects to operate on a large scale.

Taubman Bros., radio dealers, of Boston, recently opened five new branch stores.

The first complete line

of high grade speakers ever placed on the market—five distinctive models, legitimately priced on the basis of real value and sound merchandising principles will be announced in the June publications and displayed at the R M A Radio Trade Show, June 13th to 18th, Booth 53—Stevens Hotel, Chicago.

Stevens Speakers

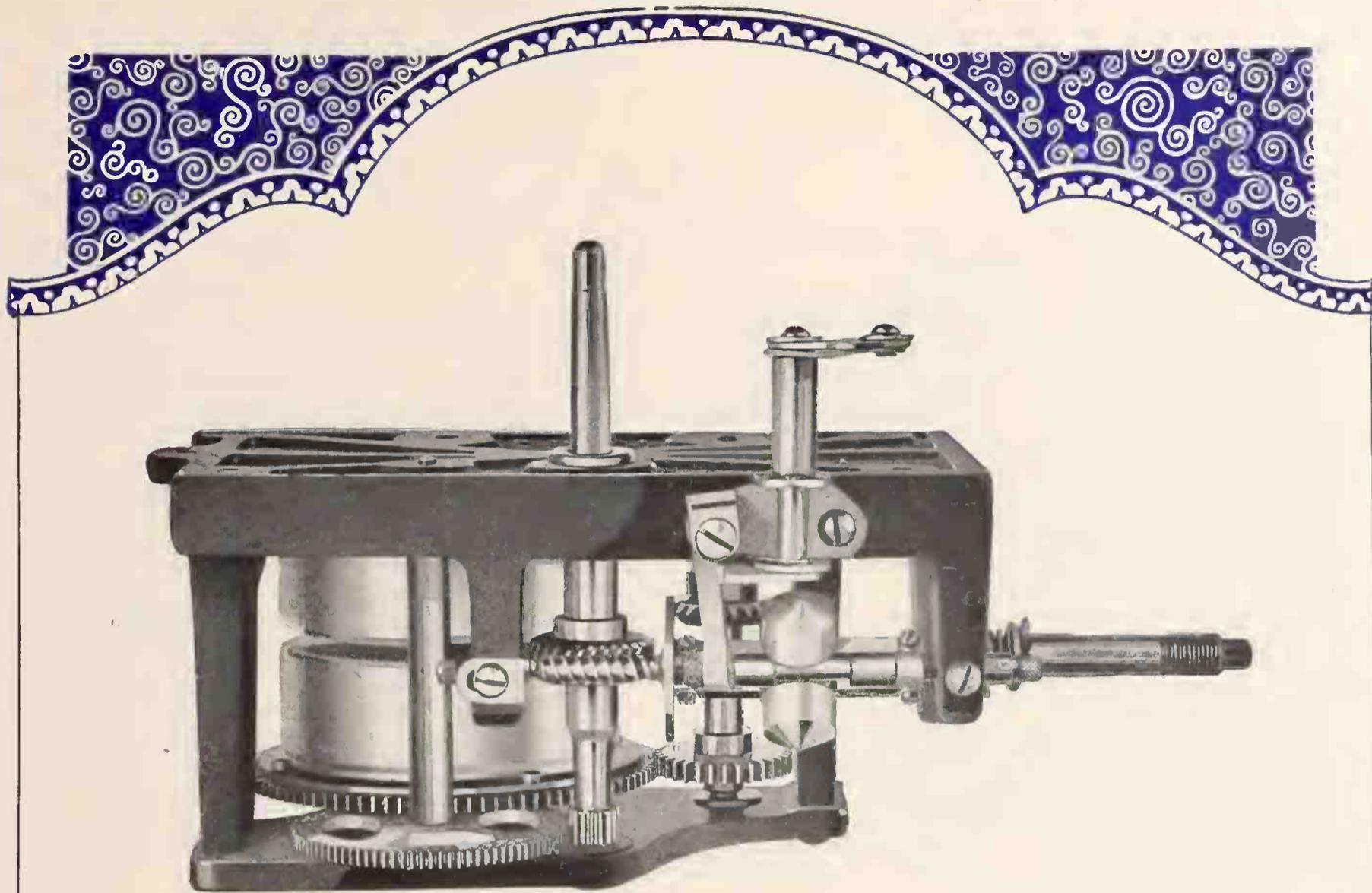
made by the pioneers in cone speakers

STEVENS & COMPANY, Inc.

46-48 East Houston Street

New York





HEINEMAN MOTOR No. 77

THE STANDARD MOTOR

Standard means first choice; the best Standards are *earned* not claimed. Millions of Heineman Motors distributed during the past ten years have served the Phonograph Manufac-

turer, the Dealer and the Phonograph Owner with such complete satisfaction that Heineman Motors have *earned* first place in the phonograph industry. They are standard; best.

Phonographs with Heineman Motors are quality phonographs

OKEH PHONOGRAPH CORPORATION

Otto Heineman, President and General Manager

Exclusive Sales Agents for

HEINEMAN MOTORS—OKEH-TRUETONE NEEDLES

25 West 45th Street

New York, N. Y.

SOPHIE TUCKER

Is Now an
Exclusive
OKEH
Artist



THE TRUMP OF HITS!

What could be finer than
Two Sophie Tucker Songs
done to the accompaniment of
Miff Mole's Molers
—Ted Shapiro at Piano—

THAT MOMENT—when your customer wonders “now what would best please my guests?”

That is the moment when you should say,
“HEAR

ONE OF OUR
Latest **Okeh** Records
ELECTRIC

No. 40813—10 in. 75c
Sophie Tucker Sings—

Fifty Million Frenchmen Can't Be Wrong
One Sweet Letter From You



Okeh Phonograph Corporation

OTTO HEINEMAN, *President and General Manager*

25 West 45th Street

New York, N. Y.

BEAUTY IN MUSIC

whether you sell to the lovers of classical music, whether you sell to the gay young dancers . . . you can always find the true music lovers



DAJOS BELA



EDITH LORAND

who are anxious to own just such music, such exquisitely pure melody as we hear in the orchestrals by Dajos Bela and His Orchestra and Edith Lorand and Her Orchestra.

- | | | | |
|-------------------------------|--|--|---|
| <p>3196
12 in. \$1.25</p> | <p>MY DREAM—Waltz
GOLDSHOWER—Waltz
Both played by Dajos Bela
and His Orchestra</p> | <p>3197
12 in. \$1.25</p> | <p>SAMUM—Symphony Fox Trot
SULAMITH—Waltz
Both played by Dajos Bela
and His Orchestra</p> |
| <p>3198
12 in. \$1.25</p> | | <p>LA SERENADE—Spanish Waltz
VENETIAN BARCAROLLE
Both played by Edith Lorand
and Her Orchestra</p> | |

Electrically Recorded

Odeon Records

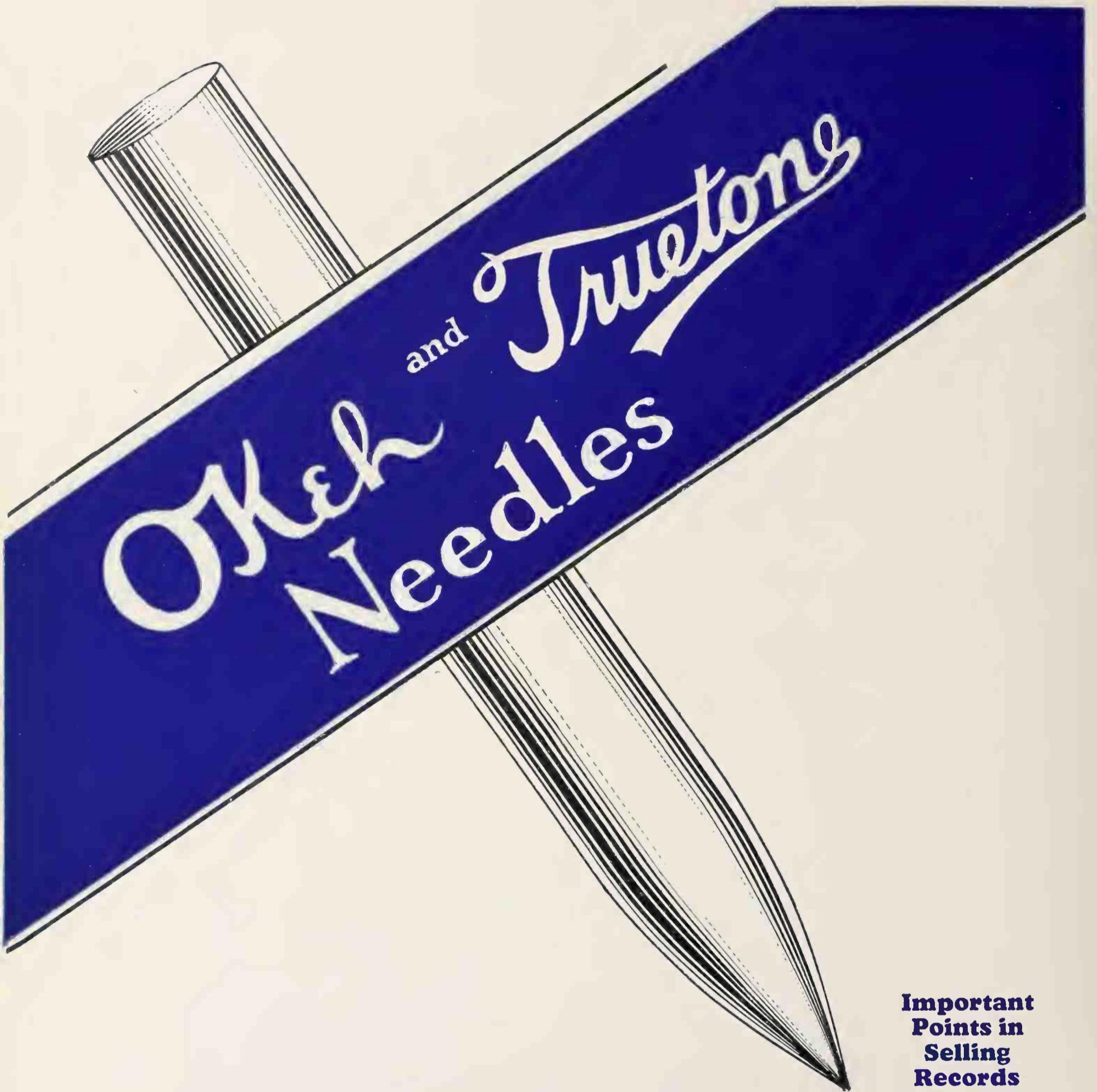
(Recorded in Europe)

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.

**Important
Points in
Selling
Records**

are the points of Okeh and Truetone needles. They do not disappoint the music lover and they are important in increasing the Dealers' sales.

Morris W. Fantle Co. to Distribute Plaza Products in Cincinnati Territory

New Products Handled Include the Fine-Arts Micro-Phonic Table Phonographs, Pal, Regal and Kompact Portables—Columbia Branch Is Enlarged—Portable Business Brisk

CINCINNATI, O., May 9.—Talking machine dealers report a satisfactory volume of business and predict that the month's sales will show a gain. An unusually large demand is expected for portable talking machines as soon as the weather gets warmer, for use in camps, at picnics and at other outings, as well as by automobile tourists. Records are selling well, and an excellent demand for these is expected to continue.

Morris W. Fantle Co. Adds New Lines

The Morris W. Fantle Co., established at 119 West Fourth street, a year ago, had a quiet celebration of its first birthday the latter part of April. Mr. Fantle, the head of the company, reports a prosperous year, with a steady growth of business. The company has just increased its floor space to make room for new lines taken on, and it has added several men to its sales force.

A line of goods taken on by the company the first of May is that of Plaza Music Co., of New York, which includes the Fine-Arts Micro-Phonic table phonograph, the Pal De Luxe, the Standard Pal, the Regal and the Kompact, for which it is exclusive distributor in Cincinnati and adjacent territory. The company has also become distributor of the Gennett Electro-Beam records in Ohio and West Virginia. J. Ross, traveling representative of the Plaza Music Co., was a recent caller at the Fantle executive offices.

Brunswick Prismatone Creates Interest

"The Prismatone, 'The Instrument of Colorful Music' as the Brunswick phonograph has been so appropriately designated, is creating a lot of interest in the minds of discriminating people," stated Louis H. Ahaus, owner of the Brunswick Shop. "The entire Brunswick line is moving in a satisfactory way, records are selling well, and business is on the up-grade," he continued.

Reports Demand for Victor Line

"Business is very good, and there is an especially fine demand for records," stated A. H. Bates, secretary of the Ohio Talking Machine Co. "The new Automatic is going fine every place, and the same may be said of the rest of our line. Out-of-town dealers report an increasing demand, and all concerns that are really making an effort to move their goods are meeting with success."

Enlarged Local Columbia Branch

The local branch of the Columbia Phonograph Co. has been enlarged and rearranged in a way that affords better facilities for the handling of its increasing business. "We have exceeded our sales quota by several thousand dollars," explained Miss Rose Helberg, local manager, "and naturally we feel just a little bit proud of our record, as well as very much encouraged. With our increased space we are in fine position to take care of our trade with dispatch. All of our models are selling well at present, and there is every indication that the demand will increase." R. J. Mueller, district manager of the Columbia Co., visited the local offices the latter part of April, after which he and C. E. Kramer, of the local sales force, went on a business tour through Kentucky and West Virginia.

Portable Demand Increasing

"Business is very good with us, and the demand for talking machines and records seems to be on the increase," stated Miss Nan Tighe, manager of the Baldwin Victrola Shop, which adjoins the Baldwin retail store. "Already there is an increased call for portables and it looks as though the little instruments are going to be very popular this Summer."

High-Priced Units Selling Well

"It seems that people are taking an increased interest in talking machines in general and in

the new Automatic in particular," said E. W. Young, manager of the talking machine department in the downtown store of the Otto Grau Piano Co. "The more expensive models are selling well and our entire line is moving in a satisfactory way."

Advices Curb on "Gyp" Dealers

"Undoubtedly there is a revived interest in talking machines, and the recent improvements in tone make it possible to sell instruments to persons who would not consider them before," explained Frank Graul, of the W. R. Graul Co. "The advertising efforts of ethical houses are to a great extent nullified by the advertising of the unethical concerns, and this is a great drawback. I hope that some day all of the reli-

able houses that handle talking machines will get together and take steps to curb gyp sales, 'bait' advertising and other deceptive and dishonest practices."

Automatic Demonstration Aids Sales

"We have been demonstrating the new Automatic at meetings and public gatherings of all kinds, and the interest thus created is beginning to bring good results," said George Gross, head of the G. P. Gross Co. "With the new store we established in April at Eighth street and State avenue, we now have three retail establishments in the city, and in all of these the talking machine line is kept well to the front."

Opens New Music Store

BAY CITY, MICH., May 6.—William Preston, for the past fourteen years connected with the Mohr Hardware & Furniture Co., has opened a retail music store at 107 Fifth avenue, handling a complete line of talking machines, radio receivers and pianos.



This 2.5 ampere and trickle charger meets the needs of the present radio market

The advantages of trickle charging. But combined with a charging rate high enough to take care of power tubes and to break down battery sulphation should it occur. The present day set requires both. The combination of both these features in the Model J Balkite Charger is rapidly making it the most popular charger in the entire radio field.

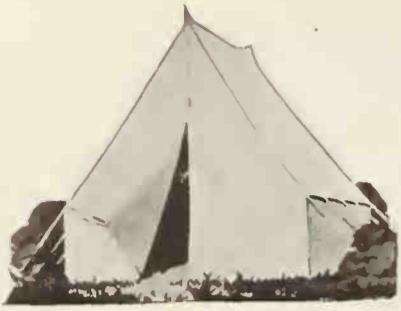
The advantages of this charger are so obvious that once they are pointed out to the customer Balkite Model J will sell itself. One radio dealer who had paid little attention to Model J, on finding that its sale was showing a rapid increase, began pushing it. When a customer came in for a Balkite Trickle Charger this dealer asked which one, the large or small one. He then proceeded to

give the customer a short two minute sales talk on Model J, pointing out its larger capacity, the higher charging rate, the fact that it was more than ample for any power tube that might be added to the set. The result was that this dealer succeeded, with practically no effort, in converting one out of every three inquiries for trickle chargers into Model J sales at \$19.50 each with a corresponding increase in sales volume. In certain territories where Model J is thoroughly known it is being sold almost to the exclusion of all other types.

You too can increase your sales volume and make satisfied customers by selling a charger that meets present day requirements. Get behind Balkite Model J now.

FANSTEEL PRODUCTS COMPANY, Inc.
North Chicago, Illinois

FANSTEEL
Balkite
Radio Power Units



Couples dancing to enchanting music as the new, full volume Sonora Portable fills the landscape with lilting rhythms

Sparkling waters — pine forests — clusters of camps — billows of snowy clouds — a canoe mirrored in the deep blue water

The Humanized Window

One of Sonora's most effective sales aids

NO—the scene is not Dixville Notch but Sonora's new Camp Joy with its syncopating campers—the picture is located right in the Sonora dealer's window, perhaps in the heart of a great metropolis.

This new humanized window is the greatest sales compelling display ever designed. It presents a moving appeal to the imagination, for it sells the idea "Take music and happiness with you"—and that's a great vacation thought.

Created by a famous German poster artist, this unique window display is reproduced in brilliant colors . . .



A photograph of one dealer's arrangement

nine individual cutouts . . . some thirty inches high . . . and is designed to fit any sized window.

This display is free to each Sonora dealer to help him make the summer season the most successful in his history. The new Sonora Portable far surpasses anything heretofore developed. The rich

deep tone is comparable only with the new reproducing phonograph, for in it is the new reproducing system. Fifty-four inches of tone amplification. Greatest in any portable. It sells itself on hearing, and this display brings them in to hear.

THIS is a rare opportunity to get the greatest volume of business ever realized on a quality product and at a time when profits are most desired. Wire now for samples of the new Sonora Portables and for your edition of the new humanized window.



SONORA

Greatest in Volume
 Richest in Tone



To the right—No. 1 Sonora Portable in smart black fabrikoid case, "Sonora" blue lining, striking an extremely effective color combination. It is 14¾ inches wide, 12 inches deep and 7¼ inches high, and only 13 pounds light. Nine-inch turntable—plays two 10-inch records with one winding. It is equipped with the No. 5 sound box—the same reproducing unit that is used in the newest large type reproducing phonographs, which gives remarkable volume and tone.

Price \$25.00



Above—The No. 2 Portable. A musician's instrument . . . the longest reproducing tone chamber in any portable phonograph—5¼ inches from the sound box to opening. Attractive brown fabrikoid case, tan, 15¼ inches wide, 12 inches deep and 8¾ inches high. Carries over thirty selections.

Price \$35.00

The No. 2 De Luxe Portable. In solid cowhide de luxe case, with stitched, burnt leather edges. Price \$50.00

PORTABLE

"Our records show an appreciable reduction in damage or breakage."

writes

**PFANSTIEHL
RADIO CO.**

regarding

Kimpak
REG. U.S. PAT. OFF. REG. IN CANADA
Crepe Wadding

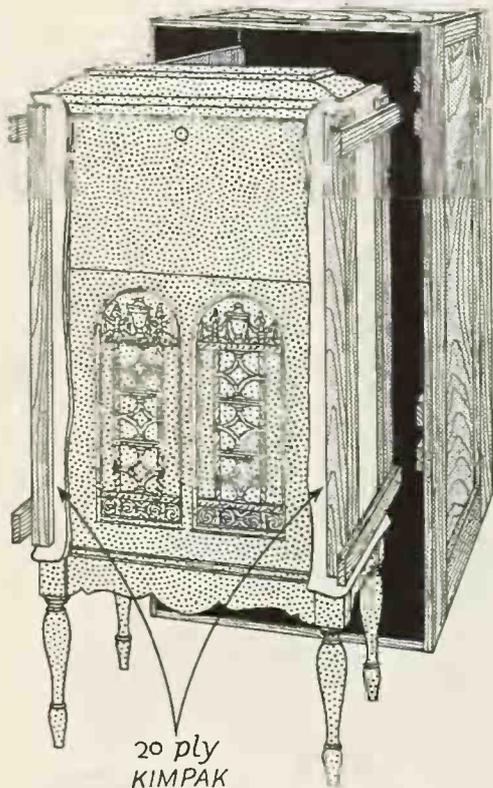
Here's the letter:

Gentlemen: We have been using your Kimpak for wrapping our console model radios for the last two years, and are pleased to advise you that it has proved very satisfactory.

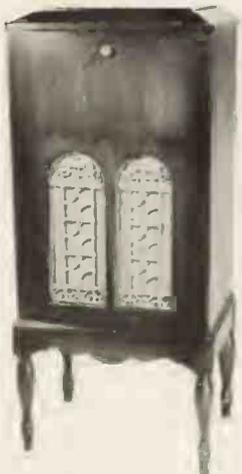
We find that since using Kimpak, our records show an appreciable reduction in damage or breakage of our merchandise, which is highly finished and therefore easily marred or damaged.

We can assure you of our continued patronage, and beg to remain

Yours very truly,
PFANSTIEHL RADIO COMPANY.
A. C. RAITHEL,
General Manager.



20 ply
KIMPAK



Illustrating the
Pfanstiehl method
of using
Kimpak in
packing consoles
for shipment

Write for Sample Roll

Use it to ship a number of your highly polished pieces. Prove, as Pfanstiehl and a hundred other manufacturers have done, that Kimpak safeguards fine surfaces and fragile materials.

KIMBERLY-CLARK CO.
Neenah, Wisconsin

Estab. 1872

Sales Offices

When writing please mention Talking Machine
World

Toledo Trade Reports Large Increases for Third of Year Over Last Year

Victor, Columbia and Brunswick Dealers All Report Increases in Instrument Sales, Varying From 10 to 50 Per Cent—C. B. Trowbridge Is New Cable Piano Co. Manager

TOLEDO, O., May 6.—Demand for the Orthophonic, Viva-tonal and Brunswick models is brisk here, and dealers report increases ranging from 10 per cent to 50 per cent over the first four months of last year. The machines were given valuable publicity during Better Homes Week when a number were placed in the exhibit houses for demonstration purposes. Also at the time of the National Music Week celebration, when extensive promotion and advertising drew the attention of the public to the great advances made in the reproduction of music.

A shortage of the new Automatic Victrola exists in this market. Dealers have orders and a number of prospects desirous of hearing the instrument but no machines are available. With the coming of warmer weather small machines are giving evidences of a brisk demand. Dealers are looking forward to one of the busiest portable seasons in years.

Lion Store Reports Big Volume

The Lion Store Music Rooms have closed a larger Victor and Brunswick volume the past month than a year ago, according to Lawson S. Talbert. Demonstrations are proving a mighty force in closing sales here. Within the recent past the Automatic was played at meetings of the Jewish Educational League, Federation of Churches, Salesian Club, Masonic Club, Willys-Overland Executive Staff, Point Place Union Church, and the Collingwood Avenue Presbyterian Church. Heatherdowns Country Club purchased an Automatic recently. A letter is being prepared which will go to every club and organization in this region—as soon as the present shortage is relieved—asking permission to show the Automatic.

In the radio division business is good. Philco power units are in demand. The house is meeting with success with the Kolster 8-tube, one-dial outfit. Doyle Wyre, manager, has resigned. His work for the present will be taken over by the Music Rooms.

Give Victor Automatic Demonstrations

At the J. W. Greene Co. Brunswick and Victor sales are half again as large as during the early months of 1926, Robt. C. Elwell reported. During the recent Rotary convention here the Automatic was played all day in the Victor salon for the entertainment of the visitors. A very successful demonstration of the Automatic before the luncheon group of the Epworth M. E. League was made recently. At the time a number of prospects were secured.

Brunswick Prismatone Received

The Brunswick Prismatone is upon the floors and so favorably was it received that sales resulted from the first showing. The sale of combinations promises to be large throughout the months ahead. The R. C. A. window poster, giving the program of stellar events via the air for the week, is a much appreciated service. As a National Music Week tie-up newspaper advertisements stressed the slogan, stickers were employed to call attention to the event and windows visualized the far-reaching effects of good music.

Adds Harmony Record Line

The Whitney-Blaine-Wildermuth Co., Brunswick and Victor dealer, has taken on Harmony records to meet the demand for an inexpensive record of late hits. Henry C. Wildermuth stated the call for improved machines is on the climb, with combinations nosing out the other models.

United Launches Portable Sales Drive

The United Music Store has launched a portable sales drive which is bringing excellent returns, according to Harry L. Wasserman. Window displays of the small instruments are doing valiant service by inducing people to enter the store and inspect the models. The store is aiming to establish a friendly relation with patrons,

therefore, this sign has been placed in each listening booth: "Always Welcome. Drop in—listen to the latest records reproduced with marvelous fidelity on the Orthophonic. Hear the selections you like best without obligation." The display space has been increased here by the addition of several show cases placed on top of shelving and ledges. Foreign record demand continues excellent.

C. B. Trowbridge, New Cable Manager

The Cable Piano Co. has appointed C. B. Trowbridge manager of the local branch. Chas. R. Cadmus is assistant and crew director. Both were formerly members of the Story & Clark, Detroit staff. H. H. Conner was transferred from Toledo to the Detroit store. Sales promotion plans here include plugging new Brunswick and Victor machines for volume.

Ignatz Fischer Music House Suffers Fire Loss

The Ignatz Fischer Music House, 707 Adams street, this city, suffered a fire loss of \$10,000 last week. It was caused from an overheated furnace. Two firemen were injured in extinguishing the conflagration. The house is agent for several well-known makes of string and wind instruments. Several studios are maintained in the store where beginners are trained.

Doyle Wyre Goes to Cleveland

Doyle Wyre has been appointed manager of the talking machine and radio department of Wm. Taylor & Son, large Cleveland department store. He assumed his new duties on May 2. For the past eight years he has managed similar departments for the Mercantile Stores Syndicate, which operates department stores in several cities. The past two years he has had charge of the radio section of the Lion Dry Goods Co., Toledo.

He succeeds E. Russell, who has become associated with one of the large radio makers. W. Taylor & Son deal in Victor and Brunswick machines and records, RCA, Atwater Kent, Stromberg-Carlson and other well-known radio sets and accessories.

News Gleanings

D. B. Voudouris, dealer in Columbia foreign and domestic records, recently remodeled and redecorated his store.

The A. B. Sauer Music Store, Elyria, O., is being remodeled and redecorated preparatory to a formal Spring opening in the near future.

At the C. L. Yockey Music Co., Newark, O., Miss Thelma Snelling is now in charge of the record department.

F. & R. Lazarus & Co., Columbus, O., reported an exceptionally fine business on Columbia Masterworks sets since Beethoven Week. Robt. Eichenhofer, formerly with the Anderson Piano Co., Dayton, O., is now manager of the phonograph and record departments, succeeding J. E. Crane.

The Home Music Shoppe, West Broad street, Columbus, O., is being remodeled. New show windows, fixtures and fittings are being installed.

Harmony Music Store, Inc., Columbus, O., a new store opened recently by Hoermle Bros., with the Columbia line as the feature, has added Brunswick products to round out the stock.

The Lippincott Electric Co., Bellefontaine, O., has taken on the Columbia Viva-tonal phonographs and records as well as the Harmony line.

Urges Mother's Day Tie-Up

This year the Atwater Kent Co., Philadelphia, Pa., has issued a dealer bulletin suggesting that dealers promote the idea of remembering mother by giving her an Atwater Kent radio on Mother's Day.

A Paid Editorial



Of Interest to *JOBBER*S, *DEALER*S and *SALESMEN*



EVERY GREAT INDUSTRY in the United States has to go through the trials and tribulations of growth. The steel industry, the automotive business and more recently, the radio industry—each has had its trouble with growing pains.

One of the problems that has seemed hardest to solve in the growth of the radio business, has been the truthful presentation of the industry's message through advertising. This trouble has not been confined to national advertising alone. Certain manufacturers whose reliability would hardly be doubted in ordinary business procedure seem to feel that in their advertising to the trade and the consumer alike they have the privilege of making bold statements and broad claims [though somewhat misleading] and that these statements will hold.

They do not seem to realize that jobbers, dealers and their representatives are quick to find misrepresentation—and are guided accordingly.

Surely, those advertisers realize that the big, substantial businesses which form the background of our nation's commerce were built only upon public confidence, born of quality merchandise and fair business dealings.

The Stewart Battery Company [makers of the most complete line of socket power units we know of] realizes the fallacy of these practices. We feel that in time the advertising of practically all radio manufacturers will represent a truthful presentation of facts. However, it is not our purpose to await this time. We desire to announce to the trade that every statement made in Stewart Battery Company advertising is backed by the principle of truth and furthermore that these statements are worded so that they will give a correct picture of the merchandise being advertised.

There is no need for stretching the truth in Stewart Battery Company advertising for in our estimation the line of Socket Power Units we are announcing in this issue represents the highest attainment yet reached in radio power development.

See insert facing page 58 for complete information.

Flood Conditions Affect Trade in the Kansas City Section, Report Dealers

Dealers in Affected Areas Are Reluctant to Order in Advance Until Conditions Have Become Normal—Portable Sales Are Most Satisfactory—Other Trade News

KANSAS CITY, Mo., May 6.—Flood conditions in this section of the country have been reflected in both retail and wholesale trade in phonographs here. Wholesalers report that deliveries have been interfered with to some extent, and that the dealers in the affected areas are reluctant to take any advance orders until the high waters have receded and conditions have returned to normal.

Sales of portables are mentioned here as a good item in the phonograph business, while records are maintaining a steady activity, according to all the dealers. Al Jolson records are among the popular sellers at this time, following the appearance here of this star with "Big Boy." The advent of Nick Lucas at the Orpheum recently was the occasion for a clever tie-up by the Brunswick Shop. Nick Lucas' recordings have been in special demand here the last two weeks.

Although activity in machines has not been exceptional, the dealers consider the conditions of trade normal, and in the face of the adverse weather, very good. There is every promise that the worst of the bad weather is over, and that the next two months will be satisfactory.

O. D. Standke finds portable sales very good at this time, and business on larger machines satisfactory. Mr. Standke says that he averages one portable sale a day. Mr. Standke believes that there is a growing interest on the part of the public in phonographs. He points out that they have had a very large repair business, and says that is always a good barometer of public interest in talking ma-

chines. The Standke shop does a large business in Symphonic Reproducers. Although the rain slackened up buying considerably, Mr. Standke says that the first sunny days brought out much business, and indications are that this interest will be maintained throughout the Spring. April, on the whole, was as good as the same month last year with this store.

Mr. Standke is pleased with the fact that Loew's Midland Theatre, Kansas City's newest picture house, which is to be the largest in the city, is being erected just across the street from his shop. He believes that it will do much for his business, increasing the value of the location materially.

J. C. Clinkenbeard, of the Brunswick Shop, says that conditions are as good as could be expected considering the very bad weather. During the recent appearance of Nick Lucas here, the Brunswick Shop had a Panatrope in the lobby of the Orpheum, playing Nick Lucas' recordings. Mr. Lucas gave away a number of his records at each performance. The Panatrope was placed in the theatre lobby during the week previous to Mr. Lucas' appearance and also a representative from the shop was in attendance for forty-five minutes before each performance.

Miss J. M. Poynter, of the Jones Store, reports a very good April. Orthophonics have moved in good volume, and business in portables has been above normal. This store has been having good activity in popular recordings, reporting Gene Austin's "Everything's Made for Love" an outstanding hit at this time.

According to D. B. Parcill, of the Knabe Studios, although business on the whole has been somewhat slow during April, Orthophonics always move. Mr. Parcill believes that the general slowness in all lines of business is having its effect on the music lines as well, and there is a tendency to hesitate before making purchases.

A large part of the new J. W. Jenkins Sons Music Co. store at 1219 Walnut is devoted to Victrolas. Demonstration rooms occupy the entire north side of the main floor, and rooms for Electrolas and radios are on the mezzanine floor. John W. Jenkins III is in charge of the store.

McGraw Electric Co., Inc., Moves to New Quarters

Prominent Omaha Radio and Electric Distributing Firm Settled in Permanent Home—Now Occupies More Than 70,000 Square Feet

OMAHA, NEB., May 6.—The offices and warehouses of the McGraw Electric Co., RCA distributor, recently moved to the company's new



New Home of McGraw Electric Co.

home at Thirteenth street and Capitol avenue. The building is a six-story and basement structure, and has been completely remodeled to meet the requirements of the new occupant. More than 70,000 square feet of space are provided for the carrying on of the large business. The city sales department and sales engineers are located on the first floor. A merchandise display room occupies a large part of the second floor, and private offices on this floor house the general office staff and the officials of the company. The radio service laboratories and the advertising department are located on the third floor, and the basement, fourth, fifth and sixth floors are devoted to stock. The personnel of the company numbers more than a hundred.

Among the lines carried by the McGraw organization in addition to the RCA line are those of Farrand Mfg. Co., Inc., Grigsby-Grunow-Hinds Co., Tower Mfg. Co., Western Instrument Co., L. S. Brach Mfg. Co. and others.

The Utah Piano Speaker Makes Favorable Impression

The Utah Radio Products Co., 1615 South Michigan avenue, Chicago, is introducing this month a new type of reproducer known as the Utah Piano speaker. The new product will make a radio reproducer out of any piano, either grand or upright, and is easily installed without danger to the instrument. The full musical resonance of the piano sound board is utilized by the Utah Piano speaker and it is said to achieve excellent tone qualities. No horn or other speaker is needed, for the piano speaker reproduces voice, instruments, high and low notes, with fidelity and volume. The new speaker retails for \$10, equipped with twenty-five feet of cord. It is an important addition to the comprehensive line of speakers placed on the market.

QUICK PROFITS FOR DEALERS

EASY TO SELL

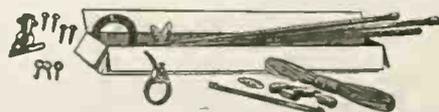
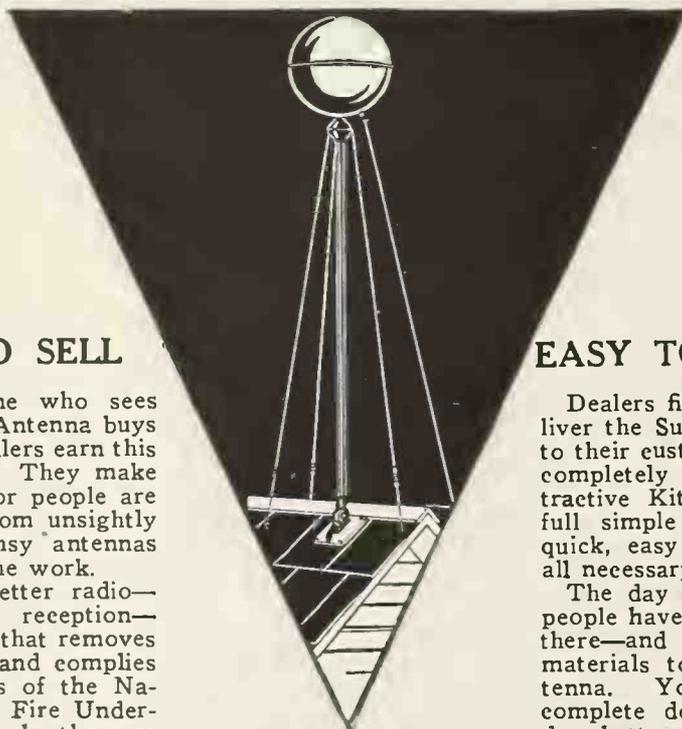
Most everyone who sees the Super-Ball Antenna buys it on sight. Dealers earn this profit quickly. They make easy sales. For people are getting away from unsightly wires and clumsy antennas that won't do the work.

They want better radio—coast to coast reception—and an antenna that removes the fire hazard and complies with the rulings of the National Board of Fire Underwriters. That's why they are demanding the Super-Ball. And the reason dealers everywhere enjoy a quick easy profit by showing it!

EASY TO DELIVER

Dealers find it easy to deliver the Super-Ball Antenna to their customers. It comes completely packed in an attractive Kit, which includes full simple instructions for quick, easy installation, and all necessary equipment.

The day has passed when people have to search here—there—and everywhere—for materials to put up an antenna. You make quick, complete delivery, and render better service to your customers in so doing. Just call upon your nearest jobber today, or write us direct for details!



(Super Ball Antenna Kit)

"Super Ball" Antenna
YAHRLANGE

MILWAUKEE, WIS. INCORPORATED DETROIT, MICH.

1927

will bring even

**GREATER PROFITS to
STEWART-WARNER
BLUE RIBBON DEALERS**

Now is the time to sign up the Stewart-Warner Protective Franchise—a sound merchandising plan—offering unequaled possibilities for money making

THE present year and the years to come offer great promise to radio dealers. Governmental control of broadcasting, eliminating station interference—the high quality of entertainment now on the air the year 'round—will bring even greater public interest and increased buying.

This means that more thought than ever before should be given to the selection of a radio line. The dealer who places his radio department on a firm financial basis in 1927 by handling a radio line of nationally recognized merit, will be in a stronger position next year and years to come, with increasing profits as natural expansion takes place.

The question "What radio line shall we handle that will pay us profits over a period of years?" is fully answered in the many advantages that a Stewart-Warner franchise offers dealers.

Stewart-Warner have had over twenty years' experience as leading manufacturers of electrical and mechanical equipment. Their financial standing is unquestionable. They are consistent national advertisers and known the world over as quality manufacturers. Their tremendous investment in skilled men and special production equipment assures their permanency in the radio industry. They offer dealers a complete radio line, including console and cabinet models, reproducers and tubes. Territorial distribution controlled by exclusive Stewart-Warner Distributors, following factory policies to the letter, is your protection against unfair dealer competition in your community.

Your best assurance of permanency and profits is to be associated with a reputable manufacturer like Stewart-Warner. Our protective franchise, a sound merchandising plan in every respect, will surely interest you. A request on your letterhead will bring complete information immediately.

STEWART-WARNER SPEEDOMETER COR'N, CHICAGO, U. S. A.

STEWART-WARNER

*offers you
A COMPLETE
WELL BALANCED LINE
—priced to meet every desire
and every pocketbook.*



MATCHED-UNIT RADIO
*—the greatest selling feature
in the radio field today.*



PERFECT RADIO RECEPTION
*insured by instrument, repro-
ducer, tubes matched in
perfect unison.*



*Permanency
Protection
Profits*

Stewart-Warner

Matched-Unit Radio

INSTRUMENT plus TUBES plus REPRODUCER plus ACCESSORIES

Eastern Division of Radio Manufacturers' Association Holds Interesting Meeting

L. S. Baker Gave Resumé of Hearings Before Federal Trade Commission—G. Clayton Irwin, Jr., Tells of Coming Show and States That It Is an Assured Success

The Eastern division of the Radio Manufacturers' Association held a very successful and well-attended meeting at the Hotel Astor on April 28, and the interest manifested by the trade in the activities of this Association is reflected in the steady increase in attendance at each monthly meeting. Hugh H. Eby, second vice-president of the R. M. A., was chairman of the meeting, and under his guidance a smooth-running and highly interesting program was presented.

L. S. Baker, who was recently elected executive vice-president of the R. M. A., with headquarters in New York, gave the members of the Association an important resumé of the recent hearings before the Federal Trade Commission, his report indicating that the R. M. A. had cooperated to excellent advantage with the plans of the Commission. G. Clayton Irwin, Jr., general manager of the R. M. A. Trade Show, told the manufacturers that the success of the show is absolutely assured so far as its physical activities were concerned. Extra space has been taken at the Hotel Stevens in order to accommodate the unexpected demand for space by the manufacturers, and as a matter of fact the reservations total 100,000 square feet instead of the 20,000 square feet originally set aside for the ex-

position, indicating in a concrete manner the wide interest in the event.

Mr. Eby pointed out that plans were being worked out whereby members of the R. M. A. would receive bulletins, telling just how their jobbers and dealers might visit the Show and how the requirements for admission would be handled. Judging from the preliminary requests received from jobbers and dealers throughout the country, the trade attendance will be far beyond expectations, and will represent every factor of the industry from all the important trade centers. Mr. Eby also stated that the R. M. A. membership now totals 240, with every indication that it would go over the 250 mark by the time the June Convention was called to order. Mr. Eby, as chairman of the membership committee, had set a figure of 250 as his goal, with the promise that he would reach this total by July 1, but without question this number will be outdistanced well before that date.

A very interesting talk, illustrated by slides, by M. Clements, of the McGraw-Hill Publishing Co., presented important statistics as to manufacturing and marketing conditions of the radio industry, as well as the potentialities for the future.

Advice on Rectifier Tubes Issued by Raytheon Co.

Treatise on Subject, "Long Life Results From Long-Life Rectifier Tubes," Contains Advice for Proper Operation of Tubes

CAMBRIDGE, MASS., May 4.—The technical service department of the Raytheon Mfg. Co., of this city, has issued an interesting treatise upon the subject of "Long life results from long-life rectifier tubes."

It states in part: "In the gaseous rectifier tube or Raytheon, the radio art has realized a device that leaves little to be desired by way of simplicity, economy in first cost and subsequent operation, general efficiency and long life. However, the last-mentioned characteristic, long life, can be obtained only if the tube is not subjected to abuse, knowingly or otherwise."

Then follows valuable advice as to the proper operation of the tube. Among other things, it is stated that the gaseous rectifier

tube must not be overloaded. The input voltage should never be excessive. Again, there should be no excessive output load. It is further stated that an important requirement for long-life service in a gaseous tube is to turn the radio power unit on only when the filaments of the radio receiver are lighted, and to turn off the radio power unit while the tube filaments are still lighted. It is pointed out an automatic relay switch accomplishes the task of turning on and off the radio power unit and the filament supply in a safe manner.

Addition to Mohawk Plant

On April 25 ground was broken for unit number two, an addition to the Diversey Parkway plant of the Mohawk Corp. of Illinois, maker of Mohawk one-dial receiving sets. The new addition will be built on the north branch of the Chicago River, which borders the Mohawk factory, and a part of the new structure will be built upon piles which are now being driven into the bed of the river.

Brunswick Panatrope Scores at Milwaukee Cooking School

Lee Sims Makes Big Hit at Important Event of Which Edw. Gram, Inc., Takes Advantage

Lee Sims, pianist and popular Brunswick recording artist, "dueted" with a Brunswick Panatrope at the recent Cooking School held in Milwaukee, Wis., under the auspices of the Milwaukee Sentinel. The Cooking School was one of the most popular events ever held in Milwaukee,

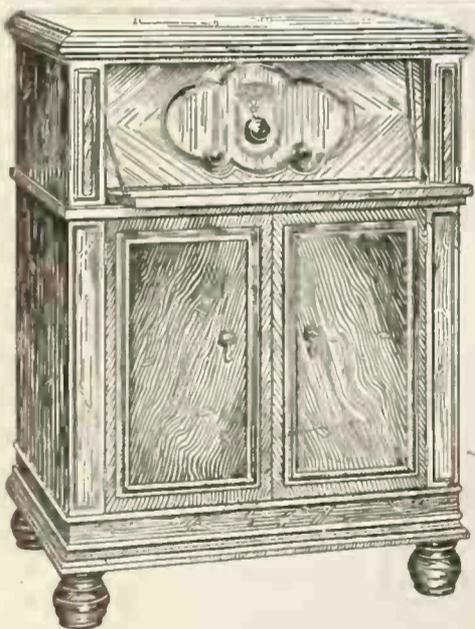


Welcoming Lee Sims

for practically every woman in that city attended to learn more of the manipulation of the cook stove and the frying pan. Edward Gram, Inc., Brunswick dealers in Milwaukee was not slow to take the fullest advantage of so important an event. Its first move was to arrange for the appearance of Lee Sims, and then the installation of several Panatropes for use during the entire school. In this way, the Gram organization drove home to the attendance the story of the product it sells.

Lee Sims, in addition to his personal appearance, broadcast several performances, a game at which he is an old hand, and from the time of his first appearances, Sims' Brunswick records were much sought-after commodities in Milwaukee. The entire event drew front page mention in the newspapers, and praise from the officials of the cooking school. Photograph shows Miss Jesse DeBoth and Mrs. J. E. Radcliffe, officials of the school, welcoming Mr. Sims. S. J. Schlosser, who represented Edward Gram, Inc., is also prominent in the picture.

The Peffer Music Co., of Stockton, Cal., recently conducted a sales campaign on Magnavox radio receivers with great success. This firm has enjoyed a strong demand for the new Automatic Orthophonic Victrola, selling three on the day of their introduction.



The Super-Six Console (with true single dial control) \$285.00
Five Tube Models \$89.50 to \$146.50
Six Tube Models \$210.00 to \$285.00

Erla receivers licensed under application for letters patent of Radio Frequency Laboratories, Inc. (RFL)

ERLA RADIO

*The Outstanding Money-Making
Radio Line for 1927 - Years ahead
in Performance and Style ~ ~ ~
A Franchise will protect you
Write for full information ~*

ELECTRICAL RESEARCH LABORATORIES
2500 Cottage Grove Avenue Chicago, Illinois

At last!

"A" A REAL A BATTERY ELIMINATOR



Stewart
Electric "A"

Almost miraculous . . . constant "A" power for any radio set regardless of size. Attach a Stewart Electric "A" to any set . . . plug into a light socket . . . forget it. The power is always there . . . full . . . reliable . . . no matter how long the set is used.

*No Battery / No Tubes / No Acid / No Liquids
No Moving Parts / No Hum*

"Best in all creation for 'A' elimination"

Both "A" and "B" power are controlled automatically from the radio set switch when the Stewart Electric "A" is used.

The Stewart Electric "A" requires no attention . . . no care . . . no service from you.

Small and compact . . . fits all console set compartments.

Four models . . . 6 volt 50-60 cycle model . . . list price **\$37.50**

Sales this summer will set new records for power units. Profits will grow constantly . . . for alert dealers who push this quick-selling unit.

Stock and sell the complete Stewart line . . . led by the Stewart Electric "A" . . . the last word in light socket "A" power . . . Other Stewart products . . . "A" and "B" socket power units . . . chargers . . . radio power switches . . . storage batteries . . . are shown on the following pages.

"STEWART ALWAYS LEADS IN RADIO POWER NEEDS"

The Most Complete and Advanced Line



Automatic light socket power . . . the desire of all radio users . . . now made possible by Stewart Units!

No matter what type of power . . . your prospect is now using . . . there is a Stewart Unit . . . to make it *automatic* . . . to take the care . . . the bother . . . out of his radiopleasure.

Every purse . . . every purpose . . . is reached by the Stewart line. Design . . . construction . . . everything . . . is of the highest quality . . . in every unit.

Sell Stewart products . . . secure in the knowledge that they are trouble-free . . . no costly servicing . . . no returns . . . once they are installed. Each unit is backed . . . completely . . . by the factory guarantee.

Yours is the opportunity . . . for real sales . . . handsome profits. Units that sell easily . . . twelve months a year . . . demonstrate them . . . they'll sell themselves. Get in line . . . *now!*

The Stewart Electric "A-B"

A combination of the Stewart Electric "A" with the Stewart "B" into one compact unit . . . all controlled automatically from the radio set switch. A complete power plant . . . the ideal unit for those who want to forget about power supply . . . plug into any light socket . . . a constant and permanent "A" and "B" power supply . . . without care or attention. Models to meet every requirement. 6 volt 50-60 cycle, List Price \$67.50 complete.

The Stewart "B"

A new compact attractive "B" socket power designed to overcome the usual disadvantages ascribed to "B" power units.

Possesses outstanding new features:

Primary voltage control, preventing condenser breakdowns and insuring perfect voltage regulation at all taps . . . All binding posts and controls enclosed . . . a big factor in eliminating unnecessary service calls . . . Oversize parts . . . Perfect regulation to number of tubes in radio set . . . Noiseless in operation.

The Stewart "B" uses the Raytheon tube. Models for any and all types of radio sets. List price \$29.00 (without tube).



Prices slightly higher west of the Rockies

STEWART BATTERY CO. 1 1 1

Manufacturers of Radio "A" & "B" Power Units

"STEWART ALWAYS LEADS IN RADIO POWER NEEDS"

of Socket Power Units Yet Developed



The Stewart Super "A"

Something different in light socket "A" power . . . new in principle . . . will operate any radio set. Automatically controlled from the radio set switch. No tubes, no moving parts, no noise . . . not a trickle charger combination. It is a 2½-ampere fully automatic charger of the dry solid rectifier type combined with a heavy duty Stewart battery. It automatically restores exact amount of current used . . . no more, no less . . . charging starting the moment the radio set switch is turned off. Stops automatically when battery is fully charged. Simple in design . . . performance guaranteed. Four models. 6 volt 50-60 cycle model. *List Price \$34.50.*



Stewart Duo-Rate "A" Unit

A heavy duty Stewart "A" Battery and a Stewart Tu-Rate Charger . . . combined into one "A" socket power unit. Operates at ¾-ampere trickle charge rate . . . has 2½-ampere rate for occasional boosting when set is used excessively. Equipped with automatic relay and "B" receptacle so as to control both "A" and "B" power from radio set switch. Four models. 6 volt 50-60 cycle . . . *List Price \$27.50.*



Stewart Hi-Rate Automatic "A" Charger

A 2½-ampere . . . fully automatic . . . dry solid rectifier. No tubes . . . no acid . . . no liquids . . . no moving parts . . . noiseless. Needs no care or maintenance. Connected to a good "A" battery . . . this charger becomes an *automatic "A"* socket power unit. Equipped with "B" receptacle so as to control both "A" and "B" power from radio set switch. Charging starts when set is turned off . . . stops when battery is fully charged. *Two models. 50-60 cycle model . . . List Price \$19.00.*



Stewart Tu-Rate "A" Charger

A convertible charger . . . ¾-ampere rate . . . transformed . . . in a second . . . to a 2½-ampere charger. Dry solid type . . . no tubes . . . no acid . . . no liquids . . . no moving parts . . . noiseless. Requires no maintenance or care. Small . . . compact. *Two models. List Price 50-60 cycle model, \$12.00.*



Stewart "A" Storage Batteries

Heavy duty type . . . a real leader . . . improved radio terminals . . . heavy connectors . . . extra strong composition case, equipped with bail handle. Plates uniform, machine pasted . . . formed hard for long life . . . porous for maximum capacity and constant flow of current. All sizes . . . 40 amperes to 160 amperes . . . correctly rated on the straight one-ampere continuous discharge rate. Guaranteed for two years . . . highest quality . . . moderate prices.



Stewart Power Controller

Transforms any "A" battery and high rate charger combination . . . with "B" power unit . . . into an *automatic* light socket power unit, controlled from radio set switch. Charging starts the moment radio set switch is turned off . . . stops automatically when battery is fully charged. Six and four-volt models . . . *List Price \$7.50.*

Stewart Full Automatic Radio Power Switch

Operates any trickle charger-battery combination and "B" power unit . . . automatically from the radio set switch. Six and four-volt models . . . *List Price \$3.50.*



CHICAGO ILLINOIS

and Radio and Automobile Batteries

"STEWART ALWAYS LEADS IN RADIO POWER NEEDS"



Backed by Outstanding National Advertising

Full pages . . . impressive . . . powerful . . . in carefully selected magazines . . . Saturday Evening Post . . . American . . . Liberty . . . Popular Science Monthly . . . Radio News . . . Citizen's Radio Call Book.

Telling the world . . . building public confidence . . . *selling Stewart products* . . . for you!

Capitalize this advertising . . . by using the sales-producing display and direct-mail material . . . furnished by Stewart.

The complete line . . . backed by Stewart advertising . . . offers you a wonderful oppor-

tunity. The complete *plan* . . . is yours . . . for the asking. Write . . . wire . . . *now* . . . before Stewart representation is placed elsewhere, thereby giving your competitor an outstanding advantage.

Dealers. Get in touch with us direct for complete details of the Stewart line and plan.

Jobbers. Distribution in each territory will be limited. Jobbers securing the Stewart franchise will have the benefits of a thoroughly co-operative and highly protective sales policy. Communicate with us immediately.

See us at the R. M. A. Show, Space 56.

STEWART BATTERY CO., 119-127 North Peoria Street, Chicago, Illinois

"Stewart Always Leads In Radio Power Needs"

Stewart

Victor Releases Five New Musical Masterpiece Albums

Substantial Addition to Victor Library of Orchestral Works—Well-known Musicians Included Among the Recording Artists

The Victor Talking Machine Co. recently announced to its dealers the release of five new Musical Masterpieces, enclosed in albums, which should prove big factors in stimulating Victor dealers' record sales. The album sets are: Beethoven's Concerto in D major in six double-faced records, played by Fritz Kreisler and the State Opera Orchestra (Berlin), under the direction of Dr. Leo Blech; the Beethoven Symphony No. 9 (Choral) on eight double-faced records, played by Albert Coates and Symphony Orchestra with the Philharmonic Choir assisting; Schubert's Trio No. 1 in B flat, played by Alfred Cortot, Jacques Thibaud and Pablo Casals on four double-faced records; Dvorak's Quartet in F major on three double-faced records, played by the Budapest String Quartet, and Brahms Quintet in F minor on five double-faced records, played by Harold Bauer and the Flonzaley Quartet.

Each of the album sets contains an explanatory folder giving interesting information regarding the composition, the composer and the recording artists.

Loud Speaker Is Held to Be an Electric Appliance

Interstate Commerce Commission Recommends Refund of Overcharge in Case of Badger Radio Co. Against Chicago & Northwestern

The Interstate Commerce Commission recently handed down a proposed report of an examiner in the case of the Badger Radio Co. against the Chicago & Northwestern Railway Co., holding that rates on electrical appliances or instruments, less than carloads, were found to be applicable on radio loud speakers prior to September 20, 1924, and a refund of overcharges has been recommended. The Badger Radio Co. alleged that rates on amplifying parts, not tested, from Philadelphia to Milwaukee, resulted in illegal charges, violating the Interstate Commerce laws.

The examiner in his report said, in part: "The commission should find that radio loud speakers constitute single electrical appliances and that prior to September 20, 1924, the rating and rate accorded electrical appliances or instruments, not otherwise indicated by name, was applicable thereto. Defendants should promptly refund the overcharge."

Alterations on Everybody's Building Nearing Finish

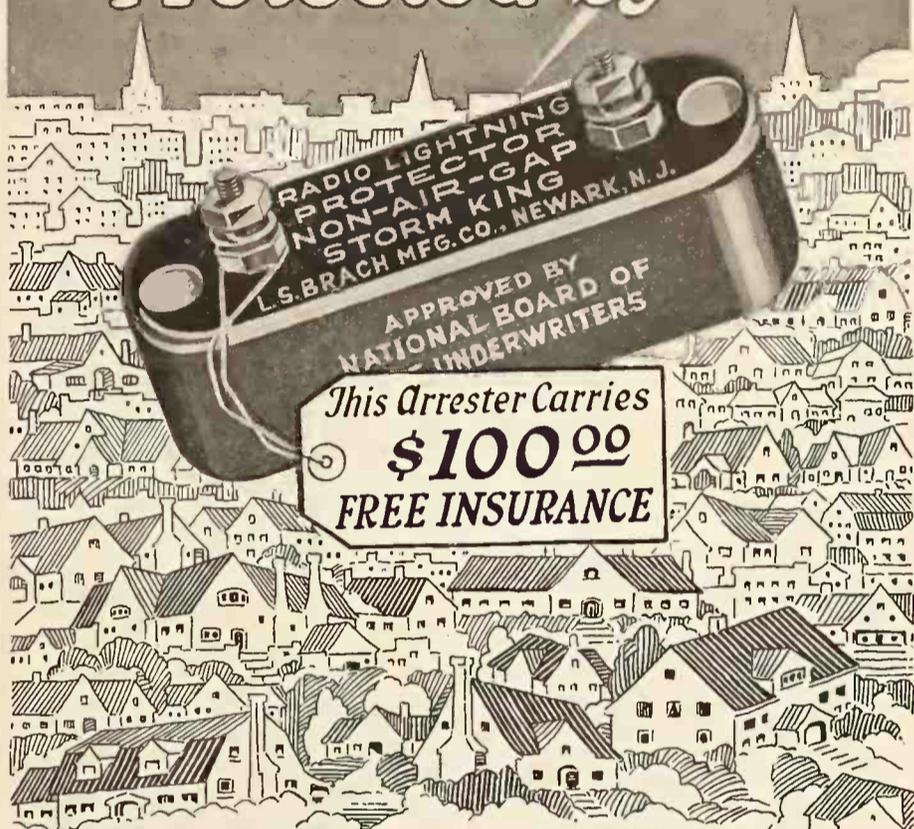
Renovations Include Remodeling of Front of Building, Installation of Staircase and the Construction of Office Partitions

PHILADELPHIA, PA., May 5.—Finishing touches are being placed upon alterations to the Everybody's Building on Arch street. The remodeling of the front, the installation of an attractive staircase and the mahogany office partitions being constructed on the second floor give an indication of the general attractiveness of the work when finished. The increased facilities available through the occupation of the entire building are another important factor to be considered.

These alterations are being made without any interruption in the carrying on of the business of Everybody's Talking Machine Co. and the record it has attained for prompt shipment is still being zealously guarded.

General activity is reported at Everybody's headquarters, and it is stated that additional lines will shortly be added by the organization.

In Over
2,000,000
Homes
Radios Are
Protected by



BRACH LIGHTNING ARRESTERS

Lightning Induction subjects every Radio Set to possible damage.

The Brach Non-Air Gap Arrester is the only type recommended and used by all prominent radio engineers.

In great demand is the STORM KING—the Dollar Arrester; or the STORM GUARD with Bakelite case for outdoor mounting which retails for \$1.50.

Brach
Radio Products
L.S. BRACH MFG. CO.

NEWARK, N. J.



TORONTO, CAN.

Thoughts of Radio Industry Centered on Chicago Conventions and Trade Show

(Continued from page 3)

Paul B. Klugh, of the National Association of Broadcasters, will act as toastmaster at the banquet, and he will introduce the newly elected officers of the R. M. A. Merlin H. Aylesworth,

to which the radio industry has become organized and solidified, will be that of the new Engineering Division of the R. M. A., which is under the direction of H. B. Richmond, of the

Complete R. M. A. Program

Monday

10:00 A. M.—Registration of delegates and alternates. Registration of visiting dealers and jobbers. (Committee chairmen will arrange their meetings at this time.)

2:00 P. M.—Opening of the Trade Show. First showing of new 1928 lines.

10:00 P. M.—Closing of the Trade Show.

Tuesday

10:00 A. M.—“Flag Day.” R. M. A. general open meeting. President's address, Arthur T. Haugh. Honorable Frank D. Scott, “Government and Industry.” Addresses by Fred Woods and Maj. H. H. Frost, “Merchandising.” John W. Van Allen, “Legal Phase of Association Activities.” (Dealers and jobbers invited.)

2:00 P. M. to 6:00 P. M.—Trade Show open.

8:00 P. M.—Open meeting (All dealer and jobber organizations invited) Federated Radio Trade Association, Harold J. Wrape, president of the Federated Radio Trades Association, presiding. Address by Maj. H. H. Frost on “Organizing.” Honorable Richard Lawrence, “Time Payments.” Honorable Frank D. Scott, “Local Legislation.”

Wednesday

10:00 A. M.—Closed R. M. A. meeting. Honorable Fred L. Matag, “Distribution and Resale.” Election of officers and transaction of general business.

1:00 P. M.—Luncheon Fourth Annual Radio Industries Banquet Committee; Paul B. Klugh, general chairman.

2:00 P. M. to 10:00 P. M.—Trade Show open. Chicago Trade Day.

Thursday

10:00 A. M.—Open technical meeting R. M. A. Engineering Division, H. B. Richmond, chairman. (Dealers and jobbers invited.) Dr. Alfred N. Goldsmith.

10:00 A. M. to 6 P. M.—Trade Show open.

7:30 P. M.—Annual R. M. A. Banquet, Paul B. Klugh toastmaster. Introduction of new R. M. A. officers. Address by Hon. Herbert H. Hoover. Address by M. H. Aylesworth of the National Broadcasting Co. Members of Federated Radio Trade Association invited.

Friday

10:00 A. M.—R. M. A. closed meeting. Committee reports. Appointments of new committees. Completion of

unfinished business. Closed meeting of the Federated Radio Trade Association.

2:00 P. M. to 10:00 P. M.—Trade Show open. Last day.

Program of Federated Association

Tuesday, June 14

12:00 Noon—Luncheon meeting, Board of Directors (closed meeting). “Financial Plan for Enlarged Operations.”

5:00 to 8:00 P. M.—Registration of delegates and alternates from associations and visiting dealers and jobbers.

8:00 P. M.—Open meeting of Federated Radio Trade Association and visiting dealers and jobbers. Harold J. Wrape, president, presiding.

8:15 P. M.—“Benefits of Trade Associations to Their Industries,” William M. Webster, Commissioner of the Automotive Equipment Association.

8:45 P. M.—“The Need for a Strong National Radio Dealers and Jobbers Association,” Herbert H. Frost.

9:15 P. M.—“National Radio Legislation,” Frank D. Scott, counsel for R. M. A. and National Association Broadcasters.

Wednesday, June 15

10:00 A. M.—Board of Directors' closed meeting, choosing of next annual meeting place, acting on new applications, etc.

Thursday, June 16

(Open Meeting)

10:00 A. M.—Presentation of Resolutions, Thomas White, chairman Resolutions Committee, Wholesale Radio Equip. Co., Buffalo, N. Y.

10:30 A. M.—“Perils in the Radio Jobbing Business,” Sidney Neu, chairman Trade Relations Committee, Julius Andrea Co., Milwaukee.

11:00 A. M.—“The Conducting of Successful Radio Shows,” A. M. Edwards, chairman Show Managers' Committee, secretary Michigan Radio Trade Association, Detroit.

11:30 A. M.—“The Field of the Manufacturer's Agent,” Robert W. Bennett, president St. Louis Radio Trade Association.

Friday, June 17

10:00 A. M.—Final meeting of Federation for concluding unfinished business and reports of committees.

of the National Broadcasting Co., will also deliver an address.

Engineering Division to Meet

An important meeting on Thursday morning, which illustrates in a concrete manner the point

General Radio Corp., of Cambridge, Mass. This is the first time that the engineers of the industry and the dealers and jobbers have been brought together. One of the most important matters to be taken up at the meeting of the

Engineering Division will be that of the final revision and adoption of the standards on which the R. M. A. has been working for more than a year and the majority of which are in practice at the present time.

Meeting of R. M. A. and Federated Ass'n

On Tuesday morning there will be a general open meeting in which the Radio Manufacturers' Association and the Federated Radio Trade Association will participate. In addition to the address of Arthur T. Haugh, president of the R. M. A., this meeting will be featured by a discussion of new and more effective merchandising plans. The program will be led by Fred Woods, head of the statistical department of the Hearst organization. Mr. Woods is an authority on market analysis.

A full attendance of the members of the R. M. A., which comprise virtually all of the outstanding manufacturers, is anticipated. It is estimated that the number will be close to five hundred, while from the Federated Radio Trades Association, of which Harold J. Wrape, of St. Louis, is president, an attendance of over two thousand jobbers and dealers is expected. The R. M. A. has taken over the entire Stevens Hotel and the committee is seeking additional facilities for the overflow.

The Federated Program

An interesting and instructive program has been prepared by the Federated Radio Trade Association and speakers of national prominence both within and without the radio industry have been procured. Wm. M. Webster, commissioner of the Automotive Equipment Association, is scheduled to speak at the opening program on “Benefits of Trade Associations to Their Industries.” Herbert H. Frost, first president of the R. M. A., will make a strong appeal to the dealers and jobbers present to get behind the Federation and make it the dominant national body in the industry. Need for radio legislation will be discussed by former Congressman Frank D. Scott, of Michigan, who is now the legal representative of the R. M. A. and the National Association of Broadcasters at Washington. Leading retailers and wholesalers throughout the country are also on the program with papers and will discuss the various problems of their particular business. Many important actions relating to the development of the industry will be taken.

Exhibits by Leading Manufacturers to Feature First Annual Radio Trade Show

Among the exhibitors at the first R. M. A. Trade Show were the following:

Booth No.

- 5 —Abox Co., 215 North Michigan avenue, Chicago, Ill.
- 91B—Acme Apparatus Co., 37 Osbourn street, Cambridge 39, Mass.
- 122A—Acme Electric Mfg. Co., 1440 Hamilton street, Cleveland, O.
- 135C—Acme Wire Co., New Haven, Conn.
- 124 —Adler Mfg. Co., Twenty-ninth and Chestnut streets, Louisville, Ky.
- 12 —Aero Products, Inc., 1772 Wilson avenue, Chicago, Ill.
- 159 —Aerovox Wireless Corp., 70 Washington street, Brooklyn, N. Y.
- 79 —All-American Radio Corp., 4201 Belmont avenue, Chicago, Ill.
- 142 —Allen-Bradley Co., 287 Greenfield avenue, Milwaukee, Wis.
- 117 —Aluminum Co. of America, 2400 Oliver Building, Pittsburgh, Pa.
- 65 —American Bosch Magneto Co., North Main street, Springfield, Mass.
- 11 —American Electric Co., 6401 South State street, Chicago, Ill.
- 136A—American Mechanical Labs., 285 North Sixth street, Brooklyn, N. Y.
- 147 —Amplion Corp. of America, 280 Madison avenue, New York City.
- 103 —Amsco Products Co., Inc., 416 Broome street, New York City.
- 80 —F. A. D. Andrea Co., 2619 South Michigan avenue, Chicago, Ill.
- 94 —Apex Elec. Mfg. Co., 1410 West Fifty-ninth street, Chicago, Ill.
- 138 —Atwater Kent Mfg. Co., Philadelphia, Pa.
- 18 —Audiola Radio Co., 430 Green street, Chicago, Ill.
- 41B—Baritone Mfg. Co., 846 West Jackson Boulevard, Chicago, Ill.

- 69 —Belden Mfg. Co., Twenty-third street and Western avenue, Chicago, Ill.
- 143 —Benjamin Elec. Mfg. Co., 120 South Sangamon street, Chicago, Ill.
- 140 —Borkman Radio Corp., 230 East Ohio street, Chicago, Ill.
- 21 —Bosworth Elec. Mfg. Co., Main and Lexington avenues, Cincinnati, O.
- 60 —L. S. Brach Mfg. Co., 127 Sussex avenue, Newark, N. J.
- 101 —Bremer-Tully Mfg. Co., Inc., 532 South Canal street, Chicago, Ill.
- 71 —Briggs & Stratton Corp., 1047 Louis avenue, Milwaukee, Wis.
- 43 —Brooklyn Metal Stamping Co., 718 Atlantic avenue, Brooklyn, N. Y.
- 152 —Brown & Caine, Inc., 2317 Calumet avenue, Chicago, Ill.
- 144 —Buckwalter Radio Corp., 2632 Prairie avenue, Chicago, Ill.
- 51 —Burgess Battery Co., 111 West Monroe street, Chicago, Ill.
- 13 —Canfield Radio Mfg. Co., 431 South Dearborn street, Chicago, Ill.
- 158 —Cannon & Miller, Inc., Spring Water, New York.
- 95 —Carter Radio Co., 300 South Racine street, Chicago, Ill.
- 20 —C. E. Mfg. Co., 702 Eddy street, Providence, R. I.
- 120 —The Celeron Co., 1656 Besley street, Chicago, Ill.
- 3 —Central Radio Labs., 16 Keefe avenue, Milwaukee, Wis.
- 42 —Compressed Wood Co., 345 West Austin avenue, Chicago, Ill.
- 109 —Continental Fibre, 1375 Wrigley Building, Chicago, Ill.
- 88 —Cornish Wire Co., 30 Church street, New York City.
- 86 —Crosley Radio Corp., 3401 Colerain avenue, Cincinnati, O.

- 57 —Crowe Name Plate & Mfg. Co., 1749 Grace street, Chicago, Ill.
- 141 —E. T. Cunningham, Inc., 370 West Seventh street, New York City.
- 133 —Daven Radio Corp., 160 Summit street, Newark, N. J.
- 67 —DeForest Radio Co., 139 Franklin street, Jersey City, N. J.
- 8 —De Jur Products Co., 199 Lafayette street, New York City.
- 104 —Diamond Elec. Spec. Corp., 101 South Orange street, Newark, N. J.
- 36 —Diamond T. Radio Mfrs., 526 Niles avenue, South Bend, Ind.
- 45 —Diamond Vacuum Prod. Co., 4049 Diversey avenue, Chicago, Ill.
- 47 —Dongon Elec. Mfg. Co., 2987 Franklin street, Detroit, Mich.
- 91A—Dubilier Condenser Corp., 4377 Bronx Boulevard, New York City.
- 134B—Eagle Charger Co., 121 North Eighth street, Philadelphia, Pa.
- 7 —H. H. Eby Mfg. Co., Philadelphia, Pa.
- 2A—Ekko Co., 111 West Monroe street, Chicago, Ill.
- 10 —Electrad, Inc., 175 Varick street, New York City.
- 77A—Elkon Mfg. Co., Weehawken, N. J.
- 102 —Erla Radio Co., 2500 Cottage Grove avenue, Chicago, Ill.
- 2B—Fansteel Products Co., State street, North Chicago, Ill.
- 100 —Farrand Mfg. Co., Inc., Thompson and Court streets, Long Island City, N. Y.
- 122B—John E. Fast & Co., 3982 Barry avenue, Chicago, Ill.
- 113 —Federal Brandes Co., Inc., Woolworth Building, New York City.
- 78 —Federal Radio Corp., 1738 Elmwood avenue, Buffalo, N. Y.
- 111B—J. B. Ferguson, Inc., 225 West Fifty-seventh street, New York City.
- 98A—Ferranti, Ltd., 130 West Forty-second street, New York City.
- 75 —Forest Electric Co., 272 New street, Newark, N. J.
- 111A—Formica Insulation Co., Spring Grove avenue, Cincinnati, O.

(Continued on page 62)

VESTA

Quality Radio Units

Important Trade News—

An Announcement of Great Interest to the Entire Radio Trade Will Be Made Shortly—Watch This Space for This Valuable News—



VESTA RADIO "A" BATTERIES are the height of quality. VESTA RADIO "A" UNIT, with built in Trickle Charger, licensed under Balkite patents, is one of the big sellers in the radio field today. VESTA TRICKLE CHARGER, licensed under Balkite patents, is the most economical "A" battery charger on the market. VESTA QUALITY TUBES, with their non-microphonic feature, create new joys in radio reception.

Mail coupon to nearest Vesta Central or VESTA BATTERY CORP. 2100 Indiana Ave., Chicago. Please have your Central Distributor near me present the Vesta Radio Line Auto Battery Line

Name
Address
City State

T. M. W. May

WRITE HERE

VESTA BATTERY CORPORATION

2100 Indiana Ave., Chicago, U. S. A.

Makers of Vesta Quality Automobile and Radio Batteries—for 30 Years

A Letter of Appreciation From H. H. Frost

PRESIDENT, A. T. HAUGH
UNITED RADIO CORP.
ROCHESTER, N. Y.

SECRETARY, L. G. BALDWIN
WILLARD STORAGE BATTERY CO.
CLEVELAND, OHIO

TREASURER, P. C. LENZ
RUNZEL-LENZ MFG. CO.
CHICAGO, ILL.



Radio Manufacturers Association, Inc.

32 WEST RANDOLPH STREET
CHICAGO



DIRECTORS AT LARGE

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- POWEL CROSLY, JR.
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- VERNON COLLAMORE
ATWATER-KENT MFG. CO.
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ZENITH RADIO CORP.
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CANTON, MASS.
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RADIO CORP. OF AMERICA
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GENERAL RADIO CO.
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- GODFREY GORT
L. S. BRACH MFG. CO.
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THE AMPLION CORP. OF AMERICA
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ALLEN-BRADLEY CO.
MILWAUKEE, WIS.
- J. B. HAWLEY
NEWCOMBE-HAWLEY, INC.
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MARING WIRE CO.
MUSKEGON, MICH.
- D. MACGREGOR
ALL-AMERICAN RADIO CORP.
CHICAGO, ILL.

OFFICE OF EXECUTIVE SECRETARY
TELEPHONE STATE 1000

First Annual R. M. A. Trade Show

Hotel Stevens - Chicago - June 13-17 Inclusive
Show Office, 1800 Times Building, New York City

April 11, 1927

Mr. Lee Robinson
The Talking Machine World
383 Madison Avenue
New York City.

Dear Mr. Robinson:

May I take this opportunity to offer my thanks and those of the Board of Directors of the Radio Manufacturers' Association for your hearty and courteous cooperation in so kindly favoring us with the use of both your editorial and advertising pages for the promotion of our first Trade Show.

This Show will be an event which I am sure will greatly benefit the Industry as a whole. It should act, for instance, as a strong stabilizing influence, one that will tend to elevate this developing Industry of Radio to a high and firm position. It will strengthen the feeling among the Radio Manufacturers, the most important of whom will exhibit at the Show, that they are not separate, competing entities, but have interests and ends in common and belong to a unified group.

I sincerely hope that you will reap a just and substantial reward for your generous contribution to our efforts.

Very truly yours

RADIO MANUFACTURERS' ASSOCIATION

Chairman of Show Committee

- 127 —Newcombe-Hawley Co., St. Charles, Ill.
- 77B—O'Neil Mfg. Co., 715 Palisade, West New York, N. J.
- 41A—Paragon Elec. Corp., Upper Montclair, N. J.
- 48 —Perryman Elec. Co., Inc., 33 West Sixtieth street, New York City.
- 118 —Pfanstiehl Radio Co., Market street, Waukegan, Ill.
- 119 —Philadelphia Storage Battery Co., Philadelphia, Pa.
- 105 —Platter Cabinet Co., North Vernon, Ind.
- 155 —Polymet Mfg. Corp., 599 Broadway, New York City.
- 151 —Pooley Co., 1600 Indiana avenue, Philadelphia, Pa.
- 39 —Potter Mfg. Co., 2004 Sheridan road, North Chicago, Ill.
- 112 —Precision Prod. Co., 321 South Main street, Ann Arbor, Mich.
- 16 —Premier Radio Corp., Defiance, O.
- 40 —Prest-O-Lite, Indianapolis, Ind.
- 145A—Q R S Music Co., 306 South Wahash avenue, Chicago, Ill.
- 89 —Radio Corp. of America, 233 Broadway, New York City.
- 33A—Radio Engineering, Poughkeepsie, N. Y.
- 93 —Radio Master Corp. of America, Bay City, Mich.
- 62 —Raytheon Mfg. Co., 292 Main street, Cambridge, Mass.
- 106 —Reichmann Co., 1725 West Seventy-fourth street, Chicago, Ill.
- 72 —Runzel-Lenz Elec. Mfg. Co., 1751 Northwestern avenue, Chicago, Ill.
- 70 —Samson Elec. Co., Canton, Mass.
- 17 —Sandar Corp., 130 West Forty-second street, New York City.
- 98B—Sangamo Elec. Co., Springfield, Ill.
- 134 —Scoville Mfg. Co., Waterbury, Conn.
- 154 —Sentinel Mfg. Co., 4256 Northwestern avenue, Chicago, Ill.
- 146 —Shamrock Radio Co., Newark, N. J.
- 64 —Showers Bros., 666 Lake Shore Drive, Chicago, Ill.
- 54 —Slagle Radio Co., 1232 Maumee avenue, Fort Wayne, Ind.
- 110B—Sonatron Tube Co., 108 West Lake street, Chicago.
- 107 —Sonora Phonograph Co., Inc., 16 East Fortieth street, New York City.
- 99 —Sparks-Withington Co., Jackson, Mich.
- 83 —Splitdorf Elec. Co., 392 High street, Newark, N. J.
- 38 —Standard Piano Bench Co., 1225 West Lake street, Chicago, Ill.
- 41C—Steinite Lab., 506 South Wabash avenue, Chicago.
- 68 —Sterling Mfg. Co., 2845 Prospect avenue, Cleveland, O.
- 53 —Stevens & Co., Inc., 46 East Houston street, New York City.
- 56 —Stewart Battery Co., 119 North Peoria street, Chicago, Ill.
- 126 —Stewart-Warner Speedometer Corp., 1828 Diversey Parkway, Chicago, Ill.
- 123B—Sunlight Lamp Co., Newton Falls, O.
- 110A—Superior Cabinet Co., Muskegon, Mich.
- 24 —The Talking Machine World, 420 Lexington avenue, New York City.
- 9 —Timmons Radio Products Corp., Philadelphia, Pa.
- 145 —Tohe-Deutschmann Co., 11 Windsor street, Cambridge, Mass.
- 55 —Tower Mfg. Corp., 98 Brookline avenue, Boston, Mass.
- 50 —Trimm Radio Mfg. Co., 24 South Clinton street, Chicago, Ill.
- 123A—Triple A Spec. Co., 312 South Hamilton avenue, Chicago, Ill.
- 49 —Tyrman Elec. Corp., 208 South LaSalle street, Chicago, Ill.
- 65A—Universal Battery Co., 3410 South LaSalle street, Chicago, Ill.
- 4 —United Radio Corp., 15 Caledonia avenue, Rochester, N. Y.
- 35 —U-S-L Radio Co., Inc., Niagara Falls, N. Y.
- 61 —Utah Radio Products Co., 1427 South Michigan avenue, Chicago, Ill.
- 131 —Valley Electric Co., St. Louis, Mo.
- 22 —The Van Horne Co., Franklin, O.
- 134A—Vesta Battery Co., 2100 Indiana avenue, Chicago.
- 135B—Victoreen, Inc., 6528 Carnegie avenue, Cleveland, O.
- 84 —Walbert Mfg. Co., 925 Wrightwood avenue, Chicago, Ill.
- 52 —Webster Co., 850 Blackhawk street, Chicago, Ill.
- 6 —Webster Electric Co., Racine, Wis.
- 121 —Wells Radio Mfg. Co., Inc., 2710 North Ashland avenue, Chicago, Ill.
- 44 —W-K Electric Co., 89 Middle street, Kenosha, Wis.
- 74 —Weston Elec. Instrument Co., Newark, N. J.
- 82 —Westinghouse Union Battery Co., Swissvale Station, Pittsburgh, Pa.
- 34 —The Workrite Mfg. Co., 1812 East Thirtieth street, Cleveland, O.
- 156 —Yale Electric Co., 2339 South LaSalle street, Chicago, Ill.
- 37 —Yaxley Mfg. Co., 1103 West Monroe street, Chicago, Ill.
- 114 —Zenith Radio Corp., 3620 Iron street, Chicago, Ill.

Trade Show Exhibits

(Continued from page 60)

- 87 —Freed-Eisemann Radio Corp., Brooklyn, N. Y.
- 149 —French Battery Co., Madison, Wis.
- 128 —Chas. Freshman, Inc., 240 West Fortieth street, New York City.
- 58 —H. H. Frost, Inc., 160 North LaSalle street, Chicago, Ill.
- 66 —General Instrument Corp., 477 Broadway, New York City.
- 115 —General Radio Co., 30 State street, Cambridge, Mass.
- 97 —Gold Seal Elec. Co., 250 Park ave., New York City.
- 116 —Gould Storage Battery Co., 250 Park avenue, New York City.
- 157 —Greene-Brown Mfg. Co., 2600 Northwestern avenue, Chicago, Ill.
- 85 —Grigsby-Grunow-Hinds Co., 4540 Armitage avenue, Chicago, Ill.
- 136B—Hammarlund Mfg. Co., Inc., 424 West Thirty-third street, New York City.
- 129 —Howard Radio Co., 459 East Ohio street, Chicago.
- 14 —Hoyt Elec. Instrument Co., 857 Boylston street, Boston, Mass.
- 19 —Imperial Molded Products Corp., 2925 West Harrison street, Chicago, Ill.
- 96 —Indiana Mfg. & Elec Co., Marion, Ind.
- 1 —International Resistance Co., 522 Perry Building, Philadelphia, Pa.
- 139 —Irvington Varnish & Insulator Co., Irvington, N. J.

- 130 —Jefferson Elec. Mfg. Co., 501 South Green street, Chicago, Ill.
- 132 —Jewell Elec. Instru. Co., 1650 Walnut street, Chicago, Ill.
- 23 —Johnson Motor Prod. Co., 308 Sheldon street, Chicago, Ill.
- 90 —Howard Jones, 612 South Canal street, Chicago, Ill.
- 73 —Karas Elec. Co., 19 South LaSalle street, Chicago.
- 81 —Kellogg Switchboard & Supply Co., 1066 West Adams street, Chicago, Ill.
- 15 —Keystone Radio Labs., 154 Whiting street, Chicago.
- 92 —King Mfg. Co., 254 Rano street, Buffalo, N. Y.
- 76 —Kodel Radio Corp., 507 East Pearl street, Cincinnati, O.
- 135A—The Lignole Corp., 508 South Dearborn street, Chicago, Ill.
- 148 —Arthur Lynch, Inc., 250 West Fifty-seventh street, New York City.
- 59 —The Magnavox Co., 2725 East Fourteenth street, Oakland, Calif.
- 137 —Maring Wire Co., Muskegon, Mich.
- 46 —Martin-Copeland Co., 101 Sabin street, Providence, R. I.
- 153 —Mohawk Corp. of Ill., Diversey at Logan, Chicago.
- 125 —Mu-Rad Radio Corp., Ashbury Park, N. J.
- 150 —William Murdock Co., 347 Washington ave., Boston.
- 63 —Leslie F. Muter Co., Seventy-sixth street and Greenwood avenue, Chicago, Ill.
- 108 —National Carbon Co., Inc., 30 East Forty-second street, New York City.

VAN VEEN SOUNDPROOF BOOTHS

are more necessary than ever before. You cannot demonstrate the wonderful volume and beauty of tone of the improved talking machine and records without booths. The new instrument has unlimited possibilities. Meet it half way by adequate demonstration.

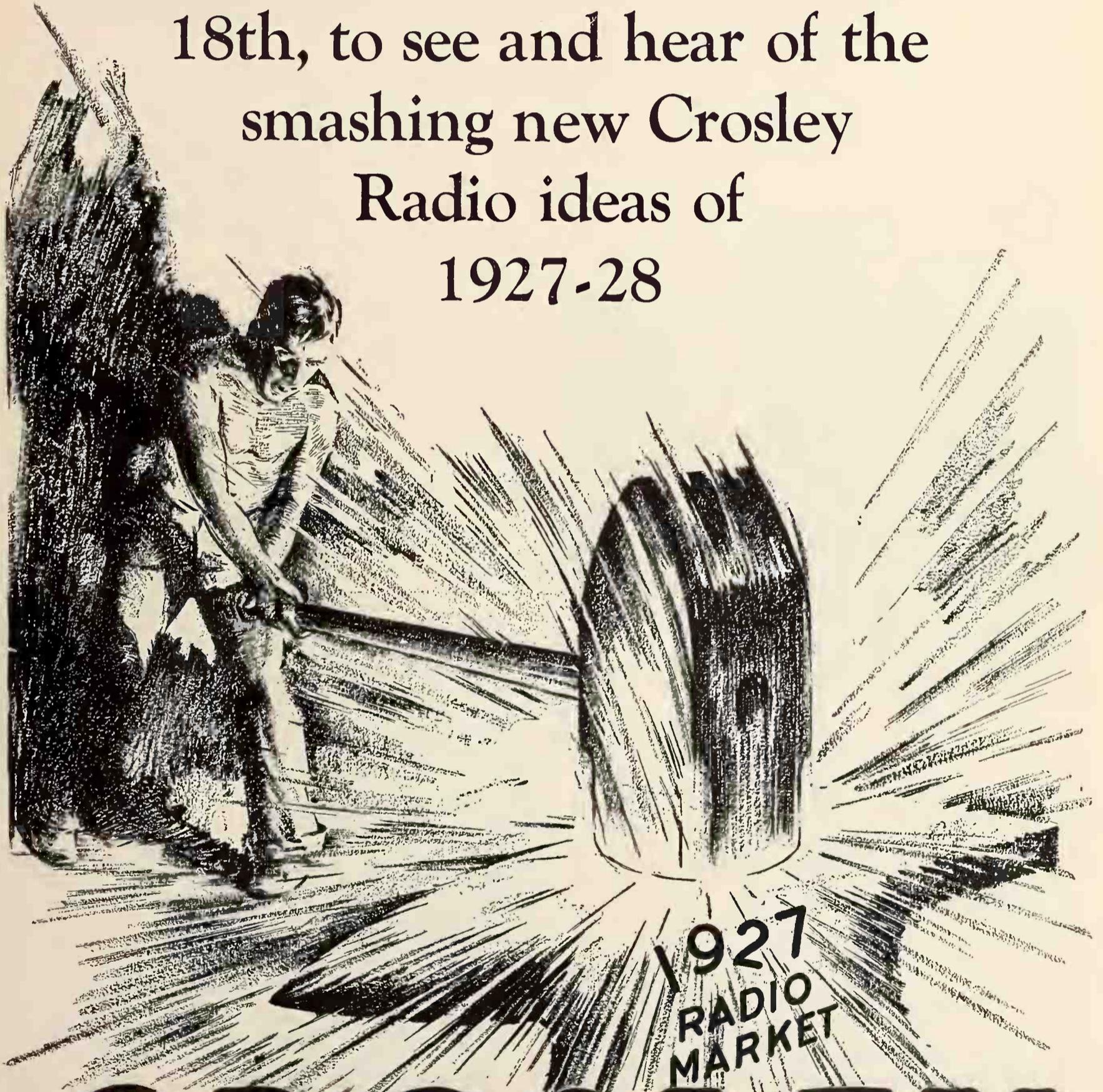
Complete equipment for musical merchandise dealers. Write for details and catalogue.

VAN VEEN & COMPANY, Inc.,

313-315 East 31st Street, New York City
PHONE LEXINGTON 9956-2163



Crosley Distributors will again gather
in Cincinnati, May 17th and
18th, to see and hear of the
smashing new Crosley
Radio ideas of
1927-28



1927
RADIO
MARKET

CROSLEY

The Crosley Radio Corporation  POWEL CROSLEY, Jr., President



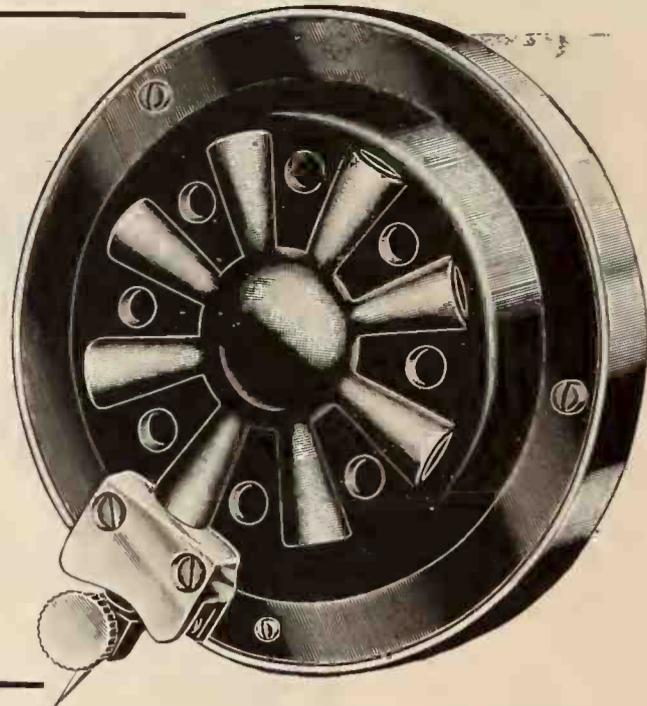
PRODUCTS

Improve With the Industry

JOSEPH E. RUDELL

83 Greene Street, New York City

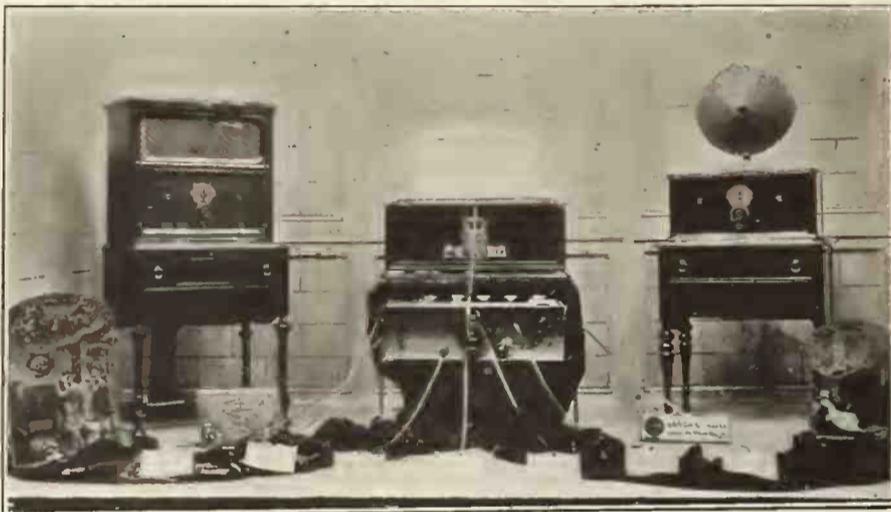
Canadian Distributors: Standard Phono. Supply Co., Montreal



Ortho-sonic Jobber Uses Display to Aid Dealers

Whitney Sporting Goods Co., Federal Representative, Has Attractive Window Displays Stressing Features of Radio Line

DENVER, COLO., May 5.—The Whitney Sporting Goods Co., wholesaler of Federal Ortho-sonic radio in Colorado, finds that window displays



Artistic Ortho-sonic Window of Whitney Sporting Goods Co.

like the one here shown are a distinct aid to Federal retailers in their territory. Each week a new Ortho-sonic window is laid out, facing on the busy Sixteenth street side of the Kirtledge Building, in which the Whitney Co. is located.

Strict simplicity, harmonizing with the plain background, has been made the rule in these displays. Each is designed to tell a single story. The accompanying illustration, for instance, represents an effective use of the Federal "feature" cards, each of which indicates, by means of gold and blue ribbons, a vital unit in Ortho-sonic construction. Prospects attracted by these Whitney displays are referred to their neighborhood retailer, and many sales resulting directly from this window-salesmanship have been completed.

Louis Frankel Visits East

Louis Frankel, treasurer of the Mohawk Corp. of Illinois, recently returned from a two weeks' trip throughout the East, in which he visited New York, Philadelphia, Baltimore, Washington and New Jersey cities. Mr. Frankel went East on matters of organization work in connection with the Mohawk Corp.

RECORDING WAX

ALL TYPES

"G" Wax Specially for
Electrical Recording

F. W. MATTHEWS 126 Prospect Street
E. ORANGE, N. J.

Valley Electric Co. Announces Its Policy for the Future

Following Election of Herbert Elder as President of Company, Succeeding S. A. Whitten, Retired—To Develop Radio Division

ST. LOUIS, Mo., May 7.—A policy of intensive development of its radio division was announced by the Valley Electric Co., of this city, following the April meeting of the board of directors, at which Herbert Elder was elected president of the firm, succeeding S. A. Whitten, who has retired from the business.

Indicating the company's policy for the future, Mr. Elder made the following statement at the company's local offices: "As one of the pioneer battery-charger concerns in the country, the Val-

ley Electric Co. was naturally interested in radio from the beginning, and has played an active part in its development. In addition to making the Valleytone set, we are to-day manufacturing three distinct types of battery chargers, and two sizes of power units that employ the Raytheon tube as a rectifying element. We believe in the future of radio, and we intend to share in its future development.

"Jobbers and dealers in every section of the country are seeking standard lines backed by responsible manufacturers," declared Mr. Elder. "The trend in radio indicates that the buying public will demand simplicity of operation in any set they may choose. We are convinced of that fact because of the unusual sales reception, which has been accorded the advance announcement of our new single control seven-tube set. The sales situation," continued Mr. Elder, "is in sharp contrast to the conditions that prevailed in the industry five years ago, when February was the end of the buying season.

"Valley distributors and dealers have carefully regulated their stocks during the present season by co-operation with the factory sales department so that not a single distributor is at present overstocked. This situation indicates a healthy condition and makes dumping of radio products unnecessary. The outlook is bright for the industry in 1927, and the coming year will be the greatest in the history of radio."

The Valley Electric Co. products include the seven-tube one-dial receiver, "B" power unit, ABC vibrator charger, twin bulb charger and a two-ampere automatic charger. The firm owns and operates two plants in St. Louis.

E. P. H. Allen Is Sales Manager of Motor Sales Co.

Atwater Kent Distributor Announces the Appointment of Well-Known Executive as General Sales Manager—Widely Experienced

PHILADELPHIA, PA., May 6.—The Motor Parts Co., of this city, Atwater Kent distributor, has announced the appointment of E. P. H. Allen as general sales manager of its organization. Mr. Allen is one of the best-known sales executives in the radio industry, and has been actively



E. P. H. Allen

connected with it from its commercial beginning. Mr. Allen's previous connections were with David Grimes, Inc., and the Silent Motor Corp. Mr. Allen brings with him to the Motor Parts Co. a valuable experience, which in conjunction with the excellent standing of both the Motor Parts Co. and the Atwater Kent line, which it distributes, should prove an excellent combination.

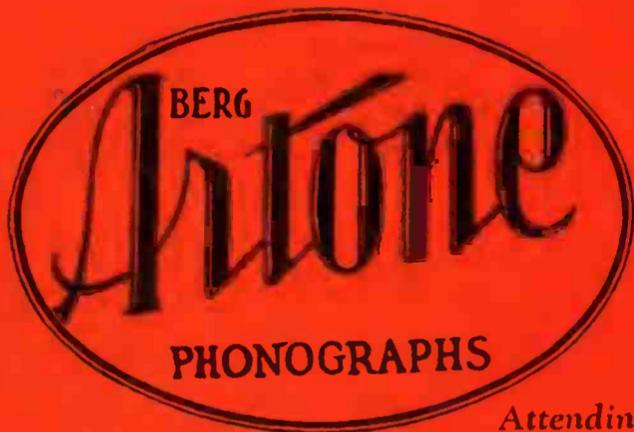
Televocal Corp. Occupies Big Space in New Building

Twelve thousand square feet of floor space are provided in the new Televocal Building, which has recently been occupied by the Televocal Corp., manufacturer of Televocal quality tubes, at 588 Twelfth street, West New York, N. J. The building has two stories and basement, and will enable the Televocal Corp. to render more efficient service to its rapidly growing organization of distributors and dealers, according to T. P. Vilaghy, president. In addition to the types of tubes now being manufactured, the line will soon include the TC-HyMu-240, TC-200B, hard detector, TC-171, power tube.

Rooms 1405-1406

NEW STEVENS HOTEL CHICAGO

See there at the Convention
June 6 to 11
several new features in



Attending the Exhibit
Mr. E. R. Manning
Mr. A. J. Engel

BERG A. T. & S. CO., Inc.

LONG ISLAND CITY, N. Y.

Designers and Makers of Fine Cases for 20 Years

Write for Catalog showing 18 Models



ESPECIALLY MATCHED TO
ARTONE PHONOGRAPHS

All Artone Console and
Consolette Models now
equipped with this new
De Luxe Reproducer

Sold
separately at
\$8.50
List



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 moulded and shaped to fit over the tone arm, forming an airtight and rattleproof connection!!!!



No. 1 Model
Including
Separate Cover,
\$30



No. 2 Model
\$25



No. 5 Model
\$20



No. 8 Model
\$15

Six
Console
and
Consolette
Models

\$65 to \$125

In a Variety of
Designs and
Beautiful
Color Effects



No. 80 Model—
Brown Finish \$95

No. 81 Model—
Gilt Finish - \$110

Milwaukee Victor Dealers Attend Two Days' Sessions of Record Sales School

Badger Talking Machine Co., Distributor, Sponsored Salesmanship Classes Presided Over by Victor Representative—Plan Institute of Radio Engineers—Other Trade News

MILWAUKEE, Wis., May 7.—Phonograph business continues brisk, and a large number of dealers, and jobbers generally, state that the radio shows signs of being strong all Summer. Sonora Displays Create Demand

C. J. Morris, advertising and sales promotion manager of Yahr-Lange, Inc., reports that Sonora sales are keeping up to standard through the entire section, and that the Sonora window display campaign is attracting a lot of favorable attention and resultant sales.

Record Sales School for Victor Salesmen

The Badger Talking Machine Co., representative of the Victor in Wisconsin, held a two-day Record Sales School at the Medford Hotel, Milwaukee, under the direction of Miss Made-

line Davies, of the Victor Co. Fifty dealers from the Wisconsin territory were in attendance at the sessions. Larry Richardson and Richard Lewis, of the Victor Co., also were present. Victrola business throughout the State is very good, according to Harry Goldsmith, secretary of the Badger Talking Machine Co.

Plan Institute of Radio Engineers

Interest in radio has increased with the announcement that plans for the formation of a Milwaukee section of the Institute of Radio Engineers were made at a recent meeting in Milwaukee which was attended by forty members of the Institute and others interested in radio. Work has been begun on the formation of the section, and it is expected that Madison

and Manitowoc will be included in the territory. D. W. Kelly, of the Allen-Bradley Co., was elected temporary chairman of the group, and Sam Snead, of the Snead Radio Service, was voted acting secretary. The national council of the institute will be petitioned for approval of the project.

Feature Automatic Victrola

Victrola dealers throughout Milwaukee have been making window and store demonstrations of the new Automatic Orthophonic Victrola, and merchants report that they have been successful in gaining the interest and attention of the public in this, and also by the car card campaign which has been carried on.

Freed-Eisemann Sales Continue Good

Richard Zinke, manager of the Interstate Sales Co., reports that Freed-Eisemann business is very good, and that dealers in the entire territory are enthusiastic about the lines and the success they have had in handling them.

G. K. Purdy in New Post

G. K. Purdy, formerly with Yahr-Lange Inc., Sonora representative, has become associated with the George C. Beckwith Co., 341 Broadway, as manager of the Milwaukee branch, distributing Federal and Mohawk radios. Mr. Purdy has been connected with the music industry for eight years, and assisted in the pioneering of the radio industry.

Drive for Radio Business

The Kesselman-O'Driscoll Co. is making a strong bid for Summer radio business in some very forceful advertising which plays up radio as a Summer pleasure and points out a number of advantages in this connection. "Milwaukee is Lucky!" read one of these ads. "Radio reception last Summer was fine, and this year, with broadcast stations at the peak of their efficiency, Milwaukee, surrounded by the finest stations in America, will find Summer reception as satisfactory as it was during the Winter.

"When day is done, what can be finer than to come home after the day's work is over, sit down on the porch, open up the window, and let one of these splendid radios bring a world of music to you. Summer is Music Time! Don't let this Summer go by without a radio in your home."

The latest Atwater Kent model is featured in connection with this advertising which is expected to have a very strong appeal to the general public. The company has also made use of the Melody Way project of piano promotion sponsored by the Milwaukee Association of Music Merchants in co-operation with the Milwaukee Journal in advertising radio. Each week lessons in the Melody Way of piano playing have been given over the radio, and parents have been urged with good results to give their children this added help in hearing the lessons.

Bradford Co. Fifty-five Years Old

The J. B. Bradford Co., of Milwaukee, one of the most prominent music houses of the Northwest, featuring the Brunswick, is celebrating its fifty-fifth anniversary. The store was founded by J. B. Bradford in 1872 at 411 Broadway. Hugh W. Randall, who for more than twenty-five years has been associated with the company, is president of the corporation, which conducts the business under the original Bradford name.

In New Home

The Gethler Piano Co., Sonora and Columbia dealer, has moved from its place of business at 631 Wisconsin avenue, to new quarters at 524 Twelfth street, in one of the outlying western business districts of Milwaukee.

Radiola at Yale Club Dinner

MEMPHIS, TENN., May 5.—The Yale Club, of this city, had dinner at the University Club the latter part of last month participating in the Round-the-World Yale dinner. A Radiola was installed by the O. K. Houck Piano Co., so that the diners could listen in on the speeches from the dinners in New York, Philadelphia, Chicago and Washington.



Build Good Will Business

Owners of radio sets are looking more and more to their dealers for service, and the dealer must respond.

Business must be built on good will bought with satisfying service.



The best equipped service man uses a Jewell Radio Service Set

Pattern
No. 117
Radio Service
Set



When your service men go out on their calls, equip them to do their work in a finished manner that will reflect credit to your organization.

The Jewell radio service set is the ideal equipment for the service man. It is portable, professional appearing, compact and especially designed in two separable parts. The lower part has room for a complete set of A, B and C test batteries. The upper part contains a high resistance four-scale B eliminator type voltmeter and a three-scale milliammeter. These two instruments are interconnected, forming a first-class tube tester. Either instrument can be used alone. The possibilities of this set for service work are practically without limit. Every enterprising dealer needs one.

Write for descriptive circular No. 1049, which describes this set and its use in detail

Jewell Electrical Instrument Co.

1650 Walnut Street, Chicago

"27 Years Making Good Instruments"



Congratulations! Brafco!

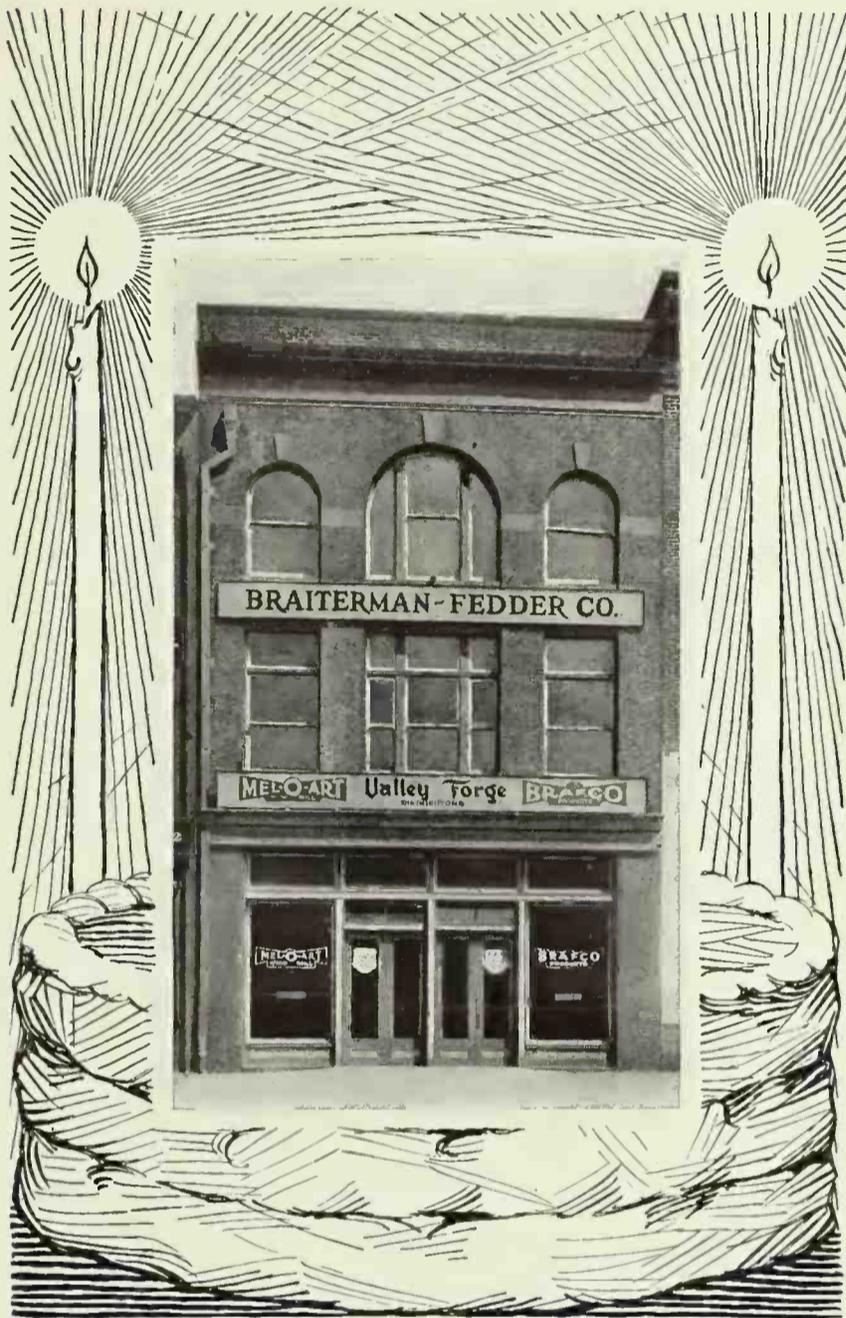
Thank You

CUSTOMERS
MANUFACTURERS
PROSPECTS

All of you have shared in our success. More of you will share in the **SUCCESS** we are bound to attain.

We hope that the future will further convince you that your Aid and Cooperation was good business foresight.

And in 1935, when we celebrate our Tenth Anniversary, everyone of you will recall this happy occasion, and then we shall rejoice Tenfold over our **SUCCESS** and **PROGRESS**



New Facilities

in our
NEW HOME

"BRAFCO BUILDING"

When you stop to consider the remarkable Service we gave you during our first two years' growth in our old location, we cannot refrain from predicting that in our New Home, with 15,000 square feet of space, railroad siding, on Pratt Street, which forms Baltimore's famous Harbor, we will set a standard for service all our own.

Distributors of

Mel-O-Art Player Rolls

Valley Forge Repair Materials
Carryola Portable Phonographs
Wall Kane Needle Products
Peerless Album Products

Brilliantone Needle Products
New York Album Products
Baxter Tone Arm Products
Lowell Steel Needle Products

Brafco Products

BRAITERMAN-FEDDER COMPANY

"Brafco Building"

414-16 East Pratt St.

Baltimore, Md.

Brafco 2nd Anniversary

Congratulations! Brafco!

THE makers of Valley Forge products extend to the Braiterman Fedder Company their heartiest congratulations and best wishes on their second anniversary—and take this opportunity of thanking them for their very earnest cooperation.

It is quite significant that the Braiterman Fedder Company were the FIRST Distributors of VALLEY FORGE PRODUCTS, and these products were the foundation on which the very great success of this enterprising group of men has been built.

The proper and effective representation has made



our association mutually profitable and pleasant and it is our prophecy that they will, in the future, broaden the scope of their activities and continue their phenomenal progress.

Their representation has developed to the point where the Braiterman Fedder Company has become more than a mere distributor—the close cooperation has allied them to this organization and has been invaluable because of their contributing an intimate knowledge of the requirements of the dealers—helping us to enhance the sales value of Valley Forge Products.

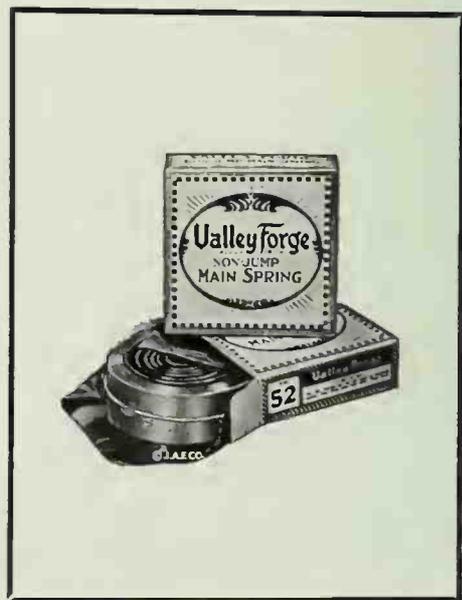


THE initials V. F. on talking machine main springs represent years of conscientious effort to give our customers the best product possible.

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

Skill and experience abound 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.



REG. U.S. PAT. OFF.

730 MARKET STREET
PHILADELPHIA, U.S.A.

Brafco 2nd Anniversary

Congratulations! Brafco!

FELICITATIONS from the largest makers of Portable Phonographs in the world to the world's most energetic and progressive phonograph products distributors.

We cannot refrain from extending to you our most hearty congratulations for the success you have attained in the very brief two years and to express the hope that the



future holds in store for you progress that will surpass even your most optimistic outlook.

The Carryola Company values the association with your organization—first, because your representation is so satisfactory and, secondly, because your enthusiasm and energy hold out great promise for profitable business relations.

The Tie that binds—

TAKE a good look at the Carryola Master, the tie that binds Carryola Dealers to Carryola Jobbers and Carryola Jobbers to us.

It's the most popular portable in the world.

It has made more money for those that sell it than any single portable ever manufactured.

You can't just throw a lot of parts

together and get a Carryola Master.

Thousands of dealers today are selling Carryolas as they should be sold—and gaining the fine profits that are justly theirs.

The Carryola Master is accepted nationally as the standard of portable value.

Our big national advertising campaign is now in progress.



No other portable offers so much to music dealers and to the public

CARRYOLA COMPANY of AMERICA
647 Clinton Street Milwaukee, Wisconsin

Brafco 2nd Anniversary

Congratulations! Brafco!

Best Wishes
to
Braiterman Fedder
Company
from

Lowell Needle
Company, Inc.

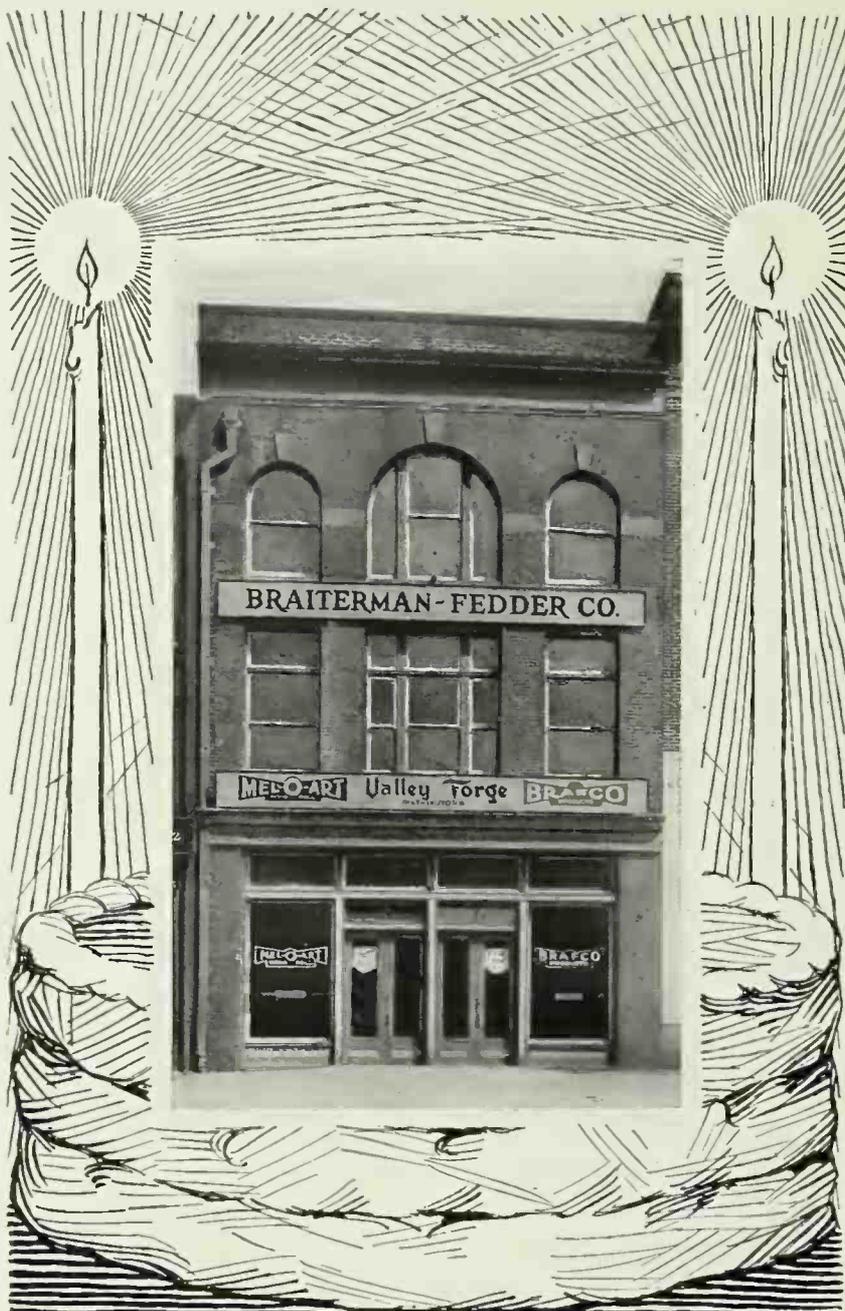
Putnam, Conn.

Manufacturers

QUALITY NEEDLES

Steel Needles Brass Needles
Golden Tone Golden Point

Dealers' Special Name Envelope



We extend our sincerest
Congratulations
to you on your
2nd Anniversary

Brilliantone
Steel Needle Co.
of America, Inc.

370 Seventh Ave., New York City

Congratulations
on
your 2nd
Anniversary

Your success is well
earned

Wall Kane Needle
Mfg. Co., Inc.

3922 14th Avenue, Brooklyn, N. Y.

Congratulations
on
phenomenal success
attained at
2nd Anniversary
Best wishes for the future

New York Album
and Card Co., Inc.

64 Wooster St., New York City

Please
accept our heartiest
Congratulations
on your 2nd Anniversary

Peerless Album
Company

636-38 Broadway, New York City

Brafco—accept our congratulations—
if we have helped you to succeed it was
only because of the latitude your pro-
gressiveness allowed and your whole-
hearted cooperation in every respect—
delivering the goods helps to make ad-
vertising pay.

J. A. HELPRIN
ADVERTISING ~ MERCHANDISING

Originator of Unique and Effective
Victrola Direct-Mail Advertising

This will interest Victor Dealers

223-225 West Baltimore St., Baltimore, Md.

Best Wishes
on your
2nd Anniversary
We congratulate you on
your wonderful
achievement

Baxter Mfg. Co.

Manufacturers of

Phonograph Tone Arms
and Reproducers

Elmhurst, Long Island, N. Y.

Brafco 2nd Anniversary

Sales Continue Satisfactory Throughout the St. Louis Trade Territory

Company Anticipates Heavy Demand for New Products—Radio Sales Co. of Memphis Is Appointed Columbia Distributor—Conduct Panatrope Salesmanship Classes—Other News

St. Louis, Mo., May 5.—Both the talking machine and radio trades experienced a satisfactory volume of sales during the month of April, the totals showing a large increase over the same period of 1926, and comparing favorably with the previous month.

Introduces New Artophone Models

During the month the Artophone Corp. introduced two new cabinet-model phonographs, which were accorded a most favorable trade reception. The instruments are styled "Calais Consolette" and the "Burgundie Console," and are moderately priced. The "Calais Consolette" was especially designed for an apartment-type phonograph. It is equipped with Heineman motor, S-type tone arm, a Rayophonic reproducer and a horn of the latest pattern. The "Burgundie Console" is finished in two-tone mahogany or walnut, and is equipped with the new type S-arm and a specially designed Rayophonic reproducer. A large section is provided for records.

Company Anticipates Heavy Demand

As a result of the introduction of the new models the corporation anticipates a heavy increase in the volume of phonograph sales. Introduction of the new models alone, according to Edwin Schiele, president, was presaged by a large influx of orders to amplify the heavy demand for Old-Time Tune records, which resulted from the release of eleven double-faced electrical recordings made by the Okeh Corp. recently at Atlanta.

Columbia Business Continuing Big

Columbia New Process records and Viva-tonal phonographs are still experiencing a phenomenal demand in the St. Louis district, according to A. G. Bolts, assistant manager of the St. Louis and Kansas City branches of the Columbia Co. So great has become the demand for their products, he asserted, that the company has been compelled to appoint a new jobber for the Memphis territory.

Columbia Distributor Appointed

The Radio Sales Co. of Memphis, distributor of the Atwater Kent Radio, will take over the States of Tennessee, Mississippi and Arkansas, formerly served by the St. Louis branch of the company, Mr. Bolts announced. Louis Marks, formerly Columbia sales representative in that territory, has been made general sales manager of the new branch, and will have general supervision of the territory.

The decision to open the new branch, Mr. Bolts said, was prompted by the continued increase in the volume of business done by the company in that territory; to provide dealers in that section with more expeditious service and reduce freight rates.

"Our business, on the whole, has been exceptionally good, and we are very optimistic over the outlook for the future," declared Mr. Bolts, in commenting on business conditions generally. "Although the recent floods of the Mississippi Valley have given us some cause for concern there has been no noticeable let-up in the demand for records and machines."

Automatic Received With Open Arms

Similar optimistic statements were made by R. K. Brandenburger, of the Koerber-Brenner Co., distributor of the Victor products. "It is needless to say that the Automatic Orthophonic Victrola has been received with open arms by the entire city and has stimulated business to a great extent," he said. "In view of our past achievements, the outlook for the future of the Victor products is particularly bright and we anticipate a busy season."

The efforts of the local Victor distributors and dealers have been concentrated generally on demonstrating the workings of the new machines. Recently the new Automatic played a

prominent part in the annual carnival and dance given by the Pacific Lodge of the Knights of Pythias of St. Louis. While the instrument played "Caro Nome" from Rigoletto and "Santa Lucia" by Schipa, as well as other operatic numbers, actors and actresses enacted the parts in a stage pantomime. Between the numbers there was dancing with the Automatic furnishing the music.

During the past few weeks the Eastern Star Chapter of St. Louis County, the Coösmopolitan Club, the International Executives' Association and the Coal Club of St. Louis were shown the workings of the new machine.

Extend Scope of Sales Drive

Extending the scope of their sales campaign the local Victor branch will carry the new Au-

tomatic into the State of Oklahoma. Mr. Edwin Rauth, of the Koerber-Brenner Co., will be one of the delegates on the six-day "Good Will" tour, which the Chamber of Commerce is conducting in Oklahoma, May 8 to 15. He plans to take one of the new Automatics along on the tour with him.

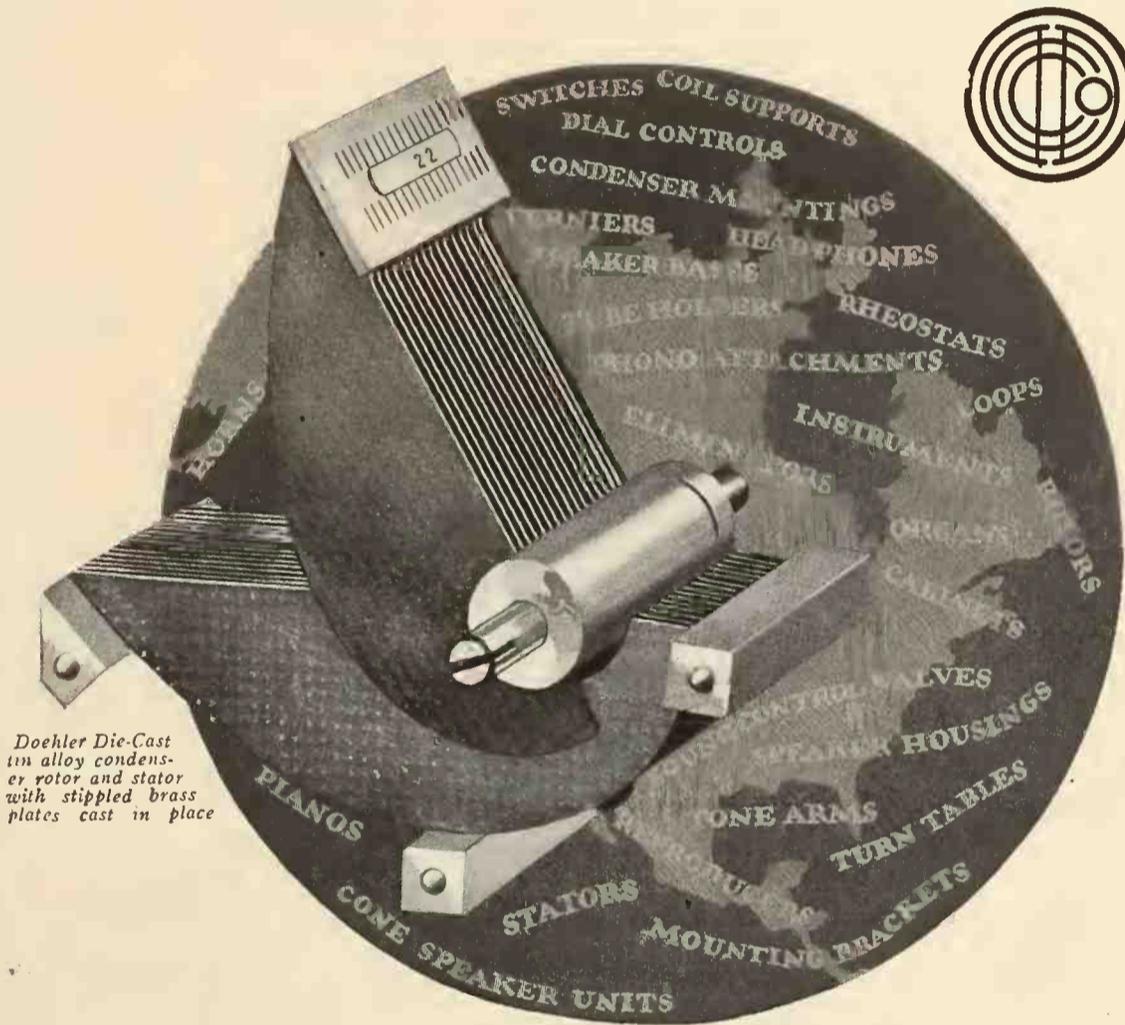
Panatrope Salesmanship Classes Continue

The local branch of the Brunswick-Balke-Collender Co. is still conducting the new Panatrope salesmanship classes, while the local Edison representative here, the Silverstone Music Co., reports a satisfactory volume of business for the month.

Firm Name Is Changed

The Eastern sales representative of the Webster Co., manufacturer of Webster socket power units, chargers and power control switches, formerly known as the Pioneer Radio Sales Co., is now known as the Bialek Co. The offices of the company remain at 154 Nassau street, New York.

THE WORLD'S LARGEST PRODUCERS OF DIE-CASTINGS



Doehler Die-Cast in alloy condenser rotor and stator with stippled brass plates cast in place

PICTURE a complete organization specializing on one product . . . with four great plants in constant operation . . . Picture a corps of engineers and metallurgists famed for their excellence in mechanical and metallurgical problems . . . Picture the improvements . . . the modern methods evolved in 21 years leadership in one field . . . and you have a bare outline of the outstanding position of Doehler Die Castings in relation to the die casting industry today . . . A copy of our booklet will be mailed on request . . . or we will send a representative to confer with you. No obligation incurred.

DOEHLER DIE-CASTINGS

Also designers & manufacturers of DOEHLER Vending Machines for selling, sampling and advertising purposes.

DOEHLER DIE-CASTING CO. Brooklyn, N. Y. ~ Toledo, O. Batavia, N. Y. Pottstown, Pa. Plants at

Charles F. Shaw Appointed Assistant Manager of Brunswick Baltimore Branch

Introduction of Automatic Orthophonic Increases Dealers' Profits—Droop & Sons Enjoy Big Demand—Columbia Demand Continues Strong for Viva-tonal Phonograph and Records

BALTIMORE, MD., May 10.—Talking machine and radio business during the past month showed a big improvement generally over the previous month and total volume of sales was ahead of April, 1926. The introduction of the new Automatic Orthophonic Victrola increased the dollars-and-cents business of the trade and the appointment of a radio control board at Washington, and the linking up of the local WHAL station with the New York chain of broadcasting has stimulated the sale of radios. Record sales have exceeded all expectations and keeping the trade supplied with the more popular records has been one of the hardest problems of jobbers here.

E. F. Droop & Sons Enjoy Big Demand

"April gross sales last month exceeded both March and April of 1926 in machines and records," declared W. C. Roberts, manager of E. F. Droop & Sons, "notwithstanding the fact that we were handicapped in not being able to supply the demand for the Automatic Orthophonic Victrola. The sale of this machine has exceeded our expectations and is really phenomenal when you take into consideration the price of the instrument.

"One of our dealers, the Chickering Ware-rooms, sold seven of these machines in two weeks, which is a record, I believe, in the territory for one store." Mr. Roberts was one of a number of Baltimoreans who attended the complimentary dinner tendered to S. Fay Harper, treasurer of E. F. Droop & Sons, Inc., in the City Club in Washington on April 16, to celebrate the twenty-fifth anniversary of Mr. Harper's connection with the firm. He was presented with a silver service by the firm, and was the recipient of several silver cups from his friends.

Charles F. Shaw Promoted

Charles F. Shaw, who has been the manager of the talking machine department of the Brunswick-Balke-Collender Co. for the past three years, has been promoted to assistant branch manager, and left to-day for a trip through the Southern territory, to be gone about three months. During his absence J. Russell Bowel, branch manager, will take over the direc-

tion of the talking machine department with J. G. Muller, assistant manager of the talking machine department.

The Mueller Music Stores, of Baltimore, which operate five stores here, have just added a complete line of Brunswick machines.

Sidney Schwartz, special representative from the Chicago office of the Brunswick Co., spent the first two weeks of this month in Baltimore and adjacent territory.

Strong Demand for Columbia Line

"Columbia business in this territory continues to show the same splendid development that it has so far this year," said William H. Swartz, vice-president of Columbia Wholesalers, Inc. "Dealers have been very gratified at the demand for the new Viva-tonal Columbia phonographs, and purchases have been much in excess of the same period last year. We are still oversold on certain Viva-tonal models but hope to have a complete stock some time in the near future."

Columbia record sales in Washington were materially helped by the appearance there of Paul Specht and His Orchestra. Newspaper advertising, signs in the dealers' windows, big posters in the theatres, along with a large Columbia record display on the stage told of the fact that Paul Specht's Orchestra recorded for Columbia exclusively. The dealers attended one performance in a body and gave Mr. Specht an enthusiastic appreciation.

Fada Radio Popular

Sales of Fada radio have been splendid and, contrary to the experience in the radio business generally, have been showing most substantial increases over the same month last year. A gratifying feature is that a big part of this substantial increase has come on the higher-priced eight-tube sets which are having a sale that was never anticipated.

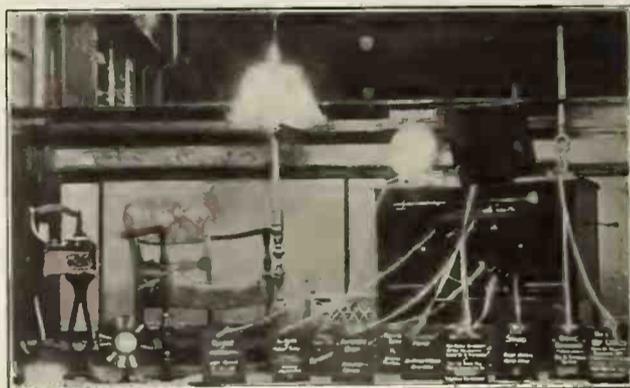
Columbia Wholesalers had a very effective display at the meeting of the Southern Music Supervisors, which was held in Richmond last month. The supervisors were particularly pleased with Columbia's wonderful new recordings, and many inquiries were received by the local office from teachers who were anxious to know who their local Columbia dealers were.

Columbia dealers in this section have been very pleased to note the splendid sales that have been secured of the Pacific Coast recordings, which have proved just as salable in this territory as they have on the Coast. The ease with which the big Columbia recording apparatus can be moved from section to section has helped tremendously in recording many local hits.

Effective Window Display of New Edison Phonograph

The Stiller Co., Green Bay, Wis., Utilizes the Ribbon and Placard Method for Acquainting Public With the Various Special Features

A particularly effective display of the new Edison console phonograph, with its long-playing records and its dance reproducer, was ar-



Edison Display of Stiller Co.

ranged recently by the Stiller Co., Edison dealer in Green Bay, Wis. One of the latest models was placed in the company's window, and ribbons from various sections of the instrument were carried to small placards grouped about its base and calling attention to the various distinctive features, such as unbreakable records, worm-gear operation of the sound box and reproducer, the use of the diamond point, etc. According to reports, the display aroused a very satisfactory amount of interest, and brought in a number of real sales.

Federal Ortho-sonic Set Scores in Railroad Test

Receiver Installed on Train Running From Omaha and Kansas City Picks up More Than Thirty-five Stations With Clarity and Volume

Tests were recently made with Federal Ortho-sonic radio receivers on crack passenger trains of the West, particularly the M. P. flyers between Omaha and Kansas City, and the Omaha-Chicago special of the Chicago and Northwestern. These tests, which were remarkably successful from every point of view, were conducted by John O. Yeiser, Federal retailer of Omaha.

Mr. Yeiser conducted the trials with a Model F seven-tube Federal Ortho-sonic receiver. On the initial run between Omaha and Kansas City over thirty-five stations, several more than 1,000 miles distant, were received with excellent volume and clarity. Another fast run between Omaha and Chicago demonstrated that the Ortho-sonic is able to pick up such distant stations as KFI, Los Angeles, on three-quarters volume at distances varying from 1,200 to 1,800 miles and at any train speed. In each instance the only addition to a typical home installation was an outside antenna wire supported just above the roof to counteract the shielding effect of the steel car body. It is hoped that further tests will teach Mr. Yeiser and engineers of the Federal Radio Corp. even more about the adaptation of radio to railroad use.

Passaic Firm Chartered

The Peerless Musical Instrument Co., Passaic, N. J., has been incorporated with a capital stock of \$75,000.



Summer Sales Stimulator

Now's the time to order your stock of portable phonographs. The outdoor season is just opening.

Go after the business now. Swell your summer sales by handling the Columbia Portable No. 150 and cashing in on the subsequent demand for records.

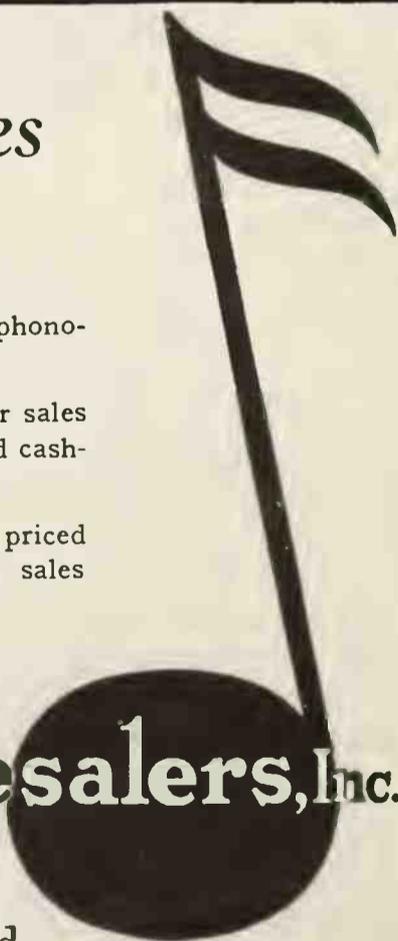
The Columbia Portable No. 150 is attractively priced and beautifully made. It's a real summer sales stimulator. For full information, just write.

Columbia Wholesalers, Inc.

L.L. Andrews — Wm.H. Swartz

Exclusively Wholesale

205 W. Camden St., Baltimore, Md.



MUSIC TRADE CONVENTION

June 6th to 10th

RADIO TRADE SHOW

June 13th to 19th

These Trade Shows in Chicago will be great contributions to our industry's expansion

Do not fail to attend both—they will prove of immense educational value to every dealer and wholesaler.

Amplion will be there with a complete display and demonstration of the latest models and developments.

You are cordially invited to see this display and inspect Amplion's contribution towards "Better Radio Reproduction."

STEVENS HOTEL
Michigan Ave., Chicago



THE AMPLION CORPORATION OF AMERICA
280 Madison Ave., New York City

The Amplion Corporation of Canada Ltd., Toronto, Ontario

MEMBERS RADIO MANUFACTURERS ASSOCIATION

The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager
324 WASHINGTON ST., BOSTON, MASS.

Annual Music Festival Is Expected to Aid Trade in the New England Territory

New England Music Trade Association Holds Annual Dinner—J. H. Burke Co. Enlarges Office and Warehouse Space—Brunswick Business Is Brisk—Automatic Creates Interest

BOSTON, MASS., May 7.—With the first third of the year 1927 a thing of the past, the New England talking machine and radio trade finds that the first four months of this year brought business considerably in excess of that of the same period of last year, and the outlook for future business is very bright. It is the consensus of opinion of dealers that the worst period of dull business has passed, and that from now on there will be a marked improvement.

Festival Should Aid Sales

One thing that is likely to stimulate business is the approaching annual music festival, which, according to the announcement of the Boston, Civic and New England Music Festival organization, will begin on May 13 and continue to May 22, during which time many programs have been mapped out.

Automatic Display Creates Interest

All along Music Row a short time ago it was the Automatic Orthophonic Victrola that had the call, for, by unanimous agreement, all the warerooms carrying the Victor product exhibited this new instrument in their windows at the same time. That it attracted crowds is to put it mildly, for all the time the mechanism was in operation there were large groups that almost interrupted sidewalk traffic. The Oliver Ditson Co., M. Steinert & Sons, A. M. Hume Music Co., the C. C. Harvey Co. and the Frank C. Henderson stores all had exhibits.

Harmony Portable in Demand

Manager Bill Parks reports the business of the New England branch of the Columbia Phonograph Co. as having shown a marked increase for the first four months of this year, though the business of April was not the biggest of the period. He says that the new Harmony Jr. portable is now on the market, and dealers are placing substantial orders for this type of machine.

Hold Annual Association Dinner

The annual dinner of the New England Music Trade Association was held at the new Hotel

Statler on the evening of Monday, April 11, and about 125 men and women sat down in one of the several handsome dining halls. President R. G. Knuepfer, of Lawrence, presided, and at the head table was Robert Lincoln O'Brien, of the Boston Herald, who was the special guest of the evening and who gave an interesting talk on the business condition of the country, Mr. O'Brien having but recently returned from a trip across to the Pacific, where he had a good opportunity of studying the situation at close range. Secretary Merrill, of the Association, and Harry L. Spencer, of the Brunswick Co., who is one of the vice-presidents of the organization, put a lot of time into arranging the details of the dinner.

Plan Masterworks Record Campaign

Frederick N. Sard, trade promotion manager of the Columbia Phonograph Co., was in town recently to discuss plans for the further cooperation with dealers on the sale of the Masterworks records sets. Incidentally, the sale of these records by dealers was much greater in April than in March.

Harvey Displays Aid Sales

The C. C. Harvey Co., which handles the Brunswick and Victor lines, has had a series of most attractive windows these past few months, and the exhibit of machines against a setting of flowering plants, palms and trees has been most effective, and always attracts attention.

G. Frank Baldelli Is Dead

The official family of M. Steinert & Sons are mourning the loss by death of one of their number, G. Frank Baldelli, who for several years had been located at the Boylston street warerooms, where he had been in charge of radio. Mr. Baldelli was a native of New York, born in 1892, and before the World War was with the Victor Co.

Record for Columbia Catalog

Dan J. Sullivan, whose Shamrock Band includes such well-known artists as Dan Moroney, Martin Mullin, Dominick Doyle, Owen Frayne

and Michael Hanafin, has just returned from New York, where the group made the best records they have ever recorded for the Columbia catalog. The sale of these records is likely to be big, as dealers have been very enthusiastic over the samples.

Alexander Steinert Returns

Alexander Steinert, head of the Boston warerooms of M. Steinert & Sons, returned a few days ago from an extended trip to Europe on which he was accompanied by Mrs. Steinert. The couple were met in New York on the arrival of the steamer by Robert Steinert, Mr. Steinert's son, who makes his headquarters at the Arch street quarters of the company.

J. H. Burke Co. Expands

It is certainly encouraging to see a Boston house forging ahead as is the J. H. Burke Co., which as forecast last month has actually doubled its working capacity at 219 Columbus avenue, this due, of course, to having become the New England wholesale representatives for the Atwater Kent Mfg. Co.'s radio line. The entire front of the building on the second floor has been leased. The former quarters are to be used as a display room, while in the new quarters are the executive offices. An addition to the Burke staff is George Seavey, who will have supervision of the radio service. John Fales, well known in the piano trade, former manager here of the Starr Piano Co., has been engaged to do special work.

Reports Good Accessory Business

Joe Burke, head of the agency, says that the talking machine accessory department business has been good. Joe is going out to Chicago to attend the radio show in June, at which time the Sonora jobbers are to have a meeting here. On May 15 both Joe and his brother, Tom Burke, are going to Atlantic City to attend an Atwater Kent conference.

Brunswick Business Brisk

The Brunswick Co.'s local manager, Harry Spencer, says that business has been showing distinct signs of picking up within the past fortnight, and he further remarks that by a comparison of the business of the four months of 1926 these last four of the current year show a marked improvement.

The Lippincott Electric Co., Bellefontaine, O., has added the complete Columbia line.

Every Move Is Forward



With the Automatic Orthophonic Victrola, the new portable model and adjustments in the Victor line generally, there is offered to Victor dealers right now an unprecedented opportunity for making 1927 another record year. The product is assured—how are your efforts.

For Co-Operation Come to Ditson

Victor Exclusively

Oliver Ditson Co.
BOSTON

Chas. H. Ditson & Co.
NEW YORK

Bellphonic



The Portable that will
DOUBLE YOUR SALES!

LIST PRICE

\$15

**Far West and South
\$17.50**



Compare These Features

They will convince you of the superiority of the BELLPHONIC
10 ADVANTAGES OF THE BELLPHONIC

1. BELLPHONIC Reproducer
2. Nickel polished solid brass tone arm
3. Spring tone arm holder
4. GENERAL-INDUSTRIES FLYER MOTOR Junior
5. Fully closed, solid record album
6. Seamless heavy leather handle, metal reinforced, in colors to match
7. Nickel polished, double side catches
8. COLORS: BLACK, BLUE, MAROON
9. Size 14¾" wide; 11¾" deep; 6¾" high
10. Weight, 11½ lbs. net; individually cartoned 14½ lbs.

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

Brunswick Record of Great Kimball Organ at Roxy's

Immense New York Theatre Has Wonderful Pipe Organ of Which Remarkable Records Have Been Made by Brunswick Co.

"After months of experimenting, the Kimball organ has been selected and recorded, and the results are so encouraging that we feel we are giving you organ recordings which will match the best," was the verdict of approval of the officials of the Brunswick-Balke-Collender Co.



Lew White at Kimball Organ

for the Kimball organ, after hearing the first recording of the mammoth new Kimball organ in the Roxy Theatre, New York.

"Blue Skies" (Irving Berlin) on one side and "Honolulu Moon" (Lawrence) on the opposite are the selections made for the first recording, record No. 3488. Lew White, organist at the Roxy Theatre, is the artist. The two members selected make a splendid coupling of marvelous melodies, particularly adapted to organ rendition. The fidelity of the recording is unusually impressive, along with a wide variety of effects. The Roxy organ, made by W. W. Kimball Co., Chicago, is especially fine for recording, as it is the largest organ ever built, and the colorful and varied effects possible are unlimited. To control this one organ there are fourteen sets of keys on three consoles, with over 700 separate stop keys. The main relay cable connecting the key desks with the organ has over 40,000 separate wires in it. It requires a 40-h. p. motor to provide the wind to operate the mechanism and blow the pipes.

The New York American on March 6 carried an article reading as follows: "The organ is capable of reproducing the tones of the largest symphony orchestra, and contains every instrument found in any symphony organization. In the string section are violins, muted violins, violas, cellos, and double basses. In the brass section are the cornet, trombone, tuba, trumpet, etc., in the woodwind section saxophones, clarinets, oboes, English horn, etc. In the percussion section—celesta, harp, piano, xylophone, marimba, orchestra bells, tuned sleigh bells, glockenspiel, bass drums, snare drums, tympani, Chinese block, tambourines, Chinese gong, Persian cymbals, triangles, and all the novelties included in orchestral traps.

"In addition to its orchestral effects it has the tones of the church organ, and tones for volume and beauty, which are unexcelled by any other organ. It has 30,000 silver contacts

in its electrical circuits, which control the operations that make possible its endless variety of musical effects.

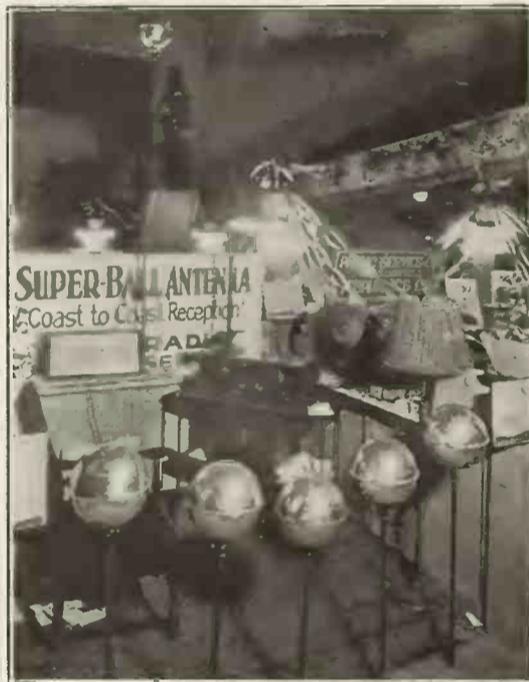
"The organ is installed in sound-proof chambers built under the stage, and the three chambers occupy a space sixty feet wide, thirteen feet deep, and eighteen feet high." The vast resources of the Brunswick-Balke-Collender Co. and the W. W. Kimball Co. have made possible extensive experiments and tests which have resulted in organ recordings that have awakened wide interest among the trade and public.

Super Ball Antenna Shown at Industrial Exposition

Display of W & E Radio Service Co. at Which Super-Ball Antenna Was Featured Attracted Many Interested Visitors

TULSA, OKLA., May 4.—One of the most attractive booths at the recent Optimist Pure Food and Industrial Show was that of the W & E Radio Service Co., which displayed the Super-Ball Antenna kit. The booth was advantageously located, and a spotlight which constantly played on it made it even more prominent. Hundreds of visitors to the show expressed interest in the Super-Ball antenna, and the display paved the way for many sales. Commenting on the display, J. M. Harrell, of the W & E Radio Service Co., wrote Fred E. Yahr, of Yahr-Lange, Inc., Milwaukee, saying:

"We learned from many of the visitors at the show that they had often wondered about this type of antenna, but had never felt sufficiently interested to make inquiries, or had no



Effective Super Ball Antenna Display

dealer in their city who could give them the information. There were quite a number of people from other States who showed great interest in the display, and informed the attendants that as soon as they returned home they were going to have one installed."

The accompanying photograph gives an idea of the attractive layout of the W & E display booth.

R. C. A. Directors Re-elected

At the annual meeting of stockholders of the Radio Corp. of America, held on May 3, the following directors, whose term of office had expired, were re-elected for a term of three years: Owen D. Young, Albert G. Davis, Guy E. Tripp, James G. Harbord and Harry P. Davis.

COTTON FLOCKS

Air floated, all injurious foreign matter eliminated for

Record and Radio Manufacturing

THE PECKHAM MFG. CO. 238 South Street Newark, N. J.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsley's Lubricant makes the Motor make good. Is prepared in the proper consistency, will not run out, dry up or become sticky or rancid. Remains in its original form indefinitely.

Put up in 1, 5, 10, 25 and 50-pound cans for dealers. This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

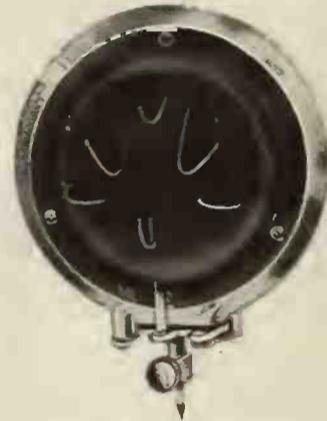
Write for special proposition to jobbers

ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

Mutual Phono Parts Co. Markets "Baby" Reproducer

New Sound Box Specially Adapted for Use on Portable Talking Machines—Despite Its Small Size and Weight Greatly Aids Volume

A "baby" has arrived in the Mutual family. This newest addition to the line produced by the Mutual Phono Parts Co., New York City, is a "baby" reproducer with a special metal diaphragm and constructed in the modern method of sound box construction. This new sound box is adapted to portables because of its small size and light weight. Nevertheless, it is pointed out, it gives to portable reproduction full tone, clearness and volume.



"Baby" Reproducer

Nathan Garfinkel, treasurer of the company, has announced that the new reproducer is made of the very finest of materials. Plans have been made for large production on this new box, which will permit it to be sold at an attractive price. As in the case of all other metal products, it will be manufactured in its entirety at the Mutual factory. Mr. Garfinkel recommends the new "baby" reproducer for use in conjunction with the model 1-A portable tone arm, which is used by a number of well-known portable manufacturers.

J. T. Curtis Now Assistant Sales Manager of Acme Co.

CLEVELAND, O., May 6.—The Acme Electric & Mfg. Co., manufacturer of radio products, has recently employed J. T. Curtis to act in the capacity of assistant sales manager. Mr. Curtis has been actively engaged in sales work many years, and is thoroughly versed on radio merchandising. The company has a complete line of radio items of exceptional merit, which many of the largest jobbers are now making preparations to take on for the coming season.

Announce New Model of Shielded Knight Radio Line

A new model of the Shielded Knight radio receiver, manufactured by the T. S. Witherbee Co., Inc., New York, will shortly be announced to the trade. It is a six-tube set, totally shielded, with single control, and will accommodate a power tube if desired. It is housed in a cabinet of unusually attractive design and finish. Branch offices of the Witherbee organization have recently been established at strategic distributing points throughout the country as well as in Australia.

TEST IT.

OUR VICTOR

Record Service

has a reputation for efficiency. Suppose you try it.

E. F. DROOP & SONS CO.

1300 G. STREET, WASHINGTON, D. C.
204-6-8-10 CLAY STREET, BALTIMORE, MD.

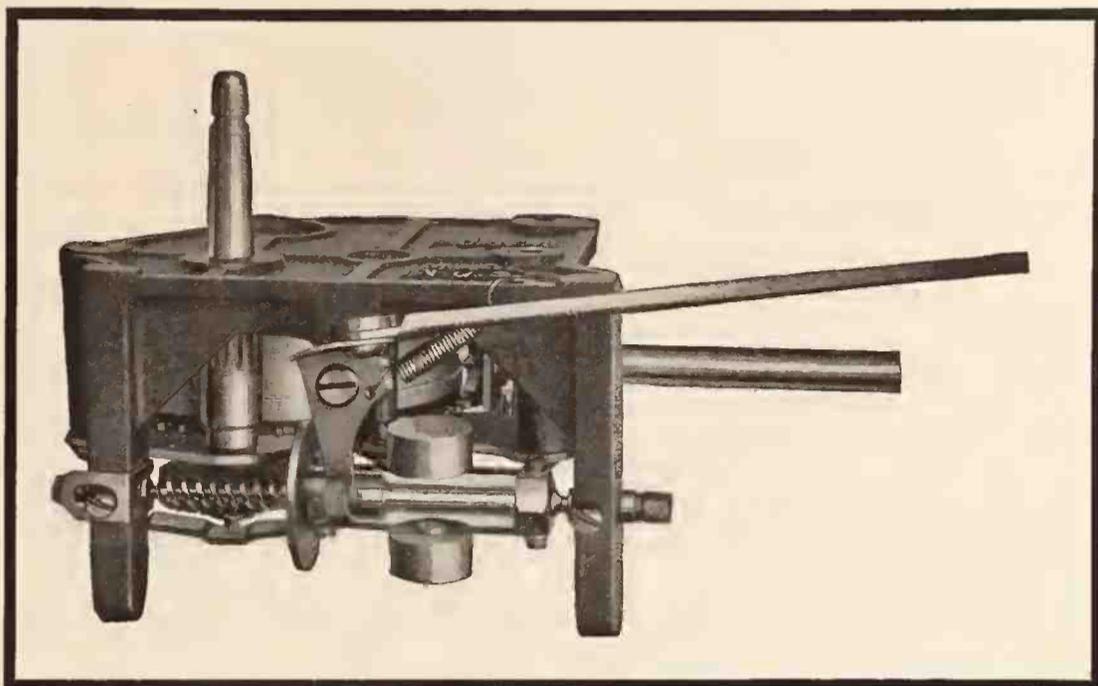
MICA DIAPHRAGMS

For Loud Speakers and Talking Machines
RADIO MICA

American Mica Works

47 West Street

New York



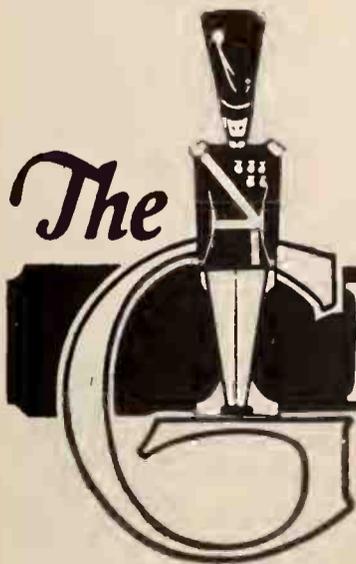
As Silent As a Fine Watch -and As Well Made

JUNIOR Motors are small editions of the famous J Flyer, with the same long life, dependability and freedom from noise that have made the Flyer the most popular and most widely used motor for portables.

The Junior has a frame of cast iron, spring of the finest steel, bearings of everlasting bronze, and specially-cut precision governors and gears. It is rigidly inspected at every stage of manufacture, and *cannot* come to you in a portable unless it is 100% perfect and ready to stand up under long years of hard use.

The greater part of all portables sold are equipped with Junior or Flyer Motors. Dealers insist on these better motors because they have found by experience that portables equipped with them are easier to sell, give greater satisfaction, and assure freedom from returns.

Demand portables powered by Junior or Flyer Motors—and play safe.



GENERAL INDUSTRIES CO.

ELYRIA, OHIO

Formerly named The General Phonograph Mfg. Co.

Makers of Precision Products for a Quarter of a Century

Roy A. Forbes, Merchandise and Sales Manager of Victor Co., Visits Los Angeles

Victor Wholesalers and Retailers Attended Meeting at Which Mr. Forbes and Other Victor Co. Officials Spoke—Demand for Brunswick Models Exceeds Supply—Other News

LOS ANGELES, CAL., May 3.—The visit of Roy A. Forbes, merchandise and sales manager of the Victor Talking Machine Co., to Los Angeles was made the occasion for a gathering of Victor dealers at a dinner meeting with Mr. Forbes as guest of honor; as well as Otto L. May, Pacific Coast and Inter-Mountain States district manager; H. H. Murray, consulting engineer; George E. Morton, Southern California representative, all of the Victor Talking Machine Co., and Philip T. Clay, president of Sherman, Clay & Co. L. E. Fontron, secretary-treasurer of the Martin Music Co., president of the Music Trades Association of Southern California, acted as chairman.

Mr. Forbes spoke for nearly an hour—without notes of any kind—in a very clear, interesting

and illuminating fashion. His chief message was one of assurance of the desire and policy of the management of the Victor Co. to obtain, through the Victor dealers, the wishes and demands of the buying public, to find out, in this way, just what kind and what style of Victor merchandise the people wanted to buy. He declared that, quite naturally, there are different demands in different parts of the country, but the Victor Co. is anxious and willing to try to fill these demands and believed that there was no better way of finding out what they are than through the Victor dealer; President Shumaker interested himself in this regard personally and has spent considerable time on different occasions in Victor dealers' stores. Mr. Forbes emphasized the importance of sales effort in disposing of the lower-priced Victrolas, pointing out the immense number of prospects which exist in this direction, and he pleaded earnestly for additional interest in the record department, which he claimed had profit possibilities that are often neglected.

Practically all of the Victor dealers in Los Angeles were present, in addition to a number of others from Southern California towns near and far.

Demand for Brunswick Models Exceeds Supply

The new Brunswick PR 148 Model has met with instant success. The entire first shipment which reached the local headquarters was sent out immediately and now a large stack of back orders awaits the arrival of future shipments. Salesmen in the various Brunswick departments throughout Los Angeles are very enthusiastic over the sales possibilities of this new model.

Columbia Manager Getting Acquainted

W. H. Lawton, new local manager of the Columbia Phonograph Co., is renewing friendships in the trade, many members of which he has not seen since last year at the Convention. Mr. Lawton has been manager of the Seattle branch for the past six years and previous to that was manager of the Buffalo and Cleveland branches.

Victor Dealers Entertain Grif. Ellis

As a fitting send-off to a six months' leave of absence, the Victor dealers in Los Angeles, together with a number of other friends and associates in business, planned a special dinner and entertainment for Griffith P. Ellis. J. W. Boothe, general manager of the music department of Barker Bros., and Edwin Lester, general sales-manager of the Platt Music Co., acted as toastmasters. Entertainment was furnished through songs given by David Percy.

H. E. Sherman Joins Meyberg Co.

H. E. Sherman, Jr., sales manager of the Illinois Electric Co., has acquired an interest in the Leo J. Meyberg Co., and will take over the management of the Southern California branch at once. "Shorty" Sherman has been with the Illinois Electric Co. for some time and is exceedingly popular with the trade. Elmer Reed, popular city salesman of the Illinois Electric Co., is accompanying his chief to the Leo J. Meyberg Co.

Hold Two-Way Radio Talk

WASHINGTON, D. C., May 5.—Two-way radio telephony was established with an airplane in flight for the first time yesterday, when Assistant Secretary of Commerce for Aeronautics, William P. MacCracken, Jr., talked from his desk with Dr. J. H. Dellinger, of the Board of Standards, aloft over Bolling Field.

M. Gennis, who for a number of years was connected with the music department of Gimbel Bros., New York, as assistant to Mark Max, was recently appointed manager of the Newark, N. J., store of Landay Bros.

Silas E. Pearsall Co., Inc., to Distribute Ortho-sonic

Federal Radio Corp. Announces Completion of Arrangements With Well-known New York Wholesaler to Cover a Large Territory

The Federal Radio Corp., manufacturer of Ortho-sonic receivers, has announced the completion of wholesaling arrangements with the Silas E. Pearsall Co., Inc., New York, one of the most widely known distributors of musical products. A territory embracing New York City, southern New York State, eastern Connecticut, Long Island and northern New Jersey will be served by the Pearsall Co., which will place its major effort behind the distribution of Federal Ortho-sonic radio sets in the metropolitan area. Oscar W. Ray, vice-president and general manager of the Pearsall Co., will have immediate charge of Federal's campaign in New York and vicinity.

The Silas E. Pearsall Co. needs little introduction to anyone connected with the music trade. It made remarkable progress under the late Tom Green, and since his death the business has been capably administered by his widow, Mrs. Lydia M. Green. Officials of the Federal Radio Corp. stated that they felt Federal should be congratulated in forming this connection.

Wirt Co. Enters Radio Field With New Speaker

Manufacturing Facilities of Company Taxed to Meet Quickly Developed Demand Through Established Distributing Organization

PHILADELPHIA, PA., May 6.—The Wirt Co., of this city, nationally known for the past thirty years as the manufacturer of the Dim-a-lite and



Wirt Cone Speaker

other electric lighting appliances, has made an auspicious entry into the radio field with the Wirt cone speaker. Although this company had produced the Wirt radio lightning arrester and the Wirt wall insulator, it remained for the cone speaker to give them national reputation in the radio field almost overnight. The established distributing organization of this company rapidly absorbed the new product, and the almost immediate reorders have kept the large manufacturing facilities of the company busily engaged. It is claimed that a distinguishing feature of the new Wirt cone speaker is its fidelity of tone reproduction, which rightly classifies it as a musical reproducer. It is also claimed that this speaker will take all the voltage necessary, and its remarkable flexibility in the faithful reproduction of tone extremes in both bass and treble. Accordingly, the Wirt Co. is giving particular attention to the great music-radio industry, where a number of music-radio dealers have already taken on the Wirt cone speaker.

The Wirt Co. occupies a large and modern manufacturing plant in the Germantown section of this city, and is well equipped for large production. The speaker is manufactured entirely in this plant. This condition, it is pointed out, not only insures uniformly perfect construction of each unit, but also makes possible an attractive retail price. The executive personnel of the Wirt Co. is as follows: P. H. Stuckey, president; H. J. Thayer, vice-president; C. H. Chandler, secretary and treasurer, and J. C. Kaelber, director of sales.

Now!!

The KENT Attachment
with the
KENTONE
SENSITIZED REPRODUCER



Here is the new KENTONE SENSITIZED REPRODUCER on the Kent attachment No. 1 for playing lateral-cut records on the Edison Disc Phonograph.



The KENTONE Attachment has been a successful and standard product for over twelve years. With the new KENTONE SENSITIZED REPRODUCER these two products in combination now are available at reasonable prices.

Write for catalog of complete line of tone arms and sound boxes

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

1902

1927

OUR
**TWENTY-FIFTH
ANNIVERSARY**

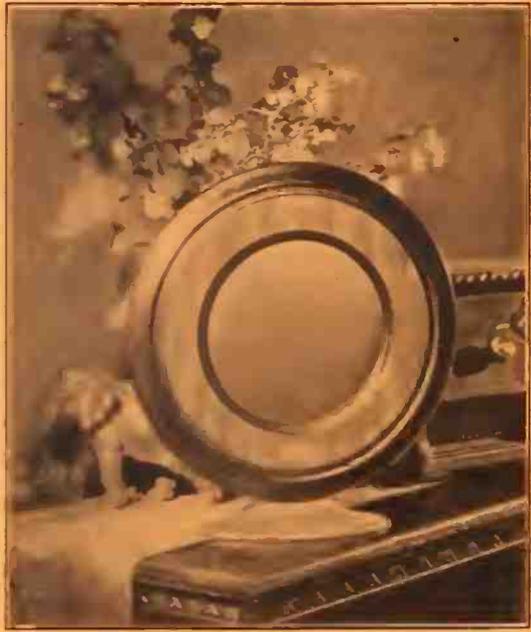
 ON THE OCCASION of the Twenty-fifth Anniversary of the establishment of our business, and on behalf of my associates and myself, I desire to tender our sincere thanks and appreciation to all dealers, manufacturers, employees, and others who have contributed to the steady growth and success we have attained. We hope to retain and add to the good will and prestige of our many friends in the trade and will continue our best efforts toward that end.


President

May the First

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

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



Hearty Congratulations

and best wishes for
continued success

to

J. Newcomb Blackman

and

THE BLACKMAN
Distributing Company, Inc.

*on their silver anniversary
as metropolitan distributors*

THE ROLA COMPANY

Forty-fifth and Hollis Streets
Oakland, California

We are indeed proud that so splendid
an organization is also exclusive metro-
politan distributor for *Rola Cone Speakers*

Congratulations

to

J. NEWCOMB BLACKMAN

(a pioneer of the industry)

on the

**SILVER
JUBILEE**

of the

Blackman Distributing Co.

from



**ULTRA — the standard by
which all reproducers are
judged and valued.**

AUDAK COMPANY

565 FIFTH AVENUE
NEW YORK, N. Y.

*Makers of Acoustical and Electrical
Apparatus for More Than 10 Years*

UTAH

**Extends heartiest congratulations
to J. Newcomb Blackman
and the
Blackman Distributing Co., Inc.
upon the celebration of their silver
anniversary.**

**Twenty-five years of service to an
industry is indeed a tribute to the
policies and strength of any com-
mercial enterprise and UTAH con-
siders it a privilege to be identified
with this successful and progress-
ive distributing organization.**

UTAH RADIO PRODUCTS CO.

1615 S. Michigan Ave., Chicago

Blackman Distributing Co., Inc., Celebrates Twenty-Fifth Anniversary

J. Newcomb Blackman a Pioneer in the Talking Machine Distributing Field—Splendid Record of Progress and Achievement—Congratulations From All Parts of the Country—Foresight Brought Success

THE celebration of a silver anniversary in the commercial world is indeed an accomplishment which may be regarded with pride and gratification, and the telegrams of congratulations received on May 1 by J. Newcomb Blackman, president of the Blackman Distributing Co., Inc., New York, were not only indicative of the company's prestige and standing in the music industry but represented as well a deserved tribute to one of the country's outstanding distributors. The Blackman Distributing Co., Inc., previously known as the Blackman Talking Machine Co., observed on May 1 its twenty-fifth anniversary as a business organization, and from coast to coast letters and wires of felicitation were received. The company enters its twenty-sixth year as a recognized leader not only in the music industry, but as a distributing factor in the radio industry.

J. Newcomb Blackman, head of the Blackman Distributing Co., Inc., has been identified with the music industry for over a quarter of a century, having started in business in 1897 when only seventeen years of age. With unusual foresight he realized that the phonograph would become one of the most popular forms of entertainment in the American home, and although he commenced business in a very small way he soon evidenced a knowledge of merchandising which enabled him to win recognition as a phonograph distributor. In 1899, as secretary of the firm of Barkeley & Kent, one of the earliest Edison distributors in the country, Mr. Blackman secured the Victor franchise as a jobber, and in the year 1902 he organized the Blackman Talking Machine Co.

Over a period of twenty-five years Mr. Blackman has personally sponsored each and every policy of his company, building up an organization which is to-day recognized as one of the most efficient and experienced distributing staffs in the wholesale field. Keeping in close contact with the dealers at all times, Mr. Blackman realized that the foundation for success in the distributing field must be "Dependability" and, with this thought in mind, the phrase "Dependability and Blackman" became a byword in the Victor industry. The dealers' problems were given first consideration at all times, and no detail which might prove of advantage and interest to Victor dealers was overlooked in the conduct of the Blackman business.

Millions of dollars of Victor merchandise have been distributed by the Blackman organization in the past quarter of a century, and the question of service to the dealer has been the paramount factor in the company's tremendous growth and phenomenal success. This success has not been achieved through mere good fortune or opportunity, but through a consistent and incessant study of the Victor industry and the application of the most up-to-date methods of merchandising. Although recognized as one of the best-posted members of the music industry in a broad and general way, Mr. Blackman has won special recognition in the realm of finance and merchandising. A keen student of industrial, financial and economic conditions, he has given his organization and the dealers served by his company the advantage of his exceptional knowledge in these important phases of commercial activity.

In the beginning of 1925 Mr. Blackman advised his organization that the merchandising of radio products in the music industry was becoming not only desirable but essential, and his staff was instructed to make a detailed study of the marketing of radio products as

applied to the music dealer. The results of this study soon convinced Mr. Blackman that his organization could do an excellent job in the merchandising of standard radio lines, and in 1925 a representative group of radio products was added to the company's activities.

The wisdom of this move soon became apparent, for not only did the Blackman organization find an active market for the radio products it represented in the music industry, but dealers in other fields as well recognized in Blackman service a most valuable asset to their merchandising forces. The company's first year as a radio distributor showed a profit, and in 1926 the radio business became such an important part of its sales totals that the company's name was changed to the Blackman Distributing Co., Inc. In addition to Victor and radio products, Pathex home motion picture cameras and projectors were added to the Blackman organization and sales in this department have increased steadily.

Recognizing the tremendous value of specialization in the marketing of standard quality products, Mr. Blackman has organized his company so that the staff of more than 100 people work under ideal conditions, making for efficiency and co-ordination. At the head of each department is a man thoroughly experienced in the particular work for which he was chosen, and the radio division includes ten men who were responsible for adding in 1926 over 1,000 new dealer accounts to the Blackman list. Each member of the executive, sales and service staffs is thoroughly

equipped to give the dealers he is serving practical and worth-while help in all the problems called to his attention.

In the radio field the Blackman Distributing Co., Inc., is functioning as a distributor of Fada and Crosley sets; RCA Radiotrons; Philco and Majestic eliminator products; Eveready batteries, Rola and Utah loud speaker products, Eagle chargers, Brach antenna outfits and similar accessories and the Powerizer. In the Pathex department Eveready flashlights are also merchandised, and in the talking machine department several accessories, including the Ultraphonic sound box, are distributed. The company's prestige and standing as one of the foremost Victor distributors in the country has been enhanced by its success as a radio distributor.

Associated with Mr. Blackman as vice-president and general manager of the company is C. L. Johnston, who for many years has been identified with the marketing of products in the music industry. Mr. Johnston has given Mr. Blackman invaluable support in the furtherance of the policies which have formed the keystone of the Blackman organization. He is at all times in close personal contact with the dealers and is also responsible in a large measure for the service extended by Blackman field representatives. Mr. Johnston is not only recognized as an exceptionally capable sales executive, but his intimate knowledge of office efficiency systems is reflected in the fact that Blackman office routine is considered a working model for wholesale organizations.

Notwithstanding his unceasing activities as a wholesaler, Mr. Blackman has devoted a considerable part of his time to economic problems, and is to-day a member of the executive board of the American Fair Trade League. He also served as president of the National Association of Talking Machine Jobbers for several terms, and has for many years been an active figure in all constructive movements in behalf of the industry.



J. Newcomb Blackman

Wholesale Radio Equipment Co., Buffalo, Now Federal Ortho-sonic Distributor

Trade Association Is Planning Co-operative Campaigns During the Summer Months—Victor Portable Wins Trade Praise—Automatic Is in Demand—Columbia Business Brisk

BUFFALO, N. Y., May 9.—A satisfactory demand is being enjoyed here for talking machines and records. Campaigns are now being developed for launching within the next month or two, whereby radio Summer sales will be materially helped. The Radio Trades Association has under consideration plans that should effect a greater volume of business during the usually slow months. Early indications point to a brisk Summer business in portables.

Victor Portable Wins Trade Praise

Curtis N. Andrews does not believe that the Victor Co. has ever put out a better product for the money than the new portable, retailing at \$40. Dealers, he says, are greatly pleased with the rich appearance and fine tonal quality of these instruments, which will not look out of place on the library table of any living room, where space does not allow for cabinet Victrolas. At the same time, dealers are pleased with their compactness and practicability for travelers who wish to carry their own music. The Automatic Orthophonic has more than come up to expectations here, according to Mr. Andrews. Location of the dealer establishment has had no bearing whatever on his trade acceptance of the Automatic instrument, one east side dealer, who was of the opinion that this machine would not appeal to his trade, having sold twelve from the date of its public introduction on April 4 to the first of May. Other dealers' sales have been in proportion.

Heavy Demand for Automatic Orthophonic

The Buffalo Talking Machine Co. closed an exceptionally busy month on the last day of April, and it is expected this activity will continue throughout the next two or three months, according to Sales Manager M. O. Grinnell. Automatic Victrolas are being shipped out as rapidly as they come into the warehouse, in an effort to supply the needs of the trade.

Radio accessories and sundries are still in good demand, Philco products, Eveready batteries and other accessories selling well. Mr. Grinnell said the house is not yet in a position to announce its new line of radio sets.

Appointed Ortho-sonic Distributor

The Wholesale Radio Equipment Co., 108 Pearl street, became a distributor of Federal Ortho-sonic radio sets on the first of May. This line of radio receiving sets had been, for the past three years, distributed by the Buffalo Talking Machine Co.

Columbia Reports Brisk Business

April was a good Columbia month in the western New York territory, according to E. L. Wallace, manager of the local distributing office. Model 810 Columbia Viva-tonal is in particularly good demand. Portables also are meeting with public approval, and preparations for a good Summer in these instruments are being made by the dealer trade. The Masterworks record sets are meeting a brisk demand in both Buffalo and Rochester. Ethel Leginska's recording of the Rachmaninoff Prelude is said to be surpassing all former sales in piano recordings here. Dealers are featuring this record in displays and demonstrations.

During the week of May 3, Columbia dealers featured window displays in an exploitation of Burkes BeLaes, Hungarian violinist and Columbia artist, who appeared in Buffalo during the week.

Panatrope Radiola in Demand

Denton, Cottier & Daniels are finding a particularly interested trade for the Brunswick Panatrope and Radiola combination, models 138 and 148. According to Don Miller, in charge of the Buffalo Brunswick office, these two instruments also are leading sales in Rochester. Jamestown and northern Pennsylvania are said to be doing a fairly good Brunswick business,

while record sales are greater than they were during March and the early part of April.

News Gleanings

K. A. Berlin, Victor dealer, for a number of years located at 800 Abbott road, has moved to larger and more attractive quarters at Abbott road and South Park avenue.

The Howard-Andrews Music Shop, Jamestown, N. Y., has been adjudged bankrupt by Federal Judge Hazel in Buffalo.

Auditorium Victrola Heard at Indianapolis Exposition

Auditorium Orthophonic Supplies the Music at Home Exposition at Fair Grounds—Panatrope in Demand—Other Trade News

INDIANAPOLIS, IND., May 7.—The majority of local interest centers on the activities of Music Week. Much time and effort have been put forth by the local music dealers' association and plans have been perfected for a program each day of this week. Both piano and talking machine dealers are lending all their resources to make the interest in music reach its peak during the week. During the Home Complete Exposition here at the State Fair Grounds recently the Victor Co. supplied the Auditorium Orthophonic, which created a great deal of interest at the Show. Through the efforts of the local music dealers' association the Auditorium Orthophonic was secured for programs to be given this week.

Through this medium it is possible to attract a great many people, and dealers express the opinion that the advertising value thus secured can not be estimated. The several High School bands and orchestras are featuring noonday programs. Local music dealers are optimistic over the outcome of efforts as put forth and are confident that they will reap great results in additional sales.

C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co., states that he is well pleased with phonograph sales made in April. "In fact," remarked Mr.

Herdman, "our April sales were ahead of the corresponding period of last year. After a slump in February our record business has shown an added impetus and is running ahead of our last year's record." Mr. Herdman is very optimistic over the outlook for future sales in talking machines.

W. J. Baker, manager of the Brunswick Shop, who features the Brunswick Panatrope, reports that April sales are running ahead of March business. Much of the increased business has been due to additional effort put forth. "I have found," states Mr. Baker, "that in order to increase phonograph sales more effort than ever before must be put forth in making closer contact with the customer, selling him upon the merits of the machine which we have to offer."

New Bellphonic Portable Popular With the Trade

The Bellphonic portable phonograph, recently introduced to the trade by the Lifton Mfg. Co., New York, has met with a hearty reception among distributors and dealers, according to Maurice Lifton, who recently returned to his desk from a coast-to-coast trip of seven weeks in the interests of the Bellphonic portable and Koverite products.

In a chat with Maurice and Aaron Lifton, a representative of The World was informed that some of the largest distributors in the country had declared the Bellphonic to be one of the best values in portable phonographs now on the market. The present model lists at \$15 and another model, which will list at \$25, is now being designed by the Lifton organization.

Maurice Lifton, who is a director of the National Musical Inst. Mfrs. Assn., is planning to attend the National Music Industries Convention at Chicago in June.

RCA Chicago Office Expands

New and more commodious quarters on the eighteenth and nineteenth floors of the 100 West Monroe Building have recently been occupied by the Chicago district headquarters of the Radio Corp. of America. Their new home will greatly assist the RCA organization in rendering a higher standard of service in the Middle West, as it is easily accessible to out-of-town wholesalers and dealers as well as to those located in and around Chicago.



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.

AMERICAN FELT COMPANY

211 Congress St., Boston

114 E. 13th St., New York City

325 So. Market Street, Chicago

Metropolitan April Business Benefits From Trade Activities of Previous Month

Profitable Results of Introduction of Automatic Victrola and of Beethoven Week Observance Continue—Mabel Arend With Landay Bros.—E. Boose Is Promoted—Other News

The talking machine and radio business in the Metropolitan section during the month of April could be easily divided into two distinct classes: early April, when periods of slackness were experienced, due mostly to the Lenten season, and following Easter, when a much more consistent and satisfactory volume of talking machine and radio business was the usual rule.

During the month the good effects of several happenings of the previous month were still influencing business. Especially was the demand for the Automatic Orthophonic Victrola a potent factor in keeping up the volume of sales in April. Then, again, Columbia dealers are elated with the very successful results of the series of Beethoven observance concerts in March. The Masterworks series of Columbia records have been selling in a fashion never before approached and there can be no doubt but that the Beethoven anniversary was, to a great extent, responsible. The Okeh electrically recorded discs have also come into their own and with the distributing division of this company it is a question of keeping enough records on hand to supply the demand. The tendency in the demand for radio is toward the higher-priced units.

Columbia Sales Satisfactory

E. W. Guttenberger, manager of the wholesale department of the Columbia Phonograph Co., is well satisfied with sales for the past month. Although sales were slightly smaller than for March, this was expected, and the comparison with last year is wholly in favor of this year. The Columbia and Harmony portables and the Masterworks series of recordings are in especial demand at the present time, excellent sales being enjoyed.

Parnes Discontinues Branch Store

The branch store of Harry Parnes at 368 Livingston street, Brooklyn, N. Y., was recently discontinued following a special removal sale. The remaining stock was moved to the main store at 4509 Thirteenth avenue for disposal.

Mabel Arend With Landay Bros.

Mabel Arend, who for a number of years occupied the post of manager of the talking machine section of Fred. Loeser & Co. department store, Brooklyn, N. Y., is now connected with Landay Bros., headquarters at 1 Park avenue, as assistant to the buyer. Miss Arend is well qualified for her new position, having had a wealth of experience in musical retail fields both here and in the Middle West.

Bloomingdale's Celebrates Anniversary

M. Price, manager of the talking machine section of Bloomingdale's, with a branch in Brooklyn, reports a satisfactory business for the past month. During April this establishment celebrated its fifty-fifth anniversary and special offerings of talking machine and radio merchandise were made, with the result that the sales volume reached a most respectable total.

Stern Bros. Sell Many Automatics

The sale of the Automatic Orthophonic Victrola in Stern Bros.' department store exceeded the expectations of the most optimistic, Miss B. B. Steele, manager of the music section, reports. Another consistent item sold by this store is the Columbia line of Masterworks recordings. These records, added to the Stern Bros. stock during Beethoven Week, have proved so popular and are selling in such a steady fashion that they are now carried as a regular item.

Automatic for Mayor Walker

During the ten days or two weeks following the introduction of the Automatic Orthophonic Victrola the Fifth avenue store of Landay Bros. sold a great many of these instruments, including a sale of two, one of which was

intended for Mayor James Walker. The addition of the Columbia line of Viva-tonal phonographs and New Process records has aided materially in increasing the total of record sales at this store.

E. Boose Is Manager of Landay Hall

E. Boose was appointed manager of Landay Hall, Forty-second street and Sixth avenue, the latter part of last month. Mr. Boose has been connected with the Landay Bros. organization for several years and immediately prior to his appointment was acting as assistant manager of the Landay store on Sixth avenue near Thirty-fourth street. He reports business good with a consistent demand for the Columbia Viva-tonal phonographs and New Process records, which were added to the Landay line last month.

J. F. Brogan on European Trip

J. F. Brogan, manager of the Thirty-fourth street store of the New York Band Instrument Co., sailed on May 12 for an extended vacation in Europe. Mr. Brogan will visit England and Bohemia, but will spend the greater part of his time in Germany. He plans to attend many of the music festivals which will take place during the Summer, including the Strauss festival in Vienna, the Mozart festival at Munich and the Wagner festival at Bayreuth. He will resume his duties about September 1. During Mr. Brogan's absence William Tyler, manager of the main store of the New York Band Instrument Co., on Fourteenth street, will supervise the branch store.

High-Priced Units Selling Well

The Liberty Music Shop, of which A. Hill and B. Kosowitz are proprietors, reports that, although the Lenten season had the effect of causing a slackening in business, this changed with the passing of Easter and a satisfactory period has ensued since. The higher-priced talking machines and radio receivers are in greatest demand at this store.

A. H. Mayers' New Store Busy

The fourth of the A. H. Mayers' chain of music stores, which opened last month on Eighth avenue, is experiencing a most satisfactory business, with talking machine and radio sales about equally divided. Record sales at this establishment are good.

Wissner in New Quarters

The talking machine and piano warerooms of the Wissner Piano Co. moved on May 2 to the next-door building, which was purchased by the company some months ago. A special removal sale, which was most successful, took place last month.

Louis Hyman to Wed

Louis Hyman, manager of the record department of the European Phonograph Co., 158 Avenue A, New York City, will join the ranks of the benedicts on June 7. The future Mrs. Hyman is Miss Esther Packer, of Brooklyn.

In New Home

Wissner & Sons, Inc., talking machine and piano dealers, who have occupied the same quarters at 134 Newark avenue, Jersey City, N. J., for more than twenty years, recently moved to a more advantageous location at 171 Newark avenue. This store is under the management of William A. Lawton, and it has built up a large business in talking machines and musical instruments.

Big Landay Bros. Increase

During the year 1926 the Landay Bros. chain of music stores did a business which almost doubled that of the previous year. Figures in a recent statement showed sales of \$4,617,572.82 for 1926, as against \$2,499,782.04 for 1925.

Peerless Musical Instrument Co. Chartered

The Peerless Musical Instrument Co., Passaic, N. J., was recently incorporated with a capital stock of \$75,000.

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

COLLETTE
That Breezy Frenchy
FOX TROT SONG!
by ABEL BAER & GUS KAHN

"LOVE IS JUST A LITTLE BIT OF HEAVEN"
A Real Lyric and A Beautiful Waltz Melody
by AL BRYAN & ABEL BAER

"JUST WOND'RING"
A Wonderful Waltz Song
by GUS KAHN & GRACE LEBROY KAHN

"OH, WHAT A PAL WAS WHOOZIS"
Yep! That's the title—
A comedy song built for laughs.
by GUS KAHN & JOE BURKE

Oh! The Whippoorwill Sings In The Sycamore!
"JUST THE SAME"
A Happy-Go-Lucky FOX TROT SONG!
by WALTER DONALDSON and JOE BURKE

ZIEGFELD'S MUSICAL
"RIO RITA"
The Songhits Are:
"RIO RITA"
"IF YOU'RE IN LOVE, YOU'LL FOLLOW THE SUN AROUND"
"THE KINKAJOU"
by Joseph McCarthy and Harry Tierney

LEO. FEIST, Inc.
FEIST BLDG.
231-235 W. 40th ST.,
NEW YORK



*"The Speaker
of
The Day"*

Wirt
CONE SPEAKER
\$20

Doesn't need a salesman to sell it
This New York jobber sold himself

—or, perhaps we should say the Wirt Cone Speaker sold itself to this New York jobber. He had heard about the Wirt. We don't know how, when or where. But for many years he had known the Wirt Company and its reputation for high quality merchandise. Anyhow, he said, "Send me a sample speaker." We answered by saying we'd send a salesman with it. His reply was, "No, send the speaker alone." So, of course, we did.

It wasn't long before we got his wire, *not a letter, but a wire*, ordering 24 for each of his several branches. No Wirt salesman has seen him yet, but every one of his branches has repeated from three to eight times. And all that within a period of but a few months.

This wouldn't have happened if the Wirt was "just another among a hundred or more speakers." It couldn't happen to any speaker unless there was some in-

trinsic merit that made it stand out prominently.

This jobber did just what dozens of others—jobbers and dealers—have been doing. He did just what you are invited to do—order one Wirt Cone Speaker—test it out thoroughly in comparison with any or all of the speakers you have in stock.

Pay particular attention to the fine tonal qualities, exceptional clearness and volume—note the absence of blasting when used with powerful sets—examine how well it is made—how favorably it compares in appearance—and remember the retail price is only \$20 with the usual radio discounts.

We will leave it entirely to your judgment to decide whether other jobbers and dealers are right when they say the Wirt is the outstanding speaker of the day.

WIRT COMPANY

5245 Greene Street,
Philadelphia, Pa.

Dealers and Salesmen Attend Victor Salesmanship School in Twin Cities

Record Selling Classes Conducted by Victor Representative—George C. Beckwith Co. Reports Big Orthophonic Demand—Northwest Radio Association to Conduct Ad. Campaign

ST. PAUL AND MINNEAPOLIS, MINN., May 7.—Business for the most part continues fair—nothing to write home about unless you get out and hustle, and some are hustling. Witness Charles C. Hicks, who is manager of the George C. Beckwith Co. He has to hustle to keep enough Orthophonics in stock for importunate dealers. The new Orthophonic 4-40, at \$165, is a big success, while the Credenza, now known as the 8-30, continues to draw a steady demand. The 40-7 is so popular that it is impossible to stock in numbers sufficient to meet the requirements of the trade. While there is great activity in the smaller models, the unit of sale continues to hold up well. Altogether the year is going steadily ahead of last year and the outlook is bright.

On May 3 and 4 the Victor Co. conducted the first of a series of schools for dealers and salespeople. This is a record school, with Miss Madeline M. Davies, from the Camden office; William E. Lewis, district manager of the Victor Talking Machine Co., and W. S. Richardson, assistant district manager, in charge. The sessions were held in the Nicolet Hotel and the instructions were along the lines of selling and merchandising.

The new Automatic Orthophonic is sold out and the coming shipment will not see the warehouse, says Mr. Hicks.

R. C. Coleman, manager of the radio department of the George C. Beckwith Co., has just returned from an extensive trip East, where he visited at Camden, Philadelphia and New York. Mr. Coleman has recently been made assistant sales manager of the Beckwith Co. and has also extended the field of the radio department with a store in Milwaukee. G. K. Purdy, a very able executive, is in charge of the Milwaukee store.

Mr. Coleman went to Chicago May 2, 3 and 4 for the meeting of Mohawk dealers and distributors, where additions to the line will be presented.

The George C. Beckwith Co. has taken on the Bell & Howell line of motion picture cameras and projectors. The company will operate as sales agent for the Bell & Howell products in Minnesota, North and South

Dakota, Nebraska, Iowa and part of Montana and Wyoming.

J. Lester Davies, representative of the Brunswick Co. in southern Minnesota and South Dakota, has been very ill, but is now back in his territory.

Local Brunswick dealers are looking forward with interest to the visit of Ben Bernie and his orchestra on May 14.

Herbert Peterson, for over ten years with the Beckwith Co. in charge of records, has taken up the duties of road salesman with the Majestic Music Shop.

The Brunswick Panatrop records of the Eucharistic Congress continue to be a feature of the Eucharistic film now being shown throughout the Northwest.

The Metropolitan Music Co. is in the midst of its annual pre-inventory sale.

Stieff Piano Co. and Howell Bros., Richmond Dealers, Add Brunswick Line

Leading Music Houses Representing Brunswick Co.—James Cowan Co. Is Distributing Gennett Records in Several States—Victor Dealers Profit from Appearance of Talley

RICHMOND, VA., May 6.—The Brunswick Co., which had been without representation here for a year or more, is now being represented by the Stieff Piano Co. at 414 East Grace street, and Howell Bros., 602 East Broad street. Joseph H. Steinbrecher, Jr., manager of the retail department of the Corley Co., Victor representative, after being with that firm for thirteen years, resigned recently to assume charge of the new phonograph department at Stieff's, in which the Brunswick lines will be handled exclusively. The formal opening was held May 2.

In taking on the Brunswick line Howell Bros. are also embarking upon a new adventure. This firm has been handling radio since 1918, being a pioneer here in this line. Not until recently did it decide to widen the scope of its activities by installing a phonograph department. The two departments are being operated jointly in the basement of its store and are under the

C. E. Mansfield, of the Kurtzmann Piano Co., was a recent visitor to the metropolitan offices.

R. O. Foster, head of the firm of Foster & Waldo, just returned from his first vacation in fourteen years, which was spent for the most part in Pas Christian, with visits to New Orleans and more Northern points on the way back. Mr. Foster says that business conditions in the territory visited seem very much like those which obtain here.

At least 100 members of the Northwest Radio Trade Association are planning to make the trip to Chicago on June 13 to attend the Federated Radio Trade Convention and the R. M. A. Trade Show, which will be held at the Stevens Hotel. The Northwest group intends to travel by the Blackhawk special on the Burlington.

Plans are well under way by the Northwest Association to carry on an extensive advertising campaign in the press and farm papers during May, June and July—the usual "dull" months in radio. The Association expects to spend about \$5,000 on the campaign. That radio sets are and can be used to pleasurable advantage in the Summer months is the idea on which the campaign is based.

direction of Robin A. Frayser, who is well known in the local trade.

The James Cowan Co. is now wholesaling the Starr line with Gennett records in Virginia and several contiguous States and reports that it has opened a number of new accounts in this territory since taking on the line. John H. Cowan, son of the head of the firm, who has been traveling for Goldberg Bros. for the past year or more, has returned to Cowan's, and is now on the road pushing the Starr products. He was with the firm for a time before going with Goldberg Bros. This jobbing house, which also distributes the Berg Artone line, reports that portable business is opening up extra fine this Spring. The firm announces the addition of Morris Wilfson to its road staff. He will cover Maryland and the District of Columbia.

Manly B. Ramos, handling Sonora and Pathophonic lines, is planning to take on another record line, in addition to those already handled, but is not yet ready to announce the name of it.

The Columbia Furniture Co., which handles both radio and talking machines, has bought out the Southern Furniture Co. and is now closing out the entire stock of that firm, including a line of Victor machines and records. The Columbia also retails Victor products.

The recent appearance of Marion Talley here has greatly stimulated Victor record sales, according to dealers. Miss Talley sang to an immense house in the City Auditorium and was enthusiastically received.

As a rule, dealers in this territory find collections a bit below normal for this season, but business as a whole is reported to be keeping well abreast of the volume a year ago.

John J. Foy Is Ad. Manager of the Polymet Mfg. Corp.

John J. Foy has been appointed advertising and publicity manager of the Polymet Mfg. Corp., manufacturer of radio parts and accessories. Mr. Foy will make his headquarters at the main offices of the company in New York. He has had considerable experience in the radio field, and recently was with the Dubilier Condenser Corp. The rapid growth of the Polymet Corp. made necessary an enlargement of the organization's advertising and publicity plans, according to officials.

ANDREW P. FRANGIPANE

Announces

that he will be at the Music Convention in Chicago during the week beginning June 6, with new samples of . . .

Tone Arms and Reproducers

with headquarters at Hotel Stevens.
You are invited to see the new line

Andrew P. Frangipane Sales Co.

32 Union Square

New York City

Why should you work in the dark?

The more you know* about what others are doing when it has a bearing on what you are doing, the more intelligently — and resultfully — you can "carry on" yourself.

How about the marketing operations of your radio manufacturers? Do you, as a retailer or wholesale distributor, know what they are doing? Are you being kept posted? Are you getting announcements of new merchandise? — before a set time each season? — in advance of the public? Do you get this information in time to co-operate effectively? Or are you working in the dark?

No marketing organization without full knowledge of these things is ever capable of intelligent, whole-hearted, resultful co-operation. Realizing this, Federal announces to the trade all new merchandise before the public has note of



*The Sign of the
Designated Federal Retailer*

it. No radio manufacturing plant in America is in closer touch with its wholesale and retail outlets than Federal. No co-operative efforts on the part of the trade are inspired by a more intelligent

understanding, cemented by a stronger bond of sympathy. The contact between factory, wholesaler and retailer is complete.

Hence loyalty is the keynote of Federal operation. It ranks high throughout the entire Federal marketing organization. Hence sales efforts are more lucrative, enthusiasm is keener, a constantly increasing number of the highest class retailers and wholesalers in the field is being attracted to the Federal standard.

Why should you work in the dark? Get in touch with your Federal Wholesaler at once. If you do not know whom to write, write us.

*Our line will be displayed
at the R.M.A. Trade Show,
Stevens Hotel, Chicago,
Illinois, June 13-18, 1927*

FEDERAL RADIO CORPORATION, Buffalo, N. Y.

(Division of Federal Telephone and Telegraph Co.)
Operating Broadcast Station WGR at Buffalo

ORTHO-SONIC*

Reg. U. S. Pat. Off.

Federal Radio

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

New York State Music Merchants Organize

New York State Music Merchants' Association Formed at Special Convention Held in Syracuse on April 26-27—S.H. Morecroft, President

SYRACUSE, N. Y., April 30.—The New York State Music Merchants' Association, made up of music dealers in practically every section of the Empire State, was organized in this city on Tuesday and Wednesday of this week at a convention held in the Hotel Syracuse. The new organization will become affiliated with the National Association of Music Merchants, application for membership in the national body having already been made.

Representatives of the New York Piano Merchants' Association, of New York City, and of the Talking Machine and Radio Men, Inc., also of New York City, took part in the convention, the latter organization being represented by L. J. Rooney, one of its vice-presidents.

The officers of the new Association are S. H. Morecroft, Syracuse, president; John J. Glynn, New York, first vice-president; B. E. Neal, Buffalo, second vice-president; Glenn L. Chesbro, Syracuse, secretary, and William H. Levis, Rochester, treasurer.

David Sarnoff Refutes Wells on Radio's Service

Radio Corp. Official Gives Vigorous Reply to Statement of British Author That Radio Is Declining in the Public's Interest

SYRACUSE, N. Y., May 7.—Radio is now setting out for new fields to conquer, and is far from being a very limited service declining in public interest, as charged by H. G. Wells, the famous British writer and publicist, according to David Sarnoff, vice-president and general manager of the Radio Corp. of America, in an address delivered recently before the faculty and students of Syracuse University. Mr. Sarnoff replied vigorously to the recent widely published article by Mr. Wells, in which the latter attacked broadcasting as an art of little consequence to civilization.

"It is difficult to understand how a brilliant mind who could foresee so many modern inventions could have reached such extraordinary conclusions about radio," Mr. Sarnoff said. "The fundamental basis of broadcasting is service to the many, not to the few. Its cultural and educational influence is constantly increasing.

We in the industry who for years have watched the ceaseless flow of correspondence from the American public know that the requests are more and more for programs of the higher type, and there is ample evidence of the fact that these are being met."

Mr. Sarnoff said that radio is now developing in the direction of technical progress, development of network broadcasting stations, synchronization of sound and sight, and facsimile transmission. He pointed out that the greater service of radio is still before it, and predicted a broadcasting service that will eventually bring London, Paris or Berlin to millions of American homes.

Western Federal Jobbers Sponsor Dealer Conventions

Meetings Held to Announce Changes in the Federal Ortho-sonic Radio Line and to Establish Contact With the Retail Trade

Designated retailers of Federal Ortho-sonic radio in the West have been engaged during the past two weeks in the annual "friendship" conventions conducted by Federal wholesalers and the Federal Radio Corp. The main purposes of these meetings are to announce recent improvements and changes in product and policy, and, even more, to establish a friendly contact between the Federal Corp. and its retailer organization. This is a custom which has proved itself in an increased loyalty among the retailers.

Recent meetings have been held in Dallas, under the direction of the Electric Appliance Co.; in Omaha, with the Paxton & Gallagher Co.; in Kansas City, with the Harbison Mfg. Co. as hosts, and in Yankton, where the Dakota Apparatus Co. entertained a splendid gathering of retail merchants.

The Yankton affair, which was typical of these Federal meetings, began with a sixty-plate luncheon at which Mrs. "Polly" Brecht, wife of one of the leading Federal retailers in the Dakotas, played the part of hostess to perfection. Afterward, with E. C. Madson, of the Dakota Radio Apparatus Co., as chairman, Federal's sales and advertising program was given by K. E. Reed, special representative. Engineering and service were the subjects next covered by K. L. Henderson, of the Federal engineering department. Members of the Dakota Radio Apparatus Co. explained the functions of the radio wholesaler and gave a most interesting discussion of the new radio law and its significance.

New Portable Victrola to Be on Market in June

Portable Talking Machine, No. 2-30 Is Inexpensively Priced and Contains Many Desirable Features—Attractive in Appearance

The Victor Talking Machine Co., in anticipation of a busy season for portables, will place on the market the early part of next month a new portable Victrola, No. 2-30, which is listed at \$25 and which contains remarkable features for an instrument so inexpensively priced. The portable is finished with a black crackle on the exterior and brilliant red mandarin on the inside. It is seven and three-quarters inches high, eleven and three-quarters inches wide, fourteen inches deep and weighs seventeen pounds. It is equipped with a Victor No. 4 sound box and a long-running spring motor which can be wound while playing. It has a carrying capacity of six ten-inch records and contains a non-spilling type needle container. The model 2-30 plays all ten or twelve-inch size records.

Magnavox Tubes Welded Instead of Soldered

OAKLAND, CAL., May 5.—The improved method of tube manufacture developed by the Magnavox Co. has won high praise from dealers and the general public throughout the country. In Magnavox tubes, by the substitution of substantial welds for all uncertain unsoldered connections, the opportunity for generation of noises has been greatly reduced.

The Magnavox method of tube construction is unique in that a cold weld is used to secure the base contact wires in their prongs. The advantages are a clean, permanent connection which permits easy exchange of tubes in their sockets and unvarying performance of each and every tube. The welding at the end of the prongs is done in a novel manner. When the wires are drawn through the hollow prongs and cut off at the end the prongs are inserted in a machine which, through enormous pressure, forces some of the metal near the end of each prong to flow about the wire, thus welding it.

A Mid-western sales conference of Fada radio dealers and jobbers will be held during the radio trade show in Chicago the week of June 13 to 16, according to R. P. Van Zile, manager of the Fada branch at Chicago. The meetings will be held at the local Fada showrooms.



Phonographs and Radio Cabinets

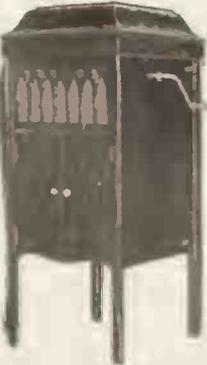
STYLE 21
Genuine Mahogany or Walnut only.



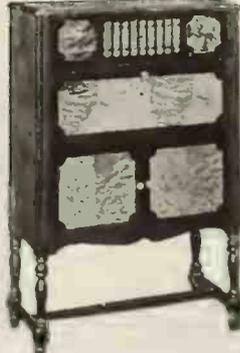
STYLE 17
Genuine Mahogany or Walnut Phonograph only



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



STYLE 85—RADIO CONSOLE
Accepts Panels Up to 8x26 Inches.



STYLE 2
Gum Mahogany, Golden or Fumed Oak.



STYLE 1
Gum Mahogany, Golden or Fumed Oak.

Excel Phonograph Manufacturing Company

402-414 West Erie St., Chicago, Illinois

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

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

Farrand Speaker

Recognized as *the Standard*
....by the ears of the Public.
Recognized as *the Staple*....
in the eyes of the Dealer.



FARRAND MFG. CO., INC. · LONG ISLAND CITY, N. Y.

Tie-ups With Appearances of Recording Artists Benefit the Pittsburgh Trade

Victor, Brunswick and Columbia Recording Stars Appear in Local Theatres and Dealers Co-operated—J. H. Phillips Moves to New Home—Music Association Changes Name

PITTSBURGH, PA., May 9.—Phonograph and record sales for the past month showed a slight increase over the preceding month, due to the fact that talking machine dealers took advantage of a number of tie-ups that were offered in the way of popular attractions at local theatres, such as Victor, Brunswick and Columbia record stars and orchestras. The Paul Specht Orchestra made a hit at the Grand Theatre here and a number of dealers staged tie-ups.

The local demand for the Brunswick Panatropes and the Orthophonic Victrola is good. Victor and Brunswick dealers "cashed in" on the two instruments to their entire satisfaction during the past month. The larger stores, such as Kaufmann's, the Kaufmann & Baer Co., Boggs & Buhl, Rosenbaum Co., C. C. Mellor Co. and the S. Hamilton Co., had daily demonstrations of the new Automatic Orthophonic Victrola and entertained hundreds of persons.

J. H. Phillips in New Home

J. H. Phillips, one of the veteran Victor dealers of the Steel City, has just opened his newly enlarged Victor and radio shop. The opening took place late in April and also marked the twenty-fifth anniversary of Mr. Phillips' entry into business. Four nights of the week were devoted to special events, at which souvenirs and costly prizes were awarded to visitors. One of the features was the playing of twelve Victor records on the new Automatic Orthophonic Victrola.

Exhibit Talking Machines

Talking machines and records were featured in attractive displays made by the G. W. P. Jones Music Co. and Ben Reynolds & Co., music merchants of Washington, Pa., at the exposition sponsored in that city under the auspices of the local American Legion Post.

Change Name of Association

At a meeting of music merchants—talking machine and radio dealers from a number of towns in western Pennsylvania—held in the Hotel Henry, Pittsburgh, on Monday evening, May 2, under the auspices of the Piano Merchants' Association of Pittsburgh, all of the out-of-town dealers were guests at dinner of the Pittsburgh Association. Arthur W. Armbruster presided and welcomed the merchants. After an interesting address by Wm. C. Hamilton, president of the S. Hamilton Co., Victor dealer, there was a general discussion and it was unanimously voted to change the name of the Association so as to make it wider in its scope. The name selected, at the instance of Mr. Hamilton and Theodore Hoffmann, of the J. M. Hoffmann Co., Brunswick dealer, was "The Western Chapter of the Pennsylvania Music Merchants' Association." This will take in all music dealers, talking machine and radio merchants and dealers in musical merchandise within a radius of 100 miles of the Steel City. In order to couple up with the State and National Associations, a uniform membership fee was agreed on. Burt Hengveld was named chairman of the membership committee and a campaign is planned.

Plan Good Will Tour

Joseph C. Roush, president of the Standard Talking Machine Co., Victor distributor, is one of the leading factors in the annual Good Will Tour of the Pittsburgh Chamber of Commerce that is to make a trip to fourteen cities and towns in eastern Ohio in a few weeks. The tourists, all business men representing the leading firms in the city, will utilize a special train for five days and carry the "gospel of business good will" to their clients in eastern Ohio.

Radio Council Elects

The Radio Council of the Pittsburgh Chamber of Commerce elected nine members to the executive board, as follows: A. A. Buehn, G.

Brown Hill, J. M. Froelich, E. A. Hamburg, L. C. LeVoie, C. S. Rankin, George H. Rewbridge, Wallace Russell and W. A. Bittner. The board will elect a chairman and vice-chairman later. The annual reports of the various committees for the past fiscal year indicated that much good had been accomplished by the Radio Council.

Important Legislation Fails to Pass

The bill favored by the talking machine and radio merchants of the State, providing for the exemption of these two instruments from levying by landlords where the tenant is in arrears for his rent, failed to pass the law-making body of the State. The bill passed first and second readings and on third reading

failed, due to lack of a constitutional majority.

The bill that would have given landlords the right to seize any musical instrument in a house where the tenant was in arrears for rent, whether hired, leased or sold on a conditional sale, also failed to pass.

Acquires Tone Chamber Division of Borkman Corp.

A recent trade announcement by the Borkman Radio Corp., Salt Lake City, stated that firm is no longer concerned in the manufacture of tone chambers. That particular part of the business, formerly known as the Tone Chamber Division, has been acquired by the Acoustical Development Corp., with offices located at 230 East Ohio street, Chicago. The Borkman Radio Corp. has seen fit to discontinue the Tone Chamber Division in order that its attention may be centered on the manufacture of loud speaker units.

Mikiphone

"VADASZ" SYSTEM

The Pocket Phonograph That Startled All Europe



Playing

Plays 10" Records Perfectly

Music-mad America is losing no time in outdoing Mikiphone's European success.

Equipped with a marvelous motor, heavily nickel-plated, durable in construction, handsome in appearance.

Your profits commence the minute you display it, for the ingenious Mikiphone draws crowds instantly.

Retails for \$15—liberal jobber and dealer discounts. Sample \$9—write today.

Be among the successful dealers who will cash in on the summertime demand for Mikiphone, the smallest phonograph in the world.

Nothing sells so fast as the unusual—provided it is useful and practical.

Think of it! Here at last is a pocket-size phonograph (only 4¼" in diameter by 1¾" high, weighs only 2¾ lbs.) that plays 10" records with the same clearness and quality of tone as the best large-sized machine.

The hundreds and thousands of vacationists who want a portable phonograph during the coming season have only to see and hear the Mikiphone—and they are sold, for there is nothing to approach it.

The Mikiphone is a product of Swiss Craftsmanship, the standard of the world for appearance, precision and durability.

A Jazz Band in Your Pocket



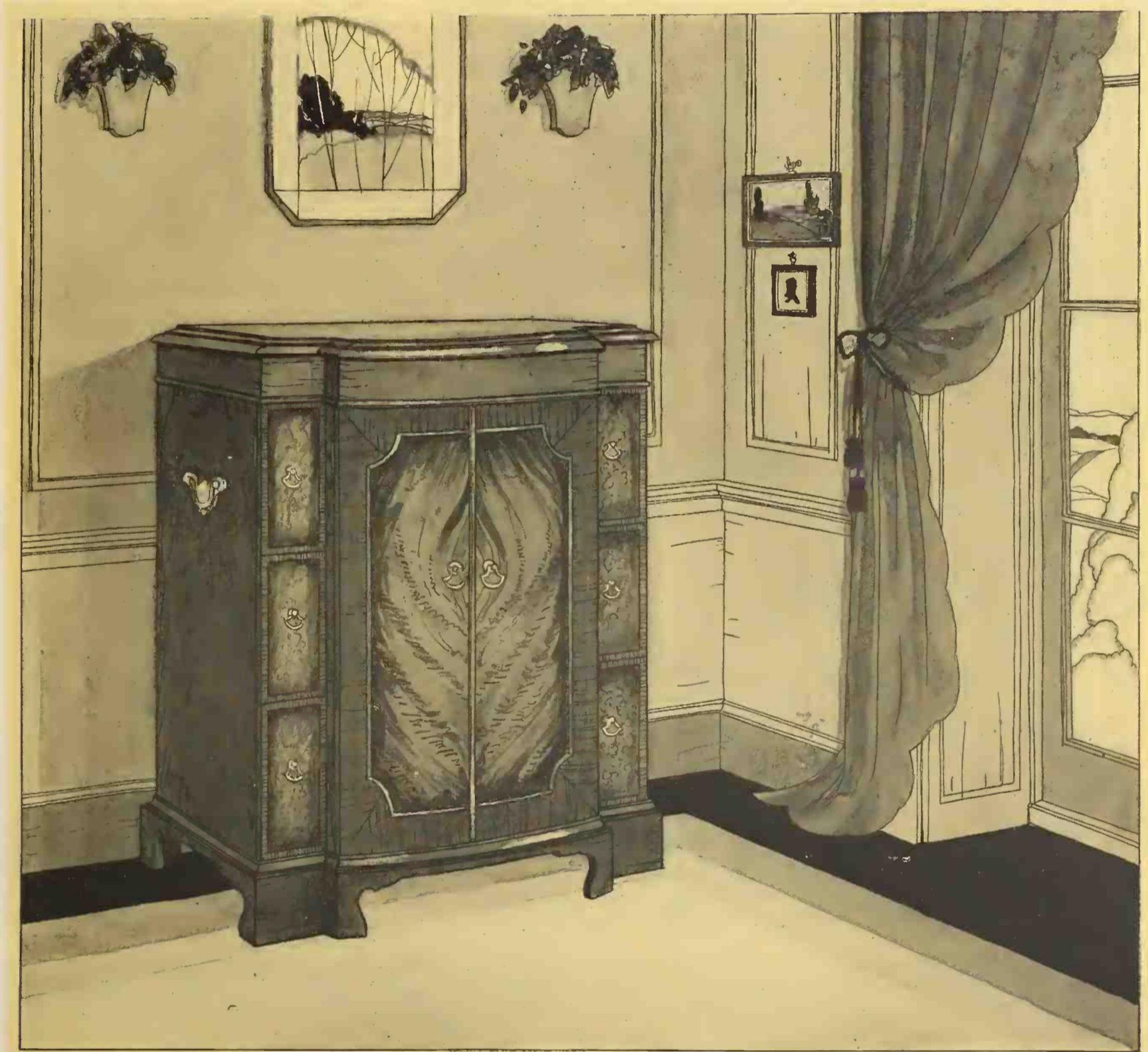
Closed

MIKIPHONE, S. A. Inc.

44 WHITEHALL STREET

NEW YORK, N. Y.

The Tonalic SONORA

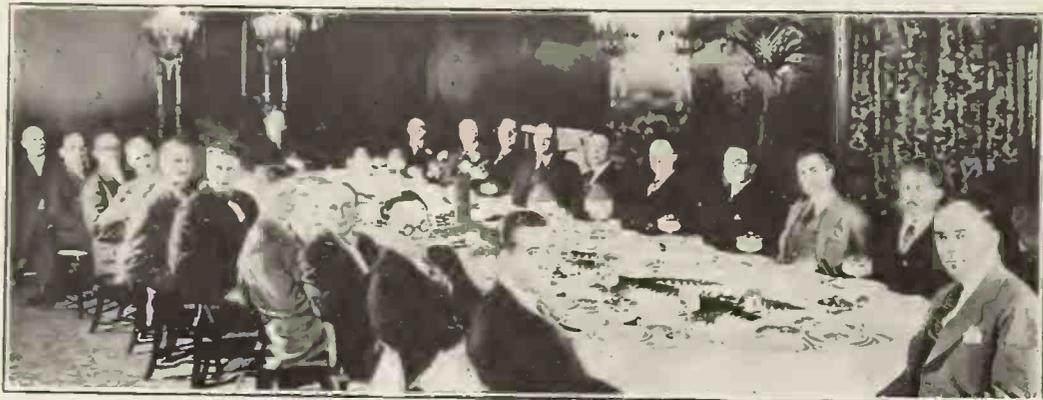


The new Sonora models deserve their title of "the highest grade talking machines in the world". This model "The Philharmonic", designed by Richardson, combines the most handsome case ever made with all the beauties of tone the Tonalic principle implies. Retail \$315. Electric Motor \$350

Interesting Events of the Trade in Pictures



Above: Small motor trucks, bodies of which are designed to resemble Freshman Masterpiece receivers, are used by junior servicemen of the Chas. Freshman Co.



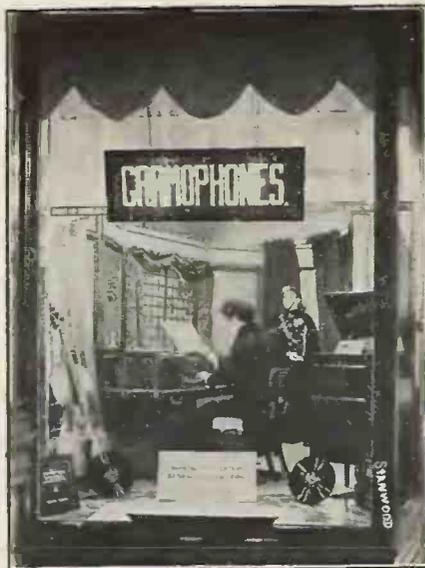
Above: A dinner at the Hotel Commodore, New York, closed the six-day annual conference of the merchandising division of Federal Brandes, Inc., manufacturer of Kolster receivers and Brandes speakers. District representatives from all over the country attended the business sessions. D. S. Spector, general manager, was toastmaster and introduced Ellery W. Stone, president; Frederick Dietrich, vice-president; M. C. Rypinski, vice-president, and Dr. F. A. Kolster, chief engineer



Above: Constance Mering, featured in "Rio Rita," Columbia artist, also makes Duo-Art rolls and frequently appears before the mike at Station WJZ



Left: Window display of Bristol Piano Co., Ltd., of Auckland, New Zealand, featuring "His Master's Voice" artists, awarded second prize in competition



Above: An interesting example of the manner in which dealers in England co-operated with the observance of Beethoven week during March

Right: J. P. Rainbault, well-known talking machine and radio executive who was recently appointed sales agent for the Magnavox Co.

Right: Mayor George E. Cryer, of Los Angeles, left, receiving an Atwater Kent No. 32 from R. E. Smiley, assistant sales manager of Atwater Kent Mfg. Co. In center are Thomas and L. M. Willis



Above: Chicago Federal Orthosonic dealers at banquet sponsored by the Harry Alter Co. Federal distributor



Now a Victor Portable at \$25

Precisely at the psychological moment, when the June selling season for portable phonographs begins, the Victor Company has announced for delivery a \$25 Portable Victrola — just what the entire trade and public have been waiting for.

24,000,000 homes, 18,000,000 passenger automobiles—26,000,000 families—are the field that stretches ahead of this splendid new popular-priced instrument, the first strictly outdoor Victrola that has ever been put out at this easy figure.

Prepare your stock and sales am-

munition immediately for the Victrola No. 2-30, Mr. Victor Dealer. It represents value such as never before has been put before the trade at \$25. It features the new and improved Victor No. 4 sound-box, carrying capacity for 6 ten-inch records and a brilliant red lacquered interior. Remember that good things come in small packages and this is one of them.

Let's make it a Portable Victrola summer, with both the new \$25 instrument and the 1927 model \$40 Portable (Victrola No. 2-60) going merrily wherever America whiles away the travel and vacation hours!

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

electric

\$ **160**
LIST PRICE

Sleeper Again Scores in Adding Electric Op- eration To Proven Popular 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. No chemicals, chargers, or extra accessory devices of any sort.
3. Nothing extra to buy except tubes and loud speaker.
4. Works direct from 90-125 volt 60 cycle alternating current.
5. Covers full range of voice and instrumental frequencies with rich true quality.
6. Uses two standard 216-B rectifier tubes, giving big reserve capacity.
7. Develops 180 volts for 171 power tube further insuring remarkable tone and volume.
8. Only standard tubes used universally available.
9. Simple two-control tuning.
10. Calibrated wave length scales.
11. Reduction vernier condenser drives.
12. Duco style two-toned brown mahogany cabinet finish.
13. Non-microphonic—cushioned detector socket.
14. Non-oscillating.
15. Fully guaranteed.

Scout, Model 64, 35 inches long, 11 inches high, 11 inches wide.
Shipping weight 62 pounds.
Price \$160 without tubes.

Serenader, Model 65, with built-in Amplion loud speaker; 35 inches long, 16 inches high, 11 inches wide.
Shipping weight 70 pounds.

Price \$175. Prices f. o. h. Long Island City

Chassis Width 22 3/4 inches. Height 8 1/2 inches. Depth 12 inches.
Dealers' Price \$88.80.

All models also furnished for direct current operation when specified.

SILAS E. PEARSALL COMPANY
WHOLESALE DISTRIBUTORS ONLY
INC.
10 EAST THIRTY NINTH STREET
NEW YORK

April 18th, 1927.

Sleeper Radio Corporation
Long Island City, N. Y.
Gentlemen:-

In reply to your letter of the 13th, we have opened fifty-five dealers with the Sleeper Electric Scout and to date have had no service calls.

The dealers are very pleased to be able to secure the separate chassis. Thanking you for your co-operation, we are

Sincerely,

SILAS E. PEARSALL COMPANY, INC.
L. M. Green
PRESIDENT.

INC. 8

WHOLESALE RADIO EQUIPMENT ONLY

Challenging every tradition of radio sales at this time of the year is this record of fifty-five new dealers opened since the Electric Scout's Metropolitan presentation on March 9th.

Here is evidence of the waiting unsatisfied demand for a true electric set at a popular price.

Also available as chassis only for special console installation.

Write your Jobber or direct to

Sleeper

SLEEPER RADIO & MFG. CORPORATION

GORDON C. SLEEPER, *President*

461 Washington Ave.,

Long Island City

"Electric not Electrified"

Stewart Battery Co. Launches Publicity and Sales Drive

Products of This Company Being Brought to Attention of Big Army of Buyers Throughout the Country—To Be Shown at R. M. A. Show

An extensive advertising and sales promotion campaign in the music-radio field is being launched this month by the Stewart Battery Co., of this city. The Stewart organization, which has been engaging in the manufacture of storage batteries for several years, has taken an active part in the development of both "A" and "B" socket power units for radio use. The company has enjoyed a phenomenal growth in the last three years and is to-day considered one of the more prominent manufacturers of socket power units and batteries in the radio industry.

The Stewart Battery Co. is headed by E. J. Stewart, president; E. S. Fisher, vice-president in charge of sales; P. V. Galvin, vice-president in charge of production, and H. L. Hochschild, secretary and treasurer.

Recently the sales promotion department of the Stewart Battery Co. mailed to the trade an attractive three-color folder, illustrating and describing the complete line of socket power units manufactured by the firm. The latest Stewart product is the Electric "A," an "A" battery eliminator containing no battery, tubes, acids or liquids. Both "A" and "B" power are controlled automatically from the radio set switch, and since it is small and compact the unit fits all console set compartments.

Other products in the Stewart line are the electric "A-B," a combination of the Stewart Electric "A" with the Stewart "B" into one compact unit controlled automatically from the radio set switch. The Stewart "B," which uses the Raytheon tube, is also furnished as a separate unit. The Stewart Super "A" is a 2½-ampere automatic charger of the dry solid rectifier type combined with a heavy-duty Stewart battery, which automatically restores the exact amount of current used and starts charging the moment the radio set switch is turned off. The Stewart Duo-Rate "A" unit is a combination of a heavy-duty Stewart battery and a Tu-Rate charger combined into one "A" socket power unit. It is equipped with an automatic relay and a "B" receptacle to control both "A" and "B" power from the radio set switch.

The firm also produces a charger known as the Stewart Hi-Rate automatic "A" charger, as well as the Stewart Power Controller which transforms an "A" battery and a high-rate charger combination into an automatic light socket power unit controlled from radio set switch, and the Stewart Automatic Radio Power Switch, which operates any trickle charger-battery combination and "B" power unit. As a valuable sales aid to the distributors and dealers who handle Stewart socket power units, the firm will launch a national advertising campaign in the near future. Full-page advertisements will appear in the Saturday Evening Post, American, Liberty, Popular Science Monthly, Radio News and the Citizens' Radio Call Book. The dealers may capitalize upon this advertising by using sales-producing displays and direct mail material which will be furnished by the Stewart Battery Co. The Stewart products will be exhibited at the RMA Trade Show at the Hotel Stevens, Chicago, in June.

La Forte Music Co. Opens

MONESSEN, PA., May 6.—The American Talking Machine Co., of which Tom S. LaForte is proprietor, plans another store at 470 Donner avenue, to be known as the LaForte Music Co.

Price of Cromwell Electrola Is Reduced Materially

Victor Co. Announces Credit Allowance Plan to Dealers—Parts to Improve Reproduction and Obviate Service Being Supplied

An important reduction in list price on the Cromwell model Electrola was announced the early part of this month by the Victor Talking Machine Co. This instrument, which formerly listed at \$450, is now selling for \$250. Dealers will receive a list-price credit of \$200 for every Cromwell model reported in stock in the inventory of April 9, 1927, to be applied on the purchase of another of the same model.

Another announcement regarding the same instrument has also been made. Soon after the introduction of the Cromwell Electrola it developed that it was very sensitive to high-line voltage and while it gave complete satisfaction at its normal rating of 110 volts, conditions developed at 120 volts and higher that required excessive service. To obviate this service, a resistance which can be easily introduced is being supplied dealers together with a "Fuzz Filter" which is easily installed and which materially improves reproduction. Both of these parts will be supplied dealers without charge.

Annual A. K. Convention to Be Held on May 17

A few days after this issue goes to press, on May 17, to be exact, the Atwater Kent family of executives and distributors will be gathered in annual convention at Atlantic City. The Ambassador Hotel has been selected as the gathering place and a heavy attendance is looked for as usual. In addition to a complete schedule of important business sessions, many entertainment features are planned. This year's convention, it is expected, will probably last through the entire week.

Latest Summary of Exports and Imports of "Talkers"

Figures on Exports and Imports of Talking Machines and Records for March—General Increase Over Year Previous

WASHINGTON, D. C., May 7.—In the summary of exports and imports of the commerce of the United States for the month of March, 1927, the following are the figures bearing on talking machines and records:

The dutiable imports of talking machines and parts during March, 1927, amount in value to \$40,256, as compared with \$39,429 worth which were imported during the same period of 1926. The three months' total ended March, 1927, showed importations, valued at \$144,676; in the same period of 1926, \$93,654, a very substantial increase.

Talking machines to the number of 11,001 valued at \$366,828 were exported in March, 1927, as compared with 5,909 talking machines, valued at \$182,830, sent abroad in the same period of 1926. The three months' total showed that we exported 31,044 talking machines, valued at \$1,080,863, as against 19,537 talking machines, valued at \$512,366, in 1926.

The total exports of records and supplies for March, 1927, were valued at \$253,009, as compared with \$211,465 in March, 1926. The three months ending March, 1927, show records and accessories exported valued at \$633,984, as compared with \$471,049 in 1926.

The countries to which these machines were sent during March and their values were as follows: Europe, \$14,877; Canada, \$20,867; Central America, \$14,551; Mexico, \$23,221; Cuba, \$20,300; Argentina, \$22,812; Chile, \$25,343; Colombia, \$51,023; Peru, \$6,423; other South America, \$46,845; China, Hongkong and Kwantung, \$13,095; Philippine Islands, \$32,049; Australia, \$39,909; New Zealand, \$7,917; other countries, \$27,596.

UDELL Radio Cabinets and Tables

will be displayed in

Room 557

on the fifth floor of

The Stevens Hotel, Chicago

during the convention of

The Radio Manufacturers Assn.

From

June 13th to June 17th

*The display will be complete and
attractive and well worth a visit.*

THE UDELL WORKS, Inc.

28th at Barnes Avenue

Indianapolis, Ind.

Major James E. Hahn Made President of Amrad Corp.

New President Announces Discontinuance of Low-Priced Receivers—New Amrad Line Will Include Six, Seven and Eight-Tube Sets

BOSTON, Mass., May 6.—The reorganization of the Amrad Corp., of this city, in which Powel Crosley, Jr., president of the Crosley Radio



Major James E. Hahn

Corp., is interested, has just been announced.

Major James E. Hahn, president of the De-Forest Radio Corp. of Canada, vice-president of Keith, Ltd., assumes the presidency of the Amrad Corp., with a record behind him of superb accomplishment in radio. Powel Crosley is chairman of the board of the new company, and Albert B. Ayers has assumed the duties of general sales manager.

Major Hahn's first announcement states a



Albert B. Ayers

discontinuance of low-priced radio sets. His statement goes on to say that all merchandise produced by Amrad will be of an extremely high standard of quality, and that this standard will be maintained in every phase of the business. The Amrad franchise will, when possible, be given to distributors for exclusive territory, and the retail sale will also be confined to a limited number of outlets. Consumer advertising will be forcefully employed to give additional sales impetus to the work of distributors and dealers.

The new Amrad line, shortly to be officially exhibited, will include six, seven and eight-tube licensed Neutrodyne receivers, completely

shielded and pure single control antenna and loop-operated. Both compact and console models will be available.

The factory at Medford Hillside, Mass., already splendidly equipped, has been augmented with an increased engineering staff, and much new machinery.

Albert B. Ayers, the general sales manager of the company, has had a wide experience in the Neutrodyne field, having been general sales manager of the Freed-Eisemann Co. in 1923 and 1924, leaving Freed-Eisemann to take charge of the sales of the Eagle Radio Corp., of Newark, N. J. In his work with Amrad, Mr. Ayers, who is widely known throughout the radio industry, will be in charge of sales and advertising.

Empire Phono Parts Co. Markets Two New Tone Arms

CLEVELAND, O., May 5.—The Empire Phono Parts Co., manufacturer of tone arms and sound boxes, has developed two new tone arms which have won enthusiastic praise from the trade throughout the country. The new products are of different sizes, the No. 50 designed for use with the regular-sized phonographs and the No. 25 for instruments of the portable type. Both are of the pivot-base type and are made of drawn brass, presenting a most attractive appearance.

These new products are of the high quality that have won popularity for the other items manufactured by the Empire Phono Parts Co., including sound boxes. The company has built up a nation-wide reputation for the excellence of its line, large sales being enjoyed.

W. J. McNamara, president of the company, who is largely responsible for its success, is a veteran of the industry, his experience in the field covering many years. The entire Empire Phono Parts organization has been carefully selected and the company's executives are familiar with every phase of the industry. The Empire Phono Parts Co. has built solidly on a foundation of service.

J. A. Fischer Co. Issues Supplement to Catalog

PHILADELPHIA, May 4.—The J. A. Fischer Co., of this city, maker of Valley Forge main springs and Val-Phonic Reproducers, has just issued a 32-page catalog supplement, containing items of interest to the talking machine store, as well as the repair department. Many of the items illustrated in this catalog are said to be entirely new and the first responses received are reported very substantial.

When interviewed, J. A. Fischer stated that business was entirely up to par and, in fact, a decided increase has been shown during the past month over the corresponding period of last year.

Leroy Hughbanks, Columbia Dealer, Opens New Quarters

ANTHONY, KAN., May 5.—Leroy Hughbanks, proprietor of the Hughbanks Radio & Phonograph Co., recently opened offices in the Home State Bank Building, from which he will conduct his business. Mr. Hughbanks, who is a most successful Columbia dealer, is a remarkable character. Despite the fact that he has been handicapped throughout life by being totally blind, he is one of the best-informed men of the section and has represented his district in the State legislature. He is an authority on radio and has written a number of articles on the subject for the leading scientific magazines of the country.

J. M. Schwartz Appointed to an Important Position

Made Sales Promotion Manager of the Freed-Eisemann Radio Corp.—Plans Dealer-Jobber Co-operation for Mutual Benefit

Jay M. Schwartz, well known in the music-radio industry, has been appointed sales promotion manager of the Freed-Eisemann Radio Corp., Brooklyn, N. Y., according to a recent announcement. Mr. Schwartz brings to the Freed-Eisemann Corp. a thorough experience in radio merchandising. At one time he was national products sales manager of the Radio Stores Corp. and more recently assistant sales manager of the Chas. Freshman Co.

Mr. Schwartz's chief duty in the Freed-Eisemann organization, the announcement states, will be to bring about a greater degree of co-operation between dealer and jobber, through the planning of sectional publicity and co-operative advertising. His activities will be separate from the company's regular sales organization.

Johnson and His Orchestra Popular Emerson Artists

Johnny Johnson and His Orchestra are one of the feature musical combinations now making Emerson records for the Consolidated Recording Laboratories. This orchestra has been one of the most popular on Broadway, having played



Johnny Johnson and His Orchestra

an engagement at the Twin Oaks restaurant and after a short interval contracted for return engagement for a long period. In addition to playing at the Twin Oaks the Johnny Johnson Orchestra has been doubling up at various theatres in the metropolitan area. This, together with radio broadcasting, has greatly enlarged its public.

Among the Emerson records made by this orchestra are such popular numbers as "I'm In Love Again," "Wild Wildflowers," "Wistful and Blue," "Rosy Cheeks" and "Hoosier Sweetheart."

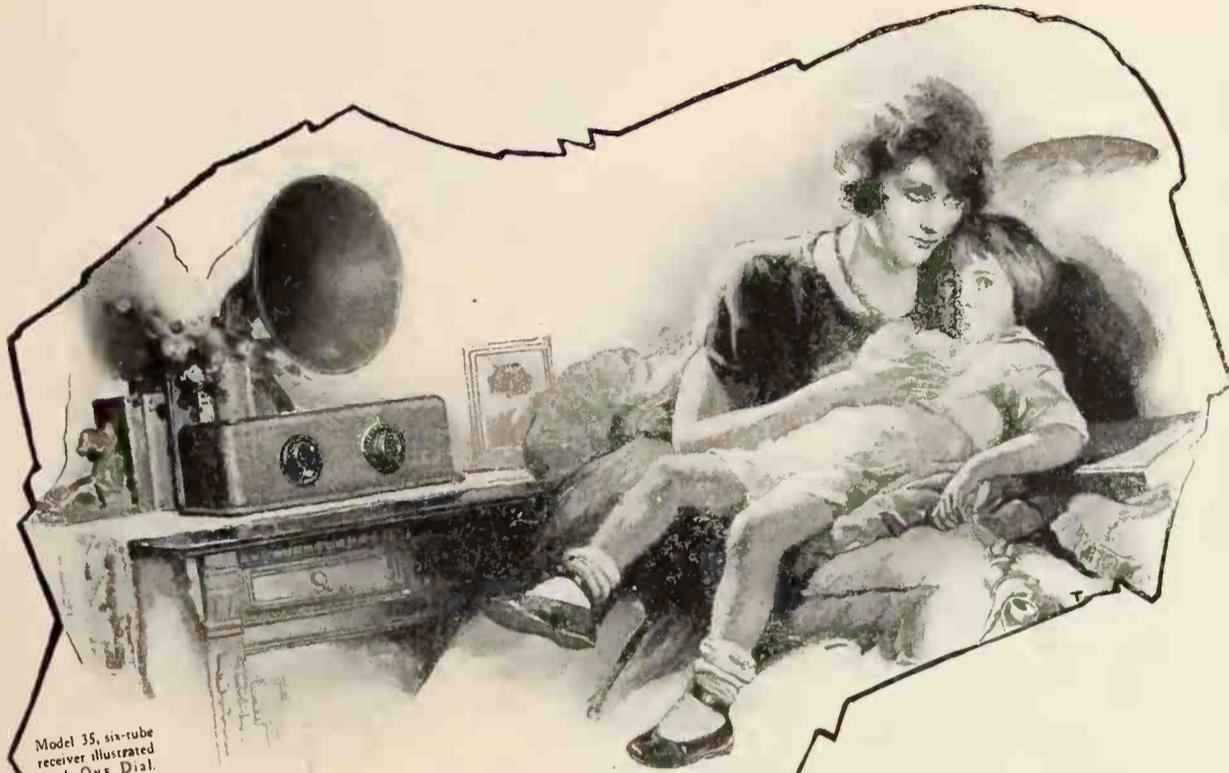
B. P. Kinney Appointed Agent for Magnavox Line

CLEVELAND, O., May 6.—Brewster P. Kinney, of this city, has been appointed as manufacturer's agent for the Magnavox Co., Oakland, Cal., in a territory consisting of northern Ohio and northwestern Pennsylvania. Mr. Kinney's sales experience has been principally in the automobile, machinery and brass goods field, and he has been associated since 1915 with Kinney & Levan Co., of which his father, George W. Kinney, is president. For the past several years he has been associated with the Kinney & Levan Co. in an executive capacity, and he has interested himself in radio merchandising for several years.

The King Cabinet Co., New York, manufacturer of radio furniture, was recently incorporated at Albany with a capital stock of \$10,000.

MANUFACTURERS OF RADIO and PHONOGRAPH HARDWARE
Write—Star Machine & Novelty Co., 9-11 Watsessing Ave., Bloomfield, N. J.

ATWATER KENT RADIO



Model 35, six-tube receiver illustrated with One Dial. Speaker Model H.

This clipping was torn from an Atwater Kent advertisement appearing in April magazines.

Sell them
a second set

Calming down

AN UPSTAIRS SET

Many are finding invaluable a second radio installed upstairs. A bit of gentle, soothing music puts youngsters quietly to sleep. It is priceless in a sick room. When the family set downstairs is playing jazz, it is delightful sometimes to slip away by yourself and listen to music more suited to your mood and cultivated taste.

... what a day! Adventure, thrill
youngster; for you—
tions, fretting care
But now, before
soothe nerves,
ing pleasant
dreams.

The seed of a big idea

READ that little paragraph. Then start working on Atwater Kent Radio owners. Sell them "Upstairs Sets."

The idea is bound to catch on, especially with families having youngsters or invalids. People have upstairs telephones, several bathrooms, two cars or more. A second Radio is just as sensible and desirable. It can be used this summer in camp, cottage or yacht and then installed upstairs in the fall.

This is *plus* business. It's a chance to make a resale. People who have bought Atwater Kent Radios are your best customers because they are satisfied. Cultivate that satisfaction into another sale.

Here's a chance to pep up sales *now*. Write to Atwater Kent Radio owners. Tell service men to plant the idea. Have salesmen talk it. Let us know how it works.

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

- | | |
|---------------------------|-------------------------------|
| WEAF New York | WGR Buffalo |
| WEEI Boston | WGC Davenport |
| WRC Washington | KSD St. Louis |
| WSAI Cincinnati | WWJ Detroit |
| WGN Chicago | WCCO Mpls.-St. Paul |
| WCAE Pittsburgh | WGY Schenectady |

ATWATER KENT MANUFACTURING COMPANY
4725 Wissabickon Avenue A. Atwater Kent, President Philadelphia, Pa.

ATWATER KENT RADIO IS ADVERTISED TWELVE MONTHS IN THE YEAR

Freed-Eisemann Announces New Cabinet Arrangement

Caswell-Runyan Co. Will Manufacture Radio Cabinets Exclusively for Freed-Eisemann Receivers—Will Ship Direct to Jobbers

A new arrangement, whereby the Caswell-Runyan Co., of Huntington, Ind., will manufacture radio cabinets exclusively for Freed-



Alex Eisemann, Treasurer

Eisemann, has been announced by Treasurer Alex Eisemann, of the Freed-Eisemann Radio Corp., Brooklyn. Under terms of this agreement Freed-Eisemann will do the national advertising and Caswell-Runyan will sell direct to Freed-Eisemann distributors, and Freed-Eisemann will supply the distributors with chassis to be mounted in the cabinets.

Commenting upon this combination of manufacturing interests, Mr. Eisemann stated:

"Under the contract recently consummated between our company and the Caswell-Runyan

large commitments far in advance of the season, and the danger of a shortage of cabinets if such early commitments are not made. The agreement provides for a standardization of the Caswell-Runyan line into a few acceptable models, and the Freed-Eisemann organization will function as national sales agent. No deliveries of Caswell-Runyan cabinets may be made to any distributor or dealer without entry of the order and sanction by us. However, in billing the distributor direct, the transportation, overhead charges and profit, which would otherwise be necessary for us to add, are eliminated and the price of the merchandise is brought down to a figure far below that at which it would be possible to sell it under any plan in operation heretofore."

"From an economic standpoint the manufacturer of radio apparatus cannot function as a national super-jobber of furniture. It is my belief that that is not a sound merchandising set-up, and that the new Freed-Eisemann-Caswell-Runyan deal will be more satisfactory. Under our contract supplies are assured early in the season to Freed-Eisemann distributors and dealers and models will be standardized."

The Caswell-Runyan Co., long noted as a factor in the cedar chest industry, entered the radio cabinet field in 1924. They soon made a success, according to Mr. Eisemann, and from July, 1924, to July, 1926, they produced over 212,000 radio cabinets, the major portion of which were consoles. The plant, which began with a staff of thirty-five men in 1907, to-day employs 1,000 men during the season and occupies over 625,000 square feet at Huntington, Ind., and is regarded as one of the largest cabinet manufacturers in the Middle West. Winifred Runyan, president, and James W. Caswell, secretary and treasurer, are chiefly responsible for the leadership which their organization has achieved.

Montreal Trade Activities

MONTREAL, CAN., May 6.—The annual meeting of C. W. Lindsay, Ltd., Brunswick distributor, was held recently when the regular dividend of 7 per cent on preferred shares and 8 per cent on common shares was declared.

All local His Master's Voice dealers are displaying and advertising the new Automatic Orthophonic Victrola.

Recent Victor artists performing personally in local theatres included Sir Harry Lauder and Sergei Ram. Dealers tied up.

Edgar M. Berliner, president of the Victor Talking Machine Co. of Canada, Ltd., has been nominated as a representative to serve as the executive of the Quebec Division of the Canadian Manufacturers' Association. In order to cope with increased business conditions

the music department of Henry Morgan & Co., Ltd., has been removed from the fourth floor to the fifth where the Victor line of phonographs and the various radio goods can be shown and handled to better advantage.

Standard Phonograph Accessories & Supply Co. has been appointed sole representative for Vita-Phonic products manufactured by Jos. E. Ruddell, New York.

New Columbia Artists

The Columbia Phonograph Co., New York, recently announced that Harold Leonard and His Waldorf-Astoria Orchestra had become exclusive Columbia recording artists. The smooth notes of this organization are well known to dance lovers who patronize this famous hostelry, as well as to millions of radio listeners-in. The records to be made by this aggregation of artists are expected to be in popular demand throughout the country.

E. A. McMurtry President of Canadian Phono. Mfrs.

Hold Annual Meeting of Canadian Phonograph Manufacturers' Association—Officers Elected—News From Toronto Territory

TORONTO, ONT., May 7.—The annual meeting of the Canadian Phonograph Manufacturers' Association was held in Toronto recently with John F. Bain, president, occupying the chair. The meeting was confined mostly to routine matters, then followed the election of officers, which resulted as follows: President, E. A. McMurtry, Columbia Phonograph Co., Ltd.; Vice-President, J. H. Biggar, Victor Talking Machine Co. of Canada, Ltd.; Secretary-Treasurer, J. S. Atkinson, Canadian Bureau for the Advancement of Music.

The Automatic Orthophonic Victrola was introduced by demonstrations in all principal cities throughout the Dominion. Three records by the famous choir of St. George's Chapel, Windsor, England, have recently been released by the Columbia Phonograph Co., Ltd., and this company reports that its dealers throughout Canada have been prompt to see the opportunity given them in these beautiful recordings. Public interest in this country links on to these recordings not only by reason of the outstanding prominence of the Choir in England, but by reason of the visit to Canada and successful tour of these gifted and trained singers.

Pollock-Welker, Ltd., Kitchener, Ont., maker of portable phonographs, motors, tone arms and phonograph equipment, has just announced its new 509 tone arm. This new arm is the outcome of much research work, and it is expected by the manufacturers that it will enjoy a big sale throughout the Dominion.

National Cabinet Co., Ltd., Toronto, will hereafter distribute its Ampliphonic phonograph direct to the dealer in place of through wholesale distributors.

McLagan Phonograph Corp., Stratford, Ont., has just completed negotiations for the exclusive Canadian distribution of Polly portable phonographs manufactured by the Polly Portable Phonograph Co., Inc., New York. Shipments have already been received and orders taken and machines shipped out to dealers.

W. J. McNamara, president of the Empire Phonograph Parts Co., Cleveland, O., was a recent visitor to Canada. He intimated that the phonograph has made a very definite comeback as the records of his firm's operations show.

O. P. Harris, of the Brunswick Co., Chicago, has been touring Western Canada teaching retail salesmen how to best present the Panatropé story and effectively demonstrate. He will later do likewise for the trade in the East.

C. T. McKelvey, sales and promotion manager of the Brunswick-Balke-Collender Co., recently gave an informative talk bristling with sales material, and also demonstrated the Panatropé to members of the firm and staff of Heintzman & Co., Ltd. Mr. McKelvey also explained the Brunswick Light Ray system of recording.

Announces New Needle Cup

A new needle cup, specially designed for portable phonographs, with a patented hinge which stays open when the cover is raised, has been introduced to the trade by H. A. Guden Co., New York, the well-known house of phonograph and radio hardware. The new cup is proving very popular, according to Mr. Guden, who states that his organization is enjoying a very active business.

Branch Store Is Opened

APPALACHIA, VA., May 6.—The Addington Jewelry Co. has opened a branch store on West Main street and will carry a complete line of talking machines, records, etc.



Caswell-Runyan Plant

Co., we have what we believe is the first feasible plan of distribution of cabinets since the inception of the great demand for furniture models. We have found the means of eliminating the necessity for distributors and dealers making

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY
NONE LOWER IN PRICE

The Rene Manufacturing Co.
Montvale, New Jersey



The Swanson King

In All Popular Bright Colors

The Swanson King has the tone quality and strength of a high-priced machine. The embossed, oversize case gives it the appearance of a high-priced machine. And yet it is listed to sell at only

\$25⁰⁰

(\$27.50 in Far West)

De Luxe PORTABLE

The last word in portable phonographs. Exclusive features such as adjustable tone chamber, special phonic reproducer and tone-arm that need not be detached to carry, recommend the De Luxe to those who want something better than "the cheapest." Plenty of buyers at

\$37⁵⁰
List



At the CHICAGO CONVENTION

Your are cordially invited to enjoy Consolidated hospitality in Suite 1500-1501-1502 at the Stevens Hotel, Chicago, during the Music Convention, June 6-10. Make the Consolidated suite a meeting place for your friends and your own convenience.

CONSOLIDATED Talking Machine Co.

Consolidated Building

227-229 W. Washington Blvd.
CHICAGO

Minneapolis: 1424 Washington Ave., S.
Detroit: 2949 Gratiot Ave.

Suite 1500-01-02,
Stevens Hotel,
Chicago
June 6-10



The Nifty

\$15⁰⁰
List

BIG!

Big in everything but price—case full size of standard portable, in all popular bright colors, splendid motor, very fine reproducer and tone arm. *The Biggest Value in the Trade at \$15, list.*

New Stores and Changes Among Talking Machine Dealers During the Past Month

New Stores Opened Recently Throughout Country and Changes of Management Compiled for Benefit of Talking Machine and Radio Manufacturers and Distributors

Arkansas

Pine Bluff—A merger has been effected between the Hollenberg Music Co., the Nowlin-Carr Music Co., both of Pine Bluff, and the Richards-Bevill Co., Hot Springs, and the new company will operate a chain of stores under the name of the Hollenberg Music Co.

Pine Bluff—A new music store has been opened at 514 Main street by A. G. Kahn and George F. Kahn, carrying musical instruments.

California

San Francisco—Kohler & Chase have closed the Mission street branch store, and L. P. Tenney, manager, has been transferred to the O'Farrell store.

Anaheim—Hans Madlener has purchased control of Hammel's Music Store, 124 East Center street, carrying a complete line of musical instruments.

Watsonville—A branch of the Wiley B. Allen Co. of San Francisco has been opened in the California Furniture Store, Third street, B. D. Elliott, manager.

Colorado

Rocky Ford—The C. O. Clark Music Co. has taken new quarters at Main street and Maple avenue, carrying talking machines, Gulbransen pianos and band instruments.

Connecticut

Putnam—Fred M. Prince has succeeded the late Wallace W. Tuttle as president of the Putnam Music Shop, Inc.

Waterbury—The De Vito Music Co. has been incorporated to deal in musical instruments, the officers being Louis M. De Vito, Michael S. De Vito and Joseph C. Oliver.

Naugatuck—Winslow's Music Shoppe has moved from 82 Church street to new and larger quarters in the Freedman Building, 64 Church street.

Florida

Lake Wales—The Scholtz Music Co., Inc., has been incorporated with a capital stock of \$10,000, the officers being F. H. Scholtz, Ellen M. Scholtz and M. C. Jones.

Lakeland—The Waring Music Co., Inc., has acquired control of the Sappington Music Co., which will be conducted as a branch, J. C. Weithaus, manager.

Illinois

Kankakee—A new music department, called the Musical Instrument & Supply Co., has been opened by Bert Miller in conjunction with the Hugo & Wolf Jewelry Co., East Court street.

Libertyville—Earl G. Alden recently opened a new music store carrying musical instruments.

Chicago—The Harry Brooks Music Co., which has operated a music store for four years at 234 South Wabash avenue, has moved to 335 South Wabash avenue.

Rockford—The Gulbransen-Brunswick Music Co., of which John Blomquist is manager, has moved to larger quarters at 1146 Broadway.

Iowa

Clinton—The Paddock Music Co., which was established here about two years ago, has taken larger quarters at 311 South Second street.

Kentucky

Corbin—A. D. Golden recently announced that the music store of which he is owner and manager will be known as Golden's Music Store instead of Lay's Music Store.

Louisiana

New Orleans—The King Music House, Inc., has been incorporated with a capital stock of \$25,000 by F. B. Carpenter and Leslie George.

Massachusetts

Worcester—James A. McNamara has been appointed manager of the new music department of the I. H. Morse Co., which has been opened on the second floor of the store.

Michigan

Bay City—The Kahn Music & Jewelry Store, Inc., has been incorporated to deal in musical instruments with a capital stock of \$50,000.

Muskegon—The Bush & Lane Piano Co. has opened its third local branch at 1234 Peck street, carrying a full line of instruments.

Royal Oak—The Kimball Piano Co., 612 St. Charles street, recently suffered a slight fire loss.

Minnesota

Hibbing—The Alden Music Store has been completely redecorated and a platform for demonstrating talking machines has been installed.

Hibbing—The Winberg Music Store has moved from its old location on Howard street to new quarters adjoining the Boston department store.

Missouri

Clayton—Val A. Reis, formerly of the Smith-Reis Piano Co., which is liquidating, has opened a new store called the Smith-Boyd Co., at 22 Meramec avenue.

Kansas City—The W. W. Kimball Co. has opened a branch store at Armour and Main streets.

Kansas City—The J. W. Jenkins Sons Co. has opened a second branch store at 1217-16 Main street, carrying a complete stock of musical instruments.

Nebraska

Fairbury—The White Piano Co., carrying an extensive line of musical instruments, has moved to new quarters in the Masonic Temple Building.

Wilber—Richard and Emil Kliment have purchased the interest of F. W. Hodek in the Hodek Music Shop.

New Jersey

Dover—The store of the Harway Music Co., 28 West Blackwell street, has been redecorated and its display facilities have been increased.

New Mexico

Clayton—F. P. Kilburn has opened a new music department in the Woodward Block as an annex to his furniture business.

New York

Rome—Buckingham & Moak, of Utica, one of the oldest music houses in the country, have opened a branch store here.

Binghamton—Sullivan Bros., who have conducted a music store here for the past ten years, have opened their new six-story building at 132-34 State street.

Troy—Miller's Music Store, 71-73 Fourth street, suffered heavy damages from a fire, which practically destroyed the building in which the store is located.

Monroe—Philip Fleischer, of Newburgh, has purchased the E. A. Koonz Music & Furniture store, Lake street.

Saranac Lake—Bosworth's Music Store, located in the Keet Block on Main street, recently suffered a severe fire loss.

Buffalo—The Hoffman Piano Co., carrying a line of musical instruments, has moved to new quarters at Main and Goodell streets.

Buffalo—The Alfred Music Shop has taken new ware-rooms at 611 Main street.

North Carolina

Durham—The W. R. Murray Co., local music house, has moved to its new home at the corner of Chapel Hill and Orange streets.

Winston-Salem—R. R. Bland and W. L. Easley have opened the Melody Shop at 527 North Liberty street, featuring Columbia Viva-tonal phonographs, small goods and radio receivers.

Ohio

Columbus—Heaton's Music Store, 33 East Long street, has purchased the stock and business of the O. W. Hudnell Co., 739 North High street.

Cleveland—A branch of the Euclid Music Co. has been opened at Coventry road and Euclid Heights boulevard.

Tiffin—Charles M. Hershberger, music store proprietor, has filed a petition in bankruptcy, with liabilities of \$16,350 and assets of \$7,732.

Lorain—The new home of the Witt Music Store at 647 Broadway has been formally opened.

Cleveland—M. H. Grantkowski, who operates a music store at 6508 Forman avenue, has opened a branch store at 6103 Broadway, under the name of the Broadway Music House.

Warren—An involuntary petition in bankruptcy has been filed against L. J. Leonard Stewart, doing business as the Stewart Music House.

Cleveland—The Musical Supply, Inc., has been incorporated with a capital stock of \$10,000.

Cleveland—S. J. Basta has opened a new music store at 6032 Broadway, southeast, featuring the Columbia Viva-tonal line.

Mansfield—The Charles M. Zitzer music store has moved from 35 North Main street to new quarters at 80 North Main street.

Oklahoma

Kingfisher—The Mallonee Music Co., of El Reno, has opened a branch store in the Bracken Building, with Mrs. Frank Ward as manager.

Chickasha—The Fowler Music Co. has moved from its old quarters at 419 Chickasha avenue to the Hall and Briscoe Building on the same avenue.

Oregon

Medford—B. J. Palmer, who has conducted the Palmer Music House for several years, has sold his interest in the business to C. H. Isaac, W. H. Fluhrer and Miss Ruth Fluhrer.

Pennsylvania

Philadelphia—Carson's Music Shop, 518 South street, has acquired the stock of the People's Talking Machine Co.

Latrobe—A. R. Shaw has opened a new music store on Depot street.

Philadelphia—The store of H. A. Doull, 2315 Ridge avenue, has suffered a severe fire loss.

Tennessee

Clarksville—A new music store has been opened here by J. M. Dickson, under the name of the Dickson Book & Music Store.

Texas

Dallas—The Sanger Music Corp. has been incorporated with a capital stock of \$5,000 to conduct a general music business.

Bay City—W. E. Goodwin has opened a new music store on East Sixth street to act as a sub-agency for the lines carried by Thomas Goggan & Bros., San Antonio.

Utah

Beaver—Harry Lawrence and Cyril Roberts have opened a new music store, called the Beaver Music Co., carrying a full line of musical instruments.

Washington

Kelso—The Norton Music Co. has been incorporated with a capital stock of \$5,000, the proprietors being Charles A. and Lydia B. Norton.

West Virginia

Weston—E. J. Tootman and Henry J. McKinley have opened a new music store in the Malloy Building on Main street.

Wisconsin

Superior—The Broadway Piano Co., carrying a complete line of musical instruments, has moved to new quarters at Tower avenue and Belknap street, an excellent location.

Madison—T. Lane Ward and Cecil D. Brodt have opened a new music store at 238 State street, known as the Ward-Brodt Music Co.

Milwaukee—The Flanner-Hafsoos Music House, Inc., 417 Broadway, has purchased the stock of Schefft's Music House.

Wyoming

Thormopolis—Grant W. Rogers, who has been manager of the Rothrock music store for the past year, has purchased the interests of H. E. Rothrock in the business.

OCTACONE PAUSIN ENGINE

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

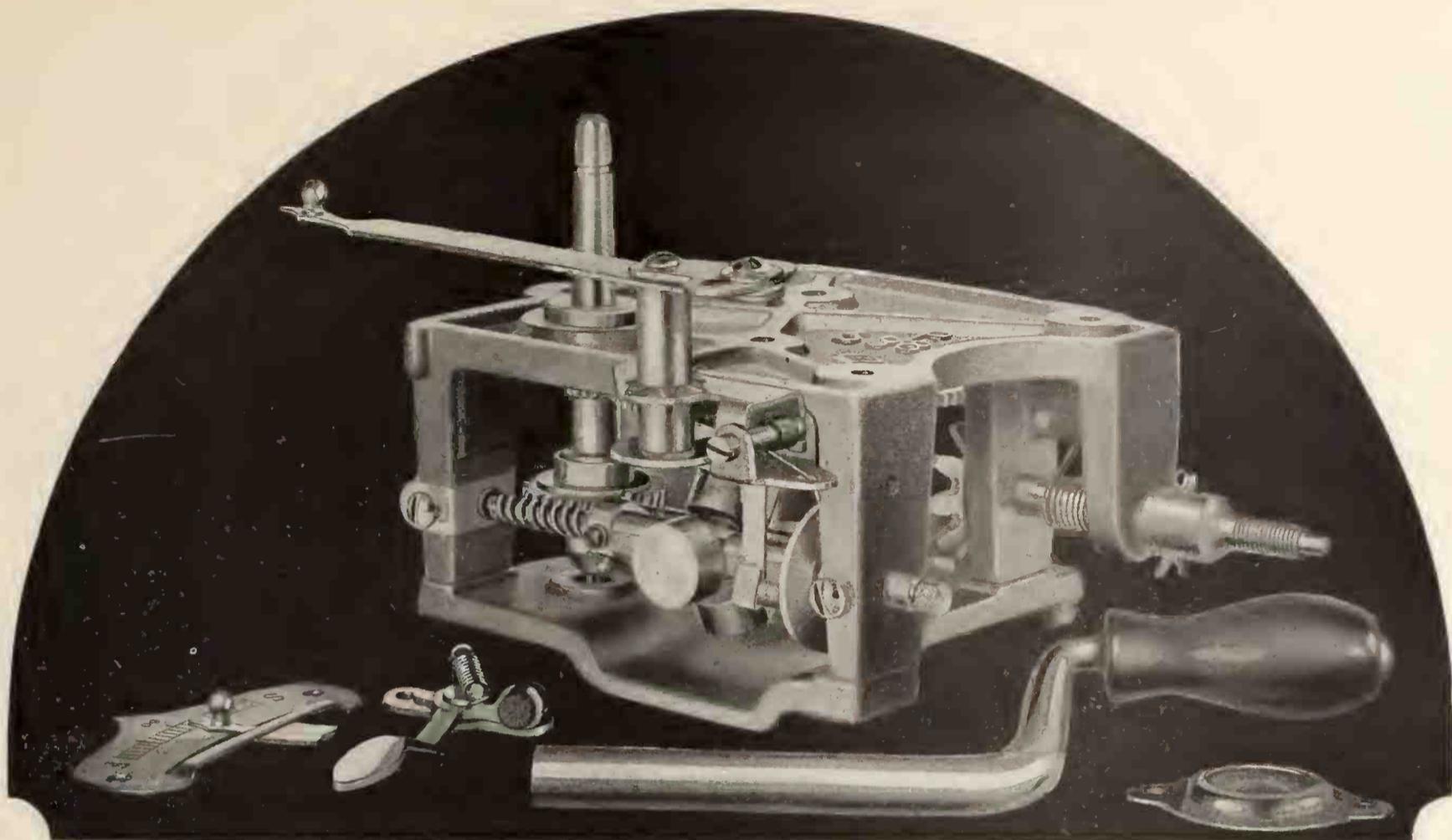
\$ 19⁵⁰
List

*Slightly higher
west of the Rockies*



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

*Licensed Under Frank E. Miller,
Patent Numbers 1,190,787, 1,220,669,
1,294,137. Other Patents Pending.*

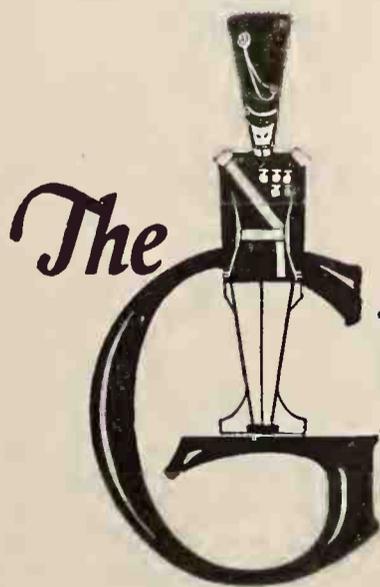


If the Portable You Sell Has a Flyer Motor It's a Good Portable

A PORTABLE phonograph can be no better than its motor. A pretty case won't pacify a customer if the motor inside goes bad.

That's why it pays to handle Flyer-equipped portables. The Flyer is the motor with the tough athletic spring, cast iron frame, specially cut precision governors, gears and bearings, and with fibre used in the fibre gear seasoned for over a year. The Flyer is the motor that must pass 77 inspections before it can be used. The Flyer is the motor that is noiseless, free from all vibration, and built to stand long years of hard use and abuse.

That is why the majority of all portables sold are equipped with Flyer Motors—manufacturers and dealers both know their business is safe and their profits sure with the dependable Flyer.



GENERAL INDUSTRIES CO.

ELYRIA, OHIO

Formerly named The General Phonograph Mfg. Co.

Makers of Precision Products for a Quarter of a Century

Brunswick Co. Display Room at Atlantic City Opened

Approximately 2000 People Attend Opening Ceremonies of Brunswick Auditorium on the Boardwalk—Mayor Extends Welcome

Saturday afternoon, April 16, marked a new epoch in Brunswick merchandising. On this, the first day of the Easter rush to the shore, the new and beautifully appointed display rooms of the Brunswick-Balke-Collender Co., Indiana avenue and the Boardwalk, were opened to the general public.

In the afternoon Mayor Ruffu, of Atlantic City, extended his official welcome to this exhibit of Brunswick "On the Boardwalk." Accompanying him as a welcoming reception committee were Major Hickman, president of the Atlantic City Chamber of Commerce; T. L. Huselton, field secretary of the Atlantic City Chamber of Commerce, and the managers of most of the national exhibits now operating on the Boardwalk.

The mayor and reception committee, after a thorough inspection of the facilities for entertaining the public, took advantage of the invitation to hear a special demonstration of the Brunswick Panatrope and Radiola, and Messrs. Lorenzo and Lyons, in active charge of the demonstration, received many congratulations on behalf of the Brunswick Co.

From 7 p. m., the time the exhibit opened, until its closing at 10 p. m., about 1,500 to 2,000 people were entertained either in the beautiful auditorium on the first floor, or in the individual display rooms on the second floor. In the Auditorium a varied program of classical and popular music was played on the newest addition to the Brunswick line, the "138 type" Panatrope with Radiola.

Mr. Lorenzo, a special Chicago representative, and Geo. A. Lyons, district manager of Philadelphia, explained between each record the musical value of the particular record, and the numerous meritorious features of the various Brunswick products.

The Auditorium, directly off the Boardwalk, is very tastefully decorated. The walls have been made up in Travatine type block, to give the appearance of weathered stone. The light is obtained by an indirect system placed in an ornamental cove. Various colored lights can be used at will, and this color effect, with the general decorative scheme of ornamental coves

and arches in polychrome effect of colors in gold, blue, green and red, is causing considerable comment in Atlantic City.

Assisting in the reception of visitors on behalf of the Brunswick Co. were C. D. McKinnon, manager of record sales of Chicago; E. E. Neil, branch manager of Philadelphia; Edward Strauss, district manager, and Chas. Shaw, of Baltimore.

A carefully trained staff has been placed in charge of the Atlantic City exhibit, and any visitors there will find ample information awaiting them on Brunswick phonographs, Panatropes and other products.

Clayton A. Grinnell Dies While at Health Resort

One of Founders of Grinnell Bros., Which Operates Chain of Retail Music Stores—Long an Active Figure in Music Trade

DETROIT, MICH., May 5.—Clayton A. Grinnell, president and one of the founders of Grinnell Bros., prominent music house, died on Saturday, April 30, at Colorado Springs, Colo., where he was living in an effort to regain his health. In 1886 Mr. Grinnell, with his brother Ira L., founded the music business which at the present time has ten branches in Detroit alone as well as thirty-odd stores throughout Michigan, Ohio, Indiana and Ontario. Mr. Grinnell was always active in music trade affairs, having been president of the National Association of Music Merchants and was for many years on the Advisory Board of that organization. He was also the first president of the Music Industries Chamber of Commerce.

The funeral services took place at the Metropolitan Methodist Episcopal Church on Wednesday, May 4, and were attended by hundreds of the deceased's friends and relatives, including Howard J. Shartle and Milton H. Wells, of the Cleveland Talking Machine Co.; William Lewis, of the Victor Talking Machine Co.; Harry Gennett, of the Starr Piano Co.; C. H. Anderson, of Lyon & Healy, and A. E. Clarkson, of His Master's Voice Co., Toronto.

Besides his widow, Mrs. Myrtle Grinnell, and daughter, Geraldine, Mr. Grinnell is survived by two sisters, six nephews and a niece.

Broadcasting station WOR, owned and operated by L. Bamberger & Co., Newark, N. J., was recently incorporated at \$100,000.

Symphonic Low-Loss Reproducer Is Announced

Is a Real Precision Instrument and Loses None of the Recorded Notes in Transmission—Has Nickel or Gold-plated Centerpiece

The Symphonic Sales Corp., 370 Seventh avenue, New York City, is putting on the market, in addition to its well-known line of phonograph reproducers, the Low-Loss Symphonic. Lambert Friedl, president of the Symphonic Sales Corp., and a well-known figure in the trade, says: "This is a de luxe reproducer—a



Symphonic Low-Loss Reproducer

real precision instrument of the finest design and workmanship.

"As its name implies, this reproducer, by virtue of its refinements, transmits through the tone arm every vibration recorded on the record groove, every last tone or overtone with little or no loss in transmission.

"By a special method of constructing the diaphragm, sound waves which tend to dissipate on the straight type of diaphragm are collected in the center without impedance and are transmitted unimpaired through the tone arm. The Low-Loss Symphonic is beautifully made, having a handsome bronze-finished housing with a nickel or gold-plated centerpiece."

This product is enclosed in a handsome purple silk-lined box with a beautifully embossed cover. A gold-stamped purple ribbon across the face of the reproducer identifies it as the genuine Low-Loss Symphonic. It retails at \$10. Gold-plated \$12.

Damrosch's Beethoven Hour Is Heard in South Africa

The following excerpt is from a letter just received by the Columbia Phonograph Co., New York, from Mowbray, near Cape Town, South Africa: "I enjoyed your 'Beethoven Hour' this morning, which came over very well in spite of Mr. Damrosch's cold. Would you kindly send me one of your Beethoven commemoration booklets as announced."

New Fada Distributor

The appointment of the Cahall-Dickel Dist. Co., Philadelphia, Pa., as a Fada distributor in that territory, has been announced by Louis J. Chatten, general sales manager of F. A. D. Andrea, Inc., New York. Mr. Chatten explained that this appointment will in no way affect the policy under which Fada has been operating in the past, but is in line with their practice of improving service to the dealer. The entire Fada distribution in the Philadelphia district is now in the hands of the Penn Phonograph Co. and Cahall-Dickel Dist. Co.

VISITORS

to the

MUSIC TRADES and R. M. A. CONVENTIONS

While in Chicago you are cordially invited to visit our plant and hear a demonstration of the

United Electric Pick-up

and

Amplification Unit

Our engineers have spent many months perfecting this marvelous musical development. You will miss one of the really worth while things if you fail to investigate.

UNITED AIR CLEANER CO.

Phonograph Motor Division

9705 Cottage Grove Ave., Chicago, Ill.

Telephone Chesterfield 0166

Visit of Metropolitan Opera Co. Has Good Influence on Cleveland Music Trade

Week's Engagement of Metropolitan Operatic Stars Attracted Thousands From All Over Ohio and Stimulated Business—Federal Dealers Hold Conference—Effective Edison Advertising

CLEVELAND, O., May 7.—Now that warmer weather is becoming a reality the business situation is improving. The combination models have had the best call. Portable sales have been very good and are improving right along, with every prospect of a very good season. Record sales have been going along in good shape. Music Week and the visit of the Metropolitan Opera Company and Easter all combined to make business good. Radio is quiet, although it looks as though it will be better this Summer than a year ago, due to the publicity the newspapers are giving the concerts. Stringed instruments, such as banjo-ukes, guitars, banjos, etc., are beginning to move.

Sales Conference of Federal Dealers

Federal dealers of northern Ohio held their annual sales conference in Cleveland during April and made the Hotel Statler headquarters. The affair was sponsored by the distributor, the B. W. Smith Co., 2019 Euclid avenue. Seventy dealers were present and they visited the showrooms of the B. W. Smith Co. and were given a great deal of information regarding service, etc.

Pushing Radio Line

The Starr Piano Co. is now pushing the sale of radio sets, something it has not done in Cleveland to any extent in the past. The leader is the Steinite line and the department is in charge of Edward H. Richer, who has had many years of experience in the radio field.

Fred Muehlhauser Ill

Fred Muehlhauser, of the firm of Muehlhauser Bros., well-known Cleveland music dealers, is seriously ill at a local hospital. Mr. Muehlhauser was ailing for a considerable time, but apparently recovered and came back to the

store again. Complications, however, set in, which compelled him to go to the hospital for treatment.

Effective Edison Advertising

The Edison advertising campaign, which is appearing in Cleveland newspapers, is producing many inquiries, E. S. Herschberger, manager of the B. W. Smith Co., distributor, reports. Dealers are well pleased and are finding that there is renewed interest in both the long-playing records and machines.

Opera Stimulates Sales

The Metropolitan Opera Company, which played a week's engagement from May 2 to May 7, drew thousands of music lovers to Cleveland from all over northern Ohio and other points in adjacent States. Business in records, rolls and sheet music has been stimulated through the visit of the opera company.

H. M. Reynolds Promoted

H. M. Reynolds, formerly associated with the Chicago office of the Brunswick Co., has been appointed to succeed Mr. Jensen as manager of the Pittsburgh office, E. S. Germain, district manager, announces. Mr. Reynolds has been very successful in building up business on a constructive basis.

Good Demand for Columbia Line

R. J. Mueller, district manager for the Columbia Co., reports both Harmony and Columbia portables selling very well. Also a big demand for records of the Masterworks series. Vibrational phonographs are also meeting with good success, not only in Cleveland but throughout the entire territory.

Plan Radio Association

Cleveland radio dealers have decided to form a permanent organization along the lines of

those in other large cities. Prominent men in the industry in Cleveland are behind the project and they called a meeting for organization purposes on April 25 at the Hollenden Hotel. A large number of dealers, jobbers and manufacturers' representatives were present. H. B. Buehler, president of the Cleveland Products Co., was appointed temporary chairman and G. B. Bodenhoff secretary. Both men are well known in the trade. A committee has been appointed to draw up a set of by-laws and a constitution, which will be presented at a meeting to be held this month, at which time permanent officers will be elected.

Auditorium Victrola at Taylor Anniversary

During the celebration of the fifty-seventh anniversary of Wm. Taylor Son & Co. for ten days the Auditorium Orthophonic Victrola was heard by the residents of this city playing from the roof of the Taylor store both during the afternoon and evening. The instrument could be heard for blocks away.

Federal-Brandes Sales Division Now in New Quarters

Move Provides Closer Correlation of Production and Sales in the Interest of Kolster Radio and Brandes Speakers

Providing closer correlation of production and sales activities, new offices have been occupied by the merchandising division of Federal-Brandes, Inc., makers of Kolster receiving sets and Brandes speakers, at one of their factories, 200 Mount Pleasant avenue, Newark, N. J. In making this announcement, D. S. Spector, general manager, stated that the joining of the two divisions under one roof is expected to increase the efficiency of both and speed up production for the new season, which is already under way. The change required the removal of all office equipment from the Woolworth Building, New York, where the merchandising headquarters had been located for several years.



Full Floating Armature Unit

List Price \$25.00

The New TELEPHONE CONE SPEAKER

WE ARE pleased to introduce to the trade The New Telephone Cone Speaker, a high class cone speaker, housed in a beautiful, highly finished, two toned mahogany case. The interior of the case is made of a very high grade of spruce such as is used in the construction of the finer musical instruments. The attractive grille on the front and back of the case make it a welcome addition to any home—as well as a mighty good selling item for you.

The cone is of the best quality with a full floating armature unit and is mounted in such a manner as to use the entire wooden housing as a sounding board and is responsible for the extremely fine tone quality and volume, on both high and low tones.

Teletone Corporation of America

3rd Street and Van Alst Avenue

Long Island City, N. Y.

See our line at the R. M. A. Trade Show,
Stevens Hotel, Chicago, Ill., June 13th to 18th

The Trade in PHILADELPHIA and LOCALITY

Increased Sales Activity Follows the Lenten Season in the Philadelphia Field

All Lines in Better Demand, and Indications Point to a Satisfactory Business During the Summer Months—J. R. Wilson Branch Store Remodeled—Victor Dealers Meet

PHILADELPHIA, PA., May 9.—After the drifting period of trading during the Lenten days the talking machine industry began to recover some of its former activity. Distributors are much gratified with the lively attitude of the market for all the newer types of machines in these early May days and now are looking forward to continued improvement. Portable sales are improving, as also is record demand.

Travelers from trade circles who have been making the rounds of the coal regions in eastern Pennsylvania report a promising Summer market for portables and satisfactory late Spring orders for the larger types of machines.

J. R. Wilson Co. Store Is Remodeled

An attractive store has been added to the chain of the J. R. Wilson Co. through the modernizing and redecorating of the Chestnut street branch. The hearing booths have been converted into larger quarters for the demonstration and display of machines, while the record racks have been enlarged and made more readily available for the patrons and sales force. The Chestnut street store has been the busy center of the Wilson chain, having been visited by crowds who have come to hear and see the various artists that record on the Victor and who are appearing here weekly at the local theatres. Among those artists within recent days were Vincent Lopez, Brunswick artist, and Jack

Smith, Whispering Baritone, of Victor fame. A new publicity stunt has been adopted by the Wilson Co. Every Sunday, "One Hour Andy," the speedy shipping clerk of the company, appears at the "mike" and broadcasts his ability to deliver the Victrolas within one hour of the time that the order is placed. The stunt is a novel and effective means of obtaining orders.

Victor Dealers' Assn. Meets

Progress of sales of the new Automatic Orthophonic Victrola was discussed when the Philadelphia Victor Dealers' Association met in mid-April at the Ritz Carlton Hotel in a special Spring gathering. With the newly elected president, J. Ralph Wilson, presiding, a review of the industry from the retailers' side of business was given by the various members around the dinner table. Those who gave their experiences with the new Automatic Victor machine spoke optimistically of the future prospects and gave glowing accounts of present demand for this latest of talking machine inventions and its appeal to the general public.

Brunswick Demonstration Salon Opens

Exploitation of the Brunswick talking machine along the Boardwalk in Atlantic City was the outstanding event of the Philadelphia branch of the Brunswick Co., under the management of George A. Lyons, during the month. Dedication of the handsome headquarters and exploita-

tion hall of Brunswick, at the seashore, took place on April 16 under the personal direction of District Manager Lyons, who journeyed to the resort to attend the formal opening. A complete account of the opening appears elsewhere in this issue of The Talking Machine World.

William Lorenzo Dead

Following a two-days' illness from pneumonia, William Lorenzo, for the past few years identified with the Brunswick Co. as the special traveling factory representative and formerly associated with the local branch as salesman, passed away. His death occurred in Easter Week at his home at Hasbrouck Heights, N. J., where he was taken upon being stricken. Mr. Lorenzo was well known to the Brunswick dealers of eastern Pennsylvania, Philadelphia and New Jersey, where he traveled the territory while associated with the Philadelphia headquarters. In recent years he had been specializing in promotion work in direct co-operation with the factory.

Victor Records Are Broadcast

Victor dealers will materially be aided in their sales by the broadcasting of the weekly list of recordings which the manufacturer has adopted, to become effective this week. On Fridays, weekly, the Victor Co. will broadcast its new records from WCAM, Camden, N. J.

Guarantee China Sales Continue Good

The American dealer who has been representing the Guarantee Talking Machine Supply Co., 35 North Ninth street, in Canton, China, in these war days, has not experienced a let-up in demand as a result of the conflict in far-away Cathay. During the month a large consign-

(Continued on page 94)

Why Wait?

The Automatic Victrola—the greatest achievement of The Victor Company—presents the opportunity to reinterest the customer you had several years ago. Check over your list and select the names of likely prospects.

DEMONSTRATE NOW. There is no better time. You can create business for yourself with just a little effort. Why wait?

Philadelphia Victor Distributors, Inc.

835 Arch Street, Philadelphia

There's only one!

THERE'S only one Eiffel Tower. Set four-square in the earth it soars to the sky with a daring majestic sweep. It is a masterpiece of art as well as engineering.

There's only one Neutrodyne—the Neutrodyne. Based on the four-square foundation of Selectivity, Amplification, Tone Fidelity and Stability, it has swept proudly up to dominate, not Paris, but the world of radio.

A group of experienced manufacturers make Neutrodyne receivers of such types and prices as enable dealers to meet every demand. Only these manufacturers may make Neutrodynes, and only Neutrodynes possess all these characteristics:

NEUTRODYNE Selectivity—the utmost possible over the whole range of broadcasting, squealless and non-interfering.

NEUTRODYNE Amplification—to the limit, but with the elimination of regeneration and oscillation.

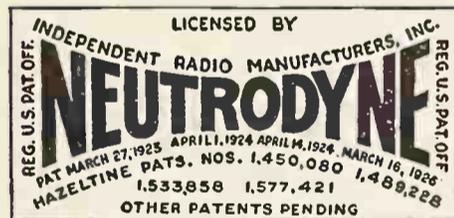
NEUTRODYNE Tone Fidelity—pure, living, natural; assured by proper radio and audio circuit design.

NEUTRODYNE Stability—completely dependable operation; permanence in the industry beyond question; legal position the strongest, due to ownership and control of basic patents.

“As good as a Neutrodyne” is a phrase often heard. It represents a wish, not a fact. Only Neutrodyne gives you the essentials of successful radio named above, the foundation on which thousands of radio dealers have made themselves like unto everlasting towers of great strength.

NEUTRODYNE RADIO *Is Better Radio*

Look for this trade-mark



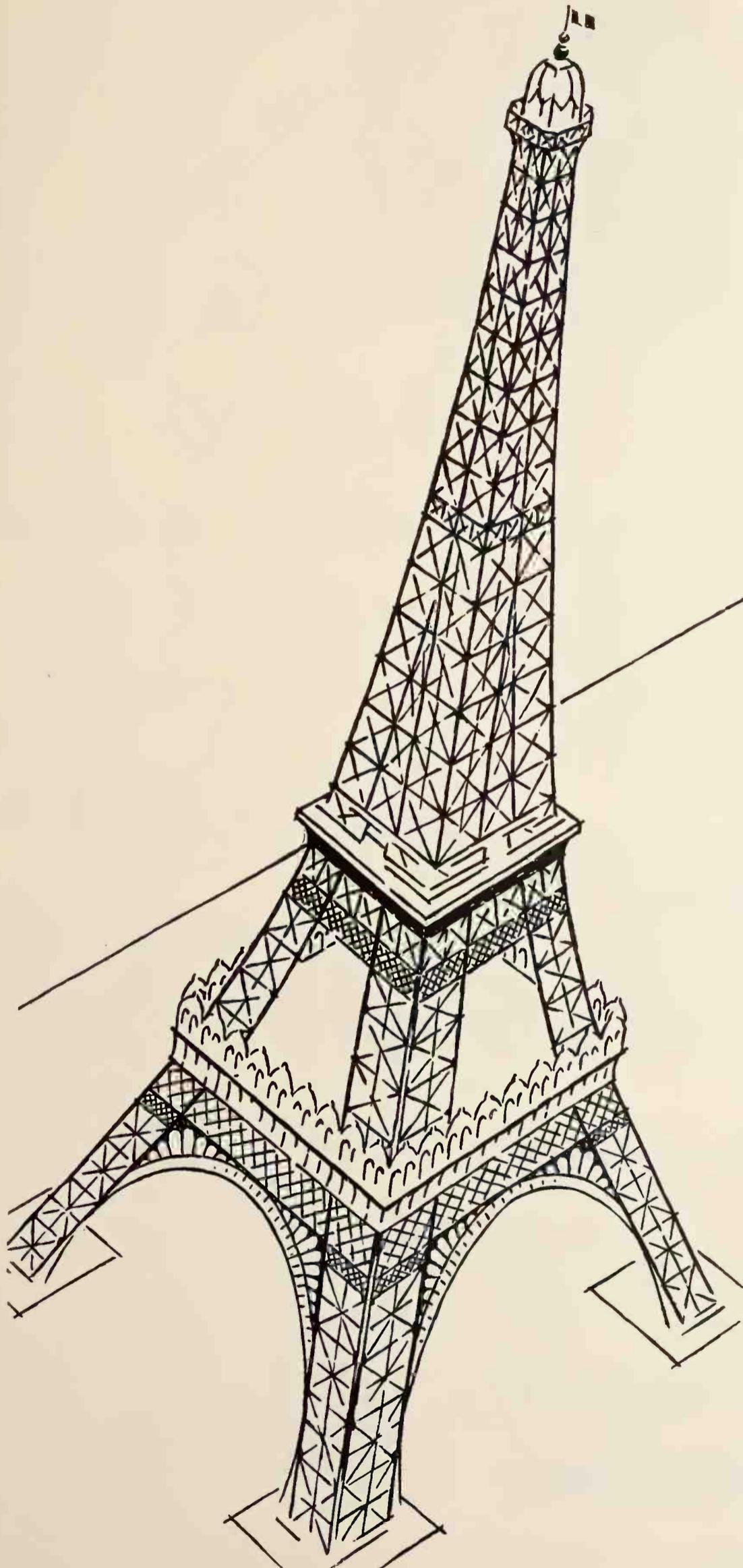
It is your protection against patent infringement liability

HAZELTINE CORPORATION
(Sole owner of Neutrodyne patents and trade-mark)
15 Exchange Place, Jersey City, N. J.

All correspondence relating to the Hazeltine patents, licenses and trade-mark should be addressed to

INDEPENDENT RADIO MANUFACTURERS, INC.
(Exclusive licensee of Hazeltine Corporation)

331 Madison Avenue, New York, N. Y.



THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 92)

ment of Guarantee portables were sent to the Orient to the Canton representative. E. Bauer, who travels the nation for the Guarantee Co., after a very gratifying tour of the coal regions and the booking of a large Summer order list for that part of the State, is now on his way South to Baltimore and Washington to visit the trade.

New Portable Victrola on Market

The new \$40 portable Victrola which the Victor Talking Machine Co. has placed on the market is now being shipped from the local warerooms of the Philadelphia Victor Distributors, Inc., 835 Arch street.

Louis Buehn Returns From Trip

President Louis Buehn, who has been for the past six weeks enjoying a pleasure tour of the Southern tier and from there journeying across the nation to the Pacific Coast, is again back at headquarters here. En route he stopped over at all the important distribution centers of the Victor Co., calling on the wholesalers.

Starr Products in Demand

The Witlin Musical Instrument Co., of which Ben Witlin is head, is enjoying very gratifying initial sales of the newest of Starr talking machine products manufactured by the Starr Piano Co., of Richmond, Ind., and for which his firm is distributor for the Philadelphia territory. After successfully introducing it to the Southern dealers Mr. Witlin is now touring the coal regions and sends back daily good orders for the new Starr Isosonic phonograph. The Starr Isosonic Acoustical phonograph is an embodiment of every new feature demanded by the public to-day and has been favorably received by the industry wherever introduced.

H. A. Weymann Reports Portable Demand

As the Maytime brings about a livelier pace of demand for the wholesale department of H. A. Weymann & Son, distributors of the Victor line, there has been growing business in machines and records. The firm has enjoyed an excellent advance order list for the new \$40 portables and shortly will be able to supply the \$25 models to be brought out in June.

Gallagher Store Is Redecorated

Innovations at the store of the Gallagher Talking Machine Co., 4226 Lancaster avenue, have effected a brightly ornamented interior with larger quarters. It is the plan of John T. Gallagher, head of the company, to spend several weeks this Summer in Ireland, accom-

The Supreme Achievement



Automatic Orthophonic Victrola, Open

The Introduction of

The AUTOMATIC ORTHOPHONIC VICTROLA

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

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

Victor Wholesalers

panied by Mrs. Gallagher. Last year Miss Mary T. Gallagher, their daughter, spent the Summer in Europe and she will remain at home this year to look after the business while her parents tour Erin. The Gallagher store specializes in Irish recordings of all makes.

Larry Urban a Bridegroom

Wedding bells chimed for the assistant to Manager Charles Bahl, of the wholesale Victor department of the Weymann Co., when in April Larry Urban was united in marriage to Miss Margie Haas. The young couple left immediately after the ceremony for a two-week honeymoon at Asheville, N. C.

Orthophonic Concert for Charity

Another live-wire sales promotion plan which J. Ralph Wilson put over within the month combined a charitable motivation with business progressiveness. An Orthophonic Concert was

given at the private residence of Mrs. James P. Scott, 1511 Girard avenue, for the benefit of the Hannemann Hospital. There were 119 attending and two sales of Orthophonics were made and many records disposed of, while several prospective sales sources were developed.

Everybody's Quarters Renovated

When the painters and decorators have completed the modernizing of the home of Everybody's Talking Machine Co., 810 Arch street, there will be available to the industry much improved services in the wholesale distribution of the various trade products handled and produced by the concern. Both the interior and the exterior have been put under the remodeling project.

Heppe Begins Special Sales Drive

A special campaign among the foreign population of the city began in May at the C. J. Heppe & Son store, 1117 Chestnut street, under the management of Leo Crompton, who is head of the talking machine department. The Heppe Co. handles both the Victor and Brunswick lines. Corps of foreign-speaking salesmen have been assembled and are placed under a sales representative who has been trained by the company in promotion work. Each salesman has a crew of foreign-speaking men to work with and these are assigned to various foreign sections of the city, according to their native speaking accomplishments. The crews also sell pianos and radios along with the talking machines and foreign recordings.

Allen's to Have New Home

Allen's Radio Supply & Service Co., general music dealer and talking machine retailer, is to have a new home, ground having been broken during the month for the erection of a three-story structure at 8503 Germantown avenue, in the Chestnut Hill section.

Keen Portable Placed on Market

A new portable is being marketed by Jacob H. Keen, originator of the Keenophonc, one of the first types of talking machine to be manufactured in this country, and now located at 109 North Tenth street. The new portable talking machine is known as the Keen and will augment the line of Keen talking machines. The firm has taken over the Philadelphia distribution of the J. A. Fisher Co. and will distribute the complete line of Valley Forge products.

New Val Phonic Reproducer Announced
Another model of the Val Phonic reproducer
(Continued on page 96)

"Trilling & Montague, wholesale radio merchandisers, Philadelphia, are recognized as one of the few wholesalers actually giving dealers service with a capital 'S'."

A TALKING MACHINE PUBLICATION

DISTRIBUTORS FOR



KOLSTER

CROSLY

Acme Products
Amperite
Amplion
Balkite
Brandes
Bremer-Tully
Burgess Batteries

Dubilier
Eagle Chargers
Exide Batteries
Farrand
General Radio Co.
Hammarlund
Hartford Battery

Heath
Jewell Meters
Majestic Eliminators
Mar-Co
National Products
Pacent
RCA Radiotrons

REL Products
Silver-Marshall
Sterling Meters
Tab Batteries
Timmons
Tower's Products
Weston
and many others

Write for our 1927 Catalog

TRILLING & MONTAGUE
WHOLESALE RADIO MERCHANDISERS

49 North Seventh Street "Grow With Us" Philadelphia, Pa.

Bulls-eye!



*Licensed under
Lektophone Patents*

for the SANDAR Speaker

THE Sandar Speaker shot right into the heart of public approval as soon as it appeared some months ago, and it has continued to register a direct and emphatic hit ever since with enthusiastic fans and dealers in every section of the country.

This new cone type speaker reproduces every sound, no matter how intricate or elusive, with absolute fidelity—it possesses a notably attractive and distinctive design—and its price,

\$ 27.50

West of the Rocky Mountains, \$30

\$27.50, is lower than that of any other speaker of its size. No wonder that the demand for Sandar has been so enormous, and its resultant success so positively sensational!

Dealers are still clamoring for Sandar territory, and getting it—but the amount available is now limited, and only prompt action on your part will insure your sharing in Sandar's success. So why not write **TO-DAY** for terms and full information?

SANDAR CORPORATION — Crescent Plaza Bldg. — Long Island City, N.Y.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 94)

has been brought out by the J. A. Fisher Co., 730 Market street. The new model is an improved inner construction of the reproducer that will give better tonal qualities. The firm has been enjoying a very good season in the South and anticipates that dealers in the flooded sections of the South will suffer severe losses. Irvin Epstan, of the firm, is traveling through the Canadian Northwest on a business tour of the section.

Purchases Music Store

With the sale of the business of Myers T. Hall to Mrs. Katherin Emmert, the business was renamed Emmert's, and will continue at 2626 Germantown avenue, where Milton Emmert, son of the owner, will be manager.

News Gleanings

Two local dealers have taken upon themselves the editorship of local news bulletins which will exploit their talking machine wares and other musical merchandise.

Bill Jaffe, Southern representative of Everybody's Talking Machine Co., this city, returned from a trip through the South in time for the



3½ Inches diameter
Patented 1922

942 Market Street

Easter holidays. Mr. Jaffe reports good business and a decided demand for Honest Quaker products.

M. Grass & Sons, 27 South Sixtieth street, are putting out a monthly paper which contains interesting items of news about various musical events.

Another dealer who is editing his own bulletin is W. Stainthorpe, 2073 Cheltenham avenue.

Trade associates have been welcoming back to its circle again one of its most popular members and for many years head of the music department of the Strawbridge & Clothier Department Store, Buyer Frank Butler. Mr. Butler has been in Atlantic City for several weeks recovering from a nervous breakdown.

Velvaloid Record Brush

Ideal for advertising purposes or resale. Write us for full information.

PHILADELPHIA BADGE CO.

Manufacturers

Philadelphia, Pa.

V. Fredericks is being congratulated upon his elevation to the position of inside manager of the Robelen Piano Co., of Wilmington, Del.

Expansion of business is being anticipated in the enlarged store building of Fred A. Brown, 223 West Allegheny avenue, who now is having the building extended to take care of increased business.

C. M. Ware, Millville, N. J., added another structure to his furniture and talking machine store and extended the third floor of the present house and added a fourth floor to the building, making this one of the finest local retail establishments.

Baron A. Stein, of Kutztown, music and talking machine dealer, has taken a larger store.

Dealers Hear Interesting Discussion on the Effect of Discounts on Profits

Talking Machine and Radio Men, Inc., Considers Important Problem—Addresses by Mark Max, Benjamin Gross and Assemblyman Alterman Feature the Monthly Meeting

One of the most interesting meetings held in recent months by the Talking Machine and Radio Men, Inc., took place at the Cafe Boulevard, New York, on Wednesday, April 20. The attendance was rather slim, but those present joined in the chief topic of discussion, which was: "Is the present retail discount profitable from the dealers' point of view, and advisable from the manufacturers' and jobbers' point of view?" This subject, which has been threshed out many times in the past, was first treated by Mark Max, president of Radio Merchandisers, who has had upwards of a score of years' experience in the talking machine and allied trades. Mr. Max said in part:

"The subject of what is a minimum profit in our business does not need analytical research to come to a conclusion, and we do not need to theorize on the subject because we have practical knowledge based on past experiences.

"Many of us who sit around in this room have enjoyed great prosperity and growth when we had a straight discount of 46 cents on every dollar. We prospered, although most of us at that time did the business in a haphazard way without scientifically dissecting any waste in our overhead. And doesn't it seem to you peculiar that although we have been able during the last few years by scientific research to put our finger on almost every cent of waste, and we still find that the pioneers of our business in this metropolitan district have not only not grown in their prosperity, but have had to resort to other sources for profitable investments like real estate, and launching of companies in which they had had to take the general public in as partner.

"Would anyone of you have taken in a partner during the time when you enjoyed a 46 per cent discount? And mind you, the volume

of your business, generally speaking, has increased, and still your profits have decreased—almost diminished.

"It is uninteresting for you to listen to the analysis of what happens with a piece of merchandise from the time that you order it to the time that you have collected your amount for same in full from the customer, but there is one thing which you cannot forget, and that is the fixed expense which you have in a store regardless of whether you sell anything or not. The metropolitan store can hardly calculate less than 7 per cent to 9 per cent for rent, regardless of where it is located—that is, in stores that do business up to about \$200,000 a year. It has to spend for managing, regardless of whether you manage it yourself, and your time must be of some value, and your ability certainly should be compensated, regardless whether you work for yourself or for somebody else, and you certainly cannot get a manager below 3 per cent providing you do \$200,000 worth of business, and it will cost you by far more if you do less business.

"Selling expense cannot be less in smaller stores than 6 per cent to 8 per cent, taking it all year around—in Summer and in Winter.

"Your financing must cost you, regardless of whether you use your own money invested or borrow same, around 6 per cent. You are bound to have about 2 per cent to 3 per cent bad debts, and you are bound to spend about 3 per cent for service. Now if you want to do the business, you must spend 5 per cent to 6 per cent for some sort of advertising, may it be regular advertising, window display, handbills, programs, mail advertising, or otherwise.

"You can see now that your gross profit is consumed by your expenses no matter how conservative and economical you are. That is, granting that your business is always up to the mark, because this calculation does not give you a margin for any incidental bad business or for any incidental outlay.

"I have here before me a Daily News record of Monday, April 18, which shows a profit in percentage of all the important institutions of the United States, and we find that their average net profit on a dollar is about 4 cents, although some of them go as high as 7 cents, and others go as low as 2 cents on the dollar. But all these institutions have every dollar overhead calculated scientifically.

"Now comes the most important part, not of a calculation, but of the miscalculation which has crept into our trade, and it is significant since the radio business predominates. That is, the question of service.

"Many dealers, as a matter of fact, most of the dealers, charge their service to expense—an absolute mistake from a commercial point of view, service is part of the cost price, just

(Continued on page 98)



GUARANTEE PORTABLE

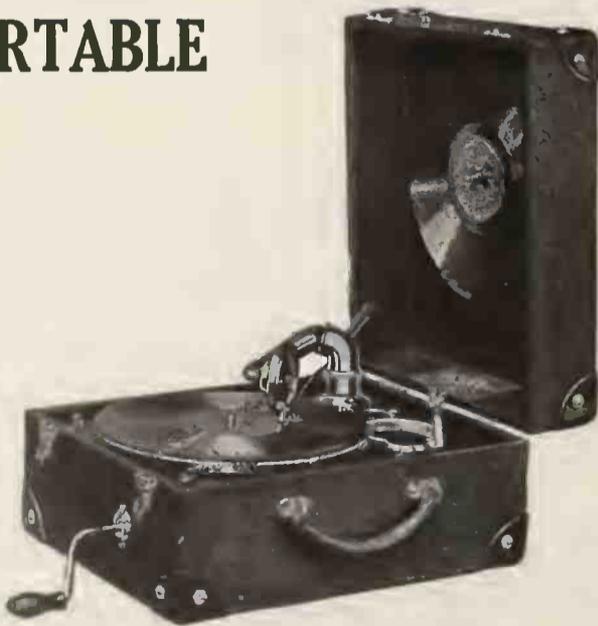
Furnished in

COBRA GRAIN BLACK
CROCODILE BLACK
CROCODILE BROWN
SPANISH BLUE

SPECIFICATIONS:

1. Textone Leather Case.
2. Standard Heineman Motor.
3. Plays Two 10" Records.
4. Standard Taper Tone Arm.
5. Specially Loud Reproducer.
6. Device for Carrying Records.
7. Machine Will Play 12" Records.
8. Patented "Non-Spill" Needle Cup.
9. Size 14½" x 11½" x 7¾".
10. Weighs 13½ pounds.

Guarantee Special Portable
Retails for \$12.50
Write for Prices in Quantity



Costs you \$10.50
RETAILS FOR \$25.00

GUARANTEE TALKING MACHINE SUPPLY CO.

35 N. NINTH STREET

PHILADELPHIA, PA.

Write for our latest Main Spring Chart

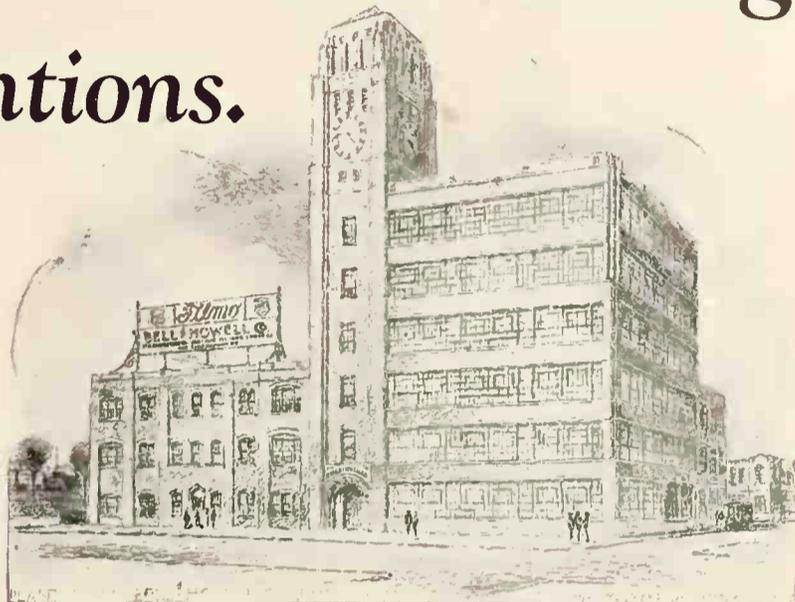
Visit the Bell & Howell Factory while you are in CHICAGO attending the music trade conventions.

JUNE 6th to 9th many of you will attend the Music Industry Convention at the Hotel Stevens, Chicago. Others of you will attend the Radio Manufacturers Association Convention at the same place June 13th to 19th.

Make these conventions an opportunity to visit the daylight factory and offices of the Bell & Howell Company, manufacturers of *Filmo* Camera, Projector and equipment now sold by so many music dealers.

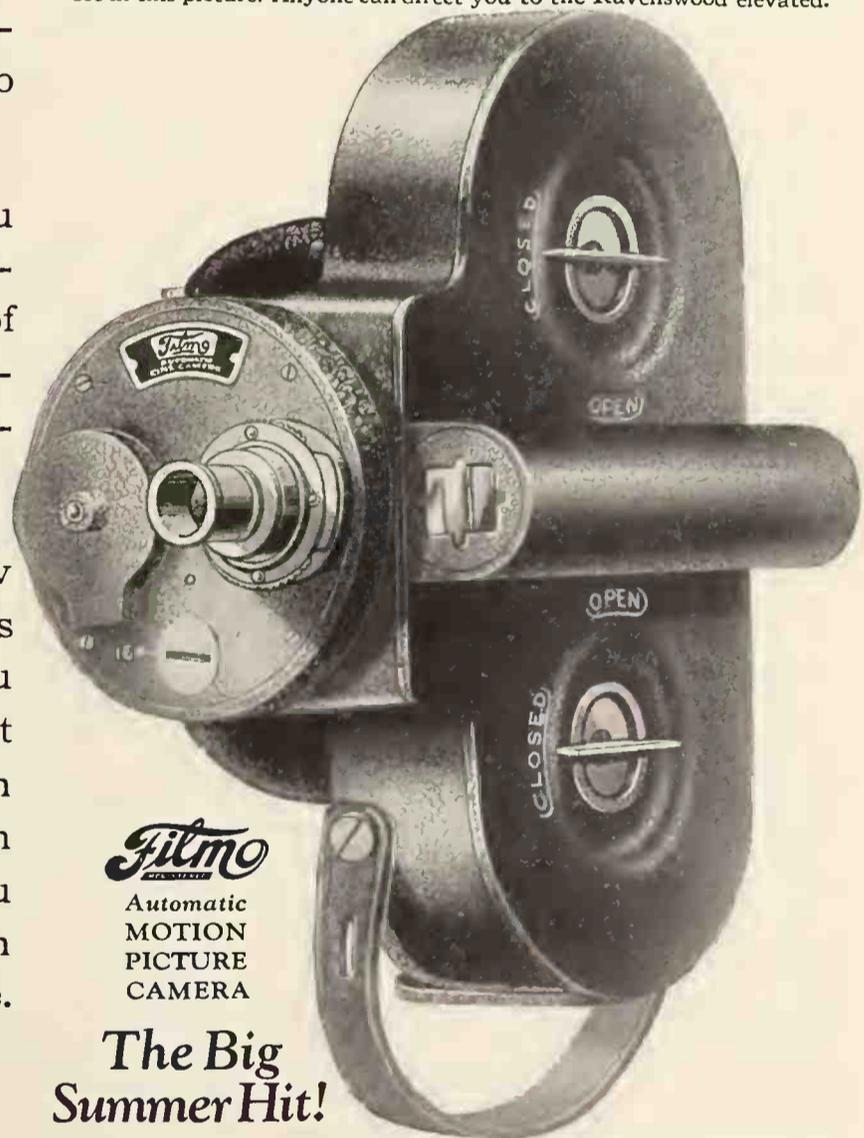
Our lobby is a veritable showroom. Here you can examine the equipment that is making personal movies replace snapshots in thousands of homes. Ask all the questions you want to. Competent, courteous people will show you the equipment and demonstrate how simply it operates.

Do this. Make this visit. You will get a new vision of the profit opportunity for summer sales we have been offering you in these pages. You will discover the precision and craftsmanship that makes *Filmo* equipment the world's highest in quality. Organize a group to make this visit with you. Talk our proposition over together when you leave. This is one of the ways in which you can make your trip to Chicago a highly profitable one.



HOW TO FIND US

Take a Ravenswood elevated train to Irving Park station. One block before reaching the station you will pass close to our factory. Alighting at Irving Park station, walk one block south to the high clock tower you see in this picture. Anyone can direct you to the Ravenswood elevated.



The Big Summer Hit!



BELL & HOWELL CO.

1810 Larchmont Avenue Chicago, Illinois
New York, Hollywood, London ESTABLISHED 1907

If not attending the conventions, mail this

BELL & HOWELL CO.,
1810 Larchmont Avenue, Chicago, Ill.

Please mail me your dealer proposition on complete line of Filmo cameras and equipment.

Name.....

Address.....

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

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 96)

 <p>ZENITH and FADA Radio</p>	<p>PATHEX Cameras and Projector Radio Accessories</p> <p>Penn Phonograph Co. 913 Arch St. Philadelphia</p>
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Dealers Hear Address on Retail Discounts

(Continued from page 96)

the same as the value of a button is part of the cost price of a coat, and therefore, service ought to carry a mark-up. Or in plain words, if a radio set costs you \$100, and you can presume rightfully that it will cost you \$5 to service same during the time of payments, your cost price is \$105, and your mark-up should be calculated from that price.

"And now we must not forget that when we sold the phonograph we made not only a profitable transaction, but we sold an asset for the future, as we knew that the phonograph purchaser is going to buy phonograph records forever—a profitable transaction in itself. As a matter of fact, some of the wise merchants often considered the question if it would not pay to give away a phonograph, against a contract to purchase records in the store.

"The radio sale from a future point of view is almost a perfect liability, and the dealer is even charged often with being the cause of an SOS when the radio is silenced for that reason.

"Now what is the remedy—is there any remedy? The manufacturer calculates his cost, the profit he is to have, the jobbers' discount, and builds his list price up from that. Wouldn't it be fairer, first, to calculate the cost price, his own profit, the jobbers' profit, and what the dealers' profit has to be, and work the list price up that way? Because in the final analysis the manufacturer cannot be successful, and the jobber surely cannot be successful unless the dealer is prosperous.

"This is the right season to talk about list prices for next season, and I think it would be very wise on the part of the prominent manufacturers to get together with representative jobbers and representative dealers, and consider what would be the wisest listing for 1927 so as to give the manufacturer, the jobber and the dealer a fair shake.

"The public would be perfectly happy because they would get really 100 cents on the dollar not only in merchandise but in service, which is very essential in the radio business. The public always got bargains in every set at the expense of the dealer, and at the finish was the sufferer because the dealer could not afford to give the right service, and the jobber was the sufferer because the dealer could not discount his bills.

"We have put our attention in our Associations to a lot of necessary things, and the Association under the able guidance of Mr. Irwin Kurtz has succeeded in working through great principles, but we never got to the root of the trouble—that is, safeguarding the financial standing of the dealer by having him sell his merchandise on a profit basis.

"We always hear the cry of the manufacturer that the more profit you give the dealer the more he cuts, but the price cutter is a very small percentage of the 100 per cent legitimate dealer and should not be considered when it comes down to a question of basic and fundamental principle."

Following this talk Mr. Max gave some interesting figures based on his past experience, which bore out the points which he had raised in his summary of retail conditions.

Benjamin Gross, of Gross-Brennan, Inc., factory representative of the Stromberg-Carlson Tel. Mfg. Co., maker of the Stromberg-Carlson radio apparatus, was the next speaker. He said that his company was very close to the retail trade in this territory, and that it paid as much attention to the financial condition of the dealer as the manufacturer does to that of the wholesale representative which he chooses. He then paid tribute to the trade in the metropolitan section, stating that the members of the radio retail industry were becoming more and more efficient in the conducting of their businesses, and predicted that within the coming year more careless and indifferent dealers will be weeded out than have left the field in the past five years.

He gave as one of the reasons for the dealer's failure to make reasonable profits the inclination toward small unit sales rather than those of high price, saying that, all factors being taken into effect, it would take seventeen sales of a \$125 set to equal the profit of one sale of a \$525 set. Continuing, Mr. Gross stated that the talking machine dealer is too liable to regard radio selling in the same light as talking machine selling, with the result that he treats both in an identical manner, whereas they are totally different. "The radio," said Mr. Gross, "is not a musical instrument, but is a mechanical and electrical instrument and must be sold as such."

The question of radio service was also touched on by Mr. Gross. This bugaboo, as he termed it, can be solved by the dealer, and can be resolved into a source of profit rather than occupy the position it now does. To illustrate his point, he related how a dealer of his acquaintance instructed his service staff to sell, and now traces 65 per cent of his sales to service calls.

Other dealers also talked on the subject, but because of the small attendance Irwin Kurtz, president of the Association, suggested that the full discussion on the subject be held on the next meeting, which is to take place May 18, when discounts and other matters of trade interest will engage the attention of the members.

The members also listened to a talk by Assemblyman Meyer Alterman, who was responsible for the changing of the Attachment Law so that talking machines, radio receivers, pianos and other musical instruments were excluded from the bill. The Assemblyman told of the reasons for the introduction of the bill, and warned against the actions of a small minority in every trade who through their dishonest practices cause legislation harmful to a trade as a whole.

It was also decided that Lawrence J. Rooney represent the association at the Syracuse, N. Y., meeting held the latter part of last month, which gathered for the purpose of forming a State music dealers' association. A complete account of the formation of this association appears elsewhere in this issue.

Byron Forster was reappointed chairman of the Entertainment Committee, and he announced that the annual outing of the Association will take place the latter part of June at Briarcliff Lodge.

Suggests a Program of Radio Development

Gen. J. G. Harbord, President of the Radio Corp. of America, Delivered an Interesting and Constructive Talk in Washington

Pointing out that radio broadcasting plays an important role in the affairs of all American nations, Gen. J. G. Harbord, president of the Radio Corp. of America, recently suggested a program of radio development in an address before the delegates of the Pan-American Union at Washington. The suggested program embraces a broad degree of co-operation and assistance in the general development of the art and industry; the direct participation of Government departments in broadcasting educational programs, weather and market reports, farm bulletins and governmental activities, as distinguished from the purely entertainment side of radio; the promotion of equitable radio laws, with adequate means for supervision; a full study of the meaning of radio in its various phases and the extension of a helping hand to those engaged in its operation and development; and general development of radio broadcasting and communication as an essential factor in the creation of closer ties and better understanding between all countries of the Pan-American Union.

Gen. Harbord stated that there are now 6,500,000 receiving sets in operation in North America, as compared with 60,000 in 1922, thus making the United States the center of radio development. He stated that the radio broadcast audience now totals 26,000,000, as against 75,000 listeners during 1922, and the investment in receiving equipment during 1926 amounted to \$506,000,000, with a total investment in the five years from 1922 to 1926, inclusive, of \$1,490,000,000 for sets, parts and accessories.

Victor Co. Recommends the Janette Rotary Converter

The Victor Talking Machine Co. recently advised its dealers that the rotary converter, manufactured by the Janette Mfg. Co., Chicago, Ill., has been subjected to exhaustive tests in the Victor laboratories, and has been found reliable and satisfactory in converting direct current to alternating current in the operation of the Electrola. The demand for Electrolas has been great in many districts that are wired for direct current, and the Victor laboratory is constantly trying equipment which they might recommend to dealers. The Janette rotary converter will be found to work satisfactorily for the operation of a single Electrola (not radio combination) on 110-volt direct current lines.

Court Decision on Radio Patent Infringement Suit

A decision recently rendered by the United States Circuit Court of Appeals holds that the neutralization method employed in Neutrodyne radio receivers infringes the Hartley patent No. 1,183,875 and the Rice patent No. 1,334,118, which are among the numerous radio patents of the Radio Corp. of America. R. E. Hartley and C. W. Rice are well-known engineers of the American Telephone & Telegraph Co. and the General Electric Co., respectively. The suit was against the Twentieth Century Radio Corp., dealer in radio apparatus. This decision reverses a previous decision of the lower court in favor of the defendant.

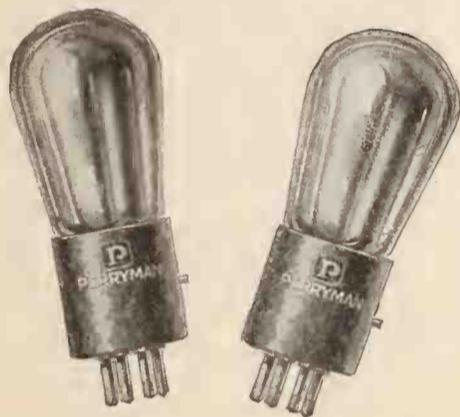
An Attractive Display

One of the most attractive displays at the Home Beautiful Exposition, Woonsocket, R. I., was that of La Roc's Music Store, which showed a complete line of instruments including the Automatic Victrola.

PERRYMAN RADIO P TUBES

"DISTANCE WITHOUT DISTORTION"

"as standard equipment"



Type P.D. 200-A
Super-Sensitive Detector
New Standard base
with long pins

Type R.H. 201-A
Amplifier-Detector
Standard base
with short pins



Type P.A. 112
Power Amplifier
New Standard base
with long pins

PATENTED PERRYMAN BRIDGE



RIGID CONSTRUCTION



TENSION SPRINGS

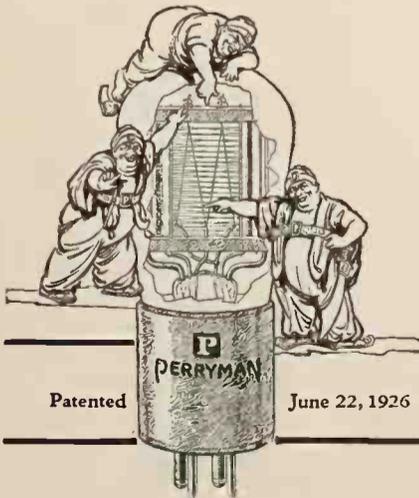
The simplest and surest way for you to insure that the new sets you sell will give complete satisfaction is to equip them with Perryman Tubes.

And the easiest way to prove this to your own satisfaction is to test Perryman Tubes in the sets you carry.

They will help you sell the set. They will develop customer satisfaction after the set is sold. They will give you a new slant on the radio tube as an aid in selling sets and as a money maker.

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.

At the Trade Show, during R. M. A. Convention week, we invite you to Booth 48 and our display rooms in the Stevens Hotel.



Patented

June 22, 1926

PERRYMAN ELECTRIC COMPANY, INC.
33 West 60th St., N.Y.C.

North Bergen, N. J.



Coming!

Sensational volume and tone
in new creations by Caswell.
Ready now. Write for details

CASWELL

Portable Phonographs of Distinction
Milwaukee, U.S.A.

Oregon Radio Trade Association to Conduct Summer Radio Service School

Association Co-operating With Institute of Technology, Which Will Hold Classes From August 15 to 29—Roy A. Forbes, Victor Sales Manager, Visits Portland—Other Trade News

PORTLAND, ORE., May 3.—The Bush & Lane Piano Co., which is retiring from the retail music store business in the Pacific Northwest, is staging a removal sale at its Portland store. In his announcement W. H. Beach, treasurer and general manager at headquarters in Holland, Mich., said: "Charles T. Corbil, who has been in charge of the stores in Oregon and Washington for the past fifteen years, will remain in charge of our interests on the Pacific Coast. Harry Quackenbach is manager of the local branch, having been in charge here for several years."

ZeZ Confrey and His Victor Recording Orchestra were a two weeks' attraction, April 9 to 23, at the Cole McElroy Spanish Ballroom, drawing capacity crowds during their two weeks' engagement. The regular Cole McElroy Orchestra, popular Portland Columbia artists, took advantage of the Confrey engagement by touring the State under the auspices of the Columbia Phonograph Co. and the personal supervision of Randall Bargelt, Oregon representative of the Columbia Co. Dealers tied up to advantage.

L. D. Heater, for twenty-one years associated with the Columbia Phonograph Co. in the Pacific Northwest and who since 1919 has been conducting a distributing house for phonographs, records, radios and phonograph accessories, has branched out again and taken on an added line of small goods. His district in many instances covers territory from California to Alaska and with his ever-increasing stock he has found it necessary to issue a catalog. He started with the old Thomas portable and at the present time handles three well-known makes—the "Swanson," the "Gypsy" and the "Carryola," the latter having recently been added to his line for distribution in Oregon, Washington and Alaska.

He reports the placing of Charles G. Guthrie, formerly with the J. K. Polk Co., Inc., of Dallas, Tex., in the Los Angeles district, and in the Alaska district, D. Rose, who is making his headquarters at Juneau, Alaska. A branch has also been established at 709 Pike street, Seattle, with J. E. Brown in charge.

Plans for a Summer radio school for service men have been formulated by a committee of the Oregon Radio Trades Association and officials of the Oregon Institute of Technology, who will conduct the school August 15 to 29.

L. D. Marsh, who was recently appointed Pacific Northwest district manager of the Columbia Phonograph Co., to replace W. H. Lawton, former manager, who has gone to Los Angeles, visited the Oregon dealers, accompanied by Randall Bargelt, Oregon representa-

tive of the Columbia Co. Mr. Marsh was formerly connected with the Columbia Phonograph Co. in Spokane, Wash.

Roy A. Forbes, manager of sales and merchandise, and H. H. Murry, consulting engineer of the Victor Talking Machine Co., Camden, N. J., accompanied by Otto L. May, of San Francisco, Pacific Coast sales manager of the Victor Co., were visitors during April, in conference with Elmer Hunt, wholesale manager of Sherman, Clay & Co., Victor jobbers. These executives met the Victor dealers of the Portland district during their visit at the Hotel Portland, at which time the local trade situation was studied, Mr. Forbes going into careful detail on all phases of the industry.

The Vitaphone with John Barrymore in "Don Juan" has just closed a six weeks' engagement at the Blue Mouse Theatre, playing to packed houses at all performances. This is being followed by Syd Chaplin in "The Better 'Ole," also with Vitaphone accompaniment and special features, and from early indication will outdo the popularity of "Don Juan" and its feature numbers, which included Giovanni Martinelli, singing *Vești La Guibba* from Pagliacci, who, the program announced, appeared through the courtesy of the Victor Talking Machine Co. The picture music, as in "Don Juan," is played by the New York Philharmonic Orchestra, which, the programs announce, records exclusively for the Brunswick Co., maker of Brunswick records. Added musical features to the new program are Mischa Elman, noted violinist and Victor artist; Al Jolson, Brunswick artist.

Two musical events of major importance were presented at the end of the season in Portland, a recital by Charles Hackett, American tenor and popular Columbia artist, who was presented April 22, and Percy Grainger, pianist-composer, another Columbia artist, who appeared April 25 in joint recital with the New York String Quartet.

Fred Gennett, of the Starr Piano Co., was a Portland visitor in April and reported strong indications of an early revival of business in all districts.

The McCormick Music Co. is featuring daily broadcast dinner hour programs over KTBR, radio station, owned and operated by M. E. Brown. Mr. Brown recently purchased a Kimball grand piano from the McCormick Music Co. for his new studio. H. H. Princehouse, vice-president of the McCormick Co., is in charge of the programs and is using a Victor Electrola, the instrument being hooked up from KTBR by remote control.

Fred Sherman and Phil Clay, of San Francisco, were recent visitors to the Portland

branch of Sherman, Clay & Co. A meeting of all retail and wholesale employes was held during their visit, at which time Mr. Clay presented a forceful sales talk on the new Automatic Orthophonic Victrola.

Charles Soulé, Pacific Northwest representative of the Starr Piano Co., has just returned from an extensive trip throughout the Seattle district and reports dealers showing great enthusiasm in the Electrobeam Gennett record.

W. L. Bobo, well known in music trade circles on the Pacific Coast and formerly of the Southern California Music Co., has been appointed general manager of the George C. Wille Music Co., of Salem, O.

Super-Ball Antenna Now Available in Kit Form

The Super-Ball antenna, which is distributed nationally by Yahr-Lange, Inc., Milwaukee, Wis., is now available to the trade in kit form. The ball itself is shipped separately, and all of the accessories needed for its installation and



Super-Ball Antenna Kit

operation are contained in a corrugated paper carton. The kit contains a fifty-foot lead-in wire, fifty-foot guide wire and a ten-foot conduit pipe. The base, ground clamp, lead-in, knobs, insulators, and screws are also contained in the carton.

Fred E. Yahr, president of Yahr-Lange, Inc., stated recently that 1,000 of the kits were sold within three weeks after their introduction, and that he believes the handy form in which Super-Ball antennas are now shipped will greatly assist the dealer, as he can deliver the two packages, the ball and the kit, conveniently to his customers.

Mikiphone Pocket Phonograph Popularity Growing

The Mikiphone pocket phonograph, which was introduced to the trade a few months ago, has enjoyed a splendid vogue and its popularity is increasing from month to month, according to an announcement from the New York offices of Mikiphone, S. A., Inc. It is made in Switzerland and enjoys the distinction of being the smallest portable phonograph made. When folded together the entire machine may be held in the palm of one hand. It is precision-made throughout, according to the manufacturers, has a single spring and will play one full ten-inch record. The sound box is said to have a patented tone amplifier producing volume and tone the equal of that rendered by the larger-sized portable models. The Mikiphone weighs two and three-quarters pounds and is nickel-plated throughout.

DEALERS

WILL APPRECIATE

as keenly as phonograph manufacturers and jobbers that the "NONSPILL" needle cup fills a long-felt need in the portable field.

TWO-FOLD PROFITS

While it is but fair to assume that dealers will profit to a measurable extent by the sales feature which the "NONSPILL" will add to phonographs so equipped, we want them to enjoy the more tangible profits sure to result from a demand for these cups for replacements in thousands of phonographs already in use.

SELL THEMSELVES

And so, "NONSPILLS" are now available to dealers for retail sale—packed twenty-four (24) in an attractive counter box—one needle cup mounted on a panel for display and demonstration purposes.

Every purchaser of records, needles, etc., is a potential customer—with no sales effort or time expended. "NONSPILLS" sell themselves on sight.



At **25¢** each

this dependable and handsomely nickel plated needle cup not only is popularly priced but admits of ready purchase. More important still, it allows you

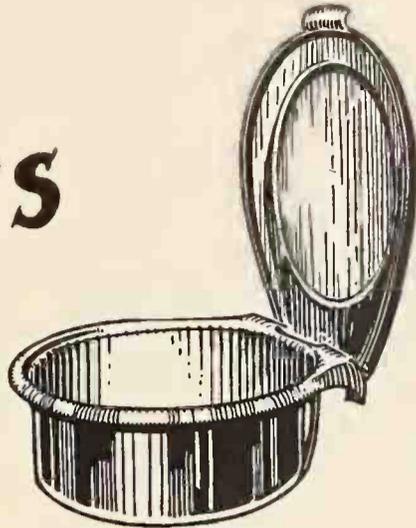
A SUBSTANTIAL PROFIT

Get a display box of 24 at once. Then put it on your counter and watch them go.

If your jobber cannot supply you promptly, we can



Here's



OPEN—
COVER STAYS UP

THE NEW, VASTLY IMPROVED

Double-Action and Flat Spring-Hinge Covered

NONSPILL

NEEDLE CUP

Patent Pending

FOR PORTABLE PHONOGRAPHS

A Triumph

in Mechanical Simplicity, Perfection and Operation

—AND THE PRICE IS RIGHT

LITTLE THINGS COUNT—

often the most. So, while a needle cup seemingly is a small link in the chain of fittings which go to make a complete phonograph, sometimes it assumes large importance.

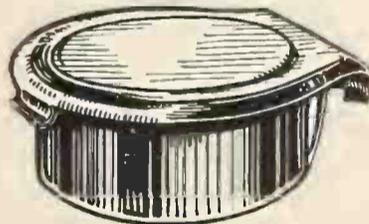
Lack of appreciation of this fact has caused many a good portable to be condemned unjustly, or perhaps even prejudiced in favor of another, because of an undependable needle cup.

No amount of rough-and-tumble traveling disturbs the "NONSPILL"—the needles simply can not escape. True to name, it can be depended on always to contain the needles—WHEN IT'S TIME TO PLAY.

UP OR DOWN THE COVER STAYS PUT
—AND IT'S STURDY, STRONG AND HANDSOME
THAT MAY BE WHY

many large and prominent manufacturers already have adopted the "NONSPILL" needle cup for original installation in their portable phonographs.

You, too, can secure prompt delivery



CLOSED—
COVER STAYS DOWN

H.K. Lorentzen

MFR. PHONOGRAPH HARDWARE

155 LEONARD ST.
NEW YORK, N. Y.



Model 9
List Price \$95.00

There's a Reason Why Euphonics are Sold by Leaders Everywhere!

And you'll know the reason the instant you hear a Euphonic Reproducer.

By its surpassing performance, the Euphonic *sells itself*. As a beautiful piece of furniture, the Euphonic is without a rival, too. Graceful lines, with hand rubbed and waxed duo-tone Walnut or Mahogany, the Euphonic is truly a masterpiece of cabinet-work.

Leading dealers the country over recognize in the Euphonic Reproducer more dollar for dollar value, than they can offer in any other line. Wire or write for full details of our sales plan.

WASMUTH-GOODRICH COMPANY
Peru, Indiana



"Nonspill" Needle Cup Is New Arrival in Parts Field

Unique Unit of Phonograph Hardware Wins Interest of Portable Phonograph Manufacturers—Will Be Sold Also by Dealers

A bright future seems to be in store for a new phonograph needle cup of unusual design and construction which has been placed on the market under the trade name of "Nonspill." This needle cup resembles the general type installed in portable phonographs but has many added virtues when in use. Chief among these is the fact that the cover stays open and in an upright position. When closed the cover remains fixed in place, resisting absolutely the possible spilling of needles.

It is worthy of mentioning that these improved features have been attained by an entirely new departure from ordinary designs by means of a patented, double-action and flat-spring hinged cover principle. A cover, cup and flat spring, with no other parts, combine to make the complete unit.

Several large and well-known manufacturers of phonographs, it is said, already have recognized the features of this cup and have adopted it for installation in their portables.

While the "Nonspill" needle cup, naturally, will find its chief and largest outlet along the above channels, it is also being made available to the general public through phonograph jobbers and dealers. It is felt that the trade will welcome such an item for re-installations, replacements, etc. The needle cups are packed in small lots of twenty-four attractive counter boxes, with one cup mounted prominently for display and demonstration purposes.

H. K. Lorentzen, of New York, the designer, patentee and manufacturer of the "Nonspill" needle cup, and for over ten years actively and extensively engaged in the manufacture and sale of a specialized line of phonograph hardware, reports the receipt of heavy orders following an advanced showing of samples. However, having anticipated this demand by extending his production facilities considerably, he assures phonograph manufacturers, jobbers and dealers alike of prompt if not immediate shipments.

G. J. Seedman Radio Co. Freed-Eisemann Distributor

The G. J. Seedman Automotive & Radio Co., Inc., of Brooklyn, N. Y., has announced its appointment as a distributor of Freed-Eisemann radio in Brooklyn and Long Island. The Seedman organization is one of the important distributors of radio in the East, and among the products already being handled are the following nationally known radio lines: RCA Radiotrons, Amplion speakers, Balkite products, Burgess batteries, Grebe Synchronaph

receivers, Unitron products, Receptrad Powerizers, Sonochorde speakers and Modern B eliminators. Extension of the Seedman warehouse facilities is planned for the near future because of their steadily increasing business.

Lee Morse Will Record Exclusively for Columbia

Lee Morse, well-known musical comedy and vaudeville star, recently contracted to record exclusively for Columbia New Process records. Miss Morse, who composes a great number of



Lee Morse

the selections she sings, is accompanied on her first recordings by Her Southern Serenaders.

J. W. White Now Field Representative for Yahr-Lange

According to an announcement received from the headquarters of Yahr-Lange, Inc., national distributor of Super-Ball antenna, J. W. White has been appointed field representative for the company. Mr. White was formerly associated with Gimbel Bros. for a period of twelve years and for the past year he has been connected with the Freed-Eisemann Radio Corp.

Mr. White will cover, in the interest of the Super-Ball antenna, a territory which includes Michigan, Iowa, Illinois and West Virginia.

Visited Atlanta Branch

Frank Walker, of the recording staff of the Columbia Phonograph Co., New York, recently returned to the home office after a trip to the Atlanta branch of the company.

Involuntary bankruptcy proceedings were recently filed against the Blandin Phonograph Co., Racine, Wis., by creditors of the company.

Magnavox Co. Distributes Cone Speaker Unit Folder

Literature Sent Distributors and Dealers Contains Description of Outstanding Features With Instructions for Installing

OAKLAND, CAL., May 5.—The Magnavox Co., of this city, has just issued a folder, which also serves as a template, for its cone speaker unit. The folder is being sent to manufacturers, distributors and dealers. It includes not only a complete description of the salient points of the unit but full instructions for installation.

The folder says, in part: "Magnavox is one of the best-known and readily accepted speakers. The unit is only 8 3/8 inches in diameter, fits in any cabinet. Simplest to install, only four screws to turn. Covers wide range of frequencies—passes bass notes wonderfully clear. Beautiful tone quality for largest residence use. Takes the wallop from biggest sets." The demand for this folder has necessitated three increases to the original quantity planned.

Pedestal Model Octatone Price Reduction Announced

The Pausin Engineering Co., 727-39 Frelinghuysen avenue, Newark, N. J., which achieved success last season with its Octatone speaker known as the T-1, a table model, later produced this product in a pedestal model known as the P-2. Some time after introducing the Pedestal model Octatone the list price was reduced but no changes were made in the price of the widely popular table Octatone speaker.

W. B. Stone, vice-president of the Pausin Engineering Co., recently stated that the reduction in the list price of the P-2 pedestal Octatone speaker was due to the fact it is now manufactured in its entirety in the Frelinghuysen avenue plant of the company. This, together with the fact that the factory is equipped for massed production, brought about economies in costs which were passed on to the trade.

Will Fyffe, Comedian, Is Exclusive Columbia Artist

Will Fyffe, the clever comedian from the land of kilts and heather, who is now duplicating in America the tremendous success achieved in the British Isles, is an exclusive Columbia recording artist. After completing a lengthy run at the Palace Theatre in New York Mr. Fyffe started out to tour the Keith-Albee circuit. Several of the finest of the Scotch comedian's characterizations have been recorded on Columbia New Process records and Mr. Fyffe has expressed delight that his many friends will be able to hear him in their own home whenever they like.

Mohawk Radio's

Big Business Builder

MAKING THEM BETTER
PRICING THEM LOWER
SELLING THEM FASTER



As a radio dealer you are heavily "sold" on *fast turnover*. Black figures on a ledger never hurt the eyes. You recall our pioneering in the One-Dial radio field. We saw its inevitable success. Great as were Mohawk expectations, the results have been far greater. Dealers handling the MOHAWK 6-tube One-Dial Control are reaping a golden harvest. Three mighty sales factors are heaping up their profits—beauty, performance and attractive prices. The MOHAWK is the *best* value in the One-Dial radio field—the outstanding achievement in advanced, efficient and scientific radio building. Let MOHAWK build for you—make it master of the cash register. MOHAWK has a most *attractive* Dealer Franchise. Wire or write for it—look it over. It clicks every time.

PONTIAC—Shielded. Burl walnut, drop front. Built-in loud speaker. 46 ins. high. List price \$140

SENECA—Mohawk one-dial, six-tube shielded radio set in walnut drawer. List price \$57.50

CHEROKEE—Shielded. Rich Walnut hand rubbed piano finish. Full piano-hinged. 10¾ ins. high, 13¼ ins. deep, 15½ ins. long. List price .. \$65

WINONA—Shielded. Rich walnut. 24 inches long. List price \$80

CHIPPEWA—(Above) Shielded. Rich walnut, two-toned. Built-in loud speaker. List price \$110

GENEVA—Shielded. Front full burl walnut, inlaid. Loud speaker built into dome, 44 ins. high. List price .. \$185

POCAHONTAS—Shielded. Burl walnut inlaid. Built-in loud speaker with 7-foot horn. 45½ inches high. List price \$300

Prices west of the Rockies slightly higher. Canadian prices 40% higher.

MOHAWK CORPORATION OF ILLINOIS

Established in 1920

Independently Organized in 1924

2220 DIVERSEY, AT LOGAN BOULEVARD, CHICAGO

Mohawk Corporation
of Illinois

Established 1920

*Independently
Organized in 1924*

You will do well to read the June Mohawk advertisement to appear in this publication. 1927-28 will bring even GREATER PROFITS and MORE LASTING PRESTIGE to MOHAWK FRANCHISED DEALERS.

Mohawk One Dial Radio

Sophie Tucker

sings
only
on

Okeh
ELECTRIC

records

time
for
Okeh
dealers
to
brag

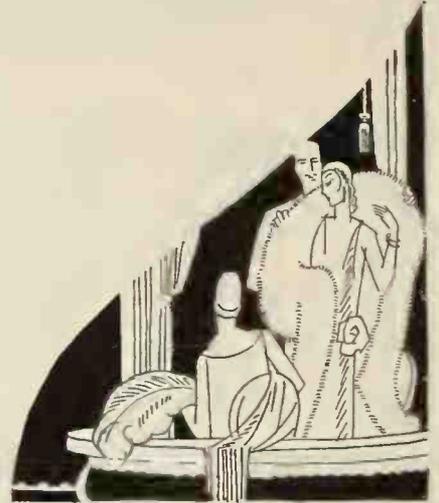
No. 40813—10 in.—75c.

Fifty Million Frenchmen Can't Be Wrong

AND

One Sweet Letter From You

Both Sung by Sophie Tucker



... but just a moment, please! These festive people just seem to be settling down to an evening of "Gay Paree" and SOPHIE TUCKER.

... but that is where they just fancy themselves to be. Between us two they are really at home, lolling in easy chairs, utterly fascinated by our first recordings of Sophie Tucker.

... "FIFTY MILLION FRENCHMEN CAN'T BE WRONG" ... you're on ... that's the big hit! But here we come with it sung by Sophie Tucker. ... Some triumph!

If you are not an Okeh Dealer it makes you eager to sign yourself as a Licensed Okeh Record Dealer ... do that and you, too, can profit by our many Okeh exclusive features.

Sophie
Tucker's
first
Okeh
Record

thou
shalt
not
perish
in 1500

... when the joy of things begins to fade—and you are laming tired, withered looks—and life in a cell seems a good place for parking ... there is no need to beg the sheriff for a few bars as a means for self contentment.

... not if you can keep enough presence of mind to remember that in Suite 1500-1501-1502, of course the Stevens Hotel, Chi., there awaits you our inexhaustible "CONSOLIDATED HOSPITALITY".

... we are sharing everything from the best musical merchandise to our personality soothing syrup—convention babies cry for it.

... of course, you will have to wait until Music Trade Convention Week—but when you are through waiting we'll be waiting there to welcome every jobber and dealer who can remember Suite 1500-1501-1502.

Consolidated Talking Machine Co.

227 W. Washington St.

Chicago, Ill.

Branches: 2957 Gratiot Ave. - - - Detroit, Mich.
1424 Washington Ave., Minneapolis, Minn.

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

LEONARD P. CANTY

Middle West Preparing to Act as Hosts to Music Industries and Radio Conventions

Two Weeks in June to Be Given Over to Allied Music Trades Convention and Radio Manufacturers' Association Trade Show and Convention—Stevens Hotel to House Both Meetings

CHICAGO, ILL., May 7.—The Middle West music-radio trade is looking forward eagerly to the two weeks in June when Chicago will act as host to the Allied Music Trades convention, and the Radio Manufacturers' Association trade show and convention. The music gathering will be held the second week in June, followed during the next week by the radio show, and it is expected that many music distributors and dealers will lengthen their stay in this city in order to obtain first-hand information from the radio manufacturers as to the products which will be introduced and shown for the first time. Several radio manufacturers are taking added advantage of the music trade meetings by exhibiting their products at that gathering at the Stevens Hotel, and again during the radio trade show.

The R. M. A. trade show is looked upon by manufacturers, distributors and dealers alike as representing one of the most progressive steps yet taken in the radio industry, for it will allow the show visitors to scan the new products closely, make comparisons, meet and associate with other members of the trade, and enable them to choose their products at an earlier date than in past years, and thus lay their sales programs for Fall and Winter accordingly.

Business conditions in the music-radio trade in this territory have been fairly good during the past month, although the advent of Spring has made inroads on the sales totals in both talking machine and radio products. Phonograph records have been much in demand, however, evidence of a keen interest in that type of reproducing instrument. The sale of portable phonographs and radio receiving sets is mounting with the opening of the vacation and outdoor season, thus recompensing to some extent the decrease in demand for the larger units of sale. Several manufacturers are busying themselves, in both the phonograph and radio field, with the designing and perfecting of electrical pick-up type talking machines, and it is expected that several of these products will soon make their debut.

Columbia Artist in Local Engagement

Charles Kaley, believed by many to have a voice of more than ordinary appeal and an exclusive Columbia recording artist, has opened up an extended engagement at the Granada Theatre in Chicago. Mr. Kaley is popular with the young ladies and it is expected that thousands of his Columbia records will be sold to countless admirers in Chicago.

Miss Jean Madeline Victor Arrives

H. P. Victor, assistant district manager of the Chicago Columbia offices, is receiving the congratulations of his many friends in the industry upon the recent arrival in his family of Miss Jean Madeline Victor. Miss Jean arrived in the Victor household on Wednesday, April 27, and while she only weighed at the time seven pounds and ten ounces, she is gaining in weight rapidly and soon expects to become a full-grown young lady.

Passing of Leon Samuels Regretted

Leon Samuels, for many years a prominent figure in the talking machine trade, passed away at his home in Chicago on April 12. Mr. Samuels had been in ill health for the past several months, and died just a few days after his

return from Hot Springs, Ark., where he had spent some time in an effort to better his condition. Mr. Samuels was fifty-five years old, and had spent eighteen years in the phonograph field. He was associated with the Vitonola Talking Machine Co. as a salesman when that

organization was formed, and was in business under his own name in the years which followed. He recently established his headquarters in the Republic Building, Chicago, manufacturing the Mellowtone phonograph, and, according to an announcement made a short time ago, the business will be continued with W. A. Ferguson in charge. Mr. Ferguson has been associated with Mr. Samuels in the phonograph business for many years.

Radio Corp. of America in Its New Quarters

The Radio Corp. of America recently took possession of its new and commodious quarters
(Continued on page 106)

The NEW KIMBALL PHONOGRAPH

New Construction
not just new styles

Have you had a
Tone Test
Demonstration?



Style 250



Style 300

These two styles
are only part of
the Kimball line
which is gaining
rapidly in popu-
larity.

Beautiful Instruments; Exclusive
Features; True Tone. Write or wire

W. W. KIMBALL COMPANY

Established 1857

306 S. Wabash Avenue

Kimball Bldg., Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 105)

on the eighteenth and nineteenth floors of the building, 100 West Monroe street, corner of Clark and Monroe streets, Chicago. The improved conditions which the new office affords will greatly assist the Chicago R. C. A. organization in continuing to render its high standard of service. The 100 West Monroe Building, situated in the very heart of the loop, is easily accessible to out-of-town wholesale distributors and dealers as well as to those located in and around this city. The many friends of the Radio Corp. of America have been invited to visit the new Chicago home of the firm.

W. C. Fuhri a Visitor

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., New York, spent several days in Chicago during the last week in April and seemed more than usually optimistic over the progress Columbia has made during the past few months.

Mr. Fuhri was quoted as having said that Columbia record business in April showed a decided increase over March and that everything seems to indicate that this increase will continue throughout the Summer months. Mr. Fuhri proceeded to St. Louis from Chicago. It is expected that he will return to Chicago to attend the Music Trades Convention early in June.

Live Sales Campaign of Universal Battery Co.

The Universal Battery Co., of this city, is placing an ambitious sales campaign behind its products in the music-radio trade. The firm manufactures batteries for radio and automobile use, and power units for attachment to radio receivers. The Universal organization has been an important factor in the battery manufacturing field for twenty-five years, and is a member of the National Battery Manufacturers' Association as well as the Radio Manufacturers' Association. An extensive advertising campaign has been launched on Universal batteries and socket power units, and the entire line manufactured by the firm will be shown at both the R. M. A. Trade Show, Hotel Stevens, in June, and the Chicago Radio Show at the Coliseum this Fall.

Acoustical Development Corp. Formed

The Acoustical Development Corp., with headquarters in Chicago and factory at Racine, Wis., was recently established, with H. F. Hopkins, president, in active management of the firm. The organization acquired what was formerly known as the Tone Chamber Division of the Borkman Radio Corp., previously located

at Kalamazoo, Mich. The Acoustical Development Corp. has further extended its activities to the manufacture of phonograph tone chambers in addition to the tone chambers which it will produce for radio manufacturers. Models previously manufactured by the Borkman Radio Corp. are included in the line, with the addition of several new numbers embodying the latest acoustical developments.

In a recent announcement made by Mr. Hopkins he stated that the Acoustical Development Corp. had complete engineering facilities available at all times which will be placed at the disposal of the radio and phonograph manufacturer to aid in selecting equipment best suited for individual requirements.

Silver Masked Tenor Again on the Air

The Silver Masked Tenor, who delighted his radio audience last Fall, will again appear on the program of the B. F. Goodrich Silvertown Cord Orchestra broadcast over the WEAf network on Wednesday nights from May 5 until October. Dealers handling Kellogg radio sets will soon be supplied with a very attractive window display featuring the Silver Masked Tenor in connection with a hearty recommendation he has given the Kellogg set.

Hollis Vaughn Visits Mohawk Executives

Hollis Vaughn, of the George Vaughn Co., Boston, radio distributor, stopped in Chicago for several days during the latter part of April and visited the executives of the Mohawk Corp. of Illinois. Mr. Vaughn was en route to Hot Springs, Ark., to attend the Electrical Manufacturers' Convention.

Invitation From United Air Cleaner Co.

The phonograph motor division of the United Air Cleaner Co., Chicago, has issued invitations to visitors who attend the Radio Manufacturers' Association Trade Show and Convention and the Music Trades Convention in June to visit the United plant on Chicago's South Side and to hear a demonstration of the United electric pick-up and amplification unit. This new product of the United Air Cleaner Co., which was described in the April issue of The Talking Machine World, has awakened wide interest in the trade. The engineering department of the firm has spent many months in perfecting the new musical development and when the convention and show visitors reach Chicago it will be ready for presentation. F. F. Paul, general sales manager of the United Air Cleaner Co., has made arrangements for convention visitors

to view and hear the new electric pick-up and amplification unit while they are in Chicago and it is expected that many members of the trade will take advantage of the opportunity.

Gulbransen Piano on the Air

Listeners-in on radio broadcasting station WSKC, Bay City, Mich., put on their dancing shoes when Fred Gunsell plays, for he is an exponent of syncopation and produces exceptional melodies on the Gulbransen grand piano. Station WSKC has as part of its standard equipment a Gulbransen grand piano supplied by



F. Gunsell at the Gulbransen the Hardy Music Co., of Bay City. When Mr. Gunsell is not playing the Gulbransen at the radio station he is selling and tuning Gulbransen pianos at Caro, Mich., where he lives. He has achieved widespread popularity as an entertainer through his radio activities.

E. W. Hedman in New Post

An announcement of interest to dealers in northern Indiana and Michigan proceeded from the office of A. J. Heath, Chicago Columbia manager, relative to the appointment of E. W. Hedman as Columbia sales representative in that territory, succeeding Charles Kennedy, who recently resigned. Mr. Hedman has had many years' experience in merchandising Columbia products in the Minneapolis territory and he will place his phonograph experience at the disposal of Columbia dealers in his new territory as an aid in building up their talking machine and record business.

Showers Plant for Radio Production

Recently Showers Bros. Co., radio manufacturer, with headquarters in Chicago, issued a statement that the firm was placing plant number 4 at the disposal of the radio division. At that time there was also a statement made that the factories of Showers Bros. constituted thirty-seven acres of floor space. This was a very erroneous statement and W. Edward Showers has asked that a correction be published.

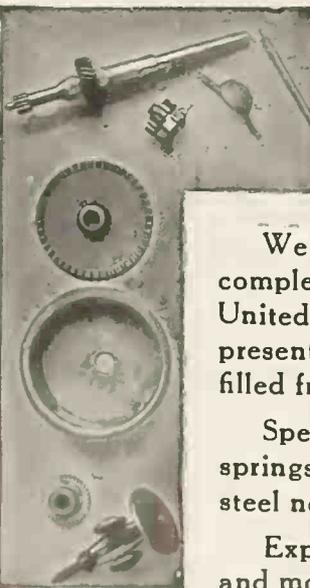
It is generally understood that Showers Bros. are the largest furniture manufacturers in the world, and a recent survey of the three factories at Bloomington, Ind., Burlington, Ia., and Bloomfield, Ind., disclosed the fact that the entire floor space totals 125 acres. The thirty-seven acres referred to above only included plant number 4, which is a large factory in itself.

H. T. Roberts, who maintains the entire radio division at 914 South Michigan avenue, Chicago, has announced that Showers Brothers radio division will be expanded this season and there will be no limit set to the number of pieces to be manufactured.

Walbert Mfg. Co. in New Plant

The Walbert Mfg. Co., formerly located at 925 Wrightwood avenue, Chicago, maker of Walbert radio receivers, moved to a larger and more modern factory at 1000 Fullerton avenue on May 1. In commenting upon the removal, Walbert executives stated that the rapidly growing business of the organization demanded greatly enlarged quarters and increased facilities.

Coincident with the opening of the new Walbert offices and factory came the announcement (Continued on page 108)



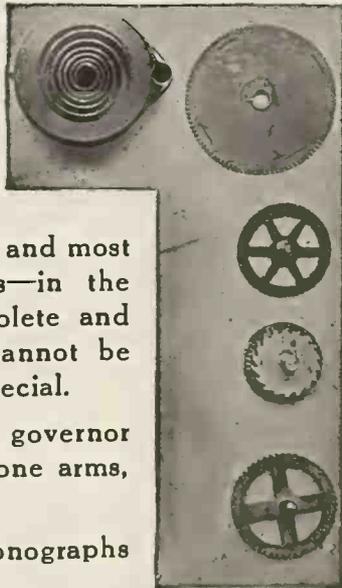
Repair Parts

For All and Every Motor That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micras, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.





TRADE MARK "CONSOLA" CABLE ADDRESS "CONSOLA"

Consolidated Talking Machine Co.

Manufacturers of High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.

SUCCESSORS TO Standard Talking Machine Co., United Talking Machine Co., Harmony Talking Machine Co., O'Neill-James Co., Arden Co.

227-229 W. WASHINGTON ST., CHICAGO ILL.

Branches: 2057 Gratiot Ave., Detroit, Mich. 1424 Washington Ave., South, Minneapolis, Minn.

INCORPORATED UNDER THE LAWS OF ILLINOIS

Dominating!

the Low Priced Charger
Field for 1927

Johnson

NEUTRAL SOLUTION
Trickle Chargers



Retails
for **\$8⁷⁵**

Permanent "A" Power Supply

Again we've improved it—made it better than ever—the B-2 model with the improved electrodes and new clear solution, providing an absolutely permanent source of "A" Power supply with a minimum of .6 Amp. charge on any battery condition. Just plug it in and forget it. Your "A" battery can never run down nor will it overcharge.

There's nothing to wear out. The special alloy electrodes can never corrode or crust—solid rubber base and caps eliminate "shorts"—only the occasional addition of distilled water is necessary.

Compare the price. Without question the Johnson Neutral Solution Trickle Charger dominates the Low Price field.

Order your stock of Johnson Chargers today.

Ask your jobber or write direct

1. Absolutely silent—no hum while set is in use
2. Electrodes never corrode or crust
3. Neutral Solution is harmless and has no corrosive effect. It's crystal clear.
4. The rubber jar cap insures perfect insulation — no cover, and no "shorts"
5. Delivers a constant .6 Amp. charging rate to batteries below normal
6. All terminals easily accessible, simple installation and hook-up.
7. Built to endure — sturdy heavy years of constant service.
8. Packed dry — no liquid. Can be shipped by Parcel Post.

Visit our Booth
at R.M.A. TRADE
SHOW, STEVENS
HOTEL, CHICAGO
June 13th-18th, 1927

Johnson

MOTOR PRODUCTS CO.
308 NORTH SHELDON ST. CHICAGO



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 106)

of new representatives of Walbert batteryless light socket receivers and their territories: Reid Sales Corp., Kansas City, Mo., Western Missouri, Kansas and Oklahoma; L. C. Kolin, Omaha, Nebr., Iowa, Nebraska and South Dakota; Howard & Geeseka Co., Minneapolis, Minn., North Dakota, Minnesota and western Wisconsin.

Greene-Brown Mfg. Co. Moves

The Greene-Brown Mfg. Co., Chicago, manufacturer of "B" battery eliminators and power units, recently moved its headquarters to a new plant and offices at 5100 Ravenswood avenue. A steadily increasing demand for Greene-Brown products is given by the firm as the reason for the removal to larger and more modern quarters. The complete line of power units made by the Greene-Brown Mfg. Co. will be exhibited at the R. M. A. Trade Show, Hotel Stevens, June 13-18.

A. J. Heath Visited Northwest

A. J. Heath, manager of the Chicago district of the Columbia Phonograph Co., Inc., made one of his periodical trips to Minneapolis during the month of April. Conditions in the Northwest territory, according to Mr. Heath, give every promise of a continued normal activity in business during the next few months. Business in Montana is especially good, he stated upon his return. Mr. Heath, while in Minneapolis, informed Lawrence Gunyo, Minneapolis sales representative, that he was the winner of the prize, in the recent sales contest between salesmen in the Chicago and Minneapolis district territory, of a Viva-tonal Columbia phonograph. This competition aroused keen interest among the salesmen who worked hard to secure the prize.

T. G. Rockwell a Visitor

T. G. Rockwell, formerly connected with the Chicago Columbia offices and now in charge of recording for the Okeh Phonograph Co., made his headquarters at the local Columbia office for a few days toward the latter part of April.

I. A. Lund Organizes the Lund Cabinet Factories

Associated With Mr. Lund Are Frank C. Burton and Robert Wachter, Cabinet Designers

I. A. Lund, who recently resigned his position as secretary of United Cabinet Mfrs. Corp., Chicago, to form his own company, has named his new organization I. A. Lund Cabinet Factories. He has retained designing connections with whom he has collaborated for the past five years in furniture and radio cabinet creation, Frank C. Burton, who was previously a Grand Rapids designer and was associated with Marshall Field & Co., Chicago, for many years and who was responsible for the Cheney phonograph cabinet line, and his associate, Robert Wachter, has also been connected with Marshall Field & Co. as a designer for many years.

Mr. Lund, in commenting upon his new organization recently, stated: "When I started my former manufacturing activities with my radio cabinet line I engaged the services of Mr. Burton and his associate, Mr. Wachter, with whom I have worked closely for a number of years. They are both recognized as leaders in their particular line of endeavor and many furniture creations which have achieved success in the merchandising field were products of their skill and designing knowledge. In my new organization, I. A. Lund Cabinet Factories, I have retained Mr. Burton and Mr. Wachter as designers, and they will work in close co-operation with our clients in creating cabinets."

Paul Specht in Detroit

Paul Specht and His Orchestra, exclusive Columbia recording artists, whose European tour last year was so successful, have just opened at the New Regent Theatre in Detroit.

Zenith Distributors Meet in Executive Conference

Distributors of Zenith Radio Receivers From All Sections of the Country Gather to Discuss Features for the Coming Season

The Zenith Radio Corp., Chicago, manufacturer of Zenith radio receivers, entertained its distributors at a conference in the Florentine room of the Congress Hotel on April 30. Sixty-five distributors were represented, executives of jobbing organizations traveling from all sections of the country to attend the session. The entire day was devoted to a business meeting in the Florentine room in which the distributors were asked to express their preferences as to features which should be incorporated in the Zenith products for the approaching season.

The guests were entertained at a banquet at the Rainbo Gardens, a popular night club on Chicago's North Side, in the evening. Paul B. Klugh, vice-president and general manager of the Zenith Radio Corp., acted as chairman of the business meeting and the distributors were addressed by E. F. McDonald, Jr., president, N. A. Fegen, secretary and sales manager; Hugh Robertson, treasurer and credit manager; C. E. Mead, factory manager; Irving Herriott, legal counsel to the Zenith Radio Corp.; C. J. Callahan, advertising manager; P. E. Anderson, traffic manager; F. A. Whiting, purchasing manager; F. R. Roterberg, service manager, and Karl Hassel, H. A. Gates, C. E. Marshall, all of the Zenith laboratories.

In Window Competition

Shalek's Brunswick Music Shop, 3206 Lawrence avenue, Chicago, has submitted photographs in the window display drive conducted by the Music Industries Chamber of Commerce.

The Toman "Helical" Tone Arm Set

Produces a very fine, deep, rich, mellow and powerful tone, surpassed by none

N. B. Our New Toman reproducer produces same quality of tone, with 50% increase in volume



See June 15th Talking Machine World for illustration and full description of the wonderful new Toman reproducer

Manufactured by

E. Toman & Co.

2621 West 21st Place
CHICAGO, ILL.

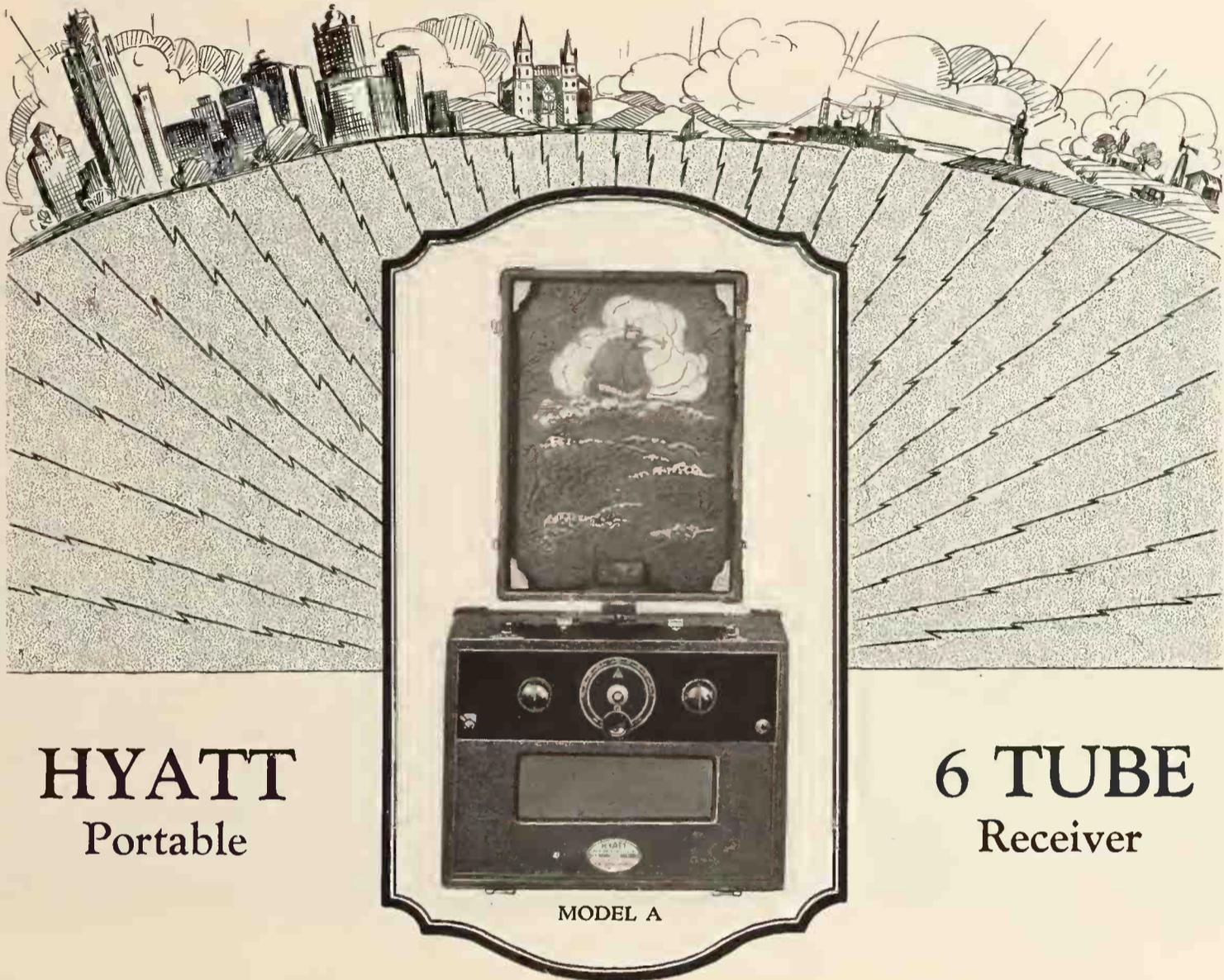
Sales Distributor

Wondertone Phonograph Co.

216 No. Michigan Ave., Chicago, Ill.

Cable Address—"Wondertone Chicago."

Cable Codes—Western Union—A.B.C. (5th Edition).



HYATT
Portable

6 TUBE
Receiver

MODEL A

**A Real Portable With Proven Performance
For Your Customers
Wherever They Are — Wherever They Go**

The advantages of the Hyatt Portable are many. It is a small compact radio that weighs only 28 lbs. completely equipped, and is suitable anywhere because of its selectivity and clear reception—its quality and attractiveness. Single Dial Control — loop aerial — built-in loud speaker.

Hyatt Portable Receivers are built by the manufacturers of the Electrophone, an instrument that has enabled the deaf to hear instantly—that has received wide publicity—and that is revolutionizing the method of educating the deaf. The engineers of this corporation have left no stone unturned to build a receiver

of exceptional merit to meet the demand for a portable that would give satisfactory service. They have succeeded.

We do not offer you huge profits—we do not claim the Hyatt Portable will bring people clamoring to your door. But we do know that this receiver will meet the demand for a good reliable portable—and will bring you a reasonable profit the year 'round.

Model A

\$95 without accessories. \$115.00 complete

Brown leatherette covered cabinet, beautifully made and designed. 15 in. wide, 11½ in. high, 9¼ in. deep.

Desirable territory available. If your jobber cannot supply you with details, write or wire us at once.



Mohawk Distributors Meet in Convention

Representatives of Sixty-six Distributing Firms Attend and Hear Aims and Policies Outlined—Convention Covers Three Days

Representatives of sixty-six Mohawk jobbers were present at the distributors' convention of the Mohawk Corp. of Illinois, in the Florentine Room, Congress Hotel, Chicago, May 2, 3 and 4. The convention was a well-balanced affair with plenty of opportunity for the distributors to gain first-hand knowledge

business and social program which would prove to all present constructive, profitable and most pleasant.

C. F. Spencer, of the Columbia Stores Co., Denver and Salt Lake City, responded in the name of the distributors. Other addresses of welcome were given by M. F. Flanagan, execu-

and briefly stated the Mohawk policies. He was followed by A. H. Zimmerman, president of the Republic Radio Corp., Detroit and Grand Rapids, who outlined what the distributor expects of the manufacturer in both product and policy.

Louis Frankel, treasurer of the Mohawk



Business Halted Momentarily at the Mohawk Convention While the Photographer Snapped a Picture of Those Present

of various phases of radio distribution and service, and to participate in the discussions. The convention opened with an address of welcome by Gustave Frankel, president of the Mohawk Corp. of Illinois, who welcomed the distributors to Chicago, "the city whose motto is 'I Will.'" Mr. Frankel voiced his confidence that the Mohawk organization had prepared a

diverse secretary of the Radio Manufacturers' Association, and C. O. Frisbee, of the Chicago Association of Commerce, president of Commerce Petroleum Co.

Otto N. Frankfort, vice-president in charge of sales of the Mohawk organization, who acted as chairman of the business sessions, outlined the aims and ambitions of the Mohawk Corp.,

gave his listeners a comprehensive idea of the financial status of the Mohawk Corp., showing a proportion of assets to liabilities of twenty to one and sketched a short history of the Mohawk organization which started as an electrical wholesale house. In 1923 the manufacture of Mohawk radio receivers commenced and the firm and its products have met with such outstanding success that a new plant, containing 24,000 square feet, will soon be under construction.

Lee Robinson, business manager of The Talking Machine World, then addressed the distributors on "Radio Merchandising in the Music Store," stressing the fact that the music dealer has become an increasingly important factor in the distribution of radio receiving equipment and accessories during the past four years, and is now recognized as one of the outstanding outlets.

Immediately after the noon luncheon the business session was resumed and an address given by Hayes McFarland, advertising director, Chicago Herald and Examiner. Douglas DeMare, vice-president in charge of engineering and purchasing, then explained the technical phases of the new 1927-1928 Mohawk one-dial radio receivers, and at the close of his talk the new line was exhibited and inspected by the distributors.

Full details of the new product will be announced shortly, but it may be said here that the new Mohawk line was received with tremendous enthusiasm by every one present. In fact, the jobbers were unanimous in stating that the new product would receive endorsement of every dealer in their respective territories.

The meeting then took the form of a round-table talk, centering about a discussion of the new receivers and their important features.

(Continued on page 112)

"It"

WE have "it"—and by "it" we mean anything in the line of phonograph supplies, replacement material or repair parts.

OUR stock is complete, our price is right, our service is prompt—when you need "it" call on us.

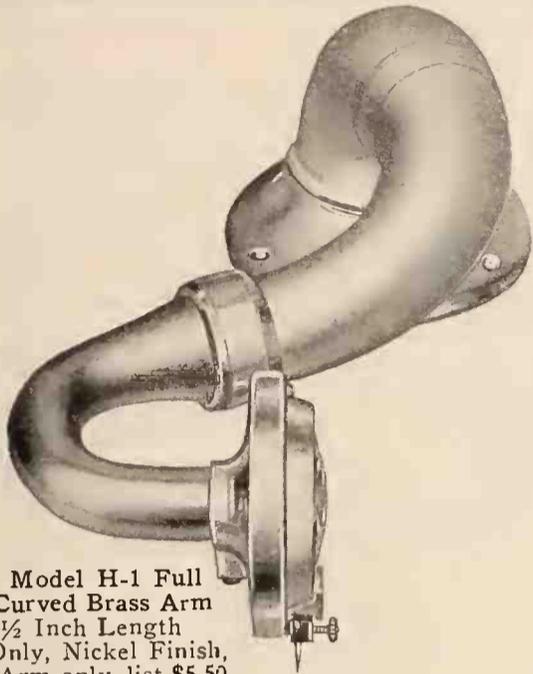
Vitanola

Service Bureau

11 East Austin Ave.

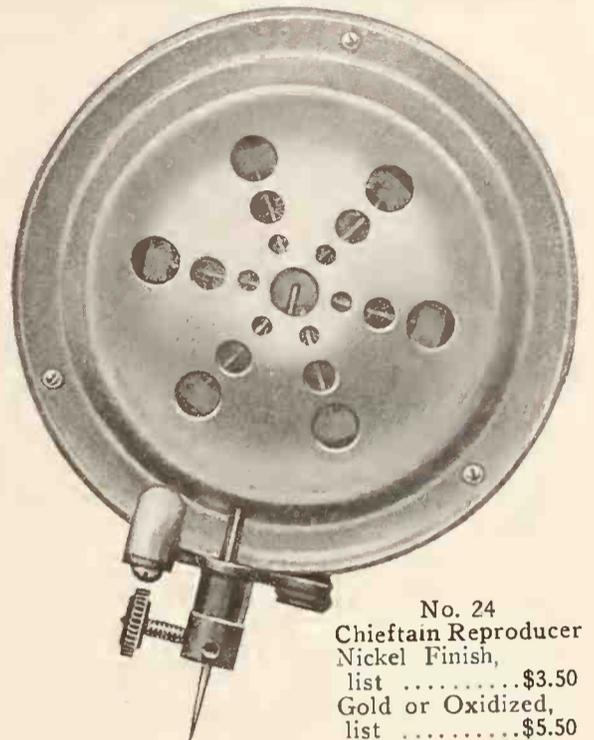
Chicago, Ill.

Oro-Tone for Better Tone



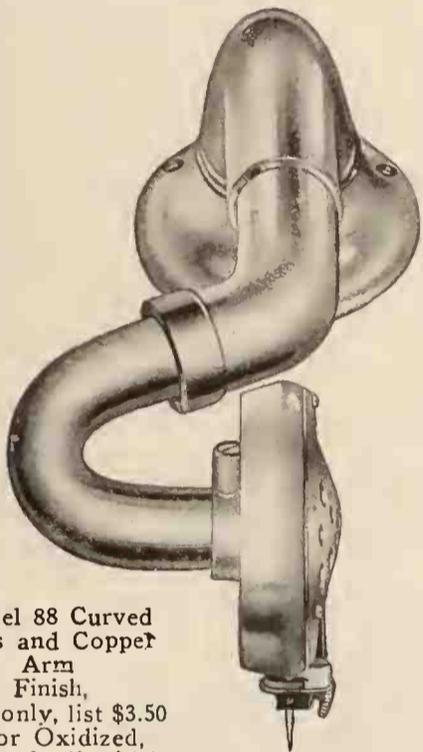
Model H-1 Full Curved Brass Arm
8½ Inch Length
Only, Nickel Finish,
Arm only, list \$5.50
Gold or Oxidized,
Arm only, list \$7.50

The new H-1 full curved all brass arm is shown at left with No. 94 Imperial Reproducer. High grade in appearance and performance, but low in price. Samples convince.



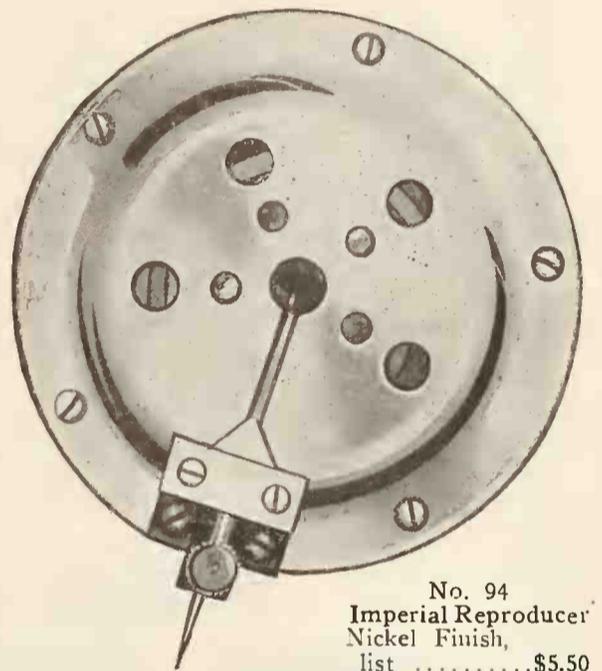
No. 24 Chieftain Reproducer
Nickel Finish,
list\$3.50
Gold or Oxidized,
list\$5.50

No. 24 Chieftain Reproducer is shown on the right. Deep, rich, loud tone, Duro aluminum diaphragm. A fine replacement reproducer at a very low price. Made to fit all phonographs. A sample will tell the story.



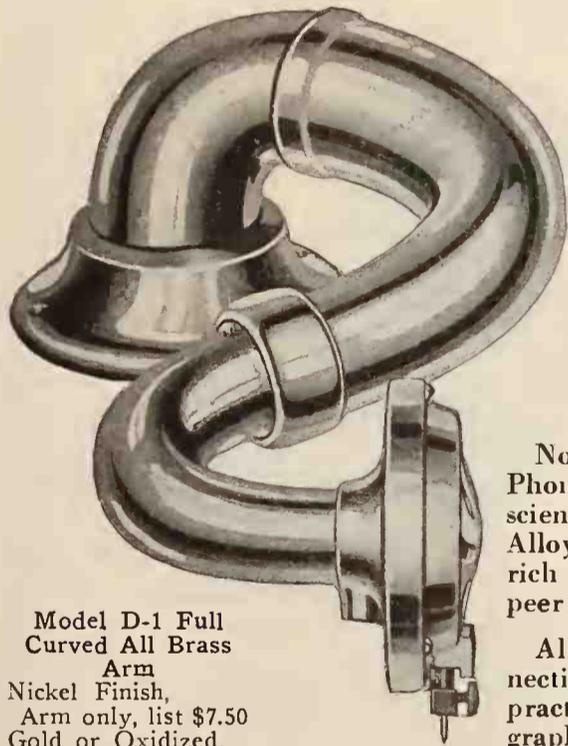
Model 88 Curved Brass and Copper Arm
Nickel Finish,
Arm only, list \$3.50
Gold or Oxidized,
Arm only, list \$5.50
Adjustable in length

No. 88 adjustable length, curved brass and copper arm shown at left with No. 24 Chieftain Reproducer is a new addition to the Oro-Tone family. Good looking—an excellent performer — Oro-Tone quality throughout. Adjustable from 7½ to 8½ inches. Appearance and quality ample for cabinet phonographs. Price low enough for high grade portables. A sample will tell its own story.



No. 94 Imperial Reproducer
Nickel Finish,
list\$5.50
Gold or Oxidized,
list\$7.50

No. 94 Imperial Reproducer at right is a sensation. Excellent eye value, very loud, very deep, splendid detail on high and low notes. Compare it with other makes of reproducers selling at a higher price to secure an estimate of its real value. Fits all phonographs. Sample for the asking.

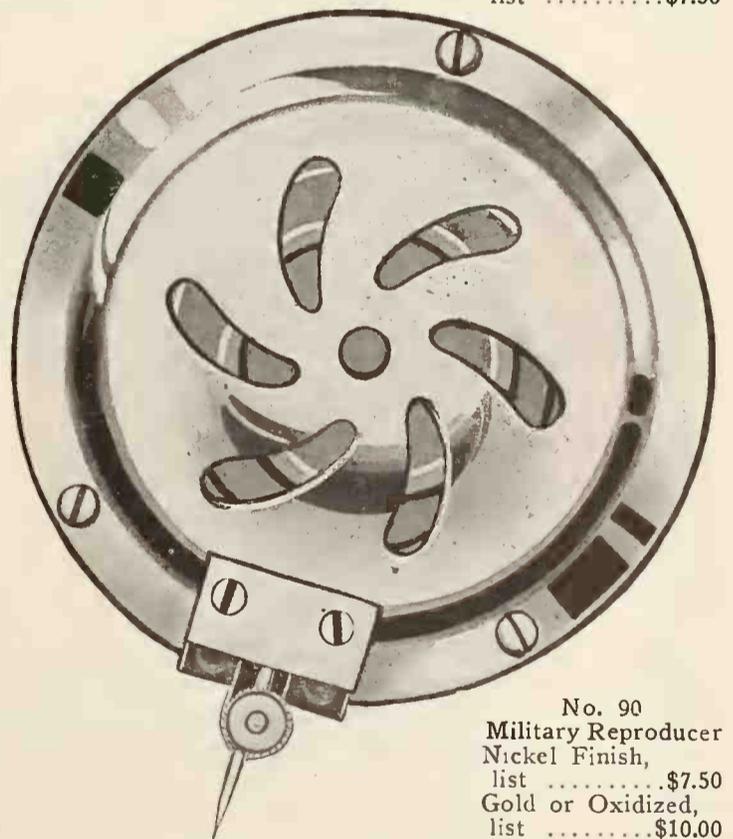


Model D-1 Full Curved All Brass Arm
Nickel Finish,
Arm only, list \$7.50
Gold or Oxidized,
Arm only, list \$10.00

No. D-1 large size, full curved, all brass arm at left with No. 90 Military Reproducer. The finest curved type arm yet produced in appearance, design, construction and performance. Air-tight joints. No obstruction in base. Perfection itself. 8½ or 10½ inch length. Order sample.

No. 90 extreme volume Military Oro-Phone Reproducer. The last word in scientific reproducer construction. Oro-Alloy floating diaphragm. Powerful, deep, rich tone, with 100% detail. Hear this peer of reproducers. Order sample.

All reproducers have standard hub connections and will fit old style Victor and practically all other makes of Phonographs.



No. 90 Military Reproducer
Nickel Finish,
list\$7.50
Gold or Oxidized,
list\$10.00

The Oro-Tone Co.
QUALITY FIRST

1000-1010 George St., Chicago, Ills., U. S. A.

The No. 90 Military Oro-Phone can be supplied with attachments, adapters, etc., to fit Edison, Brunswick, Columbia, Cheney, Pathe, etc. Manufacturers, jobbers, and dealers are requested to send for broadside "I," also small folders showing sales helps to dealers.

Mohawk Distributors Attend Interesting Convention at Hotel Congress, Chicago

(Continued from page 110)

One of the features of the convention which will long be remembered by those who attended was the ride in Greyhound coaches from the Congress Hotel to the Bryn Mawr Country Club. Two coaches, led by motorcycle policemen, speeded through heavy traffic along Michigan avenue and the densely traveled sections of Chicago at the 6 o'clock rush hour, with the traffic lanes cleared by the police, in much the same manner as the Windy City heralds the arrival of a visiting government or foreign dignitary. At the country club a dinner was served and the 1927-1928 Mohawk receivers tested for long-distance reception.

On Tuesday morning the convention was called to order by Mr. Frankfort, who introduced Wm. J. Bender, Jr., president of Howard Cranfill Co., South Bend, Ind., a prominent Mohawk distributor, who described the manner in which his organization had evolved a successful plan to finance its dealers. Other addresses during the morning were, "Servicing Radio Receivers in General and Mohawk One-Dial Receivers in Particular," by Harry L. Myers, president, Excelsior Auto and Battery Co., Harrisburg, Pa.; "Merchandising of Radio Receivers Through the Hardware Dealer and the Electrical Dealer," by LeRoy Staunton, Western manager of Hardware Age and Electrical Goods, and "Combining Radio with Automotive Distribution," by B. S. Arnold, general manager, Onondaga Auto Supply Co., Syracuse, N. Y.

The McGraw-Hill Publishing Co. presented a very interesting series of slides and illustrations showing the potentialities of the radio industry, together with statistics on manufacturing and marketing.

In the afternoon session J. T. Peirce, of

Peirce-Phelps, Inc., of Philadelphia, told how the Peirce-Phelps organization had built up a very successful jobbing house in the short space of one year, and placed Mohawk in the front rank in the Quaker City. J. W. Askam, president, Vimy Supply Co., Ltd., Toronto, Canada, spoke on "Merchandising Radio in Canada." He was followed by R. F. Roberts, general manager of the radio and electrical divisions, Smith Bros. Hardware Co., Columbus, O., on the subject "The Distributor's Salesmen." Mr. Roberts described how enthusiasm for the Mohawk line and for selling radio had brought increased sales volume to his organization.

A feature of the Tuesday afternoon session was an address on the patent situation by Clarence F. Poole, of the Mohawk legal counsel, Offield, Poole, Mellhope & Scott, patent attorneys. Mr. Poole, in his address, explained to the distributors the patent situation as it now exists, and stated that the matters which are now in court would, when settled, clarify the patent tangle to a great extent.

The climax of the Mohawk distributors' convention was reached on Tuesday evening, when the banquet was held in the Florentine room of the Congress Hotel. An orchestra and several cabaret stars entertained the visitors, and a feature of the evening was an address by Justice Hugo Pam of the Circuit Court. The Mohawk sales staff presented Mr. Frankfort during the banquet with a handsome loving cup, the presentation speech being made by M. O. Giles, Eastern representative. Mr. Frankfort, in his speech of acceptance, congratulated the Mohawk staff upon its initiative and progressiveness, and stated that it was through the close co-operation of the sales department, the engineering staff and the executives of the Mohawk Corp. that

the organization had been allowed to make such splendid progress in radio in the short space of five years.

The final business session on Wednesday morning was devoted to sectional meetings of distributors whose territories adjoined, with the Mohawk sales department to determine territories. The distributors were then taken to the Lincoln Cabinet plant and the Mohawk Diversy boulevard general offices on a trip of inspection.

The members of the Mohawk sales staff were all present at the convention, including Messrs. Kuhn, Giles, Main and Everly.

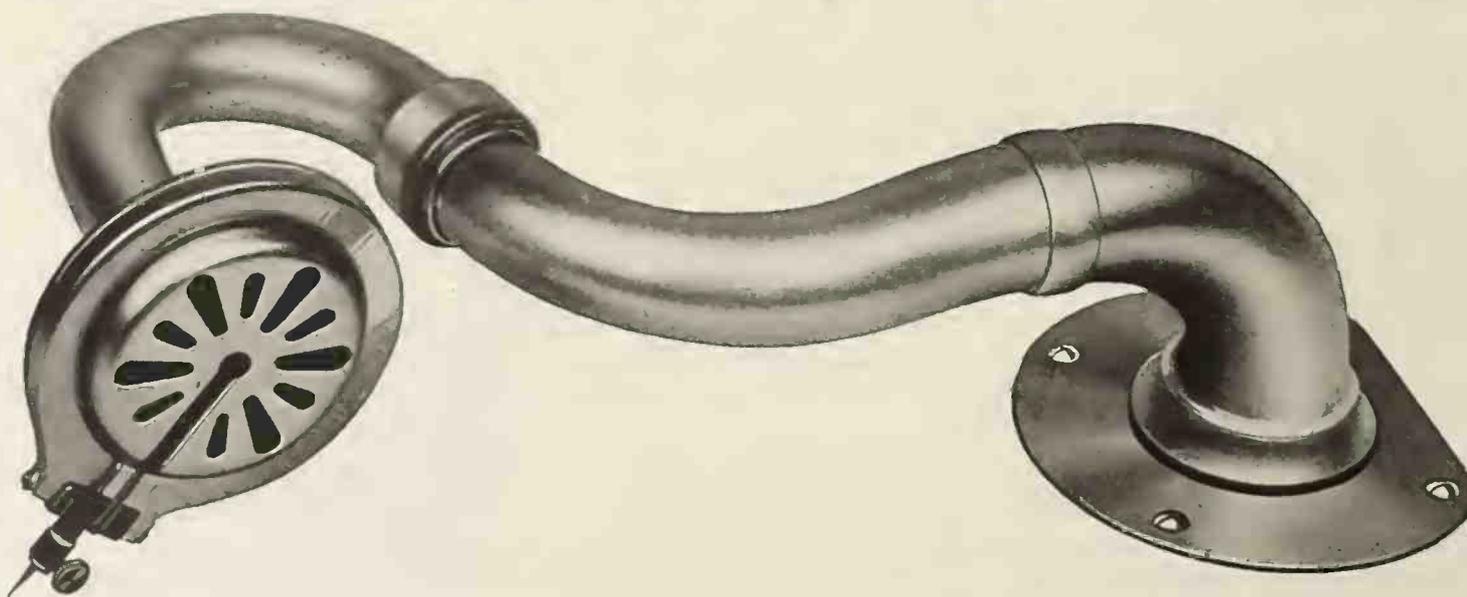
Majestic "B" Eliminator Survives Severe Fire Test

Badly Scarred in Fire Which Destroyed Set and Furniture of Eliminator, It Nevertheless Works Perfectly Despite Accident

The Jenkins Radio Shop, Los Angeles, Cal., reports a remarkable experience which one of its customers has had with a Majestic "B" eliminator, a product of Grigsby-Grunow-Hinds Co., of Chicago. The customer, R. B. Collier, of Graham, Cal., purchased a Majestic Standard "B" from the Jenkins shop on July 8, 1926. One morning early in December Mr. Collier's home caught fire and burned to the ground.

Very few of the house furnishings were saved from the flames and his fine receiving set was completely destroyed. In searching the ruins Mr. Collier located the remains of his set and nearby his Majestic eliminator. The eliminator was badly scarred, but Mr. Collier took it to a friend's home and attached it to a set. The Majestic worked as well as ever, bringing in near and distant stations with clarity and volume. Needless to say, both the Jenkins radio shop and Mr. Collier are enthusiastic Majestic boosters after such an experience with the product.

THE TONE ARM WITH THE INSTRUMENTAL TAPER



THE JEWEL BRASS TONE ARM differs from the other brass tone arms on the market because it is made with a continuous taper from the reproducer to the base, and is the same that manufacturers have used for some two hundred years in making brass band instruments. The most perfect taper for amplifying sound waves. This, with the unsurpassed workmanship and graceful design, makes it the ideal tone arm for the phonograph. Made in 8½, 9½ and 10 inch lengths.

We also manufacture attachments for the Edison, Victor and other old style phonographs

JEWEL PHONOPARTS CO.

510 NO. DEARBORN ST.

CHICAGO

Wait!

You can see Slagle's latest receivers at the R.M.A. Show June 13th. Get the low down on this high-quality, conservative line before you tie yourself up. See Slagle first.

SLAGLE RADIO COMPANY
Fort Wayne, Indiana

 Slagle Radio

Attractive Window Display of Bell & Howell Camera

Dealers Carrying the Filmo Motion Picture Camera Will Receive Realistic Cut-out Display Showing Camera in Use

Music dealers handling the Bell & Howell Filmo motion picture equipment will soon be offered a new window display that is remarkable

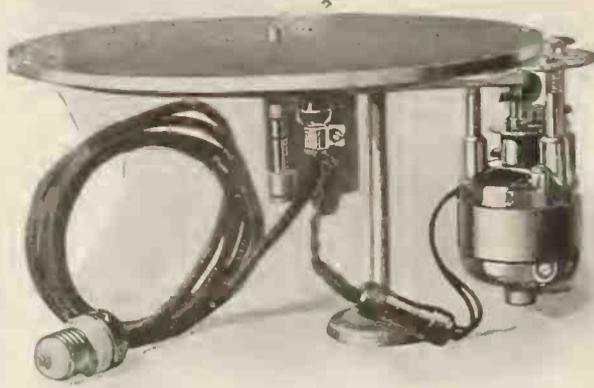


Attractive Filmo Cut-Out for Dealers in its attention-commanding value and in its lifelike appearance. The accompanying illustration gives an idea of the design of the striking cut-out, but to be fully appreciated it must be seen in its full and beautiful coloring.

A real outdoor he-man with sun-tanned face holds his hands in such a position that a Filmo camera, weighing four and one-half pounds, is securely supported in them in a realistic position. The effect is that the passer-by is being photographed by this amiable young man in the show window. Displays of motion picture equipment are always great attention-getters, even when displayed merely as so much merchandise, but a display showing the actual use of an instrument interesting even in itself is bound to stop the crowds passing Bell & Howell dealers' windows.

The Auditorium model Orthophonic Victrola was used in a series of concerts in Pueblo, Colo., last week. The concerts were sponsored by the Columbia Music Store.

NOW—The ELECTRIC Phonograph



Write for prices and detailed description

Phonographs have advanced considerably with new types of sound-boxes, tone arms and amplifying chambers. To complete the advancement, an Arnold electric motor should be installed not only because it adds to the appearance by eliminating the unsightly crank which means tiresome winding, but also because it is essential for playing the new records.

The Arnold is a substantial motor which operates on either AC or DC current and delivers a uniform speed.

LAKESIDE SUPPLY CO.
73 West Van Buren Street
CHICAGO, ILL.

Apex Bulletins Discuss Radio Trade Problems

Results of Field Surveys Written by Carl D. Boyd Sent to Radio Distributors

A series of bulletins containing field surveys in the radio industry has been published by the Apex Electric Mfg. Co., Chicago, and mailed to radio distributors throughout the United States. The bulletins are written by Carl D. Boyd, vice-president of the Apex organization, a well-known and popular figure in the radio industry, who spends the greater amount of his time on the firing line with the jobbers and dealers. Mr. Boyd has been brought into intimate contact with the details of distributors' and dealers' businesses and is in a position to furnish valuable information on various radio problems.

All of the bulletins bear the heading "What the Radio Trade Is Talking About," and the first mailing piece discussed a topic headed, "Pussy Wants a Corner." It dealt with radio jobbers and dealers who through the early Spring months endeavor to find a radio manufacturer with whom they believe it will be safe to establish distributing connections. The bulletin contains questions and answers which help to clarify that dilemma.

The second bulletin, which made its appearance toward the latter part of April, was headed "To H— in a Hand Basket?" Since the appearance of the first Apex bulletin the headquarters of the firm in Chicago have been besieged with requests from distributors who asked for copies to mail to the dealers in their particular territories. The contents of the bul-

letins have brought many congratulatory letters to Mr. Boyd. The two bulletins discussed above are the first of a series of ten that will be mailed to distributors and dealers.

Chicago Signal Co. Is Taken Over by Temple, Inc.

Newly Organized Corporation Manufactures Temple Tone Chambers and Temple Drum Speakers—A. Marchev Is President

The radio division of the Chicago Signal Co. has been taken over in its entirety by the newly organized Illinois corporation, Temple, Inc., with factories and offices at 213 South Peoria street, Chicago. The officers of the new organization are A. Marchev, president and general manager in charge of sales; F. W. Temple, vice-president in charge of production, and Professor P. G. Andres, secretary and treasurer. Professor Andres was formerly chief engineer of the Newcombe-Hawley Co., Inc., St. Charles, Ill., and is associated with Temple, Inc., in the same capacity.

Temple, Inc., has for its products the Temple tone chambers of drum construction which are being used by many radio manufacturers for cabinet installation. The firm also manufactures the Temple Drum speaker, which was described in the March issue of this publication. The Temple Drum speaker has four and one-half feet of air column and its tone chamber is made rigid by the use of a metal-bound, heavy, flint-like composition which resists vibration. All of the executives of Temple, Inc., are well known to the radio trade.

Your Choice—Which Would You Buy?

A storage battery—charger and "B" batteries with all the mess, danger to rugs and constant renewal trouble

—OR—

MICHIGAN CURRENT SUPPLY

(ALL IN ONE)

that actually replaces all batteries needed in any make of radio set, without making any change in the wiring, convenient, simple and best of all you never need to watch it.

It is not a make-shift or so-called eliminator, made up of storage battery, charger and B eliminators, but is in itself an electrical instrument that converts the alternating current into smooth uniform direct current, entirely eliminating all batteries without the aid of chemicals, acids, water, electrolytes or moving parts.

Connect with your light socket—always on the job

Manufactured and guaranteed by

IMPERIAL RADIO CORPORATION
GRAND RAPIDS, MICHIGAN



THANKS

OUR "BABY" QUALI-TONE PORTABLE TONE ARM IS GETTING ALONG SPLENDIDLY!

WE heartily appreciate the rousing welcome accorded the latest addition to our family. Just two months old and already the greater proportion of the "BABY" PORTABLE'S production is definitely specified. The "BABY" is indeed a "chip off the old block"—it fulfills every Quali-Tone guarantee and promise. The "Baby's" size is 7 3/4". Its big brother tone arms are made in 8 1/2"—9 1/4" and 10" lengths for larger equipment. Every Quali-Tone Product carries the same guarantee—Quality Unequaled—Highest Excellence—Always.

WE INVITE OUR FRIENDS

Old and new friends—Jobbers, Dealers and Manufacturers are invited to send for sample equipment of Quali-Tone Products, and judge for themselves the extreme quality of our instruments. Send in your order today. All samples may be returned at our expense.

COMPLETE EQUIPMENT of ARMS and REPRODUCERS

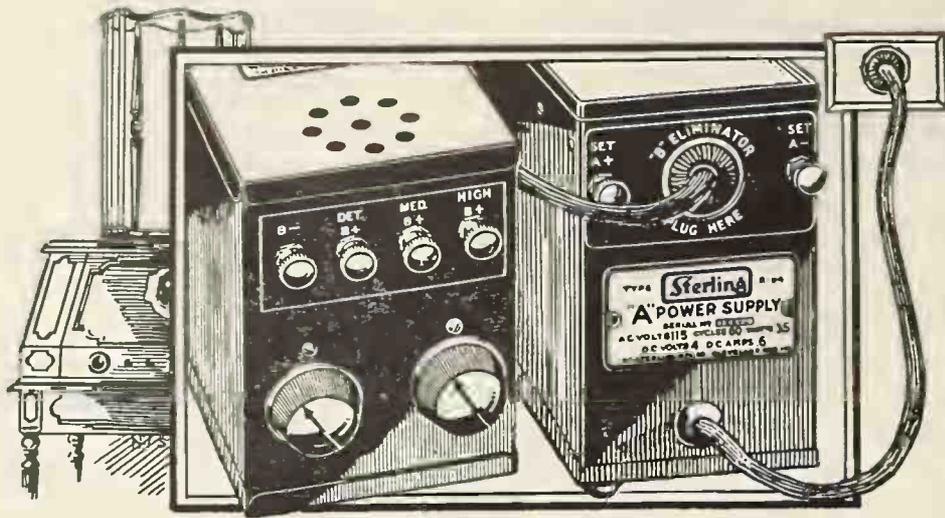
Manufactured by the Phono-Parts Division of

Duro Metal Products Co.

2649 North Kildare Avenue

Chicago

The Fastest Selling Line of Radio Power Units



QUICKLY
INSTALLED
BETTER TONE
MORE POWER
PERMANENT
ECONOMICAL
COMPLETE
CONTROL
from RADIOLA

The Perfected Light-Socket Power-Team for Radiolas 25 & 28 and similarly powered sets

This "A" and "B" power combination gives continuous A.C. Sterling-filtered current. More power than from batteries—power that does not deteriorate—instant power that is permanent as the electric light.

No trickle charger, 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 console or 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 cable, any service man can make the installation in 10 minutes or the owner may do it himself. Your 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.

LIST PRICES

"A" Power Unit (R-94) complete	\$32.00
"B" Power Unit (RT-41) complete with Tungar Bulb	\$27.00
or	
(RT-81) complete with Raytheon Tube	\$30.00
Special Cable for Radiola Installation ..	\$2.50

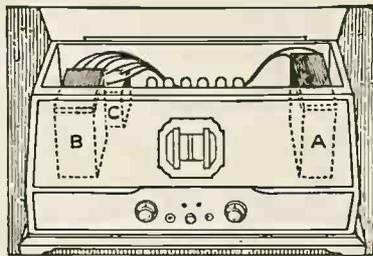
THE STERLING MFG. CO.
2831 Prospect Ave., Cleveland, O.

Sterling

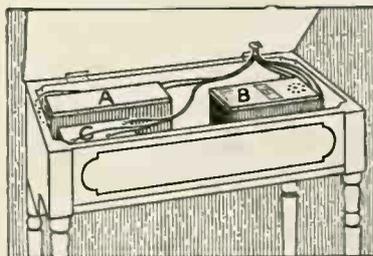
"A" & "B" Power-Team

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.

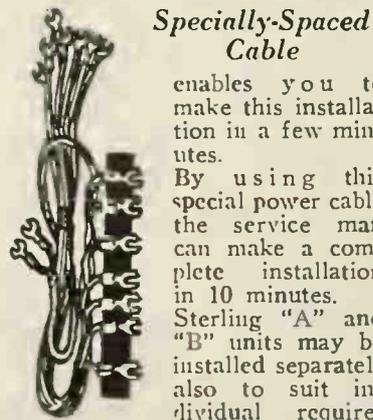
Sterling "A" & "B" Power-Team fits conveniently into the Radiola



Installed in Radiola 25



Installed in Radiola 28



Specially-Spaced Cable

enables you to make this installation in a few minutes.

By using this special power cable the service man can make a complete installation in 10 minutes.

Sterling "A" and "B" 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 or RT-81 "B" Power Unit when "A" batteries are retained

New Jersey A-K Dealers in Window Display Contest

Contest Sponsored by New Jersey Radio, Inc., Distributor—Baker Bros., Radio Studio and Bower's Music Shop the Winners

The culmination of a highly successful window display contest, sponsored by New Jersey Radio, Inc., wholesale distributor of the Atwater Kent radio line, among its dealers was reached on Monday, May 2, when the judges of the window displays submitted gathered at the Hotel Roosevelt for luncheon and selected the winners. Among those at the luncheon were B. J. Oppenheim, general manager of New Jersey Radio, Inc.; John Delp, factory representative of the Atwater Kent Manufacturing Co.; Henry G. Canada, of the advertising agency firm of Barton, Durstine & Osborn, and a number of trade paper men. Of the many window display photographs entered the following were awarded the prizes:

Group A (towns of 50,000 or over): First prize, \$100.00, Baker Bros., 481 Clinton avenue, Newark, N. J.; second prize, \$50.00, J. K. O'Dea, 653 Main avenue, Passaic, N. J.; third prize, \$25.00, Passaic Radio Shop, 37 Bloomfield avenue, Passaic, N. J. Those receiving honorable mention in this group were Geo. L. Hirtzel, Jr., Elizabeth, N. J.; Greenbaum's, Paterson, N. J.; Hurd Radio & Electric Co., Elizabeth, N. J.; Max Laiks & Son, Passaic, N. J.; Wm. E. Kuntz & Sons, Jersey City, N. J.; Morris Schlein, Jersey City, N. J.; Weequahic Music Shop, Newark, N. J.; Ross & Perdue, Inc., East Orange, N. J.; Solow Radio Co., Paterson, N. J.

Group B (towns of 25,000 to 50,000): First prize, \$100.00, the Radio Studio, 638 Main avenue, Clifton, N. J.; second prize, \$50.00, J. Laylor, 404 Bloomfield avenue, Montclair, N. J.; third prize, \$25.00, Green's Radio & Electric Service, 102 Kearny avenue, Kearny, N. J. Those receiving honorable mention in this group were E. A. Dunn, New Brunswick, N. J.; Wm. A. Bohr, Irvington, N. J., and Olldorf & Son, Clifton, N. J.

Group C (towns of 25,000 and under): First prize, \$100.00, Bower's Music Shop, Rahway, N. J.; second prize, \$50.00, Rutherford Radio Shop, Rutherford, N. J.; third prize, \$25.00, Lank Electric Co., 204 Wanaque avenue, Pompton Lakes, N. J. Those receiving honorable mention in this group were A. P. Hummers, Bogota, N. J.; Leon Maranghi, Chatham, N. J.; O. P. Dickerson, Rockaway, N. J.; Traeger's Music House, Stapleton, N. Y.; Wm. H. Stevens, Newton, N. J.; Geo. Brooks & Co., Somerville, N. J.

Brunswick Dealers Effect Tie-up With Film Showing

An interesting feature of the movie "Moulders of Men," which is now touring the country under the auspices of the Film Booking Offices of America, is the tie-up that is being given to this film by Brunswick dealers in every town of its appearance. Conway Tearle and Margaret Morris, who are featured in the production, used a Brunswick Panatrope in the course of the production, and incidentally each is now an owner of one of the instruments. In order that the tie-up be intelligently handled, the F. B. O. Co. included in their advertising broadside a suggestion that the managers of the local theatres get in touch with the Brunswick dealers and arrange to have a Panatrope placed in the lobby with a sign something to the effect that "This is a Brunswick Panatrope, like the one used by Conway Teale and Margaret Morris in 'Moulders of Men.'"

The Brunswick Co. prepared an attractive streamer featuring a picture of the two stars with the Panatrope and this was distributed in quantities to the entire Brunswick dealer list. Letters suggesting means of tying up with the production were sent from the dealer service department of the company.

Eckophonie

RESONATOR

An Amazing Achievement in True Tone Re-Creation

Far more than a loud speaker

The ECKOPHONIC Resonator is entirely unique—unlike any other reproducing instrument in design or appearance.

A new principle of harmonic reproduction—the result of 25 years of research—renders every tone and cadence of the singing voice, every instrumental note, from deep, full bass to high clear treble, with a *naturalness*, a *life-like reality*, that is far beyond anything yet accomplished.

Attached to the average good radio receiving set—this handsome instrument brings to radio reception a new tone quality, richer, fuller than any loud speaker has ever conveyed.

Wherever the ECKOPHONIC Resonator is demonstrated it will create a sensation—meet with instant acceptance by the public—give new life and volume to radio sales.

DEALERS: Territories are now being assigned to responsible jobber and dealer representatives, on liberal discount terms. Write or wire at once for full particulars, and a sample instrument for demonstration purposes.

ECKHARDT CORPORATION

213-215 South Broad Street

Philadelphia



Braiterman-Fedder Co. Celebrates Its Second Year of Rapid Business Growth

Achievement of Baltimore Distributing Concern the Reward of Policy of Service and Business Foresight—Firm Has Just Moved Into Its Large, New Quarters

BALTIMORE, Md., May 6.—The month of May, 1927, witnessed a dual celebration at the headquarters of the Braiterman-Fedder Co., of this city. It marked the second anniversary of the Braiterman-Fedder Co. and also the occupation



Braiterman-Fedder Headquarters

by the Braiterman-Fedder Co. of its new building at 414-16 East Pratt street.

Two years ago, on May 5, the Braiterman-Fedder Co. shipped its first order. It was a simple and small shipment to the J. C. Howlett Piano Co., of South Boston, Va. In comparison with the business this organization is doing at the present time it was small, but it meant much to this newly organized company. The package was packed and repacked many times

before it was finally sent to the post office.

On May 5 of this year the firm celebrated the occasion, having as its guests a number of well-known manufacturers whose lines this organization now handles. After a reception at the new headquarters of the company and a thorough inspection of its exceptional facilities, dinner was served to the guests at one of Baltimore's famous restaurants, after which all repaired to the Maryland theatre as the guests of the Braiterman-Fedder Co. Among the guests was Don T. Allen, of the Carryola Co. of America, Milwaukee, Wis.; J. A. Fischer and I. R. Epstan, of the J. A. Fischer Co., of Philadelphia, Pa.; L. Halperin, of the Halperin Distributing Co., New York City; J. A. Helprin, advertising counsel for the Braiterman-Fedder organization, and others. During the course of the day numerous telegrams were received, congratulating the Braiterman-Fedder organization on its remarkable accomplishments in the brief span of two years.

Two years ago the entire Braiterman-Fedder organization consisted of two men, Mr. Braiterman and Mr. Fedder. These two were the salesmen, advertising experts, shippers, clerical staff, and even the delivery force. The Braiterman-Fedder business at that time was housed in one ramshackle back building in a space not any larger than they use at the present time to store their stationery.

In the new BrafcO Building there are facilities of 15,000 square feet of space, a railroad siding with a location upon a street that fronts upon the docks of Baltimore's famous harbor. The entire building is devoted to the business of the Braiterman-Fedder Co. The first line that this company took on two years ago was

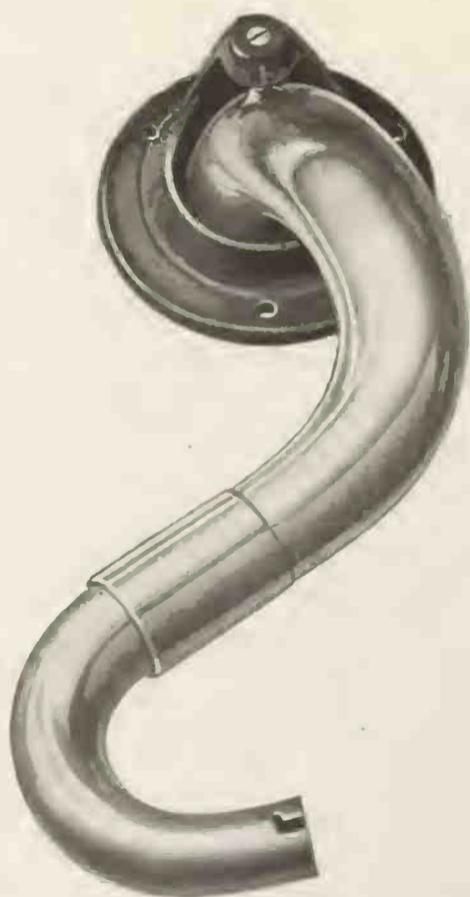
the Valley Forge line, made by the J. A. Fischer Co. of Philadelphia. This line proved a decidedly strong foundation and continues to constitute a very important part of Braiterman-Fedder business. With the Valley Forge line as a foundation, other carefully selected lines have been added, which include the products of the Carryola Co. of America, Brilliantone Steel Needle Co., Peerless Album Co., Wall-Kane Needle Mfg. Co., New York Album & Card Co., and Lowell Needle Co.

The Braiterman-Fedder Co. has adopted for its trade name the word "BrafcO." This trademark is used on products made particularly for the Braiterman-Fedder Co. The latest two BrafcO products are two portable phonographs, the Tourist and Mel-O-Art. Both of these portable phonographs have been designed in accordance with their particular requirements as to motor, tone arm equipment and case coverings. The Braiterman-Fedder Co. is also sales distributor for Mel-O-Art player rolls. The company has a large dealer following and has built up volume in these lines.

The sales staff of the Braiterman-Fedder organization has grown proportionately with the growth of the organization itself and consists at the present time of William Braiterman, William Fedder, Phil Kaufman, E. M. Fedder and E. Dudley Samuelson. Connected with the Mel-O-Art player roll division of the business is A. B. Taneyhill and V. Prodenza.

A. J. Engel a Benedict

A. J. Engel, traveling representative for the Berg Auto Trunk & Specialty Co., Long Island City, N. Y., and well known throughout the phonograph industry, was married recently in Chicago, Ill., to Miss Elsie Ireland, of Butler, Mo. Mr. Engel returned recently from a very successful trip throughout the country, and while in the Middle West made arrangements whereby he and Mrs. Engel will reside in Chicago.



Helycon Tone Arm No. 509

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

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

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

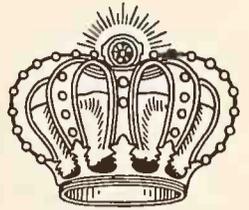
Pollock-Welker, Limited

Established 1907—Pioneers in the Phonograph Motors

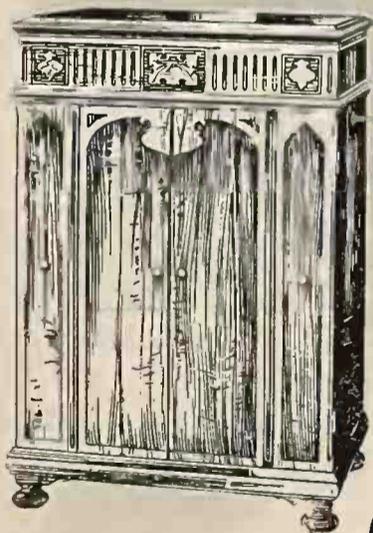
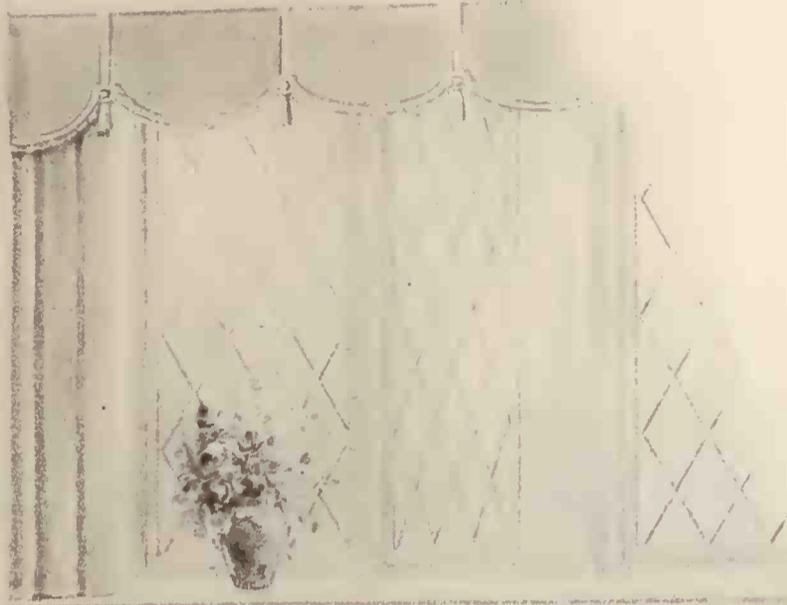
KITCHENER—CANADA

Cable Address—Polwel, Kitchener

Code—A.B.C. 5th Edition, Bentley's



CROWN
PHONOGRAPHS
Made by the Makers of
CROWN
PIANOS



These— a fidelity, a range and quality of tone that are not excelled in any phonograph, cabinet designs authentically correct. woods and craftsmanship equal to the finest piano—these characterize the *new* CROWN Phonograph.

The new Crown Phonographs have all the desirable features recently developed in the new type of reproduction. Models 271 and 278 are made with heavy wooden amplifying chambers with direct delivery of tone. All other models are fitted with scientifically correct reflex tone chambers. Throughout the line a tone arm and reproducer, developing the best in tone quality and volume, is used. Write or wire today for details.

These— Loyalty and a helpful policy toward trade friends, advantageous prices and equitable dealing — these characterize the Geo. P. Bent Co.

Fifty-seven years' experience in the building of fine organs, pianos and phonographs, which enjoy the good opinion of musicians, has developed for us an organization of masters in the science of acoustics. This outstanding advantage is built into the *interior* design of every Crown Phonograph. It's a tangible quality. You become conscious of it in every detail of Crown reproduction. That's a sales advantage for you.

There are many other advantages connected with Crown representation which will interest you.

Write or wire today for the complete story.

GEO. P. BENT COMPANY
Established 1870
LOUISVILLE



Music Trade in Detroit Shows Big Improvement

The Reopening of the Motor Plants With Subsequent Employment of Many Men Has Had the Effect of Stimulating Business

DETROIT, MICH., May 7.—There has been quite a spurt to the talking machine business since the first of April, due no doubt to the fact that people are getting back to their former jobs. Motor plants are reopening and putting on extra shifts and by another month we confidently look for more men being employed in the Motor City than ever before.

There is one thing we do learn in talking with dealers—that the day of the cheap talking machine is going, going fast. More and more are dealers finding out that time taken to sell cheap machines and used machines can be used to better advantage. Even in the so-called working districts people are buying better machines than ever. Quite a number of stores, both downtown and in the outskirts, would dispose of their cheap machines at any price—they just can't give them away.

At this season of the year there is a good demand for used phonographs from people who are moving or getting ready to move to their Summer cottages. They don't want to go to the expense of a new machine just for the Summer months, so the used machine which they can buy right is just what they want.

R. B. Alling Discontinues Store

The R. B. Alling Co. has discontinued its phonograph store at 1540 Woodward avenue; in fact, it has completely gone out of business. Mr. Alling has leased the store to a jewelry concern—and at a nice profit, the lease being a very valuable one. Having outstanding thousands of dollars for phonographs, radios and other equipment, Mr. Alling is going to make headquarters at the Bayley Music Store for a long while to collect his accounts receivable. He was dealer for Edison phonographs and Brunswick phonographs. Several years ago he gave up the jobbing of Edison phonographs, shipments now being made out of the Chicago warehouse.

Grinnell Bros., who opened a branch music store some months ago on Broadway, just across from the new Wurlitzer building, have given it up, but still maintain their retail store on Pingree Square, about four blocks down the street.

Columbia dealers are boosting Paul Specht records, as this artist is now playing an indefinite engagement (at \$2100 per week) at one of the local theatres. He is being advertised on the billboards and in the newspapers very strong, and Columbia dealers are taking advantage of his presence in the city by boosting his records.

The Automatic Victor Orthophonic is going over very big. The Brunswick Panatropé in the expensive models is also in demand. In other words, the machines at \$350 and up are selling two to one of the cheaper machines.

Bring Patent Suit Against Chas. Freshman Co., Inc.

A patent infringement suit was begun recently in the Federal Court of New York by the Radio Corp. of America, the General Electric Co. and the American Telephone and Telegraph Co. against the Chas. Freshman Co., Inc. It is alleged that the defendant has infringed patents owned by Ernest F. W. Alexander, Fritz Lewenstein and Albert W. Hull, obtained in 1912, 1913 and 1915, and now in control of the plaintiffs. The patents, it is explained, relate to power amplifiers and power supply. The Radio Corp. seeks an accounting as a preliminary for an action for damages, and the other two plaintiffs ask for an injunction against the defendant.

Big Demand for Portables in Salt Lake City Trade

Dealers Report That Small-Type Instrument Is High in Popular Favor—Granite Furniture Store Adds Music Department—Other News

SALT LAKE CITY, UTAH, May 6.—Although the talking machine business in Salt Lake City and Utah is not as good as it was a month ago, it is above normal for the season and in excellent shape. Wholesalers, including the John Elliot Clark Co., Victor distributor; the Brunswick Co., Brunswick distributor, and the Columbia Stores Co., Columbia distributor, report a great deal of interest just now on the part of their dealers in portable phonographs for use at picnics, fishermen's camps, etc.

Mr. Clark, head of the John Elliot Clark Co., said they had been and still were short of certain models and that dealers were showing considerable interest in their new portable phonograph. Mr. Clark said he expects 1927 to see a much larger volume of business in talking machines than 1926. "The business is in a very healthy condition," he said.

The Brunswick Co. reports the new Prisma-tone machine was moving the best. Manager Delzell, of the Columbia Stores Co., reported their business as better than a year ago, but a little slower than in March. He said all models were in fair demand.

Music Week, which began on May 1, is going over big, so far. There are parades and concerts galore.

The Granite Furniture Co., located in the Sugar House business district of Salt Lake City, and one of the leading furniture houses of Utah, is putting in a phonograph department in the near future.

The Daynes-Beebe Music Co. has opened a concert or recital hall in the store.

Miss Lola Taylor, who has been with the record department of the Glen Bros.-Roberts Piano Co., of Ogden, has been placed in charge of the record department of the Beesley Music Co.'s Ogden branch.

Atwater Kent Bulletin Shows Window Displays

Sales Bulletin Recently Sent to Trade Reproduces Photographs of Window Displays Used by Atwater Kent Radio Dealers

Realizing that attractive windows constitute a very important part of modern merchandising, the Atwater Kent Mfg. Co., Philadelphia, Pa., and its various distributors have encouraged dealers to dress attractive windows through various contests that have been staged from time to time. Although the dealers' service department of the Atwater Kent Mfg. Co. has produced from time to time valuable window dressing material, it has been found that the dealers have materially added to this material from their own ingenuity with many striking results. A recent Atwater Kent bulletin upon the subject of "Dealer Window Displays" reproduces photographs and describes sixty-two remarkable window displays of Atwater Kent merchandise. A study of these pictures visualizes the wide variety of methods by which dealers can effectively display the merchandise which they handle and at the same time is a decided credit to the individuality and inventive genius of each dealer.

Windows are shown from the following dealers: Foster's, Inc., Racine, Wis.; Electric Supply Co., Bellefonte, Pa.; R. Rogers & Sons, Frankfort, Ky.; Electric Supply Co., Philipsburg, Pa.; J. H. Troup, Lancaster, Pa.; Pomroy's, Inc., Harrisburg, Pa.; Fred Leithold Piano Co., LaCrosse, Wis.; Auburn Rubber Store, Auburn, N. Y.; T. J. Stevens & Son, Los Angeles, Cal.; Herz's Department Store, Terre Haute, Ind.; Nace's Music Store, Hanover, Pa.;

Exide Electric Service, Greeley, Colo.; Nichols & Gates, Waterloo, Ia.; J. L. Hudson Music Store, Detroit, Mich.; Cohen Brothers, Jacksonville, Fla.; Woodward Furniture Co., Minneapolis, Minn.; Robertson Hardware Co., Detroit, Mich.; Robelen Piano Co., Wilmington, Del.; Francis Motor Co., Lemoyne, Pa.; Schulz Brothers, Chilaygan, Mich.; Powers Furniture Co., Portland, Ore.; J. Reed Music Co., Austin, Tex.; St. Johns Hardware Co., Portland, Ore.; J. K. Gill Co., Portland, Ore.; Hyatt Music Co., Portland, Ore.; O. K. Electric Co., Lamar, Colo.; Minihan Brothers, Buffalo, N. Y.; Electric Equipment Co., Phoenix, Ariz.; Bothwell's Music Store, Herkimer, N. Y.; Killian Co., Cedar Rapids, Ia.; Wurzbarger Dry Goods Co., Grand Rapids, Mich.; Columbia Furniture Co., Inc., Richmond, Va.; Isaac Benesch & Sons, Baltimore, Md.; Mueller Music Store, Baltimore, Md.; Besche Brothers, Baltimore, Md.; Radio Supply Co., Baltimore, Md.; National Piano Co., Baltimore, Md.; Sun Electric Co., Baltimore, Md.; Hargis' Department Store, Pocomoke City, Md.; The Good Housekeeping Shop, Ravenna, Ohio; Wm. Taylor & Son Co., Cleveland, Ohio; Rauch Electric Co., Pittsburgh, Pa.; Battle Creek Auto Electric Co., Battle Creek, Mich.; Vitullo & Ulisse, Utica, N. Y.; The House of Butler, Marion, Ind.; Storm & Shipley, Frederick, Md.; E. B. Cartrider, Reisterstown, Md.; Geo. W. Snell, Philadelphia, Pa.; Alfred Fox Piano Co., Bridgeport, Conn.; Frank Steadman, Yonkers, N. Y.; Davis Electric Co., El Reno, Okla.; The Toledo Edison Co., Toledo, Ohio; Baldwin Hardware Co., Grover Hill, O.; Wanamaker's, Philadelphia, Pa.; Chas. Mashek Co., Cleveland, Ohio, and Woodward & Lothrop, Washington, D. C.

Trade Activities in the Akron-Canton District

AKRON-CANTON, O., May 9.—Taking machine dealers throughout this territory are assured of a good early Summer business mainly because of the interest shown in talking machines and records. The new model instruments have been moving in a satisfactory fashion and dealers in the two cities predict an even brighter outlook. The most popular of the models are those retailing for about \$300.

Whitney Kauffman, popular Victor recording artist, and his orchestra scored a big hit at Moonlight Ballroom, Canton, this week. This orchestra played the park ballroom to heavy patronage for eight nights. The D. W. Lerch Co., Victor dealer here, tied up with the band's appearance.

Raymond A. Porter, for many years manager of the talking machine department of George S. Dales, Victor dealer, Akron, has resigned to become identified with the Webb C. Ball Jewelry Co., Cleveland.

George C. Wille, Canton Victor dealer, was named treasurer of the Canton Retail Merchants Association at its annual meeting recently.

Alden Smith, Jr., is soon to become active in the management of the A. B. Smith Piano Co., Akron, which for years has been headed by A. B. Smith, one of the best-known piano dealers in the State of Ohio. The elder Mr. Smith plans to retire from active management and give his son the reins of the business.

The Charles M. Zitzer Music Store, Mansfield, O., has moved from 35 North Main street to new quarters at 80 North Main street. In the new location the talking machine section of the store has been greatly enlarged, according to officials of the company.

Roy A. Forbes in Frisco

SAN FRANCISCO, CAL., May 5.—Roy A. Forbes, sales and merchandising manager of the Victor Talking Machine Co., and Henry H. Murray, consulting engineer, spent a week visiting the local trade recently. During his stay Mr. Forbes entertained dealers at a luncheon.



ARGUS ELECTRIC RADIO

THE PIONEER MANUFACTURER
OF ELECTRIC RADIO SETS

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

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

A Phenomenal set with new innovations.

Choice of electrolytic or tube rectification.

Produced by

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

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

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

Prices ranging from \$110 to \$675

A REAL**ELECTRIC RADIO**SENSATION!

THE 1927-28 MINERVA ELECTRIC CONSOLES

*"A" Current Direct From the Light
Socket to Six A-C Tubes*

SEE AND HEAR

This marvelous radio receiver during the Music Trades Convention and R.M.A. Trade Show at our showrooms. We invite the careful inspection of the music dealer.

A "Minerva Quality"

Electric Set That Has Been
Proved Reliable

Through more than a year's
careful, practical test

*Popularly Priced***MINERVA RADIO CO.**

154 East Erie Street

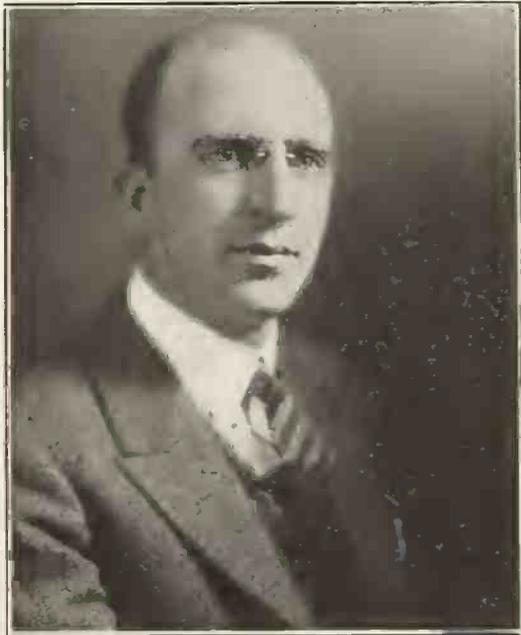
Chicago, Ill.

Telephone—Superior 7111

O. W. Ray Vice-President of Silas E. Pearsall Co.

Prominent Figure in Music Trade Also General
Manager of Well-known Metropolitan Exclusive
Wholesale Radio Firm

Oscar Willard Ray, one of the most prominent
figures in the music trade, has become vice-
president and general manager of the Silas E.



Oscar W. Ray

Pearsall Co., New York, exclusive radio wholesaler and for many years one of the most prominent talking machine distributing houses in the country. In making this announcement, Mrs. L. M. Green, president of the Pearsall Co., stated that Mr. Ray has acquired an interest in the concern and will share with her the executive direction of the business. Mrs. Green, widow of the late Thomas F. Green, who has been in direct charge of the business since Mr. Green's death in March, 1923, will remain as president of the company and in active association with its affairs, Mr. Ray's new post carrying with it the broad responsibilities becoming too intricate for Mrs. Green to handle unaided.

The new Pearsall vice-president and general manager resigned the position of wholesale radio division and national music roll sales manager of the Aeolian Co. two weeks ago. Mr. Ray joined the Aeolian Co. in 1920, and his music-radio trade career of ten years has been identified with but two official alignments, first as the primary distributor of the old Emerson Phonograph Co. in Boston in 1917 and then three years later with the Aeolian interest. While the Aeolian Co. was producer of Vocalion phonographs and records he was general manager of that department.

Mr. Ray has a nation-wide acquaintance in the industry. He is a native of Brattleboro, Vt., and graduated in engineering at Norwich University in Northfield. He devised the Ray Placeable

Construction Form for concrete work and organized the company of that name, later disposing of the invention and the business for a substantial sum. After engaging in export trade under Federal Government auspices, he entered the phonograph business in Boston.

New Model Starr Phonograph Is Placed on the Market

Model No. XXXII Incorporates Several New
Features Including the Foley Iso-sonic Horn—
Is Enthusiastically Received by Trade

RICHMOND, IND., May 6.—The talking machine trade throughout the country has accorded a hearty welcome to the latest addition to the Starr line of phonographs, Model No. XXXII, which has several new features, including the new Iso-sonic horn and tone chamber designed and perfected by Dr. A. L. Foley.

The new instrument is slightly larger than the popular Model XXX, and presents a different and more attractive appearance. It is encased in an upright cabinet and is fitted with a double set of doors, opening on the top to the tone chamber, and the lower set giving access to the space provided for records.

Starr officials report that the new instrument has caused a demand beyond expectations and dealers anticipate a most satisfactory sales volume. The Starr portable line is also moving in brisk fashion.

C. C. Embry Is Manager of Columbia Syracuse Branch

New Manager Was Formerly Connected With
the Columbia Co.—Later in Radio Field

SYRACUSE, N. Y., May 6.—Following the resignation of E. N. Smith as manager of the local branch of the Columbia Phonograph Co., New York, C. C. Embry has assumed the position. Mr. Embry was connected with the Columbia organization some years ago in Western territory and has spent the past few years in the radio business. The Syracuse branch was started in February 1926 and has proved most successful in its chief function of aiding dealers to receive more prompt service on orders.

New Edison Advertising

The new advertising of Thos. A. Edison, Inc., in the form of a questionnaire, regarding the various features of the phonograph and phonographic music, which has been appearing in a number of national magazines, has had a strong appeal for the public and the same form of advertising is now being featured in some 150 of the leading daily newspapers of the country, occupying a full column.

Los Angeles Retail Trade Welcomes Victor Officials

Spirit of Optimism Pervades Retail Trade Following Visit of Roy A. Forbes and Other
Officials of Victor Organization

LOS ANGELES, CAL., May 4.—Victor dealers in this territory regard the prospects of future business with a much more optimistic outlook



Victor Executives in Los Angeles

following the satisfactory meeting which was held here recently with Roy A. Forbes, Victor sales manager, and other officials of the Victor Co. During their stay in this city, Mr. Forbes and his colleagues found time to be photographed with local trade personages. The accompanying photograph shows, standing, Otto L. May, Pacific Coast and Inter-Mountain States district manager of the Victor Co.; A. G. Farquharson, secretary of the Music Trades Association of Southern California; George E. Morton, Southern California representative of the Victor Co.; sitting, Roy A. Forbes, merchandise and sales manager of the Victor Co., and H. H. Murray, consulting engineer, Victor Co.

Automatic Service Bulletin

The Victor Co. recently issued Service Bulletin No. 8 covering the Automatic Orthophonic Victrola. This booklet gives a complete description of the parts of the instrument and illustrations which indicate each and every part. Complete instructions for the repair of a part are set down in non-technical, understandable language.

Opens Branch Store

The Hyde Music House, of Cortland, N. Y., recently opened a branch store at Norwich.

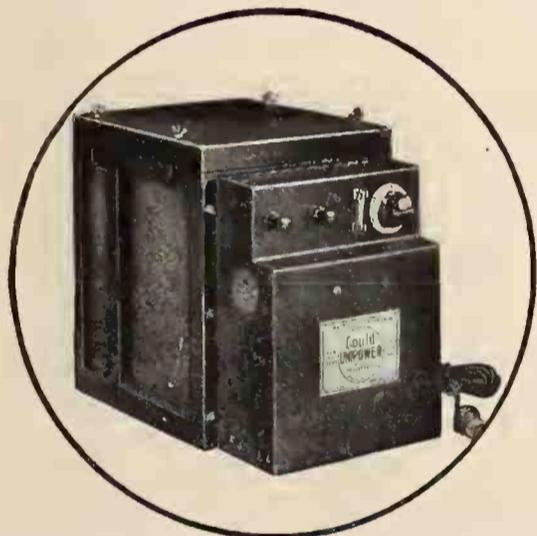
The King, Prince and the Duke, All Own Panatropes

Brunswick Co. English Office Reports That the King of England, the Prince of Wales and the Duke of York Are Panatrope Users

Advices recently received at the Chicago offices of the Brunswick Co., from its English office, tell that the Brunswick Panatrope has met with favor by the royal family of England. H. M. the King has a Panatrope, H. R. H. the Prince of Wales has three of them, and H. R. H. the Duke of York is the owner of two Panatropes. This acceptance of the Panatrope by the royal family is an indication of how the general public in England is enthusiastically hearing and buying these instruments. H. R. H. the Prince of Wales is one of the most enthusiastic Panatrope fans. He is the member of the royal family who "discovered" the Panatrope and who is responsible for the purchase of instruments by other members of his family.

The Brunswick dealers in Australia, D. Davis & Co., Ltd., Worth's Ltd. and Mick Simmons Ltd., took advantage of this royal ownership of Panatropes and told the story in page ads.

At the SHOW



Don't miss the NEW Gould Unipower

{ Booth 116, Hotel Stevens }
Chicago, June 13-16

If you cannot attend the show, write at once for details of Gould's important 1927-28 program. We have news vital to every radio dealer.

THE GOULD STORAGE BATTERY CO., Inc.
Depew, New York

Branches: New York, Chicago, Kansas City, San Francisco

Unipower

Off when it's on—On when it's off

Electrical Supply Jobbers' Association in Convention

George Cullinan, of Graybar Electric Co. and Victor Talking Machine Co., Heads Executive Committee—To Have General Manager

WHITE SULPHUR SPRINGS, W. Va., May 4.—The convention of the Electrical Supply Jobbers' Association, held at the Greenbrier Hotel last week, attracted a record attendance and was voted the best gathering ever held. The manufacturing industry was well represented at the meetings. Due to the fact that the association is constantly having contact with other groups and the need for an official spokesman has been felt, it was voted to secure a general manager who would fill this position. The standards, radio and cost accounting committees reported their findings.

George Cullinan, vice-president of the Graybar Electric Co., and a director of the Victor Talking Machine Co., was elected chairman of the executive committee and Franklin Overbaugh was elected treasurer.

Organ-Tone Reproducer Is Announced to Trade

The Organ-Tone, a new reproducer finished in three colors, has been announced to the trade by the Unique Reproduction Co., New York, manufacturer of the well-known Add-A-Tone sound box. This new product is entirely different from any other on the market, according to Herman Segal, executive head of the Unique organization. Its mechanical construction includes a stylus suspension built on a new principle designed to give steadiness and permanence of tone. Mr. Segal states that it is almost impossible to injure the diaphragm. The novel feature of finishing the Organ-Tone in three colors makes it attractive to the eye and creates a new mode. The new sound box in its entirety marks a radical departure in reproducer construction, according to Mr. Segal.

Plaza Issues Portable Posters and Leaflets

The advertising department of the Plaza Music Co. is forwarding to its distributors and dealers a series of attractively designed publicity material on portable talking machine products. Among this material are some very attractive colored leaflets, one set available for the distributor and one set for the dealer and consumer.

This special advertising material covers all the Plaza Music Co.'s models of portables including Pal Deluxe, the Standard Pal, Pal Junior and Kompact talking machines. Supplementing this are a number of new colored display cards. These display cards are made for immediate use and are to be followed by a complete series. These cards are small in size and are equally attractive for counter or window use. In addition they will fit admirably on a standard-size portable turntable.

Table Model Orthophonic Victrola Is Announced

An addition to the Orthophonic line of Victrolas was recently announced by the Victor Talking Machine Co. The new instrument is a table model and is described as "economical in price, economical in the space it occupies, but generous in the musical results it gives—the 190 is the smallest and lowest-priced Victrola embodying the Orthophonic principle of reproducing sound." This model is especially designed for use in small apartments, is housed in a mahogany veneered cabinet with a mahogany overlay, and lists at \$75.

Hawley & Mackenzie, Distributing Firm, Is Formed

P. R. Hawley and Donald Mackenzie, Well Known in Eastern Talking Machine and Radio Circles, to Act as Factory Agents

PHILADELPHIA, PA., May 6.—Considerable interest has been aroused in both talking machine and radio circles by the announcement that P. R. Hawley and Donald Mackenzie, both



P. R. Hawley

well known for years in the trade, had joined forces and will operate under the name of Hawley & Mackenzie, with offices in the Jefferson Building, this city.

The new organization will function as direct factory sales agents for a number of nationally known manufacturers. Among the more prominent is the Magnavox line, consisting of speakers, tubes, lamps, etc., and the Showers Bros. new line of sets and cabinets.

Both Mr. Hawley and Mr. Mackenzie bring into the organization a widespread acquaintance and an experience that extends over a period of many years. During the past six years Mr. Hawley has managed the Girard Phonograph Co., radio and phonograph distributor of Philadelphia, with marked success, and has earned the confidence of the entire trade in the large territory covered by his company.

Mr. Mackenzie likewise enjoys a wide acquaintance gained by his experience in both the retail and wholesale branches of the radio industry. At one time connected with the Reflex Radiophone Sales Co. chain of DeForest retail establishments, Mr. Mackenzie entered the wholesale field three years ago and for some time has represented the Magnavox and Ferguson lines in a large portion of Pennsylvania.

The new firm of Hawley & Mackenzie will cover a large section of the East and will be represented in the field by a large staff, which will be augmented as new lines are added and more territory is included. With a well-established sales policy based upon the foundation of service, Mr. Hawley and Mr. Mackenzie are looking forward to a great future in their connections with leading manufacturers.

Edison Standard Reproducer Is Now Regular Equipment

The new Edison Standard Reproducer, which greatly increases the volume of tone while at the same time increasing its fullness, depth and resonance, is now a part of the regular equipment of the New Edison Phonograph, and, according to dealers, has proved distinctly popular with the public. In order that all owners of Edison phonographs may enjoy the improved reproducing qualities of the Standard Reproducer, which lists at \$19.50, arrangements have been made for allowing Edison owners \$12.50 for each old reproducer turned in in exchange for the new model, and a surprisingly large number of them are taking advantage of this generous offer.



EUROPEAN HEADQUARTERS

68 Milton St. (Fore St.) E. C. 2. Clerkenwell 1448



Popularity of Portable Phonographs in Great Britain Is Growing Steadily

Recent Budget Introduced by Chancellor of the Exchequer Has No Effect on the Trade—New Columbia Model Soon to Be Introduced to Trade—News of the Month

LONDON, E. C., May 4.—Apparently there was nothing to fear in the recent Budget introduced by the Chancellor of the Exchequer in the House of Commons, and the gramophone and record trade is once again to go on its way unimpeded by even a small tax on records. The trade is now concentrating its attention upon what has become known as the "portable" season, by which, during the last few years, sales have been kept up to a high standard, thanks to the production of a fine line of instruments.

New Columbia Model Coming

Following upon the news, a month or two ago, that shortly His Master's Voice (The Gramophone Co.) will put another machine upon the market that will eclipse all that has gone before, comes the news that the Columbia Co. will also shortly have ready a new Columbia "giant." I gather from those "in the know" that the tone is remarkable, the volume thereof sufficient for all purposes, whether public or private. The sound conduit has thick wooden walls, the whole of the large cabinet being occupied thereby, the two channels passing and repassing each other in bewildering fashion. In the use of the wood the company has found the solution to the difficulty of eliminating that "edge" off the rather strident tones of the new electrical recording methods, and of obtaining large volume without any unpleasant bombardment of the eardrums. I understand that the above system is to be incorporated in the console Columbia model. Its production is awaited with considerable interest.

Royal Visit to "His Master's Voice" Factory

On April 11 the King and Queen visited His Master's Voice factory at Hayes, Middlesex. The visit had been arranged in order that they might study the various steps in the manufacture of gramophones and records, and was as informal as possible. During a long

tour through the various departments Their Majesties examined each stage of manufacture and the King took a keen interest in the special tools and intricate machinery used. In the pressing room his Majesty pressed the first record of a new issue of "The Mikado," which will be the first Gilbert & Sullivan opera to be recorded in full by the electrical process.

The Beethoven "Boom"

Thanks to the Columbia Gramophone Co., more than 4,000 schools throughout England, Scotland and Ireland applied to the Beethoven Centennial Celebration Committee for lectures on the life and music of Beethoven in order to celebrate the centenary. These lectures were specially written for schools and the committee estimates that during the centennial week about three-quarters of a million British school children joined in the world-wide tribute to Beethoven.

Mobile Recording Outfits

Another big development in gramophone recording has been effected by the introduction of the new "His Master's Voice" mobile outfit. The contrivance, which enlarges the whole field of recording away from the orthodox studio equipment, consists actually of an up-to-date recording room, with complete electrical installation, mounted on a powerful motor chassis. This can be moved at a moment's notice to any part of the country, and the arrangements are of so simple a nature that on arrival of the outfit a recording session can be in operation within less than a minute. The traveling room contains everything that is necessary to insure perfect recording. The electrical equipment includes battery-charging gear with its own engine and two machines which allow the making of two master records simultaneously. In order to eliminate vibration the chassis is usually jacked up during the recording operation. Cables are then run from the van into

the building where the artists perform, and are there attached to microphones, loud speakers and telephones. The telephone allows a music conductor to keep closely in touch with the recording staff in the van, and the loud speaker enables the first test to be played back from the wax to the artists themselves. The mobile outfit has already passed beyond the experimental stage and successful sessions have been held in the Temple Church, Liverpool Cathedral, Eton College and York Minster, etc.

Brief Paragraphs of Interest

The sixteenth annual convention of the British Music Industries is to be held at the Hotel Metropole, Folkestone, from June 7 to 11, under the presidency of Paul M. Booth, chairman of the Federation.

The Merchandise Marks Act (1926) recently placed on the Statute Book provides that it shall not be lawful to sell or advertise imported goods in the United Kingdom unless the name or trade-mark is accompanied by an indication of origin. This is of importance to exporters located abroad.

The convention and annual meeting of the Scottish Music Merchants' Association is to be held in the Peebles Hydropathic on June 1 to 3.

At last month's meeting of the Federation of British Music Industries finance and executive committees, Alfred Clark, managing director of the Gramophone Co., took his seat as a member thereof.

Postpone Crosley Convention

CINCINNATI, O., May 5.—The Crosley Radio Corp.'s distributor convention, originally scheduled for May 18, will be held on June 8 and 9, to suit the convenience of the wholesale representatives it was announced last week.

Will Manage Station WOR

E. Paul Hamilton, one of the best known figures in Eastern music trade circles and an executive of the L. Bamberger & Co. department store, has been appointed managing director of station WOR.

George C. Beckwith Co. Host to Federal Dealers

Federal Dealers in Milwaukee Territory Attended Annual Meeting at Which Merchandising Plans and Policy Were Discussed.

MILWAUKEE, Wis., May 6.—The local branch office of the George C. Beckwith Co., distributor of Federal Ortho-sonic radio receivers, was host to a gathering of Federal dealers on the evening of April 26, at the Elks Club, Milwaukee, Wis. A total of fifty-five guests were present, including forty-five dealers, and the meeting opened with a dinner, followed by addresses from various of the Beckwith and Federal executives.

G. K. Purdy, manager of the Milwaukee Beckwith branch office, acted as chairman of the gathering, and after welcoming the dealers in the name of his firm, introduced R. C. Colman, manager of the radio division of the George C. Beckwith Co., who maintains his headquarters at the general offices of the firm in Minneapolis. Mr. Colman outlined to the dealers the policy which has made the Beckwith organization one of the outstanding Victor distributors in the country for the past fourteen years, stressing the fact that the protective franchise arrangement which has been practiced so successfully in the talking machine field has been applied

with equally as good results by the Beckwith radio division.

Lester E. Noble, president of the Federal Radio Corp., Buffalo, N. Y., who was unable to attend the meeting through press of business duties at the Buffalo office, wired his regrets, which were read by Mr. Purdy. In his telegraph message to the dealers Mr. Noble pointed to the launching of the radio season at an earlier date this year, because of the trade show to be held in Chicago in June, as bringing resultant profits to the dealer with the interest which will be awakened. A letter from Mr. Noble was also read in which he stated that no drastic changes in the models would be introduced in June, and no radical changes in cabinet design would be made. However, on or before June 13, one or more light socket receivers, supplying A, B and C power from one source, would be added to the line.

A. C. Stearns, advertising manager of the Federal Radio Corp., told his listeners that the firm was endeavoring to spend its advertising appropriation judiciously, and during the course of his talk opened an interesting discussion with the dealers as to the value of billboard advertising. He stressed the worth of the phrase "Federal designated dealer," and outlined the functions of the Federal sales and service department, which is constantly helping the dealers to solve troublesome service and merchandising problems.

Mr. Stearns was followed by Neil Sammons, of Henri, Hurst & McDonald, advertising counsel to the Federal Radio Corp., who gave the dealers suggestions in the choosing of radio



Federal Ortho-sonic Dealers Present at Meeting
Insert: G. K. Purdy

lines, and outlined the folly of stocking so many different products that the prospective customer is confused by their number. Ken L. Henderson, engineer of the Federal organization, explained to his listeners many of the technical phases of radio receivers, and offered suggestions which the retailer might use in his service department.

At the close of the meeting an open discussion was started which lasted until midnight, and in which the visiting dealers evinced a keen interest. As a whole the meeting was both interesting and instructive and those present heard much that should be of profit.



An Invitation
TO RADIO /
DEALERS /
JOBBER /
DISTRIBUTORS

The Radio Manufacturers' Association

invites all dealers, jobbers and distributors to attend the First Annual Radio Trade Show to be held in conjunction with the Third Annual RMA Convention at the Hotel Stevens, Chicago, June 13-17th inclusive.



Herbert Hoover

Chairman Show Committee
Radio Manufacturers' Association.

PROGRAM

R. M. A. Annual Convention and Trade Show, June 13 to 17 Incl.

MONDAY—JUNE 13
10:00 a. m.—Registration of Delegates, Alternates, Visiting Dealers and Jobbers.
2:00 p. m.—Opening of the Trade Show. First Showing of new 1928 lines.

TUESDAY—JUNE 14
Flag Day—150th Anniversary of Stars and Stripes
10:00 a. m.—R. M. A. General Open Meeting. President's address—Arthur T. Haugh. Addresses by Mr. Fred Woods, Hon. Frank B. Scott and Maj. H. H. Frost
(Dealers and Jobbers invited.)

2:00 p. m. to 6:00 p. m.—Trade Show open.
8:00 p. m.—Meeting of all Jobber and Dealer Associations. Mr. Harold J. Wraps, Pres. of the Federated Radio Trades Association, presiding. Address by Maj. H. H. Frost on Merchandising, Hon. Richard Lawrence and Hon. Frank B. Scott.
(Dealers and Jobbers invited.)

WEDNESDAY—JUNE 15
10:00 a. m.—Closed R. M. A. meeting; elec-

tion of officers and transaction of general business. Open meeting, Federated Radio Trades Association.
(Dealers and Jobbers invited.)

12:30 p. m.—Luncheon and meeting of radio industry's Banquet Committee.
2:00 p. m. to 10:00 p. m.—Trade Show open—Chicago Trade Day.

THURSDAY—JUNE 16
10:00 a. m.—Open Technical meeting, engineering divisions—Mr. H. B. Richmond directing.
(Dealers and Jobbers invited.)

10:00 a. m. to 6:00 p. m.—Trade Show open.
7:30 p. m.—Annual R. M. A. Banquet—Introduction of new officers—Address by Hon. Herbert Hoover, M. H. Ayelsworth—Paul B. Klugh, toastmaster.

FRIDAY—JUNE 17
10:00 a. m.—R. M. A. Closed Meeting. Committee Reports. Appointments of new Committees. Completion of unfinished business. Closed Meeting of the Federated Radio Trades Association.
2:00 p. m. to 10:00 p. m.—Trade Show open.

Radio's First Exclusive Trade Show will be held under the auspices of the Radio Manufacturers' Association and under the management of G. Clayton Irwin, Jr., General Manager of the Radio World's Fair and the Chicago Radio Show.

All available exhibition space has been sold and the radio industry's leading manufacturers will be represented with all that is new, reliable and practical for the 1927-28 season. Many meetings of interest to the trade have also been planned.

Admission to dealers, jobbers and distributors only. Invitations will be mailed to the trade individually about May 1st. If you do not receive your invitation, admission will be granted upon presentation of proper credentials.

Radio Manufacturers' Association Trade Show
Times Building, New York City

The **TALKING**
MACHINE
WORLD

*For dealers
wholesalers
& manufacturers
of phonograph
& radio products*

is now located on the fourth floor of

The New Graybar Building

420 Lexington Avenue, New York

(At 43rd Street)

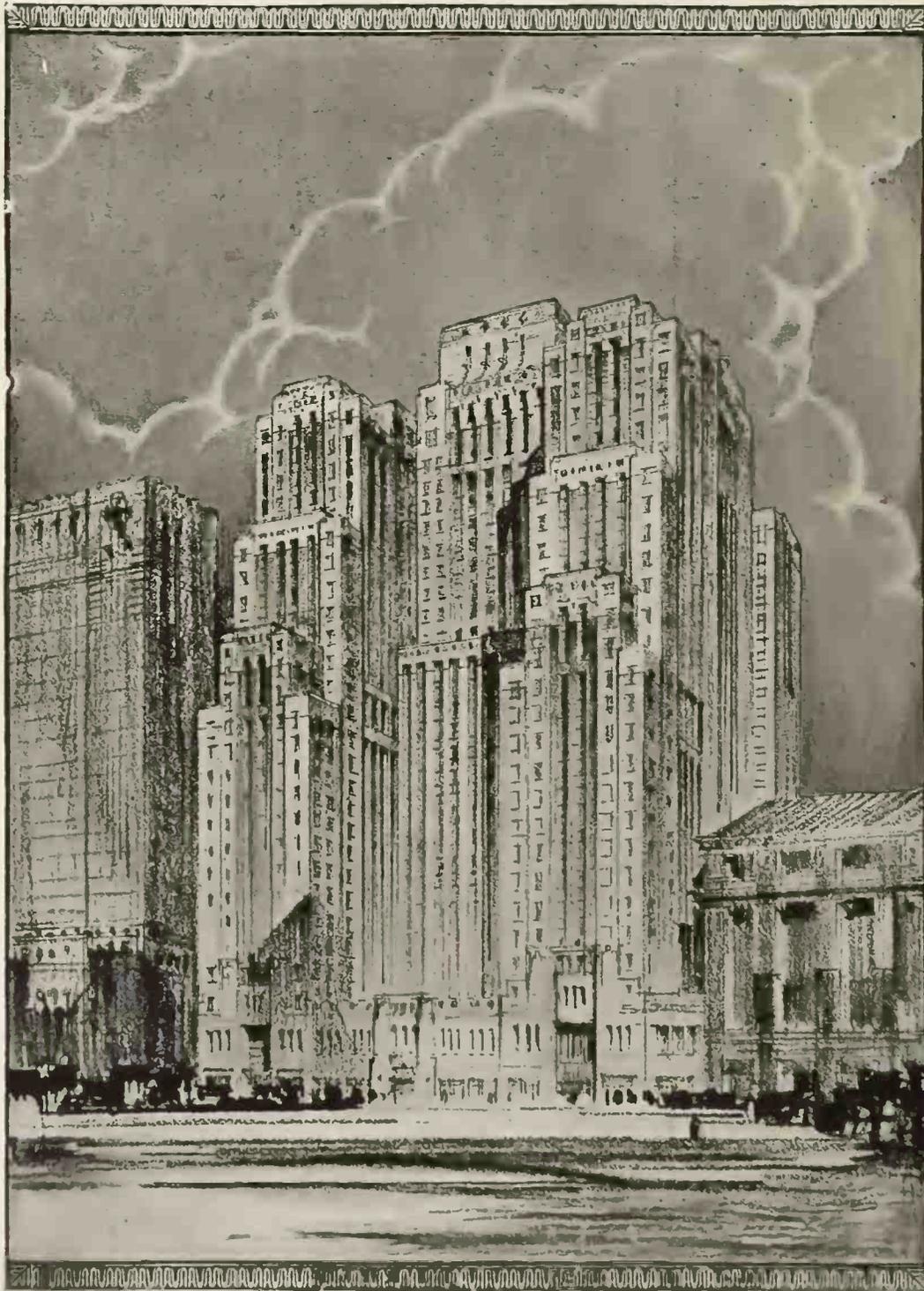
Telephone — Lexington 1760

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

IN THE MUSICAL MERCHANDISE FIELD

Summer Season Brings Big Opportunity for Business in Stringed Instruments

Dealers Should Study Their Markets and Discover What Type Instrument Is in Greatest Demand During Vacation Months and Then Concentrate on That Line

While it is true that there is no real seasonal business in the musical merchandise and band instrument field, because when one branch of the trade experiences a slight falling-off another will offset the loss by increased volume, the fact remains that during certain months the popular demand will favor certain instruments and the trade should concentrate its efforts on the type of merchandise which has the merit of appeal at the time. With the approach of the Summer season there can be no doubt but that the greatest demand on the part of the buying public will be for stringed instruments, such as ukuleles, banjo-ukes, banjos, mandolutes, mandolins and similar instruments. Harmonicas, likewise, are popular with Summer trade. It is obvious, therefore, that the efforts of dealers should be along the lines which will bring this type of merchandise constantly before the eyes of possible buyers, and advertisements and window displays and direct-mail literature should contain references to the desirability of having music during the vacation months. Somehow or other the vacation season, at the seashore or in the mountains, is closely associated with music and the dealer should stress this thought in every possible way. The manufacturers of portable talking machines have from the very beginning of portable trade stressed this idea and each year window displays of the desirability of the portable are "sold" to the public, so much so that the Summer months are regarded in the talking machine trade as real portable months.

There is no real reason why this idea, which has proved so successful in this branch of the trade, should not be equally profitable with small goods. Picture, by illustrations and by the printed word, the desirability of having music on the beach, around the campfire, during the hike through the woods. Show by picture posters in the windows a holiday group enjoying the music of the ukulele, the banjo, the harmonica—sell the idea through every possible medium and the profits will accumulate.

Use, also, the other means of stimulating sales which might present themselves from time to time. On another page of this section of this issue of *The Talking Machine World* there appears an article referring to a series of contests which are being held in Philadelphia and which will undoubtedly result in a great stimulation of stringed instrument business for those dealers who are live enough to co-operate with the sponsors of the contests. Then, too, harmonica sales can be secured by dealers who are fortunate in being located in those towns which will be visited by Borrah Minevitch and His Harmonica Band and who inaugurate harmonica sales drives during the time when this band is appearing. Despite the great amount of publicity which has been put behind the harmonica, the great majority of people are not yet aware of the capabilities of this small instrument, and they do not realize that it is a true musical instrument until they hear a skilled performer play.

All types of musical merchandise can be sold during the warm months. It is doubtful if as many bands and orchestras are heard at any time during the year as will be heard during the next few months. Resorts and roadhouses are again opening and in every one of them a dance orchestra is employed. Amusement

parks will soon be going in full swing and here again the music of the band and orchestra is a necessity. The musicians are likely prospects for some dealer—maybe you. Go after them.

There are two prime requisites which the dealer who is going after Summertime musical merchandise business must observe. First, study the market and learn what type of instruments will prove to have the greatest appeal. Second, having found this out, be consistent in following up the business. If the dealer decides that small newspaper advertisements will bring the greatest volume of business, plan this advertising, not for a week or two, but for the entire Summer. Window displays are a sales medium. Change them frequently. A window that presents the same appearance week after week ceases to stimulate desire. If direct mail is to be employed, sit down early in the season and plan a series of letters to be sent out at regular intervals.

Electric "Flasher" Latest of Hohner Sales Helps

Attractive Proposition Being Offered Dealers Giving "Flasher" With Assortment of Thirty-two Harmonicas—Is Conveniently Sized

M. Hohner, Inc., maker of Hohner harmonicas, recently supplied its dealers with a new "business builder" in the form of a Hohner "flasher," a transparency in colors and attractively framed. The electric light behind the apparatus intermittently flashes off and on. When the light is off there appears a figure

playing the harmonica, with the message "Play a Hohner harmonica, the world's best," and when the light is on an attractive home scene is depicted.

The "flasher" is substantially built, and is convenient in size, and can be operated from an ordinary electric light socket. It is being offered to dealers without cost and in conjunction with an excellent group assortment of thirty-two harmonicas, the proposition being styled No. 800.

Weymann Banjos Obtainable With or Without Flanges

H. A. Weymann & Son, Inc., Announce That Fretted Instruments Can Be Obtained With or Without Attractive Metal Flanges

PHILADELPHIA, PA., May 7.—H. A. Weymann & Son, Inc., of this city, manufacturers of Weymann orchestra banjos and other fretted string instruments, have announced that Weymann orchestra banjos are now obtainable either with or without a metal flange. The flange of the Weymann banjo is attractive in appearance, and adequate perforated open spaces are provided for tone passage. The flange is attached firmly to the tone resonator, a feature which eliminates the fastening of the flange on the instrument, as is usually the custom.

It is announced that every Weymann orchestra banjo, unless otherwise specified when ordering, will be equipped with nickel or gold-plated flange, according to the finish of the metal parts of the instruments.

Weymann orchestra banjos are made in the following types: tenor, plectrum, standard, guitar-banjo and mandolin-banjo.

A recent statement of the Department of Commerce states that during the months of January and February, small goods to the amount of \$2,735,483 were exported.

BRUNO

THE OLDEST AND
LARGEST MUSICAL
MERCHANDISE HOUSE
IN AMERICA

Exclusively Wholesale
ESTABLISHED 1834

C. BRUNO & SON, INC.
351-53 FOURTH AVE. NEW YORK CITY

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 125)

HOHNER Harmonicas and Accordions

THE WORLD'S BEST

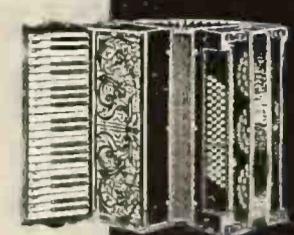


Victor record No. 20377 is teaching people How to Play the Hohner Harmonica. Are you able to supply the demand for the Hohner Harmonica.

Write us for our "Big Business Builders." They will help you.

M. HOHNER, Inc.

114-116 East 16th Street
New York City



HOHNER PRODUCTS AWARDED FIRST PRIZE AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION SAN FRANCISCO 1915

"The Child Who Plays a Musical Instrument Enjoys an Advantage Over Others"

Address by Carl D. Greenleaf Before the National Federation of Music Clubs Convention Contains Many Interesting Facts Regarding Music in the School Curriculum

CHICAGO, ILL., May 5.—Educational authorities have sponsored the idea of organizing school bands and orchestras because they have found that the child who plays a musical instrument enjoys an advantage over the other children. Music makes better students, builds character, perseverance, alertness and imagination. Furthermore, it gives the young person an opportunity to work his way through college. These thoughts were contained in an address given by Carl D. Greenleaf, president of the National Association of Band Instrument Manufacturers, before the National Federation of Music Clubs in convention at the Congress Hotel last week. Mr. Greenleaf said, in part:

"It is a serious problem with many parents these days to find wholesome recreation for their children. The band and orchestra furnish an ideal outlet for the energies of the 'gang' which might otherwise be expressed in ways not nearly so healthful. It is pretty generally agreed that while the child is growing is the best time to imbue him with a knowledge of and love for music. The child has the time to devote to it and learns most readily. By not giving him a musical education in childhood we are probably depriving him of the joys of music forever.

"Two present-day movements for music in the schools deserve attention. One aims at including music as part of the vocational training offered by schools. The other calls for music training in the grade schools as a means of raising the musical standard of the high schools and the colleges. It is pointed out that our schools have been developed so that now a child can learn to be a carpenter, mechanic or printer or any one of a number of professions, all at public expense. This is as it should be. Music is one of the leading professions in point of numbers of people who engage in it, and it is being increasingly felt that school authorities should extend the same sort of educational opportunities to children who desire to take up music as a life work. I am glad to say that the National Federation of Music Clubs, under the able leadership of Mrs. Edgar Stillman Kelley, is one of the progressive organizations lending its support to this splendid movement.

"Another enlightening move in the music world concerns itself with starting band and orchestra work in the grade school, rather than holding off for the high school to give the student his initial musical training. This, we believe, is a step in the right direction. By the time a youngster reaches high school there are so many demands on his time at home, in his

social work and by his advanced studies that it is difficult for him to give the necessary time to practicing that is needed to master his instrument. Even though modern methods of teaching give the child actual pieces to play at a very early stage, still it is difficult to turn out really superior high school bands and orchestras unless much of the preliminary training work is started down in the grade schools."

Merchandise Manufacturers Plan Convention Banquet

Will Entertain Visiting Manufacturers, Jobbers and Dealers at Banquet and at Noonday Luncheon on Tuesday

CHICAGO, ILL., May 6.—In addition to giving a banquet for visiting dealers, jobbers and manufacturers of musical merchandise to the national conventions on Tuesday evening, June 7, at the Hotel Stevens, the Association of Musical Merchandise Manufacturers will also act as hosts at a get-together luncheon for visiting manufacturers on Tuesday noon of the same date.

Plans for the programs for these two events were discussed at a meeting of the local Association of Musical Merchandise Manufacturers, held at the Auditorium Hotel, Thursday evening, April 7, with President Walter Gotsch presiding.

Although it was emphasized that business would be a marked feature of the convention this year, it was decided to hold a luncheon on Tuesday noon for the visiting manufacturers. The luncheon will start promptly at 12:30 p. m. and continue until 2 p. m., with a short but interesting program. F. R. Johnson, of the Globe Music Co.; J. Krause, of the Harmony Co., and C. G. Bjorkman, of Armour & Co., were appointed a committee to take care of the arrangements.

The local jobbers of musical merchandise have joined the manufacturers in arranging for the banquet in the evening. Wm. F. Ludwig, of Ludwig & Ludwig, as chairman of the entertainment committee for this affair, has selected the board of directors of the local association as his committee, consisting of J. R. Stewart, J. R. Stewart Co.; H. H. Slingerland, Slingerland Banjo Co.; H. Kuhrmeyer, Stromberg-Voisinet Co., and Walter Gotsch, Walter M. Gotsch Co. Mr. Ludwig called a meeting for April 14, at which details were arranged which will be in the nature of a surprise to those who attend the event.

The invitation committee, consisting of H. Kuhrmeyer, secretary of the Association; Carl Richter, of the Richter Mfg. Co., and John Luellen, Continental Music Co., has urged members to send in names for the preparation of the invitation list. It was also suggested that tickets be issued in coupon form with the name of the recipient printed on and attached to the coat lapel so that everybody would know and get acquainted with each other.

Following the plan of exchanging minutes of meetings with the Eastern manufacturers' association, which has been adopted by both associations, the secretary read the minutes of the last meeting of the Eastern manufacturers dealing with the election of officers, recently announced in these columns.

Goldman Praises King

CLEVELAND, O., May 2.—The H. N. White Co., manufacturer of King band instruments, had a very nice compliment paid to them the past week and incidentally got a lot of fine free publicity, the occasion being a visit of Mr. Goldman, of Goldman band fame, who came to Cleveland to visit the White factory on business. The newspapers asked him if he did not come to the city for the purpose of trying to get a contract for his band to play here during the Summer months, to which he replied: "No. I came here because I wanted to go through the White factory. Their brass instruments and saxophones are the best in the world." The Goldman band concerts are relayed through the Willard Battery Station WTAM every Thursday night, and Mr. Goldman's visit was a subject of interest to a large number of people. He is to bring his band here this Fall for a concert.

Vega Co. Issues Booklet on "The Care of Your Banjo"

BOSTON, MASS., May 6.—An interesting booklet, entitled "The Care of Your Banjo," has been issued by the Vega Co. to banjoists throughout the country. It is conveniently sized so that it can be carried in the vest pocket. William Nelson, sales and publicity director of the Vega Co., is responsible for this new booklet which is of the non-commercial type, the name "Vega" not appearing at any time.

To Exhibit Weymann Line

PHILADELPHIA, PA., May 7.—H. A. Weymann & Son, Inc., manufacturers of Weymann orchestra banjos and other fretted string instruments, will exhibit at the music convention in Chicago during the week of June 6. The Weymann line will be on display in Room 457 at the Stevens Hotel.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 126)

Stringed Instrument Contest for Philadelphians

Dealers Throughout the Philadelphia Territory Will Have Great Opportunity of Increasing Sales by Co-operation

PHILADELPHIA, PA., May 7.—Dealers in stringed instruments in this city and for a radius of seventy-five miles will have an opportunity of stimulating their sales by co-operating with the committee which is arranging a contest to be participated in by all amateur performers on the uke, banjo, mandolite, mandolin, banjo-uke or any stringed instrument, either in individual or group form.

The plans for the contest will soon be perfected. The Banjo-Ukulele Tournament and Contest was initiated late in April, when Herbert W. Weymann, representing the firm of H. A. Weymann & Son, 1108 Chestnut street, manufacturers of the Weymann string instruments, with Bernard J. Munchweiler, buyer for the piano and music goods departments of the Lit Bros. department store, with Martin Kravitz, head of the string goods department, and Uriel Davis, manager of Meyer Davis' Willow Grove Park, met in a business session at the Lit Bros. store and there formulated the groundwork for the big contest that is to attract youthful enthusiasts and performers in the amateur field of string instrumentalists, as well as the older generation, glee clubs and organizations where the string instrument is the chief source of musical entertainment.

Those dealers who desire to join in the contest and promotion of its work and interest in their respective towns and cities are requested to get in touch with H. A. Weymann & Son, 1108 Chestnut street, Philadelphia, or with the Lit Bros. Broadcasting Station or B. J. Munchweiler, who will be glad to supply them with entrance blanks for their patrons. The contest will be extended to a radius of seventy-five miles outside Philadelphia so that dealers will have splendid opportunity of cashing in on this novelty in string goods sales promotion plans. The finals of the contest will be held at Willow Grove Park on July 7, 1927, so that ample time for the dealers to make it a means of profits to their string goods department is assured. The spacious stage at Willow Grove Park, where some of the most prominent of musical directors of the nation have played, will give broad opportunity for an event of this character either in large group performances of amateur organizations, school, fraternal and church glee clubs or other musical organizations from the State, territory or city, as well as the individual.

Manufacturers of string and brass instruments have expressed a willingness to make the Philadelphia Banjo-Ukulele Tournament and Contest one of the most interesting events of the year and are co-operating with the Philadelphians in promoting sales of the instruments during the many months that the amateurs will be practicing for the big finals at Willow Grove Park in July. Many prizes are offered for the various classes of players, among them being awards for the best all-round uke player, best all-round banjo-uke or banjo player, prizes for groups, prizes for novelty playing honors for the cleverest trick instrumentalists and others of a long list. The prizes will include silver cups, gold medals, cash and awards of string instruments.

F. J. Bacon Gives Concert

BOSTON, MASS., May 5.—Frederick J. Bacon, president of the Bacon Banjo Co., recently appeared at the store of the Oliver Ditson Co., and gave a demonstration of his ability and of the merit of the Bacon banjo. Mr. Bacon co-operates whenever possible with the trade to create interest in banjos.

Music Featured Widely in the Schools of Milwaukee

Over 800 Violin Pupils, 800 Cello Students, 350 Band Instrument Students as Well as Many Others Now Listed in Those Schools

MILWAUKEE, Wis., May 4.—Music in schools in and around Milwaukee is becoming more and more popular. Contests, music festivals, band tournaments, and the like are being held and music merchants here say that these events cannot help but have a marked effect upon business in the music field.

Almost as soon as a child enters school he is taught to sing and from that time on his interest in music develops until he soon desires to play an instrument of some kind. Music contests which are held from time to time increase his proficiency and this inevitably results in business for the music merchant.

Brooke Johns' Collegians Feature the Vega Banjo

Boston Dealers Tie Up With Appearance of Popular Banjo Sextet at Local Theatre

BOSTON, MASS., May 6.—Vega banjos, made by the Vega Co. of this city, received much desirable publicity during the past week or two through the appearance in local theatres of two musical acts in which the artists used the products of the Vega organization. The first of these acts was Brooke Johns and His Collegians, a banjo sextet, which appeared at Loew's State Theatre. Mr. Johns and his associate artists are all Vega enthusiasts and dealers effected a tie-up with the artists' appearance by attractive window displays. The second act featuring the Vega banjo was Joe Termini, banjoist, styled the Will Rogers of Music. Considerable interest was manifested in the event.

Doubling Made Easy With The New VEGA Tenor Lute and Guitar

SAME FINGERING AS
ON THE TENOR BANJO



Tenor Lute



Tenor Guitar

Dealers— Doubling on something different. That is the demand of orchestra leaders and audiences as well. The new VEGA Tenor Lute and Tenor Guitar have a tone that is different, an appearance that is different, yet the fingering remains the same as on the tenor banjo. They are new and novel. Their tone quality presents beautiful effects in arrangement and their style is distinctive.

The Tenor Lute or Tenor Guitar is attractive, 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 of a mandolin. Made with accuracy to every detail and of choice materials.

Every banjo player should be equipped with a VEGA Tenor Lute or Guitar and every dealer should be prepared to supply them.

Tenor Guitar	-	-	(List \$50)	\$40
Tenor Lute	-	-	(List \$75)	\$60
Tenor Lute—6 String	-	-	-	-
			with octave tuning on 3rd and 4th	
			(List \$100)	\$80
Tenor Lute, Artist's Special	-	-	-	-
			(List \$112.50)	\$90
Tenor Lute, Artist's Special—6 String	-	-	-	-
			with octave tuning on 3rd and 4th	
			(List \$137.50)	\$110

Also made with same fingering as a Plectrum Banjo.

The **VEGA** Co.

159-69 Columbus Ave.
BOSTON, MASS.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 127)

The Weymann Orchestra Banjo



FRED C. BUCK
Banjoist
Waring's
Pennsylvanians

Has won for itself the endorsement of banjoists the country over! Its fine tone qualities, its beauty — have created an unparalleled demand for this instrument.

Write TO-DAY for handsome catalog describing the Weymann line of Banjos, Mandolutes, Guitars and Ukuleles. Agencies are still available for a few live dealers.

Address Dept. W

H. A. WEYMANN & SON, Inc.

1108 Chestnut St. Phila., Pa.

Visit us at the Chicago Convention
Room 457 Stevens Hotel

"Voice of the Vega"

BOSTON, MASS., May 6.—The "Voice of the Vega," the publication of the Vega Co., manufacturer of Vega banjos, 155 Columbus avenue, has suddenly become so popular that an additional edition has been necessary. This publication lists the many first-class banjoists who are equipped with Vegas and music dealers have found it an excellent help in making sales. The advertising department is already preparing the next issue.

Enjoying Good Sales

Van Doren reeds for saxophones and clarinets are enjoying remarkable sales among dealers everywhere, according to Henry Schneider, of the Henry Stadlmair Co., Inc., 119 East Twenty-third street, New York.

You'll enjoy looking it over—
THE NEW *Leedy* CATALOG "O"

NOW READY

84 Pages

285 Illustrations

The most complete Drummers' Instrument Catalog ever published.

Twelve Pages Natural Color Photographs.

SEND FOR YOURS TODAY

"Instruments That Sell"

Leedy Mfg. Co.

Indianapolis, Indiana

Philadelphia Harmonica Band Wins Chicago's Praise

Series of Concerts Before School Children, at Music Club Convention and Over Radio Demonstrates Value of the Harmonica

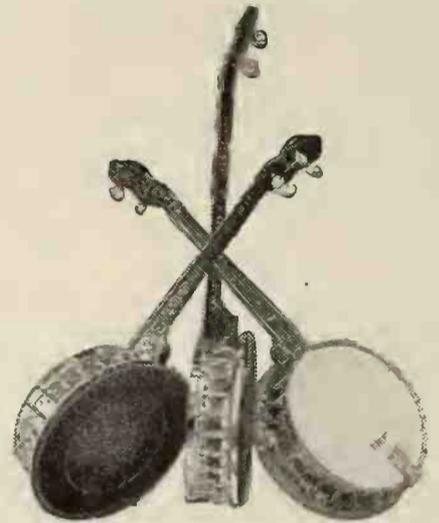
CHICAGO, ILL., May 7.—During the latter part of last week thousands of school children of this city, in addition to the thousands of women delegates to the biennial convention of the National Federation of Music Clubs, and a large radio audience were entertained by the Philadelphia Harmonica Band, which, in their short three visits to this city, gave a series of concerts that used up practically every moment of their stay.

The band, accompanied by Albert N. Hoxie, director; Fred Sonnen, soloist, and Lena Blanche Jones, accompanist, arrived here on Thursday morning and were met by Mrs. Edmund J. Tyler, president of the Illinois State Federation of Music Clubs, who acted as manager of the biennial convention. The first demonstration of the musical powers of a harmonica band, which in this instance is composed of fifty boys, ranging in age from twelve to seventeen years, was given before a group of officials of the Board of Education, who upon hearing the band issued a special invitation for it to play before the harmonica classes in Chicago's schools in various districts.

At the invitation of Frederick Stock, conductor of the Chicago Symphony Orchestra, the band gave a short program at the popular children's concert held Thursday afternoon at Orchestra Hall. The program included "La Paloma" and "Volga Boat Song." Later in the same afternoon the band presented a varied program of twelve selections before the National Federation of Music Clubs as an important part in demonstrating the accomplishments in the school children's musical education.

On Friday the entire day was given over to visits to five high schools playing before the harmonica classes of the schools. The harmonica classes of the schools of each district attended at the school selected so that they could have the opportunity of hearing the well-organized Philadelphia aggregation. On Friday evening a program was broadcast from

"Silver Bell" Banjos



Send for illustrated book of Prominent
Orchestra and Professional Players

The Bacon Banjo Co., Inc.
GROTON - - - CONN.

station WJJD. On Saturday concerts were given at the Lyon & Healy concert hall and at the Rudolph Wurlitzer Co. and also at the Tivoli Theatre.

Milwaukee Dealers Report Musical Merchandise Call

Saxophone Radio Hour Brings Good and Direct
Results in Sales, Says A. L. Buech

MILWAUKEE, WIS., May 6.—A spurt of activity has been reported by merchants for various musical lines in Milwaukee during the past weeks. Band instrument business has been exceptionally good. Piano accordions and guitars are the outstanding sellers in the band instrument department of the Kesselman-O'Driscoll Co., according to Vesey Walker. The Kesselman-O'Driscoll Co. features Buescher instruments.

W. J. Holzhaeuser, of the Holton Band Instrument Store, reports a strong demand for Holton saxophones and trombones and says that business in all types of instruments has been extremely good.

The Buech Saxophone Shop has been doing a very good business in saxophones also, according to A. L. Buech, of that organization. This company has been broadcasting from radio stations WSOE or WKAF for one hour every Monday night, and, because Monday is Chicago's "silent night," an exceptionally large audience has been reached. The hour is in charge of A. L. Buech, who usually furnishes some saxophone solos during the evening. The Buech Saxophone Quartet and the nine-piece orchestra, maintained by the store, also furnish music during the hour. Mr. Buech states that the cost for talent is very little and is well expended because it has brought excellent results. The Buech store also sells the King line of instruments.

Sousa in Chicago Schools

CHICAGO, ILL., May 6.—John Philip Sousa, who appeared last week at the Auditorium, was the guest of the Chicago Daily News at various high schools of Chicago. Arrangements were completed with Maj. Frank Lee Beals, commandant of the Reserve Officers' Training Corps in Chicago high schools, to extend Lieutenant-Commander Sousa's advice to youngsters through personal visits to high schools, where he instructed student military bands. In addition, he is writing a series of articles on musical subjects for the paper.

World's Classified Advertising

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c per line. If hold-faced type is desired the cost of same will be 25c per line. Rates for all other classes of advertising on application.

WANTED—Radio Cabinet Salesmen. Leading manufacturer with very large capacity, whose cabinets have led in design and popularity the past two years, is making changes in his sales force and has several key territories open for high grade commission salesmen controlling manufacturing and jobbing accounts. The biggest men in the field will find it worth while looking into this immediately. Address "Box 1606," c/o The Talking Machine World, Graybar Building, 420 Lexington Ave., New York City.

WANTED—Phonograph Salesmen. Commission salesmen to sell a strong line of medium-priced phonographs to jobbers and dealers for a manufacturer of fifteen years' standing, whose products have been widely used by the larger furniture and department stores. Several good territories available owing to shift of salesmen to other departments. Address "Box 1607," c/o The Talking Machine World, Graybar Building, 420 Lexington Ave., New York City.

POSITION WANTED—Victrola repair man with twenty years' experience on all makes of motors. Can do cabinet repairing and first-class polishing. Looking for a good position and have the best of references. Address "Box 1604," c/o The Talking Machine World, Graybar Building, 420 Lexington Ave., New York City.

POSITION WANTED—Service man in talking machine line to repair all makes of motors. Several years foreman and had charge of repairing departments. Can do shipping work, etc. Looking for distributing house or any big phonograph house. Have high class references. Address "Box 1605," c/o The Talking Machine World, Graybar Building, 420 Lexington Ave., New York City.

WANTED

Job lots of phonograph records and piano rolls. Can use any quantity. Will pay cash. Boston Store, St. Louis, Mo.

Whispering Billy Day Now Exclusive Columbia Artist

Whispering Billy Day, who won the gold medal in the radio popularity contest conducted by the Daily Mirror of New York, be-



Whispering Billy Day

sides being picked last year as the best "single" on the All-American Team of singles, duets, trios, quartets, and orchestras, is now an exclusive Columbia recording artist and has just made two records for that company.

Day, for many years, has been a great favorite with radio audiences, broadcasting his clever whisperings from practically every New York station. He has also been featured as a headline entertainer at such metropolitan night clubs as the Castilian Gardens, the Avalon Club, and The Fifth Avenue Caravan Club, and appeared in the first Fox Movitone picture.

Eckhardt Corp. Announces the Eckophonic Resonator

New Type Loud Speaker Is of Cane Construction With Walnut Frame Set Upon a Base of Bronze—Presents Attractive Appearance

PHILADELPHIA, PA., May 6—The Eckhardt Corp., of this city, manufacturer of the Eckharmonic radio receiving set, has announced a new loud speaker, the Eckophonic Resonator. It is said to be unlike any other speaker on the market. It is of cane construction upon a walnut frame mounted on a bronze base with a bronze handle. The back of the Eckophonic Resonator is curved similar to the front, and is the sounding-board of the Resonator. The cane front and sides, as may be readily surmised, permit an equalized dissemination of sound and the small bronze base evenly centered permits the speaker to be placed anywhere desired.

The Eckophonic principle of sound reproduction is not new. It has been successfully employed in the Eckharmonic sets throughout the past year. In fact, the praise bestowed upon the tone quality of the Eckharmonic set led Walter L. Eckhardt, president of the company, to his decision to build the Eckophonic Resonator in a separate unit, so that it would be available to all. Advance models will be ready for presentation to the trade in time for the opening of the radio season in Chicago during Convention week. On page 117 of this issue of The Talking Machine World will be found an illustration of the Eckophonic Resonator, showing its unusual design.

J. A. Fischer Co. Markets New Valphonic Reproducer

New Type Reproducer Is Slightly Larger Than Other Sound Boxes but Is Constructed to Avoid the Breakage That Is Complained of

PHILADELPHIA, PA., May 7.—The J. A. Fischer Co., of this city, manufacturer of the Valley Forge line of main springs and talking machine repair material and of the Valphonic reproducer, has announced that a new and improved Valphonic reproducer is now ready for the market.

In commenting on the new reproducer J. A. Fischer, president of the company, stated: "The impelling reason for the creation of the new Valphonic reproducer was to prevent excessive breakage on reproducers of this type. It has been claimed that the amount of breakage on the new type of reproducers is 200 per cent greater than on the older types. Although we have always made our reproducer so that it could be repaired by anyone at any time, we believe that with the new improved Valphonic reproducer breakage will be even less than on the old type.

"The reproducer in itself is larger than the old type, but the construction is such that the needle arm has been reduced in size so as to compensate for the increased size of the casting. The construction of this new needle arm we believe is unlike anything that has ever been introduced. The new reproducer is finished in the familiar gun metal oxidized finish."

Banner and Domino Records of the "Rhapsody in Blue"

The recording department and record sales department of the Plaza Music Co., manufacturer of Banner and Domino records, announces the release of an unusual recording of George Gershwin's "Rhapsody in Blue." This is said to be the first popular-price recording of this outstanding composition by Gershwin. The original manuscript was slightly condensed so as to enable the entire composition to appear on a double-face ten-inch record.

New Line of Argus Radio Sets to Be Shown at Chicago

Arrangements Have Been Made to Display the New Models at Hotel Stevens During R. M. A. Convention and Exposition—Recent Visitors

The Argus Radio Corp., New York City, which has completed arrangements to display the new Argus line on the fifth floor of the Hotel Stevens during the R.M.A. Convention in Chicago, is one of the newest members of the Radio Manufacturers Association and will be represented at the Convention by Ira Greene, treasurer and sales manager of the company, and Frank Holman, of the Argus sales staff, as well as various members of the Central States General Electric Co., Argus distributor in Chicago. Advance information regarding the new Argus line discloses that there will be a price-range of from \$110 to \$675 and that the sets will be electrically operated as in former years with the choice being given the purchaser of either electrolytic or tube rectification, and a new loud speaker with new features that can be used in various ways.

The Argus set will include a feature that will allow talking machine owners to revolutionize the sound of their instruments, it is said by the manufacturer.

Among recent visitors to Argus headquarters in New York City were Howard D. Seabury, of the Lake States General Electric Co., Cleveland, Ohio; Herbert Prevoat and Page Nelson, of the Central States General Electric Supply Co., of Chicago; R. J. Mailhouse, of the New Haven Electric Co., New Haven, Conn.; Herbert W. Fink and B. Richmond, of the North Ward Radio Co., Newark, N. J., and Frank Holman, known as the flying ace of the Argus sales staff, who was a visitor from his headquarters in Boston.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

OF THE TALKING MACHINE WORLD, published MONTHLY, at NEW YORK, N. Y., for April 1, 1927. State of New York, County of New York, ss.:

Before me, a Notary Public, in and for the State and county aforesaid, personally appeared Lee Robinson, who, having been duly sworn according to law, deposes and says that he is the Business Manager of The Talking Machine World, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor and business manager are: Publisher, Edward Lyman Bill, Inc., 383 Madison Avenue, New York City; Editor, Raymond Bill 383 Madison Avenue, New York City; Managing Editor, Charles Tighe, 383 Madison Avenue, New York City; Business Manager, Lee Robinson, 383 Madison Avenue, New York.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.): Edward Lyman Bill, Inc., Caroline L. Bill, Raymond Bill, Edward Lyman Bill, Randolph Brown, H. R. Brown, Carleton Chace, Lee Robinson, B. B. Wilson, J. B. Spillane, Wm. A. Low, all located at 383 Madison Avenue, New York City. Edward P. Van Harlingen, located at 209 South State Street, Chicago, Illinois.

3. That the known bondholders, mortgagees and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association or corporation has any interest, direct or indirect, in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is (This information is required from daily publications only.)

LEE ROBINSON.

Sworn to and subscribed before me this 30th day of March, 1927.

Wm. A. Low, Notary Public, New York County, No. 417, Register No. 7340. Certificate filed in (Seal) Queens County No. 3294. (My Commission expires March 30, 1927.)

(Since the above statement was filed The Talking Machine World has removed to its new quarters, at 420 Lexington Avenue, New York City.)

GLEANINGS *from the* WORLD *of* MUSIC

Annual Meeting of Sheet Music Dealers in Chicago to Discuss Many Questions

Gathering at the Hotel Stevens, June 6, 7 and 8, to Have Extensive Program on Leading Problems Which Are Confronting the Retail Music Dealer

The announcement that the National Association of Sheet Music Dealers will hold its annual convention at the Hotel Stevens, Chicago, June 6, 7 and 8, will, of course, be quite welcome to the many retailers in the Far West, particularly those who feel compelled to attend the convention of the National Association of Music Merchants, held on simultaneous dates.

The announcement, however, will be a disappointment to music publishers and dealers of Boston, who were anxious that this year's gathering be held in their city. In fact, the whole New England music trade was anxious that this year's event be held there. Naturally, Boston has many attractions that make the possibilities interesting. Not only is it one of the most important music publishing centers, but the side attractions for the visitor are most numerous, including the many points of historical interest.

After settling agreeably some of the most important problems of recent years between publishers and dealers and the question of discounts, particularly those to teachers, one would think that the coming gathering in Chicago would have a simple program. Such, however, is not the case. It is true that the retail business itself is now being operated along standard lines everywhere and has eliminated the territorial and locality difficulties as to discounts and net price markings, but this by no means ends the problems of sheet music merchants.

Probably one of the most difficult situations to face and of more recent import is the changing musical taste of the American public and its reflection on retail business. This change has many phases and affects in some form or manner practically every branch of the music industry. Whether or not all of these phases are of a permanent character is still open to question, but it is certain that the present situation calls for a readjustment of methods of doing business and arranging a plan to meet the new order of things.

In another part of this department appears a résumé of the plans and activities of the sales promotion campaign of the National Piano Manufacturers' Association, which is large and intensive in scope and which should be of most important interest to every music retailer. It should be the magnet which will call forth

the co-operation in every way possible of all retailers, particularly those interested in standard music.

Another important situation that has been growing steadily and consistently in recent years and which to-day has taken the place of former music appeals to the young is the popularity of small musical instruments. Most of this appeal is based upon popular music, in contradistinction to the former appeal of the piano, which was generally along classical and standard musical lines.

The legitimate sheet music dealer has never been a great enthusiast for popular music. There are, of course, many reasons for this and all of them had their place in the past. This was particularly true with such houses that did the larger part of their business with music conservatories, teachers, students and accomplished musicians. However, all of these houses generally carry small musical instruments, saxophones, tenor banjos, ukuleles, etc., and this business is steadily growing. As most of it is based upon popular musical appeal, a new viewpoint towards popular music should be created. It is the lure that produces a volume of sales in musical instruments that means much to the musical industry. Properly handled it is a profitable business and it does bring the young into the store, for they are the purchasers of these small musical instruments.

Of course, there are other problems that will be considered at the coming gathering, but these two features of present-day sales and sales methods should prove of first importance.

Sheet Music Departments Consolidated in Madison

Ward-Brodt Music Co. Formed to Handle Business of Forbes-Meagher and the Music Shop Departments in That City

MADISON, Wis., May 5.—A consolidation of the sheet music departments of Forbes-Meagher and the Music Shop, in this city, has resulted in a music store under the name of Ward-Brodt Music Co. The new store will occupy the building at 328 State street, and will be under the ownership of Cecil Brodt and T. Lane Ward, former employes of the Hook Bros. Music

Shop. They will feature a complete line of sheet music for orchestras, bands and organs and will handle band instruments.

Mr. Brodt is a former University of Wisconsin man and is a cornetist and director of the Madison Temple band. T. Lane Ward is a Madison man. He served with the First Wisconsin Infantry and as a drummer during the World War. Miss Viola Anderson, of Hook Bros. and Miss Loretta Cotter, WIBA artist, will be employed in the new store.

Forbes Meagher will continue to handle Victor phonographs and pianos, and the Music Shop will continue with their Brunswick line and pianos.

"Rio Rita" One of the Season's Biggest Hits

Ziegfeld Production, of Which the Score Is Published by Leo Feist, Inc., Is Playing to Capacity Houses—Numbers Please Public

The new Florenz Ziegfeld production "Rio Rita," the music of which was furnished by Joe McCarthy and Harry Tierney, continues to be one of the biggest musical attractions in New York. The show, which opened on February 2, has each week played to capacity audiences and is considered one of the most profitable productions of the season.

The music carries more than its share of the burden of this production's success. There are at least four big numbers in the show and several other songs that have gained some importance. Among the outstanding numbers are "Rio Rita," "Following the Sun Around," "The Kinkajou," "If You're In Love You'll Waltz," "I'm Out on the Loose Tonight," "Are You There?" and "The Rangers Song." Leo Feist, Inc., are the publishers of this score.

Frank Pallma in New York

Frank Pallma, head of Pallma Music Publishers, Inc., was a visitor in New York during the past week. Mr. Pallma is covering the entire Eastern territory, but was particularly interested during his stay in New York in visiting all the mechanical reproduction companies. The Pallma organization has three outstanding sellers in "When Twilight Comes," "Dawn" and "Just For To-day." The Pallma firm recently moved into new and enlarged quarters in the Lyon & Healy Building in Chicago. It is constantly adding to its catalog and considers it has made remarkable progress since the firm's birth two years ago, and continued development is certain.

FIVE RECORD RECORD BREAKERS



C'EST VOUS
(IT'S YOU)



ARE YOU
LONESOME
TONIGHT?



SWEET
MARIE



LOVE
AND
KISSES



ME AND
MY
SHADOW

ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST
IRVING BERLIN INC., 1607 BROADWAY, NEW YORK

DeSylva, Brown & Henderson Making Rapid Progress

Firm Now Has Offices in New York, San Francisco, Boston and Minneapolis, as Beginning of National Organization

The new publishing firm of DeSylva, Brown & Henderson, Inc., has made unusual strides in the first ten weeks since its inception. It has made active sellers of such songs as "It All Depends on You," "So Blue," "I Wonder How I Look When I'm Asleep," "South Wind," "I'm in Love Again," "Positively-Absolutely," "One o'Clock Baby" and "Ask Me Another."

The importance of this new firm's song material is indicated by the important list of professional singers, who are doing one or more of these songs. This list includes Al Jolson, Harry Richman, Sophie Tucker, Frances Williams, Belle Baker, Cliff Edwards, Winnie Lightner, Happiness Boys and Jack Smith.

Another indication of the progress of this new publishing house is demonstrated by the fact that practically all of its numbers are either appearing on the leading rolls and records or are booked for early release in such form. Paul Whiteman and His Orchestra has recorded "It All Depends on You" and "So Blue" for the Victor Talking Machine Co. Other orchestras that have made DeSylva, Brown & Henderson numbers for records are Ben Bernie, Vincent Lopez, Sam Lanin, Joe Candullo and others.

Of further importance in the development of this group of young publishers is the recent opening of their New York, San Francisco, Boston and Minneapolis offices. This is only the nucleus of what is to be a nation-wide organization with branch offices in the key centers.

The Chicago office of DeSylva, Brown & Henderson is under the direction of Joey Stool, who for a number of years was with the professional department of J. H. Remick and is considered one of the most popular music men in the Chicago territory.

Irving Crocker has been placed in charge of the Boston office, Jimmie Mulcrone manages the Minneapolis office and Ben Berman the San Francisco office of this firm. Robert Crawford, president and general manager of DeSylva, Brown & Henderson, has just returned to the New York offices of the company after two weeks spent in Mid-West territory, where he made his headquarters in Chicago.

Dan Winkler, sales manager of the above firm, is also at present handling most of the mechanical reproduction. His work in both directions has met with wide success.

The firm recently added to its New York staff Elmore White as professional manager. Mr. White also was formerly with the Remick organization. The record of this firm is all the more remarkable when it is considered that its advent was made in a season that was considered one of the dullest for many months.

"The Russian Lullaby" Promises to Be a Hit

New Number by Irving Berlin Rapidly Winning Success—Other Numbers in Berlin Catalog

Irving Berlin, who has one of the longest and most consistent records of writing song successes, starting from the days of "Alexander's Ragtime Band" and "Everybody's Doing It," is at present turning out more songs than at any time during his career. Not only are his releases more frequent, but the type of his compositions has reached a new high standard and his melodies are immediately recognized as typically Berlin.

Among his most recent successes is "The Russian Lullaby." This song has been gradually winning an increased clientele and promises, with the program arranged by the publishers, Irving Berlin, Inc., to achieve as

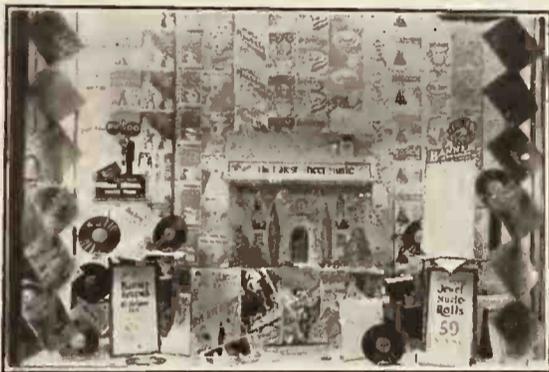
great a success as any of his previous offerings. Other songs that are considered late Berlin compositions are "Blue Skies" and "What Does It Matter." Incidentally, Berlin has written a song entitled "Jimmy," which is dedicated to New York's present mayor, James Walker.

In addition to Berlin's own compositions, Irving Berlin, Inc., is having success with "Rosy Cheeks," "My Idea of Heaven," "That's My Hap-Hap-Happiness," "My Sunday Girl," "Yankee Rose," "I've Never Seen a Straight Banana" and "Put Your Arms Where They Belong."

Liggett Store in New York Features Music

Forty-second Street Branch Devotes Large Window to Display of Popular Sheet Music Upon the Inauguration of the Department

The Liggett Store in the Grand Central Terminal Building, New York City, which for a number of years has operated a popular-priced talking machine record department, recently enlarged its music department by adding a line of sheet music, featuring particularly musical comedy and popular songs. Adjacent



Liggett's Initial Display

to such a large terminal the Liggett Store caters to thousands of consumers daily and this, its latest department, is proving one of the most lively in the store.

In conjunction with the opening of this new department one of the large front windows facing on Forty-second street, was given over to a special display of musical comedy songs. Herewith is a reproduction of this window arranged by Murray Frommer, the manager of the retail music division. Among the numbers shown are the songs in "Queen High," "Rio Rita," "Le Maire's Affairs," "Bye, Bye Bonnie," "The Desert Song," "Honeymoon Lane," "Yours Truly," "The Ramblers," "Peggy-Ann," "Oh Kay," "Countess Maritza," "Lucky" and the songs from Earl Carroll's "Vanities." Besides the mass of title pages in multi-colors the window was given added attractiveness by the use of cut-outs and other designs contributed by the producers of the shows.

Irving King Now Visiting America With New Number

Young English Composer Is Spending Several Months in the United States

Irving King, young English composer, is now spending several months in this country. Mr. King, who is in his early twenties, will be chiefly remembered for the popular song, "Show Me the Way to Go Home." His latest offering which he has brought over is called "The More We Are Together" and dedicated to "the Ancient Order of Froth Blowers." The American publisher, Harms, Inc., only recently introduced "The More We Are Together," but since that time the number has jumped into wide popularity.

Probably no song in recent years reached such wide success in a short space of time as "Show Me the Way to Go Home." This newest offering, by the same writer and of similar character, promises to attain even wider popularity in a shorter space of time.

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

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

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

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

"PAL OF MY LONESOME HOURS"
The Melody Fox Trot Hit!
by HIRSCH and LYMAN

"THE CAT"
SH-SH-SH-SH!
The Mysterious Fox Trot
by Gus Kahn & Isham Jones

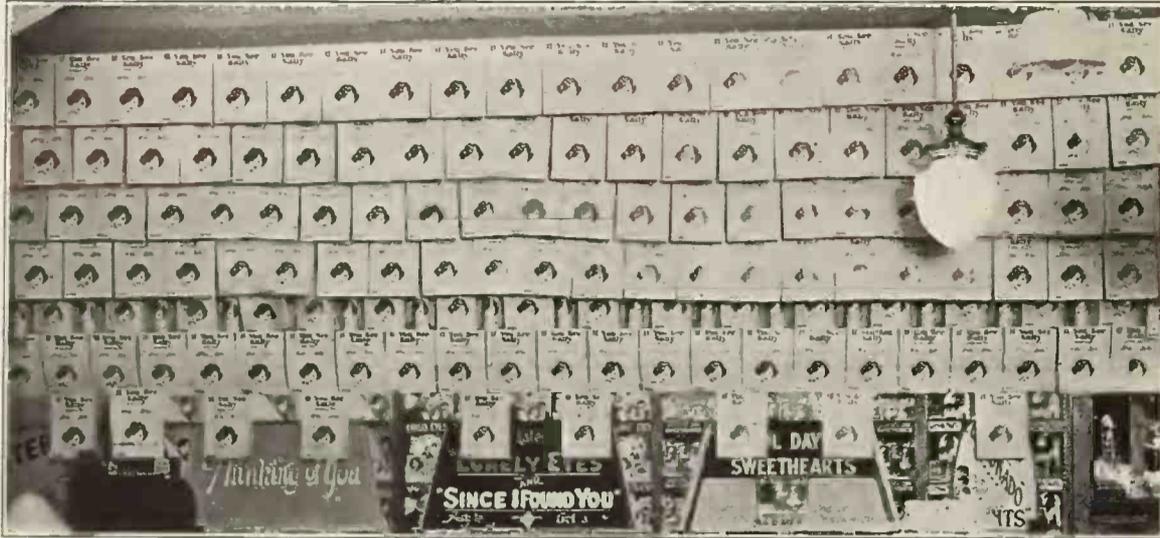
"THE DIXIE VAGABOND"
A Fox Trot Ballad That's Just A Little Different!
by KAHN and DONALDSON

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

"If You See Sally" Scoring in St. Louis

McCrorry Massed Display, in Conjunction With Broadcasting of Feist Number, Creates Wide Public Interest and Demand

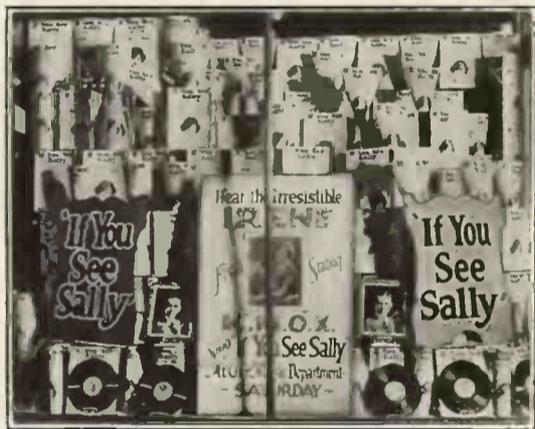
The Leo Feist, Inc., song, "If You See Sally," has been an outstanding success in St. Louis territory, being played by numerous orchestras and, of course, sung in the vaudeville houses. The widest audience, however, has been due to its programming through station KMOX



Counter Display of "If You See Sally"

by a popular artist known as "Irene." All of this has resulted in a heavy sale of "Sally" at the St. Louis music counters and in the music stores in the surrounding cities.

During the intensive programming of "Sally" the J. G. McCrorry Store was induced by Rudy



Window Display of Same Number

Baie, the Feist St. Louis representative, to arrange what was probably the most sweeping display on an individual song designed in some time. This was a combination display, using a full window of "Sally" title pages with a massed background of title pages of the same song at the lengthy McCrorry counter.

This co-operation with the publisher on an individual song during the period of a special exploitation campaign is well worth noting, and the massed effect of title pages of "Sally" in the window and at the sales counter justifies reproduction here. It was an unusual hook-up and the activity at the sheet music counter indicated that the impressive showing of title pages, with frequent piano demonstrations made a combination that produced sales.

These displays were also a tribute to the merit of the song and its ability to make the public respond. "Sally," by the way, is a Walter Donaldson number, and this fact, too, was partly responsible for the interest in this particular selection by the retailer.

Popular Artist to Record

The Starr Piano Co., maker of Gennett records, has just signed for exclusive record renditions a popular singing artist, Dolores Valesco. Among her first releases will be "I Don't Want to Forget," "I'm Only Another to You" and "Now I Won't Be Blue," all publications of the Triangle Music Publishing Co.

Publishers and Composers Now in New Quarters

Occupy the Entire Twenty-fifth Floor of the Paramount Building, Forty-third to Forty-fourth Streets, New York City

The Music Publishers' Protective Association and the American Society of Composers, Authors and Publishers are now installed in their new home, occupying the entire twenty-fifth floor of the Paramount Building, Forty-third and Forty-fourth streets, on Broadway.

Besides being ideally located, the new quarters of these associations are a group of among the most attractive offices in the city. On this single floor are housed the executive quarters of both the Music Publishers' Protective Association and the American Society of Composers, Authors & Publishers and the personnel of these organizations. Besides the executive offices there is an entire wing given over to a room for the meetings of the board of directors of these organizations.

"Stepping on the Ivories"

Vincent Lopez, known to millions as one of the most popular entertainers on the air, has recently added to his repertory a singularly lively and attractive novelty, aptly called "Stepping On the Ivories." It is written by John McLaughlin, himself one of the cleverest pianists of the day, and published in attractive form for the piano by M. Witmark & Sons. Musically it is a deft combination of the schottische and the fox-trot and the effect is exhilarating and intensely satisfying to all who love rhythm, motion and melody. There is plenty of all these qualities in "Stepping On the Ivories." As performed by Vincent Lopez it has established itself as a great favorite practically overnight.

Records Triangle Numbers

Art Gillham, the famous Whispering Pianist and exclusive Columbia record artist, has returned to New York following a five weeks' tour of the most important radio broadcasting stations of the country. While here Mr. Gillham will record fourteen numbers for the Columbia Co. Among these will be "Now I Won't Be Blue," "I'm Longing for My Old Gal Sal" and "I'm Only Another to You," songs published by the Triangle Music Publishing Co.

New Bloom Solos

Rube Bloom, popular pianist, has just placed with the Triangle Music Publishing Co. two piano solos, entitled "Sapphire" and "Silhouette," Joe Davis, head of the Triangle Music Co., states that these two numbers have unusual possibilities, and are great follow-ups for the previous novelties by the same writer, called "Spring Fever" and "Soliloquy."

Attendance at Concerts Reported to be Decreasing

Musicians' Club of New York Discusses Means and Methods to Increase Numbers of Those Who Attend Such Events

That the attendance at concerts has been low has been reported for some time. The fact that two important musical organizations have taken up this problem at recent meetings shows that this lack of public support of concerts is reaching a stage where it is considered acute by all those interested.

Delegates to the fifteenth biennial convention of the National Federation of Music Clubs were told that the automobile, talking machine and radio were the factors causing this reduction. It was stated, too, that the same influences had affected the music lessons of the younger generation.

Another factor along these same lines was discussed at a recent meeting of the Musicians' Club of New York, the first of a new series for the purpose of discussing problems of interest to musicians. Arthur Bergh, president of the club, stated:

"Music as an art, and musicians as exponents of the art, are facing a most serious problem to-day in the dwindling audience of concertgoers, due to the lack of those cultural influences which created the concert audience of a decade or a generation ago. Radio has undoubtedly played an important part in estranging a large part of that audience, and there are, of course, other influences which have a direct bearing upon the situation.

"The Musicians' Club of New York proposes to institute this open forum of series of informal discussions for the purpose of crystallizing or formulating a definite method of procedure toward the re-establishing of a music-making and a music-loving public."

New Feist Numbers

Among the new publications added to the catalog of Leo Feist, Inc. is a new waltz ballad by Abel Baer and Al Bryan called "Love Is Just a Little Bit of Heaven." There is a new number called "Just Wond'ring," which is also of the waltz variety, written by Gus Kahn and Grace LeBoy Kahn. Dolly Morse and Mabel Wayne are responsible for "I Always Knew I'd Find You," a number that has been recently featured by Paul Whiteman and His Orchestra. There is an unusual novelty number called "The Cat," written by Isham Jones and Gus Kahn.



SONGS

THAT HIT THE MARK!

It All Depends on You
I Wonder How I Look When I'm Asleep
So Blue
I'm in Love Again
South Wind
Oh, Baby! Don't We Get Along
I Want to Be Miles Away From Ev'ryone (And Just a Little Closer to You)
Does She Love Me?— Positively—Absolutely
Ask Me Another
One o'Clock Baby

DE SYLVA, BROWN AND HENDERSON, INC.
Music Publishers
DE SYLVA, BROWN AND HENDERSON BUILDING 745 SEVENTH AVENUE NEW YORK

Advance RECORD BULLETINS for June, 1927

Victor Talking Machine Co.

LIST FOR MAY 6

- 20562 I Wonder How I Look When I'm Asleep—Fox-trot Waring's Pennsylvanians 10
- I've Never Seen a Straight Banana—Fox-trot, Waring's Pennsylvanians 10
- 20560 What Does It Matter.....Jesse Crawford 10
- Song of the Wanderer.....Jesse Crawford 10
- 20564 Yankee Rose.....The Revelers 10
- So Blue.....The Revelers 10
- 20561 Forgive Me.....Gene Austin 10
- Some Day, Sweetheart.....Gene Austin 10

LIST FOR MAY 13

- 20570 The Song of the Wanderer—Fox-trot, Paul Whiteman and His Orch. 10
- So Blue—Waltz, Paul Whiteman and His Orch. 10
- 20573 I Can't Believe That You're in Love With Me—Fox-trotRoger Wolfe Kahn and His Orch. 10
- Following You Around—Fox-trot, Roger Wolfe Kahn and His Orch. 10
- 20568 Ain't She Sweet?.....Gene Austin 10
- What Do I Care What Somebody Said, Gene Austin 10
- 20572 My Sunday Girl.....Jack Smith 10
- I've Never Seen a Straight Banana.....Jack Smith 10
- 20571 If You See Sally.....Peerless Quartet 10
- Swanee River Trail.....Peerless Quartet 10

SPECIAL RACE RECORDS

- 20485 Kansas City Shuffle, Moten's Kansas City Orch. 10
- Yazoo Blues.....Moten's Kansas City Orch. 10
- 20480 Boodle-Am—Shake.....Dixieland Jug Blowers 10
- Carpet Alley—Breakdown, Dixieland Jug Blowers 10

- 20483 Lazy Drag—Stomp.....Morris and His Hot Babies 10
- The Chinch—Stomp, Morris and His Hot Babies 10
- 20495 Happy Hour—Blues.....Lloyd Scott's Orch. 10
- Symphonic—Scrunch.....Lloyd Scott's Orch. 10
- 20507 What Makes My Baby Cry?—Fox-trot, Five Harmoniacs 10
- It Takes a Good Woman—Fox-trot, Five Harmoniacs 10

LIST FOR MAY 20

- 20569 Muddy Water.....Gene Austin 10
- My Idea of Heaven.....Gene Austin 10
- 20587 Bells of Hawaii.....Four Aristocrats 10
- Voom, Voom (Moaden on the Gayden), Four Aristocrats 10
- 20589 Nesting Time—Fox-trot, Waring's Pennsylvanians 10
- My Sunday Girl—Fox-trot, Edwin J. McEnelly's Orch. 10
- 20588 My Pretty Girl—Fox-trot, Jean Goldkette and His Orch. 10
- Cover Me Up With Sunshine—Fox-trot, Jean Goldkette and His Orch. 10
- 20596 Honolulu Moon—Waltz.....Hilo Hawaiian Orch. 10
- Hawaiian Dreams—Waltz.....Hilo Hawaiian Orch. 10

VOCAL AND INSTRUMENTAL

- 35820 Kamennoi-Ostrow.....Victor Symphony Orch. 12
- Liebesträum.....Victor Symphony Orch. 12
- 20556 Aloha Sunset Land.....Victor Salon Orch. 10
- Chanson Bohemienne (Sweet Dreams of Thee), Victor Salon Orch. 10
- 35821 In a Monastery Garden.....Reginald Foort 12
- In a Persian Market.....Reginald Foort 12
- 20595 Nesting Time.....Jesse Crawford 10
- So Blue.....Jesse Crawford 10
- 35819 Gems from "The Bohemian Girl"—Part 1, Victor Light Opera Co. 12
- Gems from "The Bohemian Girl"—Part 2, Victor Light Opera Co. 12
- 20559 On the Mall.....Arthur Pryor's Band 10
- The Pioneer—March.....Arthur Pryor's Band 10
- 20468 Celestial Voices (Voix Celestes), Dayton Westminster Choir 10
- Jesus, Lover of My Soul, Dayton Westminster Choir 10
- 20590 Charmaine!.....Lewis James 10
- I Found You.....Franklyn Baur 10
- 20588 Mighty Lak' a Rose (Nevin).....Sam Herman 10
- Al Fresco (Herbert).....Sam Herman 10
- 20376 Break the News to Mother.....Maurice J. Gunsky 10
- Just as the Sun Went Down, Maurice J. Gunsky 10

DANCE RECORDS

- 20503 The Doll Dance—Fox-trot, Nat Shilkret and the Victor Orch. 10
- Flapperette—Fox-trot, Nat Shilkret and the Victor Orch. 10
- 20597 Yesterday—Waltz, Nat Shilkret and the Victor Orch. 10
- I'll Take Care of Your Cares—Waltz, Edwin J. McEnelly's Orch. 10
- 20557 Following the Sun Around—Fox-trot, Jacques Renard and His Orch. 10
- If You're in Love You'll Waltz—Waltz, Roger Wolfe Kahn and His Orch. 10
- 20591 Silver Song Bird—Fox-trot, B. F. Goodrich Silvertown Cord Orch. 10
- Love Me All the Time—Waltz, B. F. Goodrich Silvertown Cord Orch. 10

RED SEAL

- 1237 Boris Godounow—In the Town of Kazan, Feodor Chaliapin 10
- Prince Igor—Song of Prince Galitzky, Feodor Chaliapin 10
- 6634 Andante Cantabile (Tchaikowsky), Elman String Quartet 12
- The Emperor Quartet—Theme and Variations (Haydn).....Elman String Quartet 12
- 1239 Mefistofele—Dai campi, dai prati, Beniamino Gigli 10
- Mefistofele—Giunto sul passo estremo, Beniamino Gigli 10
- 6586 Caprice Viennois, A. Hertz and San Francisco Symphony Orch. 12
- Coppelia Ballet—Dance of the Automats and Waltz, A. Hertz and San Francisco Symphony Orch. 12
- 1234 My Little Nest of Heavenly Blue, Maria Jeritza 10
- Twilight.....Maria Jeritza 10
- 1235 Aloha Oe (Farewell to Thee).....Hulda Lashanska 10
- Nightingale Song (Rickar-Zeller), Hulda Lashanska 10
- 6618 Faust—Le parlate d'amore (Flower Song), Margarete Matzenauer 12
- Don Carlos—O don fatale (Oh, Fatal Gift), Margarete Matzenauer 12
- 4006 The Winding Trail.....Lambert Murphy 10
- Just An Ivy Covered Shack.....Lambert Murphy 10

- 6633 Reflections on the Water, Ignace Jan Paderewski 12
- Chant d'amour (Song of Love), Ignace Jan Paderewski 12
- 1238 Drink to Me Only With Thine Eyes, Lawrence Tibbett 10
- Believe Me If All Those Endearing Young Charms.....Lawrence Tibbett 10

Columbia Phono. Co., Inc.

CELEBRITY SERIES

- 7124-M Clair de Lune (Moonlight) (Debussy)—Piano Solo.....Percy Grainger 12
- Toccata—C Sharp Minor (Debussy)—Piano Solo.....Percy Grainger 12
- 2048-M Mireille "O legere hirondelle" (Gounod)—Soprano Solo.....Maria Kurenko 10
- Serenade Francaise "Mon gentil Pierrot" (Leoncavallo)—Soprano Solo, Maria Kurenko 10
- 2049-M Where My Caravan Has Rested (Lohr-Teschmacher)—Baritone Solo.....Louis Graveure 10
- Rose in the Bud (Forster-Barrow)—Baritone Solo.....Louis Graveure 10
- 7120-M Hungarian Rhapsody, No. 2—Parts 1 and 2 (Liszt), Sir H. J. Wood and New Queen's Hall Orch. 12
- 7121-M Hungarian Rhapsody, No. 2—Parts 3 and 4 (Liszt), Sir H. J. Wood and New Queen's Hall Orch. 12

DANCE MUSIC

- 922-D When My Baby Smiles at Me—Fox-trot, with Vocal Chorus by Ted Lewis, Ted Lewis and His Band 10
- Keep a Little Sunshine in Your Heart—Fox-trot, with Vocal Chorus by Ted Lewis, Ted Lewis and His Band 10
- 944-D Shanghai Dream Man—Fox-trot, with Vocal Chorus by Charles Kaley, Paul Ash and His Orch. 10
- Beedle Um Bo—Fox-trot, with Vocal Chorus by Johnny Marvin and Ed Smalle, Paul Ash and His Orch. 10
- 926-D Silver Song Bird—Fox-trot, with Vocal Chorus by Charles Kaley, Leo Reisman and His Orch. 10
- Still Waters—Waltz, with Vocal Chorus by Charles Kaley, Leo Reisman and His Orch. 10
- 945-D The Far-Away Bells—Fox-trot, with Vocal Chorus by Lewis James, Fred Rich and His Hotel Astor Orch. 10
- Wear Your Sunday Smile (Intro.: Judy, Who D'Ya Love?, from "Judy")—Medley Fox-trot, with Vocal Chorus by Lewis James, Fred Rich and His Hotel Astor Orch. 10

- 921-D At Sundown (When Love Is Calling Me Home)—Fox-trot, with Vocal Chorus by Tom Stacks, Cliquot Club Eskimos (Dir. H. Reser) 10
- My Sunday Girl—Fox-trot, with Vocal Chorus by Tom Stacks, Cliquot Club Eskimos (Dir. H. Reser) 10
- 947-D Roses for Remembrance—Fox-trot, with Vocal Chorus by Franklyn Baur, H. Leonard and His Waldorf-Astoria Orch. 10
- Mine—Fox-trot, with Vocal Chorus by Lewis James, H. Leonard and His Waldorf-Astoria Orch. 10
- 933-D The Vagabond King Waltz (From "The Vagabond King")—Waltz.....The Columbians 10
- The Winding Trail—Fox-trot, with Vocal Chorus by Vincent Van Tuyl and Ed Smalle, The Columbians 10
- 946-D So Blue—Waltz, with Vocal Chorus by Lewis James.....The Sterling Orch. 10
- Yesterday—Waltz, with Vocal Chorus by Lewis James.....The Sterling Orch. 10
- 961-D A Lane in Spain—Fox-trot, with Vocal Chorus by Johnny Marvin.....The Columbians 10
- The More We Are Together—Fox-trot, with Vocal Chorus by Frank Harris and Ed Smalle.....The Columbians 10

- 954-D Dancing the Devil Away (From "Lucky")—Fox-trot, with Vocal Chorus by Charles Kaley, D. Voorhees and Earl Carroll's Vanities Orch.....The Columbians 10
- That Little Something (From "Lucky")—Fox-trot, with Vocal Chorus by Lewis James, The Columbians 10
- 919-D The Love Waltz—Waltz, with Vocal Chorus by Frank Harris, The Cavaliers (Waltz Artists) 10
- I Could Waltz on Forever With You, Sweetheart—Waltz, with Vocal Chorus by Billy Jones.....The Cavaliers (Waltz Artists) 10
- 953-D East St. Louis Toodle-O—Fox-trot, Duke Ellington and His Washingtonians 10
- Hop Head—One-step, Duke Ellington and His Washingtonians 10
- 923-D Cock-a-Doodle, I'm Off My Noodle, My Baby's Back—Fox-trot, with Vocal Chorus by Johnny Morris.....The Georgians 10
- Frisco Bay—Fox-trot, with Vocal Chorus by Johnny Morris.....The Georgians 10
- 943-D The Nightmare—Fox-trot.....New Orleans Owls 10
- Eccentric—Fox-trot.....New Orleans Owls 10

VOCAL NUMBERS

- 939-D Ain't She Sweet?—Vocal, Lee Morse and Her Southern Serenaders 10
- Mollie Make Up Your Mind—Vocal, Lee Morse and Her Southern Serenaders 10
- 920-D Along Miami Shore—Vocal Duet.....Ford-Glenn 10
- Log Cabin Lullaby—Vocal Duet.....Ford-Glenn 10
- 955-D I'm Drifting Back to Dreamland, The Whispering Pianist (Art Gillham) 10
- I'm Only Another to You, The Whispering Pianist (Art Gillham) 10
- 924-D Hoosier Sweetheart (Say Who)—Vocal, Ruth Etting 10
- Wistful and Blue—Vocal.....Ruth Etting 10
- 940-D Hello Cutie—Vocal.....Whispering Billy Day 10
- My Regular Gal—Vocal, Whispering Billy Day 10
- 927-D Where's That Rainbow? (From "Peggy Ann")—Male Quintet, The Singing Sophomores 10
- Sing (From "Betsy")—Male Quintet, The Singing Sophomores 10
- 956-D Mother, My Dear—Tenor Solo, Franklyn Baur 10

- A Rose, a Kiss and You—Tenor Solo, Franklyn Baur 10
- 925-D Have You Forgotten?, The Girl Baritone (Kitty O'Connor) 10
- Who Could Be More Wonderful Than You?, The Girl Baritone (Kitty O'Connor) 10
- 941-D Crazy Words—Crazy Tune—Vocal Duet, Billy Jones-Ernest Hare (The Happiness Boys) 10
- I Gotta Get Myself Somebody to Love—Vocal Duet, Billy Jones-Ernest Hare (The Happiness Boys) 10
- 942-D Hot Feet—Vocal.....Wendell Hall 10
- Down Kentucky Way—Vocal.....Wendell Hall 10
- 50039-D Vocal Gems From "Rio Rita", Columbia Light Opera Co. 12
- Vocal Gems From "Lucky", Columbia Light Opera Co. 12
- 957-D We Will Talk It O'er Bye and Bye—Tenor Solo.....William McEwan 10
- A Song in the Heart—Tenor Solo, William McEwan 10

INSTRUMENTAL MUSIC

- 937-D What Does It Matter?—Organ Solo, Harold L. Rieder 10
- Put Your Arms Where They Belong—Organ Solo.....Harold L. Rieder 10
- 931-D Most of All I Want Your Love, Sol. Hoopii's Novelty Trio 10
- Breeze (Blow My Baby Back to Me), Sol. Hoopii's Novelty Trio 10
- 952-D If You're in Love, You'll Waltz (From "Rio Rita")—Waltz; Piano Duet, Constance Mering-Muriel Pollock 10
- Following the Sun Around (Intro.: The Kinkajou, from "Rio Rita")—Medley Fox-trot; Piano Duet, Constance Mering-Muriel Pollock 10
- 962-D Blue Skies.....The Artist Ensemble 10
- To-night You Belong to Me, The Artist Ensemble 10
- 50040-D The Jewels of the Madonna: Intermezzo, Act 3, The British Broadcasting Co.'s Wireless Symphony Orch. 12
- The Jewels of the Madonna: Intermezzo, Act 2, The British Broadcasting Co.'s Wireless Symphony Orch. 12

- 936-D Hungarian Varsoviene, Henry Ford's Old-Fashioned Dance Orch. 10
- I Want to Go To-morrow—Schottische, Henry Ford's Old-Fashioned Dance Orch. 10
- NOVELTY NUMBERS
- 935-D Two Black Crows—Part 1.....Moran-Mack 10
- Two Black Crows—Part 2.....Moran-Mack 10
- 960-D Dr. McGregor—Scottish Comedian, Will Fyffe 10
- Where the Blue Bells Grow—Scottish Comedian, Will Fyffe 10

PACIFIC COAST RECORDINGS

- 934-D Doll Dance—Fox-trot, Earl Burnett and His Los Angeles Hotel Biltmore Orch. 10
- If I Hadn't You—Fox-trot, with Vocal Chorus by Louis Kraft, Earl Burnett and His Los Angeles Hotel Biltmore Orch. 10
- 948-D I'm Back in Love Again—Baritone Solo, Alan "Punch" Green 10
- All I Want Is You—Baritone Solo, Alan "Punch" Green 10
- 949-D Song of the Islands, Sol. Hoopii's Novelty Trio 10
- King's Serenade.....Sol. Hoopii's Novelty Trio 10
- 951-D Sonya—Vocal.....Mory Leaf 10
- De Sturry, from Captain John Smeet with Pumpkinhontas—Comedy Monolog, Mory Leaf 10
- 938-D The Wallabies March—Accordion Solo, Johnnie Sylvester 10
- The Skaters' Waltz—Accordion Solo, Johnnie Sylvester 10
- 904-D At Dawning—Violin Solo.....George Lipschultz 10
- Serenade—Violin Solo.....George Lipschultz 10
- 906-D Gonna Get a Girl—Fox-trot, with Vocal Chorus by Walton McKinney, Jackie Souders and His Orch. 10
- Maybe Sometime—Fox-trot, with Vocal Chorus by Walton McKinney, Jackie Souders and His Orch. 10
- 928-D My Co-Ed Waltz—Vocal Chorus by Monte Austin, Cole McElroy's Spanish Ball Room Band 10
- Destiny: "What Do We Know of the Morrow?"—Waltz, Cole McElroy's Spanish Ball Room Band 10
- 929-D Proud—Vocal Duet.....Gypsy-Marta 10
- Who'll Buy My Violets?—Vocal Duet, Gypsy-Marta 10
- 930-D Who'll Buy My Violets?—Tango, Frank Ellis and His St. Francis Hotel Orch. 10
- Hop Skip—Fox-trot, Frank Ellis and His St. Francis Hotel Orch. 10

FAMILIAR TUNES—OLD AND NEW

- 15140-D A Fiddlers' Convention in Georgia, Parts 1 and 2—Featuring Clayton McMichen, Gid Tanner, Riley Puckett, Bob Nichols, Fate Norris and Bert Layne..... 10
- 15139-D Jack and Joe—Vocal.....Riley Puckett 10
- 15138-D Good-Bye Boozie—Vocal, Charlie Poole with North Carolina Ramblers 10
- Budded Rose—Vocal, Charlie Poole with North Carolina Ramblers 10
- 15136-D Underneath the Mellow Moon—Vocal Duet, Bob Nichols-Riley Puckett 10
- Ring Waltz—Vocal Duet, Bob Nichols-Riley Puckett 10
- 15137-D The Prodigal's Return—Vocal, J. Frank Smith, of Smith's Sacred Singers 10
- The Drunkard's Child—Vocal, J. Frank Smith, of Smith's Sacred Singers 10
- 15135-D The Wreck of C. & O. No. 5—Vocal, Al Craver 10
- Billy the Kid—Vocal.....Al Craver 10

IRISH RECORDS

- 33151-F Laughing Molly—Reel.....James Claffy 10
- Kerry Man's Rambles—Mountain Dew—Reel, James Claffy 10
- 33152-F The Maid of Kensale.....Shaun O'Nolan 10
- Dawn on the Irish Coast—Recitation, Shaun O'Nolan 10
- 33153-F The Man That Struck O'Hara, Shaun O'Nolan 10
- Phil the Fluter's Ball.....Shaun O'Nolan 10
- 33154-F Macushla—Song; Tenor.....William Ryan 10
- Mother Machree—Song; Tenor, William Ryan 10

(Continued on page 134)

LATEST RECORD BULLETINS—(Continued from page 133)

- 33155-F The Hat My Father Wore—Vocal, with Violin, Frank Quinn 10
- The Old Swallow Reel—Instrumental, Frank Quinn 10
- 33156-F A Quiet Night at Flannigan's—Descriptive, with Music, Flannigan Brothers 10
- Spring 'O' Shillelagh—Dance, Flannigan Brothers 10

Brunswick Records

MAY 5 RELEASES

- 348 Blue Skies (Berlin)—Played on the Kimball Unit Organ.....Lew White
- Honolulu Moon (Lawrence)—Played on the Kimball Unit Organ.....Lew White
- 3492 So Blue (DeSylva-Brown-Crawford-Henderson)—Violin by David Rubinoff, Nick Lucas (The Crooning Trouhadour) Moonbeam! Kiss Her for Me (Dixon-Woods), Nick Lucas (The Crooning Trouhadour)
- 3477 Buddy's Habits (Straight-Nelson), Red Nichols and His Five Pennies Boneyard Shuffle (Carchael-Mills), Red Nichols and His Five Pennies
- 3467 Cherie, I Love You (Goodman)...Frederic Fradkin
- 10273 Smilin' Through (Penn)...John Charles Thomas
- Mother o' Mine (Kipling-Tours), John Charles Thomas
- 3504 Close to Your Heart (Heagney)—With Vocal Chorus.....Ben Selvin and His Orch.
- Hoosier Sweetheart (Goodwin-Ash-Baskette)—With Vocal Chorus.....Ben Selvin and His Orch.

MAY 12 RELEASES

- 3487 My Regular Gal (Green-Warren)—Fox-trot, with Vocal Chorus.....Ben Selvin and His Orch.
- It's a Happy Old World After All (Malie-Steiger)—Fox-trot, with Vocal Chorus, Park Lane Orch.
- 3160 (a) Hark the Sound of Tar-Heel Voices (Arr. by Weaver); (b) Ma Little Banjo (Arr. by Brewer) (Rutherford-Dichmont), University of North Carolina Glee Club (Paul J. Weaver, Dir.)
- Toll the Bell, Angel (Arr. by Weaver), University of North Carolina Glee Club (Paul J. Weaver, Dir.)
- 3194 Princeton Steps Song (Carter), Princeton University Glee Club (L. M. Strayer, Jr., Leader)
- Princeton Marching Song (Arr. by Russell), Princeton University Glee Club (L. M. Strayer, Jr., Leader)
- 10236 Shepheid, Show Me How to Go (Eddy-Root), Marie Morrisey
- Saw Ye My Saviour (Eddy-Root)...Marie Morrisey
- 3501 It All Depends on You (DeSylva-Brown-Henderson)...Harry Richman
- What Does It Matter? (Berlin)...Harry Richman
- 3496 I'm in Love Again (Porter)—Fox-trot, with Vocal Chorus, Ben Bernie and His Hotel Roosevelt Orch.
- Following You Around (Dubin-Kahn)—Fox-trot, with Vocal Direct, Ben Bernie and His Hotel Roosevelt Orch.
- 3461 The Cat (Kahn-Jones)...Isham Jones' Orch.
- I'm Back in Love Again (Friend)—With Vocal Chorus.....Isham Jones' Orch...

MAY 19 RELEASES

- 3491 Lily (MacDonald-Warren-Broones) — Fox-trot, for Dancing; with Vocal Chorus, Harry Archer and His Orch.
- I'll Always Remember You (Klages-Greer)—Fox-trot, for Dancing; with Vocal Chorus, Harry Archer and His Orch.
- 3506 Lonely (Cartoux-Costil-Robin-Yvain)—Fox-trot, for Dancing; with Vocal Chorus, Colonial Club Orch.
- Forgive Me (Yellen-Ager)—Fox-trot, for Dancing; with Vocal Chorus.....Colonial Club Orch.
- 3466 Underneath the Weeping Willow (Ford-Breau)—Voice and Guitar, with Piano, (Nick Lucas) The Crooning Trouhadour
- I'm Looking for a Girl Named Mary (Stept)—Voice and Guitar, with Piano, (Nick Lucas) The Crooning Trouhadour
- 10271 I Passed by Your Window (Taylor-Brahe)—Contralto, with Harp, Celesta and Piano, Marie Morrisey
- When Twilight Comes (Tandler-Horne)—Contralto, with Piano; Violin Obligato by Edmund Thiele.....Marie Morrisey
- 20052 Count of Luxembourg (Intro.: Say Not Love Is a Dream; Staircase Dance; Love Breaks Every Bond) (Lehar)—Waltzes, for Dancing, Frank Black and His Orch.
- Merry Widow (Intro.: For I Love You So; Finale, Act I; Finale, Act II) (Lehar)—Waltzes, for Dancing, Frank Black and His Orch.
- 50087 Dernier Sommeil de la Vierge (The Virgin's Last Sleep) (Massenet)—Symphony Orch., Minneapolis Symphony Orch. (H. Verbrugghen, Con.)
- Coppelia Ballet (Delibes)—Prelude and Mazurka—Symphony Orchestra, Minneapolis Symphony Orch. (H. Verbrugghen, Con.)

MAY 26 RELEASES

- 3481 At Sundown (When Love Is Calling Me Home) (Donaldson)—Fox-trot, for Dancing; Piano Duet, with Orch., Phil Ohman-Victor Arden, with Their Orch.
- South Wind (DeSylva-Brown-Henderson)—Fox-trot, for Dancing; Piano Duet, with Orch., Phil Ohman-Victor Arden, with Their Orch.
- 3483 That Saxophone Waltz (Alingo-Sisk)—Waltz, for Dancing; with Vocal Chorus...Regent Club Orch.
- Consolation Waltz (Gunsky-Bories)—Waltz, for Dancing, with Vocal Chorus...Regent Club Orch.
- 3505 In a Little Spanish Town ('Twas on a Night Like This) (Lewis-Young-Wayne) — Violin Solo, with Orch.....Frederic Fradkin
- Gypsy Love Song (From "The Fortune Teller") (Smith-Herbert)—Violin Solo, with Orch., Frederic Fradkin
- 3174 Men of Dartmouth (Wellman)—Male Voices; Prof. L. B. McWhood, Dir.; R. C. Mix, Student Leader.....Dartmouth College Glee Club
- Sea Fever (Andrews-Mascheld)—Male Voices; Prof. L. B. McWhood, Dir.; R. C. Mix, Student Leader.....Dartmouth College Glee Club
- 3164 Steal Away (Arr. by Manney-Huntley)—Negro Spiritual; Male Voices, Furman (S. C.) University Glee Club (I. Oscar Miller, Dir.)
- Gon' to Shout (Arr. by Manney)—Negro Spiritual; Male Voices, Furman (S. C.) University Glee Club (I. Oscar Miller, Dir.)
- 1298 High School (adets) (Souza) — March, Boy Scout Band (Springfield, Mo.) (R. Ritchie Robertson, Conductor)

- Under the Double Eagle (Wagner), Boy Scout Band (Springfield, Mo.) (R. Ritchie Robertson, Conductor)
- 3510 A Lane in Spain (Lewis-Lombaro)—Tenor, with Orch.....Frank Munn
- Just an Ivy-Covered Shack (Davidson-Rupp)—Tenor, with Orch.....Frank Munn

Vocalion Records

MAY 5 RELEASES

- 15538 So Blue (DeSylva-Brown-Henderson)—Waltz, for Dancing; with Vocal Chorus, Night Club Orch.
- What Does It Matter? (Berlin)—Waltz, for Dancing; with Vocal Chorus...Night Club Orch.
- 15546 You Went Away Too Far and Stayed Away Too Long (Bryan-Monaco)—Fox-trot, for Dancing; with Vocal Chorus...The Ambassadors
- Who'll Buy My Violets (La violetera) (Gotez-Padilla)—Tango, for Dancing; with Vocal Chorus.....The Sevillians
- 15526 It All Depends on You (DeSylva-Brown-Henderson)—Comedienne, with Orch.....Peggy English
- I'm in Love Again (Porter)—Comedienne, with Piano by Rube Bloom.....Peggy English
- 1085 My Pretty Girl (Fulcher)—Fox-trot, for Dancing...Fess Williams and His Royal Flush Orch.
- White Ghost Shivers (Tarto-Swan)—Fox-trot, for Dancing, Fess Williams and His Royal Flush Orch.
- 5138 The Wreck of the No. 9 (Robison)—Tenor, with Harmonica, Violin and Guitar.....Vernon Dalhart
- The Wreck of the Royal Palm (Jenkins)—Tenor, with Harmonica, Violin and Guitar, Vernon Dalhart
- 8097 Chistes De Ricardo Bell (The Wit of Richard Bell)—Acto Comico—Descriptive, Eduardo Pastor y Roberto Guzman
- Chistes De Ricardo Bell (The Wit of Richard Bell)—Acto Musical—Descriptive, Eduardo Pastor y Roberto Guzman
- Chistes De Ricardo Bell (The Wit of Richard Bell)—Acto del Caballo y Entreacto—Descriptive...Eduardo Pastor y Roberto Guzman
- Chistes De Ricardo Bell (The Wit of Richard Bell)—Acto de la Cafeteria—Descriptive, Eduardo Pastor y Roberto Guzman

MAY 12 RELEASES

- 15547 Honolulu Moon (Lawrence)—Pipe Organ; Played on the Kimball Organ.....Lew White
- It All Depends on You (DeSylva-Brown-Henderson)—Pipe Organ; Played on the Kimball Organ.....Lew White
- 15540 So Blue (DeSylva-Brown-Henderson)—Comedian, with Orch.....Harry Richman
- Moonbeam! Kiss Her for Me—Comedienne, with Orch.....Harry Richman
- 15532 Have It Ready (Henderson)—Fox-trot, for Dancing...Fletcher Henderson and His Orch.
- Stockholm Stomp (Petts-Goering)—Fox-trot, for Dancing...Fletcher Henderson and His Orch.
- 5137 The Three Drowned Sisters (Robison)—Tenor, with Harmonica, Violin and Guitar, Vernon Dalhart
- Billy, the Kid (Jenkins)—Tenor, with Harmonica, Violin and Guitar.....Vernon Dalhart
- 5012 Diamond in the Rough—Voice and Banjo, Uncle Dave Macon
- Hold on to the Sleigh—Voice and Banjo, Uncle Dave Macon
- 1062 Everybody's Got to Be Tried—Vocal Duet, Blind Joe Taggart-Emma Taggart
- I Will Not Be Removed—Vocal Duet, Blind Joe Taggart-Emma Taggart
- 1087 Gamblers' Blues (Moore-Baxter)—Comedian, with Orch. Accomp. by Fess Williams' Royal Flush Orch.....Fess Williams
- I Wasn't Scared, But I Just Thought That I Had Better Go—Comedian, with Orch. Accomp. by Fess Williams' Royal Flush Orch., Fess Williams
- 8083 Morir Sonando (To Die Dreaming)—Vals, for Dancing...Orquesta Sinaloense (Dir. F. Limon)
- Madre...No Llores! (Mother—Don't Cry)—Estriyillo por Guzman y Ponve—One-step, for Dancing...Orquesta Sinaloense (Dir. F. Limon)

MAY 15 RELEASES

- 15541 I'm in Love Again (Porter)—Fox-trot, for Dancing; with Vocal Duet...Al Goering's Collegians
- Lily (MacDonald-Warren-Broones) — Fox-trot, for Dancing; with Vocal Chorus, Vanderbilt Orch.
- 15544 Hoosier Sweetheart (Goodwin-Ash-Baskette)—Fox-trot, for Dancing; with Vocal Chorus, Kensington Serenaders
- Brown Sugar (Barris)—Fox-trot, for Dancing, Southland Syncopators
- 15531 I'm Longing for My Old Gal Sal (Davis-Kortlander)—Voice, with Piano by Rube Bloom, Joe Davis
- I'm Only Another to You (Johnson-White)—Voice and Piano.....Joe Davis
- 1088 P. D. Q. Blues (Simpson-Henry)—Fox-trot, for Dancing; with Vocal Chorus, Clarence Williams and His Washboard Band
- Cushion Foot Stomp (Williams)—Fox-trot, for Dancing; with Vocal Chorus, Clarence Williams and His Washboard Band
- 5128 Are You Tired of Me, Darling—Vocal Duet, with Mandolin and Guitar, Lester McFarland-Robert A. Gardner
- You're as Welcome as the Flowers in May—Voice, with Guitar.....Lester McFarland
- 8087 Las Madreselvas (The Honeysuckles) (Cancion Yucateca) (Encinas)—Accompanimento de Orquesta; Duo con Orquesta, Elia Urrea y Roberto Guzman
- Era Puro Mexicana (He Was Pure Mexican) (Musica de "In a Little Spanish Town") (Lewis-Young-Wayne) — Version Espanola de Manuel Mayo Herrenechea—Duo con Orquesta...Adelina Iris y Roberto Guzman

MAY 26 RELEASES

- 15542 I'll Always Remember You (Klages-Greer)—Fox-trot, for Dancing; with Vocal Chorus, Vanderbilt Orch.
- Following You Around (Dubin-Kahn)—Fox-trot, for Dancing.....Al Goering's Collegians
- 15539 What Do I Care What Somebody Said (Clare-Woods)—Fox-trot, for Dancing; with Vocal Chorus.....Mackenzie's Candy Kids
- Nervous Puppies (MacKenzie-Band)—Fox-trot, for Dancing.....Mackenzie's Candy Kids
- 15537 Consolation (Gunsky-Bories)—Waltz, for Dancing; with Vocal Chorus.....Night Club Orch.
- That Saxophone Waltz (Alingo-Sisk) Waltz, for Dancing; with Vocal Chorus...Night Club Orch.
- 1084 One More Kiss (Preer Grainger) Comedienne, with Violin, Cello and Piano Accomp., Evelyn Thompson
- When Tomorrow Comes (Thompson-Smith-Hen-

- drickson)—Comedienne, with Violin, Cello and Piano Accomp.....Evelyn Thompson
- 5140 The Wreck of the C. & O. No. 5 (Robison-Meeks)—Tenor, with Fiddle, Harmonica and Guitar.....Vernon Dalhart
- Barbara Allen (Robison)—Tenor, with Fiddle, Harmonica and Guitar.....Vernon Dalhart
- 5019 Kitty Waltz—Instrumental, with Charles Bowman, Fiddler.....The Hill Billies
- Sally Ann—Instrumental; Guitar and Ukulele, with Vocal Refrain by Hopkins Brothers, The Hill Billies

- 10345 Mamele Sis Gesehn a Dramele (Mama, I Saw a Drama) (Lebedeff)—Tenor, with Orch.; in Yiddish.....Aaron Lebedeff
- Zirele Mirele (Gilrod)—Tenor, with Orch.; in Yiddish.....Aaron Lebedeff
- 8091 Reliquias de Amor (Remembrances of Love) (Sugranes-Clara)—Soprano, con Orquesta; En Espanol.....Margarita Cueto
- Te, De Querer (I'll Love Thee) (Oteo)—Cancion Mexican; Soprano y Baritone; con Orquesta en Espanol.....Cueto y Pulido

Edison Disc Releases

SPECIALS

- 51965 In a Little Spanish Town ('Twas on a Night Like This) (Lewis-Young-Wayne), Frederick Kinsley on the Midmer-Losh Pipe Organ
- My Daddy (Strong), Frederick Kinsley on the Midmer-Losh Pipe Organ
- 51968 I Wonder How I Look When I'm Asleep (DeSylva-Brown-Henderson).....Billy Jones
- All Men Are Devils (Heath-Marr), Al. Bernard (The Boy From Dixie)
- 51935 Two Little Orphans (Our Mamma's in Heaven)—Singing, Fiddle, Harmonica and Guitar, E. V. Stoneman and the Dixie Mountaineers
- Once I Had a Fortune—Singing, Fiddle, Banjo and Guitar, E. V. Stoneman and the Dixie Mountaineers
- 51974 Get Away, Old Man, Get Away (Crumit)—Singing, Harmonica, Fiddle and Guitar, Vernon Dalhart
- Pretty Little Dear—Singing, Harmonica, Violin and Guitar.....Vernon Dalhart
- 51973 That's My Hap-Hap-Happiness (Johnson-Tobias-Sherman)—Dave Kaplan at the Piano, Billy Jones-Ernest Hare (The Happiness Boys)
- I've Never Seen a Straight Banana (White)—Dave Kaplan at the Piano, Billy Jones-Ernest Hare (The Happiness Boys)
- 51982 I'm Looking for a Girl Named Mary (Stept), James Doherty
- That's What I Call a Pal (Pease-Johnson-Nelson), James Doherty
- 51969 Cherie, I Love You (Cherie Je T'aime) (Goodman)—Organ Accomp. by Frederick Kinsley on the Midmer-Losh Pipe Organ...Walter Scanlan
- The Song of Songs (Lucas-deMoya)—Organ Accomp. by Frederick Kinsley on the Midmer-Losh Pipe Organ.....Walter Scanlan
- 51978 I Cannot Sing the Old Songs (Intro.: "Drink to Me Only With Thine Eyes"; "Whispering Hope"; "Darling Nellie Gray"; "Only to See Her Face Again")—Medley Waltz, with Incidental Singing.....Kaplan's Melodists
- See-Saw (Crowe)—Waltz, with Incidental Singing.....Kaplan's Melodists
- 51976 Espanita (Rosey)—Spanish Waltz, Franchini's Argentina Players
- Faust Waltz (From "Faust") (Gounod), Franchini's Argentina Players
- 51985 Oh, Promise Me (From "Robin Hood") (de Koven).....B. A. Rolfe (Trumpet Virtuoso)
- Don't Be Cross (Zeller), B. A. Rolfe (Trumpet Virtuoso)
- 51986 Honolulu Moon (Lawrence)—Claude Garreau at the Piano...Crawford Adams (Wizard of the Violin)
- C'est Vous (It's You) (Green-Silver-Richman)—Claude Garreau at the Piano, Crawford Adams (Wizard of the Violin)
- 51990 Muddy Water (Trent-deRose-Richman), Frederick Kinsley on the Wurlitzer Organ
- The Winding Trail (Hayden-Howard), Frederick Kinsley on the Wurlitzer Organ
- 80879 I Love Thee (Ich liebe dich) (Anderson); English version by Auher Forester (Grieg, Op. 5, No. 3).....Alma Peterson
- When I Was Seventeen (Nar jag blef sjutton ar) (Lilljebjorn)—Swedish Folksong; English translation by Marion Bromley Newton; Violin Obligato by Herbert Soman; Piano Accompaniment by J. F. Burckhardt.....Alma Peterson
- 51981 Concert Waltz, in G Major, Op. 6 (Green)—Xylophone, with Frank Banta at the Piano, George Hamilton Green
- Caprice, Op. 14 (Green)—Xylophone, with Frank Banta at the Piano, George Hamilton Green
- 51991 The Chocolate Soldier Selections (Straus), B. A. Rolfe (Trumpet Virtuoso) and Palais D'or Orch.
- The Merry Widow Selections (Lehar), B. A. Rolfe (Trumpet Virtuoso) and Palais D'or Orch.

FLASHES

- 51989 Nesting Time (Dixon-Monaco)—Fox-trot, with Vocal Refrain.....Clyde Doerr and His Orch.
- You Can't Cry Over My Shoulder (and Wink at Somebody Else) (Heath-Mahoney-Marr)—Fox-trot, with Vocal Chorus by Johnny Ryan, Clyde Doerr and His Orch.
- 51988 Ain't She Sweet? (Yellen-Ager), Clyde Doerr and His Orch.
- Coronado Nights (Berger-Nordberg-Stoval)—Fox-trot.....Oreste and His Queensland Orch.
- 51984 Rainhow of Love (Perry-Squires)—Waltz, Jack Stillman's Orch.
- You Only Want Me When You're Lonesome (Seifert-Tillman)—Waltz, with Vocal Chorus by Helen Clark and Johnny Ryan, Jack Stillman's Orch.
- 51983 I'm Looking Over a Four-Leaf Clover (Dixon-Woods)—Fox-trot, with Vocal Chorus by Jack Davis.....Oreste and His Queensland Orch.
- I Want to Be Miles Away From Ev'ryone (And Just a Little Closer to You)—Fox-trot, with Vocal Chorus by Jack Davis, Oreste and His Queensland Orch.
- 51980 Take Your Finger Out of Your Mouth (I Want a Kiss From You) (Schuster-Yellman)—Fox-trot, with Vocal Chorus by Joe Schuster, Duke Yellman and His Orch.
- Shanghai Dream Man (Davis-Akst)—Fox-trot, with Vocal Chorus by Arthur Fields, Duke Yellman and His Orch.
- 51979 A Little Change of Atmosphere (From "I Told You So") (Brown-Friend) — Fox trot, Duke Yellman and His Orch.
- Collette (Kahn-Baer) — Fox-trot, with Vocal Chorus by Arthur Fields, Ernie Golden and His Hotel McAlpin Orch.
- 51977 My Daddy (Strong)—Fox-trot, with Vocal Re-

LATEST RECORD BULLETINS—(Continued from page 134)

- frain by Charles Harrison, Ernie Golden and His Hotel McAlpin Orch. Calling (Klages-Golden)—Fox-trot, with Vocal Refrain by Vaughn de Leath, Ernie Golden and His Hotel McAlpin Orch.
- 51975 Crazy Words—Crazy Tune (Vo-do-de-o) (Yellen-Ager)—Fox-trot, with Vocal Chorus, Golden Gate Orch.
- A Lane in Spain (Lewis-Lombardo)—Fox-trot, Hotel Commodore Dance Orch. (Dir. B. Levitow)
- 51971 Wistful and Blue (Etting-Davidson)—Fox-trot, with Vocal Chorus.....Markels' Orch.
- Moonbeam! Kiss Her for Me (Dixon-Woods)—Fox-trot, with Vocal Refrain.....Markels' Orch.
- 51972 There's a Little White House (Where the Red, Red Roses Grow) (Rose-Akst)—Fox-trot, Hotel Commodore Dance Orch. (Dir. B. Levitow)
- You're the One for Me (Donaldson-Ash)—Fox-trot, with Vocal Refrain, B.A. Rolfe (Trumpet Virtuoso) and Palais D'or Orch.
- 51970 Look at the World and Smile (From "Yours Truly") (Caldwell-Hubbell)—Fox-trot, with Vocal Refrain by Arthur Fields, Golden Gate Orch.
- Take in the Sun, Hang Out the Moon (Lewis-Young-Woods)—Fox-trot, Hotel Commodore Dance Orch. (Dir. B. Levitow)

FORTY-MINUTE RECORD

- 30003 Thais—Meditation (J. Massenet); Chant Sans Paroles (P. Tschaikowsky, Op. 2, No. 3); Spring Song (Mendelssohn-Spalding); Valse Arabesque (T. Lack); Piano Solo; Souvenir (F. Drdla); Drink to Me Only With Thine Eyes (Old English Air arranged by R. Quilter); Recital by Albert Spalding, Andre Benoist at the Piano
- Cavatina (J. Raff, Op. 85, No. 3); Valse Bluette (Drigo-Auer); Melody in F (Rubinstein-Spalding); Fantaisie Impromptu (F. Chopin, Op. 66); Piano Solo; Roses of Picardy (H. Wood); Humoreske (A. Dvorak); Recital by Albert SpaldingAndre Benoist at the Piano

Edison Blue-Amberol Records

- 5310 Golden ShowersKaiwika Hawaiian Orch.
- 5314 The Bully of the Town—Singing, Fiddle, Banjo and Guitar, E. V. Stoneman and the Dixie Mountaineers
- 5321 Get Away, Old Man, Get Away—Singing, Harmonica, Fiddle and Guitar.....Vernon Dalhart
- 5322 Pretty Little Dear—Singing, Harmonica, Violin and Guitar.....Vernon Dalhart
- 5323 In a Little Spanish Town ('Twas on a Night Like This)Arthur Fields
- 5324 Lay My Head Beneath a Rose.....Charles Harrison
- 5325 Crazy Words—Crazy Tune (Vo-do-de-o)—Fox-trot, with Vocal Chorus.....Golden Gate Orch.
- 5328 The Great Camp Meeting, Fisk University Jubilee Quartet
- 5329 Me, Too—Fox-trot, with Singing by Arthur FieldsGolden Gate Orch.
- 5330 Yankee Rose—Piano SoloDuke Yellman
- 5331 Take in the Sun, Hang Out the Moon (Rock Me in a Cradle of Dreams)—Fox-trot, Hotel Commodore Dance Orch. (Dir. B. Levitow)
- 5332 Elfentanz ValseSousa's Band
- 5335 The Scotch Errand Boy.....Harry Lauder
- 5340 Golden Slipper Medley, Henry Ford's Old-Time Dance Orch.
- 5312 Blue SkiesVaughn de Leath (The Radio Girl)

Okeh Records

APRIL 25 RELEASE

DANCE RECORDS

- 40787 Yesterday (Harrison-Wilhite) — Waltz, with Vocal RefrainOkeh Waltz Artists
- That Saxophone Waltz (Mingo-Sisk)—Waltz, with Vocal Refrain.....Okeh Waltz Artists
- 40788 My Regular Gal (Green-Warren)—Fox-trot, with Vocal Refrain by Les Reis, Ed Kirkeby and His Orch. 10
- Nesting Time (Dixon-Monaco)—Fox-trot, with Vocal Refrain by Les Reis, Ed Kirkeby and His Orch. 10
- 40791 Coronado Nights (Berger-Nordberg-Stoval)—Fox-trot, with Vocal Refrain by Russell DouglasThe Gotham Troubadours 10
- A Lane in Spain (Lewis-Lombardo)—Fox-trot, with Vocal Refrain by Russell Douglas, The Gotham Troubadours 10

VOCAL RECORDS

- 40792 There's Something Nice About Everyone (But There's Everything Nice About You) (Terker-Bryan-Wendling)—Tenor-Baritone Duet, Macy-Smalle 10
- My Idea of Heaven (Is to Be in Love With You) (Johnson-Sherman-Tobias)—Tenor-Baritone DuetMacy-Smalle 10
- 40793 Yodelin' Cowboy Joe (Bernard-Stept)—Yodeling, with PianoThe Record Boys 10
- We'll Go Up in Dose Mountains (Bernard-Stept)—Yodeling, with Piano.....The Record Boys 10

SACRED

- 40790 Onward, Christian Soldiers (Sullivan)—Sacred, with Organ, Chimes and Celeste, Okeh Sacred Quartet 10
- Rejoice, Ye Pure in Heart (Messiter)—Sacred, with Organ, Chimes and Celeste, Okeh Sacred Quartet 10

INSTRUMENTAL RECORD

- 40789 Aloha Oe (Farwell to Thee) (Queen Liliuokalani)—Hawaiian Guitar Duet...Ferera-Paaluhi 10
- Wailana Waltz (Drowsy Waters)—Hawaiian Guitar DuetFerera-Paaluhi 10
- 8455 Black Snake Moan (Jefferson)—Singing, with GuitarBlind Lemon Jefferson 10
- Match Box Blues (Jefferson)—Singing, with GuitarBlind Lemon Jefferson 10
- 8456 Grievin' Mama Blues (Delaney)—Contralto, with Piano and CornetLizzie Miles 10
- Slow Up Papa (Razaf-Denniker)—Contralto, with Piano and Cornet.....Lizzie Miles 10
- 8457 Goin' to Shout All Over God's Heaven—Spiritual, The Thankful Quartet 10
- Let the Church Roll On—Spiritual, The Thankful Quartet 10

MAY 5 RELEASE

DANCE RECORDS

- 40798 That's My Hap-Happiness (Johnson-Tobias-Sherman)—Fox-trot, with Vocal Refrain by Les ReisIrwin Abrams and His Orch. 10
- Shanghai Dream Man (Davis-Akst)—Fox-trot, with Vocal Refrain by Les Reis, Irwin Abrams and His Orch. 10
- 40799 So Blue (DeSylva-Brown-Crawford-Henderson)

- Waltz, with Vocal Refrain by Les Reis, Bar Harbor Society Orch. 10
- A Little Girl, a Little Boy, a Little Moon (King-Warren)—Waltz, with Vocal Refrain, Will Perry and His Orch. 10
- 40800 Underneath the Weeping Willow (Ford-Breau)—Fox-trot, with Vocal Refrain by Les Reis, The Everglades Orch. 10
- Mine (DeSylva-Hanley)—Fox-trot, with Vocal Refrain by Les Reis...The Everglades Orch. 10
- 40803 Beale Street Blues (Handy)—Fox-trot, Jack Linx and Birmingham Society Serenaders 10
- He's the Last Word (Donaldson)—Fox-trot, Jack Linx and Birmingham Society Serenaders 10

VOCAL RECORDS

- 40801 It All Depends on You (DeSylva-Brown-Henderson)—Tenor, with Piano; Guitar by Ed Lang, Russell Douglas 10
- What Do I Care What Somebody Said (Clare-Wood)—Tenor, with Piano; Guitar by Ed Lang, Russell Douglas 10
- 40802 Wherever You Go, Whatever You Do (I Want You to Know I Love You) (Grossman-Goodwin-Shay)—Singing, with Guitar, Johnny Marvin 10
- At Sundown (When Love Is Calling Me Home) (Donaldson)—Singing, with Ukulele and ClarinetJohnny Marvin 10

RACE RECORDS

- 8458 Noah and the Flood—Sermon, with Singing; Deacon Leon Davis and Sisters Jordan and Norman AssistingRev. J. M. Gates 10
- Get Right With God—Sermon, with Singing; Deacon Leon Davis and Sisters Jordan and Norman AssistingRev. J. M. Gates 10
- 8459 Alibi-ing Papa (Tyus-Tyus)—Vocal Duet, with Piano and Trumpet...Charles Tyus-Effie Tyus 10
- Sweet Mama Goodie (Tyus-Tyus)—Vocal Duet, with Piano and Trumpet, Charles Tyus-Effie Tyus 10

MAY 15 RELEASE

DANCE MUSIC

- 40805 The Doll Dance (Brown)—Fox-trot, Mike Markels' Orch. 10
- Red Lips, Kiss My Blues Away! (Bryan-Monaco-Wendling)—Fox-trot, with Vocal Refrain by Les ReisMike Markels' Orch. 10
- 40806 Russian Lullaby (Berlin)—Waltz, with Vocal RefrainWill Perry and His Orch. 10
- C'est Vous (It's You) (Green-Silver-Richman)—Waltz, with Vocal Refrain, Will Perry and His Orch. 10
- 40809 Muddy Water (A Mississippi Moan) (DeRose-Richman)—Fox-trotThe Goofer Five 10
- (Oh, the Whippoorwill Sings in the Sycamore) Just the Same (Donaldson-Burke)—Fox-trot, with Vocal Refrain.....Harry Reser's Jazz Pilots 10

SONGS

- 40804 Yes She Do, No She Don't (I'm Satisfied With My Girl) (Trent-DeRose)—Tenor, with Piano, Les Reis 10
- (Does She Love Me) Positively—Absolutely (Coslow-Herbert)—Tenor, with Piano.....Les Reis 10
- 40808 Russian Lullaby (Berlin)—Tenor, with Piano and GuitarNoel Taylor 10
- So Blue (DeSylva-Brown-Henderson)—Tenor, with Piano, Guitar and Celeste...Noel Taylor 10

INSTRUMENTAL MUSIC

- 40807 Eddie's Twister (Lang)—Guitar Solo, with Piano, Ed Lang 10
- April Kisses (Lang)—Guitar Solo, with Piano, Ed Lang 10
- 45102 Billy the Kid (Jenkins)—Tenor, with Violin, Guitar and Harmonica.....Vernon Dalhart 10
- Wreck of C. & O. No. 5 (Robison-Meeks)—Tenor, with Violin, Guitar and Harmonica, Vernon Dalhart 10
- 45103 In the Shade of the Parasol—Guitars, Banjo and MandolinScottdale String Band 10
- Chinese Break Down—Guitars, Banjo and MandolinScottdale String Band 10

EUROPEAN ORCHESTRALS

Recorded in Europe (Odeon Label)

- 3196 My Dream (Waldteufel)—Waltz, Dajos Bela and His Orch. 10
- Goldshower (Waldteufel)—Waltz, Dajos Bela and His Orch. 10
- 3197 Samum (Robrecht)—Symphony Fox-trot, Dajos Bela and His Orch. 10
- Sulamith (Milde)—Waltz, Dajos Bela and His Orch. 10
- 3198 La Serenade (Metra)—Spanish Waltz, Edith Lorand and Her Orch. 10
- Venetian Barcarolle (Leoncavallo), Edith Lorand and Her Orch. 10

RACE RECORDS

- 8460 True Love Blues (Weaver)—Singing, with Guitar, Sylvester Weaver 10
- Poor Boy Blues (Weaver)—Singing with Guitar, Sylvester Weaver 10
- 8461 Take Your Black Bottom Outside (Williams-Green)—Contralto, with Clarence Williams' Blue FiveSara Martin 10
- Cushion Foot Stomp (Williams)—Contralto, with Clarence Williams' Blue Five...Sara Martin 10

Emerson Records

DANCE RECORDS

- 3132 Nesting Time—Fox-trot, with Vocal Chorus, Lanin Melody Orch. 10
- I'm in Love Again—Fox-trot, with Vocal Chorus, Johnnie Johnson and His Club Mirador Orch. 10
- 3133 Wistful and Blue—Fox-trot, with Vocal Chorus, Johnnie Johnson and His Club Mirador Orch. 10
- Hoosier Sweetheart—Fox-trot, with Vocal Chorus, Johnnie Johnson and His Club Mirador Orch. 10
- 3134 Far Away Bells—Fox-trot, with Vocal Chorus, Lanin Melody Orch. 10
- Doll Dance—Fox-trot.....Bert Kaplan and His Collegians 10
- 3135 Mine—Fox-trot, with Vocal Chorus, So Blue—Waltz, with Vocal Chorus, Lanin Melody Orch. 10
- 3136 Side by Side—Fox-trot, with Vocal Chorus, Bert Kaplan and His Collegians 10
- I'll Just Go Along—Fox-trot, with Vocal Chorus, Bert Kaplan and His Collegians 10
- 3128 If You See Sally—Fox-trot, with Vocal Chorus, Frank Dailey and His Orch. 10
- Hello Cutie—Fox-trot, with Vocal Chorus, Lanin Melody Orch. 10
- 3131 Memphis Blues—Fox-trotOriginal Indiana Five 10
- Hot Stuff—Fox-trotOriginal Indiana Five 10

VOCAL RECORDS

- 3138 If I Didn't Know Your Husband (And You Didn't Know My Wife)—Novelty Duet, The Topnotchers 10
- Bridget O'Flynn—Baritone Solo.....Jack Kaufman 10

- 3137 Somebody Said—Novelty Solo.....Polly Anna 10
- Positively—Absolutely—Novelty Solo....Polly Anna 10
- 3129 When I First Met Mary—Quartet, Original Criterion Male Quartet 10
- I'll Take Care of Your Cares—Quartet, Original Criterion Male Quartet 10
- 3130 I've Never Seen a Straight Banana—Novelty SoloDaffy Dill 10
- I Wonder How I Look When I'm Asleep—Novelty SoloArthur Fields 10

Banner Records

DANCE RECORDS

- 1959 Red Lips Kiss My Blues Away—Fox-trot, Sam Lanin's Dance Orch. 10
- Pick a Rose in Picardy—Fox-trot, Imperial Dance, Orch. 10
- 1960 Put Your Arms Where They Belong—Waltz, Adrian Schubert's Salon Orch. 10
- I'm Looking for a Girl Named Mary—Waltz, Adrian Schubert's Salon Orch. 10
- 1961 Side By Side—Fox-trot...Sam Lanin's Dance Orch. 10
- Hello Cutie—Fox-trot...Sam Lanin's Dance Orch. 10
- 1962 Where the Wild, Wild Flowers Grow—Fox-trot, Imperial Dance Orch. 10
- Rosy Cheeks—Fox-trotThe Six Hottentots 10
- 1963 Fifty Million Frenchmen Can't Be Wrong—Fox-trotJerry Macey and His Gang 10
- Oh, Lizzie—Fox-trot...Jerry Macey and His Gang 10
- 1964 I'm in Love Again—Fox-trot...The Six Hottentots 10
- South Wind—Fox-trotMissouri Jazz Band 10
- 1965 If You See Sally—Fox-trot.....Fred Rich's Dance Orch. 10
- While I Have You—Fox-trot...Missouri Jazz Band 10
- 1966 Russian Lullaby—Waltz, Adrian Schubert's Salon Orch. 10
- Take Me Back to Slumberland—Waltz, Adrian Schubert's Salon Orch. 10
- 1967 You're the One for Me—Fox-trot, Imperial Dance Orch. 10
- I'll Always Remember You—Fox-trot, Fred Rich's Dance Orch. 10
- 1970 Sometimes I'm Happy (From "Hit the Deck")—Fox-trotThe Six Hottentots 10
- Silver Moon (From "My Maryland")—Waltz, Adrian Schubert's Salon Orch. 10

VOCAL RECORDS

- 1968 I'm Looking Over a Four-Leaf Clover—Male Duet, with Piano Accomp.....The Radio Imps 10
- Down in the Old Neighborhood—Tenor Solo, with Orch. Accomp.....Irving Kaufman 10
- 1969 My Wife's in Europe To-day—Tenor Solo, with Orch. Accomp.Irving Kaufman 10
- Baby Mine—Tenor Solo, with Orch. Accomp., Irving Kaufman 10
- 1971 So Blue—Baritone Solo, with Orch. Accomp., The Red Masked Baritone 10
- I Told You I'd Never Forget You—Baritone Solo, with Orch. Accomp., The Red Masked Baritone 10
- 1972 I Gotta Get Myself Somebody to Love—Contralto Solo, with Piano Accomp.....Evelyn Preer 10
- Muddy Water—Contralto Solo, with Piano Accomp.Evelyn Preer 10
- 1973 The More We Are Together—Male Duet, with Piano Accomp.Billy Jones-Ernest Hare 10
- Pretty Little Dear—Male Duet, with Piano Accomp.Billy Jones-Ernest Hare 10
- 1974 Ain't She Sweet?—Baritone Solo, with Guitar Accomp.Radio Red 10
- Down Kentucky Way—Baritone Solo, with Guitar Accomp.Radio Red 10
- 1975 There's Everything Nice About You—Male Duet, with Piano Accomp.....The Radio Imps 10
- In a Shady Nook by a Babbling Brook—Male Duet, with Piano Accomp.....The Radio Imps 10

PIPE ORGAN RECORD

- 1976 So Blue—Pipe Organ.....Edmund Cromwell 10
- Honolulu Moon—Pipe Organ....Edmund Cromwell 10

FIDDLER RECORD

- 2151 Turkey in the Straw—Old-Time Fiddle Solo, John Baltzell 10
- The Girl I Left Behind—Old-Time Fiddle Solo, John Baltzell 10

HAWAIIAN RECORD

- 2152 Bells of Hawaii—Guitar Duet, with Vocal RefrainFrank Ferera's Hawaiians 10
- Love's Paradise—Guitar Duet, with Vocal RefrainFrank Ferera's Hawaiians 10
- 2153 Rhapsody in Blue—Part 1, Adrian Schubert's Concert Orch. 10
- Rhapsody in Blue—Part 2, Adrian Schubert's Concert Orch. 10

- 2149 That Wonderful Mother of Mine—Tenor Solo, with Orch. Accomp.....Charles Harrison 10
- Mother o' Mine—Tenor Solo, with Orch. Accomp., Charles Harrison 10
- 2150 M-o-t-h-e-r—Baritone Solo, with Orch. Accomp., Arthur Fields 10
- What a Friend We Have in Mother—Baritone Solo, with Orch. Accomp.....Arthur Fields 10

RACE RECORDS

- 1977 Gonna Put You Right in Jail—Comedienne, with Novelty Accomp.Laura Smith 10
- Don't You Leave Me Here—Comedienne, with Novelty Accomp.Laura Smith 10

Harmony Records

DANCE SELECTIONS

- 391-H Russian Lullaby—Waltz, with Vocal Chorus by Irving Kaufman...WMCA Broadcasters 10
- C'est Vous (Say Voo) (It's You)—Waltz, with Vocal Chorus by Arthur Fields, WMCA Broadcasters 10
- 392-H Red Lips, Kiss My Blues Away—Fox-trot, with Vocal Chorus by Irving Kaufman, Lou Gold and His Orch. 10
- (When the Pussywillow Whispers to the Catnip) The Whisper Song—Fox-trot, with Lou Gold and His Orch. 10
- 394-H Beedle Um Bo—Fox-trot, with Vocal Chorus by Art Barnett, Tommy Christian and His Orch. 10
- Heaven Help a Sailor on a Night Like This—Fox-trot, with Vocal Chorus by Art Barnett, Tommy Christian and His Orch. 10
- 393-H (What Do I Care What) Somebody Said—Fox-trot, with Vocal Chorus by Arthur FieldsThe Harmonians 10
- (Does She Love Me) Positively—Absolutely—Fox-trot, with Vocal Chorus by Jack WilsonThe Harmonians 10
- 389-H My Idea of Heaven (Is to Be in Love With You)—Fox-trot, with Vocal Chorus by Arthur FieldsWMCA Broadcasters 10

(Continued on page 136)

LATEST RECORD BULLETINS—(Continued from page 135)

- I'll Just Go Along—Fox-trot, with Vocal Chorus by Arthur Fields, W.M.C.A. Broadcasters 10
- 390-H Side by Side—Fox-trot, with Vocal Chorus by Irving KaufmanBroadway Bell Hops 10
- Don't Somebody Want Somebody to Love?—Fox-trot, with Vocal Chorus by Irving KaufmanBroadway Bell Hops 10
- 385-H America First, Last and Always—Fox-trot, with Vocal Chorus by Arthur Fields, Manhattan Dance Makers 10
- Wherever You Go—Whatever You Do (I Want You to Know I Love You)—Fox-trot, with Vocal Chorus by Arthur Fields, Manhattan Dance Makers 10
- 387-H Stockholm Stomp—Fox-trot, Original Indiana Five 10
- The Chant—Fox-trot.....Original Indiana Five 10
- 402-H The Far-Away Bells—Fox-trot, The Westerners 10
- I'm Back in Love Again—Fox-trot, F. Farrell and Greenwich Village Inn Orch. 10
- 398-H Home, Sweet, Home—Waltz, Melody Waltz Orch. 10
- La Golondrina—Waltz.....Melody Waltz Orch. 10
- 403-H My Wife's in Europe To-day—Fox-trot, with Vocal Chorus by Jack Kaufman, Ross Gorman and His Virginians 10
- Pardon the Glove—Fox-trot, Ross Gorman and His Virginians 10
- 399-H Rosy Cheeks—Fox-trot, with Vocal Chorus by Hal WhiteUniversity Six 10
- So Long Pal—Fox-trot, with Vocal Chorus by Arthur FieldsUniversity Six 10
- 397-H Fifty Million Frenchmen Can't Be Wrong—Fox-trot, with Vocal Chorus by Pierre La FondJoe Candullo and His Orch. 10
- Go Wash an Elephant (If You Wanna Do Something Big)—Fox-trot, with Vocal Chorus by Irving Kaufman, Joe Candullo and His Orch. 10
- VOCAL SELECTIONS**
- 388-H So Blue—Vocal.....Irving Kaufman 10
- Just Wond'ring—VocalIrving Kaufman 10
- 395-H Ain't She Sweet?—VocalJan Gray 10
- My Idea of Heaven (Is to Be in Love With You)—VocalJane Gray 10
- 401-H (When the Pussywillow Whispers to the Catnip) The Whisper Song—Novelty Singing QuartetThe Harmonizers 10
- Side by Side—Novelty Singing Quartet, The Harmonizers 10
- 396-H My Sunday Girl—VocalJack Kaufman 10
- You'll Never Be Missed a Hundred Years From Now—VocalJack Kaufman 10
- 386-H If Tears Could Bring You Back to Me (I'd Cry My Eyes Out for You)—Vocal, The Melody Man (Joe Davis) 10
- I've Got Somebody Now—Vocal, The Melody Man (Joe Davis) 10
- 400-H Take Your Finger Out of Your Mouth (I Want a Kiss From You)—Vocal Duet, Harmony Brothers 10
- Ya Gonna Be Home To-night? (Oh, Yeh? Then I'll Be Over)—Vocal Duet, Harmony Brothers 10

Domino Records

- DANCE RECORDS**
- 3932 Red Lips Kiss My Blues Away—Fox-trot, Sam Lanin's Dance Orch. 10
- Pick a Rose in Picardy—Fox-trot, Imperial Dance Orch. 10
- 3939 Put Your Arms Where They Belong—Waltz, Adrian Schubert's Salon Orch. 10
- I'm Looking for a Girl Named Mary—Waltz, Adrian Schubert's Salon Orch. 10
- 3936 Side by Side—Fox-trot.....Sam Lanin's Dance Orch. 10
- Hello Cutie—Fox-trotSam Lanin's Dance Orch. 10
- 3931 Where the Wild, Wild Flowers Grow—Fox-trot, Imperial Dance Orch. 10
- Rosy Cheeks—Fox-trotThe Six Hottentots 10
- 3933 Fifty Million Frenchmen Can't Be Wrong—Fox-trotJerry Macey and His Gang 10
- Oh, Lizzie—Fox-trotJerry Macey and His Gang 10
- 3935 I'm in Love Again—Fox-trot.....The Six Hottentots 10
- South Wind—Fox-trotMissouri Jazz Band 10
- 3930 If You See Sally—Fox-trot.Fred Rich's Dance Orch. 10
- While I Have You—Fox-trot.....Missouri Jazz Band 10
- 3934 Russian Lullaby—Waltz, Adrian Schubert's Salon Orch. 10
- Take Me Back to Slumberland—Waltz, Adrian Schubert's Salon Orch. 10
- 3937 You're the One for Me—Fox-trot, Imperial Dance Orch. 10
- I'll Always Remember You—Fox-trot, Fred Rich's Dance Orch. 10
- 3938 Sometimes I'm Happy (From "Hit the Deck")—Fox-trotThe Six Hottentots 10
- Silver Moon (From "My Maryland")—Waltz, Adrian Schubert's Salon Orch. 10
- VOCAL RECORDS**
- 3940 I'm Looking Over a Four-Leaf Clover—Male Duet, with Piano Accomp.....The Radio Imps 10
- Down in the Old Neighborhood—Tenor Solo, with Orch. Accomp.....Irving Kaufman 10
- 3943 My Wife's in Europe To-day—Tenor Solo, with Orch. Accomp.Irving Kaufman 10
- Baby Mine—Tenor Solo, with Orch. Accomp., Irving Kaufman 10
- 3941 So Blue—Baritone Solo, with Orch. Accomp., The Red Masked Baritone 10
- I Told You I'd Never Forget You—Baritone Solo, with Orch. Accomp., The Red Masked Baritone 10
- 3946 I Gotta Get Myself Somebody to Love—Contralto Solo, with Piano Accomp.....Evelyn Preer 10
- Muddy Water—Contralto Solo, with Piano Accomp.Evelyn Preer 10
- 3942 The More We Are Together—Male Duet, with Piano Accomp.Billy Jones-Ernest Hare 10
- Pretty Little Dear—Male Duet, with Piano Accomp.Billy Jones-Ernest Hare 10
- 3945 Ain't She Sweet?—Baritone Solo, with Guitar, Accomp.Radio Red 10
- Down Kentucky Way—Baritone Solo, with Guitar Accomp.Radio Red 10
- 3944 There's Everything Nice About You—Male Duet, with Piano Accomp.....The Radio Imps 10
- In a Shady Nook by a Babbling Brook—Male Duet, with Piano Accomp.....The Radio Imps 10
- PIPE-ORGAN RECORD**
- 3947 So Blue—Pipe Organ.....Edmund Cromwell 10
- Honolulu Moon—Pipe Organ.....Edmund Cromwell 10
- FIDDLER RECORD**
- 0179 Turkey in the Straw—Old-Time Fiddle Solo, John Baltzell 10
- The Girl I Left Behind—Old-Time Fiddle Solo, John Baltzell 10
- HAWAIIAN RECORD**
- 0180 Bells of Hawaii—Guitar Duet, with Vocal RefrainFrank Ferera's Hawaiians 10

- Love's Paradise—Guitar Duet, with Vocal RefrainFrank Ferera's Hawaiians 10
- 0181 Rhapsody in Blue—Part 1, Adrian Schubert's Concert Orch. 10
- Rhapsody in Blue—Part 2, Adrian Schubert's Concert Orch. 10
- 0177 That Wonderful Mother of Mine—Tenor Solo, with Orch. Accomp.....Charles Harrison 10
- Mother o' Mine—Tenor Solo, with Orch. Accomp., Charles Harrison 10
- 0178 M-o-t-h-e-r—Baritone Solo, with Orch. Accomp., Arthur Fields 10
- What a Friend We Have in Mother—Baritone Solo, with Orch. Accomp.....Arthur Fields 10
- RACE RECORDS**
- 3948 Gonna Put You Right in Jail—Comedienne, with Novelty Accomp.Laura Smith 10
- Don't You Leave Me Here—Comedienne, with Novelty Accomp.Laura Smith 10

Regal Records

- DANCE RECORDS**
- 8284 Fifty Million Frenchmen Can't Be Wrong—Fox-trotJerry Macey and His Gang 10
- Oh, Lizzie—Fox-trot.....Jerry Macey and His Gang 10
- 8285 Put Your Arms Where They Belong—Waltz, Adrian Schubert's Salon Orch. 10
- Take Me Back to Slumberland—Waltz, Adrian Schubert's Salon Orch. 10
- 8286 If You See Sally—Fox-trot.Fred Rich's Dance Orch. 10
- Pick a Rose in Picardy—Fox-trot, Imperial Dance Orch. 10
- 8287 You're the One for Me—Fox-trot, Hollywood Dance Orch. 10
- Hello Cutie—Fox-trotSam Lanin's Dance Orch. 10
- 8288 Red Lips Kiss My Blues Away—Fox-trot, Sam Lanin's Dance Orch. 10
- While I Have You—Fox-trot.....Imperial Dance Orch. 10
- 8289 I'm in Love Again—Fox-trot.....The Six Hottentots 10
- Rosy Cheeks—Fox-trotThe Six Hottentots 10
- 8290 Side by Side—Fox-trot.....Sam Lanin's Dance Orch. 10
- I'll Always Remember You—Fox-trot, Fred Rich's Dance Orch. 10
- 8291 Sometimes I'm Happy (From "Hit the Deck")—Fox-trotThe Six Hottentots 10
- Silver Moon (From "My Maryland")—Waltz, Adrian Schubert's Salon Orch. 10
- 8292 Where the Wild, Wild Flowers Grow—Fox-trot, Imperial Dance Orch. 10
- South Wind—Fox-trotImperial Dance Orch. 10
- 8293 Russian Lullaby—Waltz, Adrian Schubert's Salon Orch. 10
- I'm Looking for a Girl Named Mary—Waltz, Adrian Schubert's Salon Orch. 10
- VOCAL RECORDS**
- 8294 I'm Looking Over a Four-Leaf Clover—Male

Eastern Canadian Federal Dealers Hold Meeting

Gathering Sponsored by Tait Radio Sales Discusses Plans for Coming Season—Federal Radio Corp. Officials Speak

TORONTO, CANADA, May 6.—Designated retailers of Federal Ortho-sonic radio gathered here recently in a meeting which one newspaper man termed "the most successful and inspiring radio assembly yet conducted in Eastern Canada." Sixty-seven retailers attended as guests of Tait Radio Sales, wholesaler in Ontario and Quebec for the Federal Radio Corp., Buffalo.

Dinner at the King Edward Hotel preceded the business session. W. H. Tait, general manager of Tait Radio Sales, presided as toastmaster for the banquet and during the formal meeting as chairman.

After a brief speech of appreciation for the enthusiastic response of the retailers present, Mr. Tait introduced C. J. Jones, assistant sales manager of the Federal Radio Corp., who made important announcements relative to Federal's sales and production plans for 1927-8. Much of Mr. Jones' talk applied also to merchandising methods for Spring and Summer, and plans for Summer campaigning were developed.

A. C. Stearns, advertising manager, next described the widespread publicity accomplishments of the Federal Co., the successful use of Ortho-sonic receivers aboard railroad trains and in current moving pictures and the great advantage of tying up retail merchandising with these events. Mr. Stearns was followed by K. L. Henderson, assistant to the chief engineer of the Federal Radio Corp. Mr. Henderson led a round-table discussion of construction and service methods and stressed the vital need of simplified, economical servicing by the retailer, who must continually watch his costs. A more general engineering talk was then given by L. C. F. Horle, chief engineer and inventor of the Ortho-sonic circuit.

Speeches in the interest of Tait Radio Sales were given by W. H. Tait and George Wrathall. Others called upon by the chairman included K. M. Fickett, senior announcer of station WGR, Buffalo, and N. K. Badina, territorial representative for Federal in Canada.

- Duet, with Piano Accomp.....The Radio Imps 10
- Down in the Old Neighborhood—Tenor Solo, with Orch. Accomp.....Irving Kaufman 10
- 8295 So Blue—Baritone Solo, with Orch. Accomp., The Red Masked Baritone 10
- I Told You I'd Never Forget You—Baritone Solo, with Orch. Accomp., The Red Masked Baritone 10
- 8296 There's Everything Nice About You—Male Duet, with Piano Accomp.....The Radio Imps 10
- Pretty Little Dear—Male Duet, with Piano Accomp.Billy Jones-Ernest Hare 10
- 8297 My Wife's in Europe To-day—Tenor Solo, with Orch. Accomp.Irving Kaufman 10
- Baby Mine—Tenor Solo, with Orch. Accomp., Irving Kaufman 10
- 8298 Ain't She Sweet?—Baritone Solo, with Guitar Accomp.Radio Red 10
- Down Kentucky Way—Baritone Solo, with Guitar Accomp.Radio Red 10
- 8299 The More We Are Together—Male Duet, with Piano Accomp.Billy Jones-Ernest Hare 10
- In a Shady Nook by a Babbling Brook—Male Duet, with Piano Accomp.....The Radio Imps 10
- 8300 I Gotta Get Myself Somebody to Love—Contralto Solo, with Piano Accomp.....Evelyn Preer 10
- Muddy Water—Contralto Solo, with Piano Accomp.Evelyn Preer 10
- PIPE-ORGAN RECORD**
- 8301 Honolulu Moon—Pipe OrganEdmund Cromwell 10
- So Blue—Pipe Organ.....Edmund Cromwell 10
- HAWAIIAN RECORD**
- 8302 Love's Paradise—Guitar Duet, with Vocal RefrainFrank Ferera's Hawaiians 10
- Bells of Hawaii—Guitar Duet, with Vocal RefrainFrank Ferera's Hawaiians 10
- FIDDLER RECORD**
- 8303 The Girl I Left Behind—Old Time Fiddle Solo, John Baltzell 10
- Turkey in the Straw—Old-Time Fiddle Solo, John Baltzell 10
- 8307 Rhapsody in Blue—Part 1, Adrian Schubert's Concert Orch. 10
- Rhapsody in Blue—Part 2, Adrian Schubert's Concert Orch. 10
- 8305 That Wonderful Mother of Mine—Tenor Solo, with Orch. Accomp.Charles Harrison 10
- Mother o' Mine—Tenor Solo, with Orch. Accomp.Charles Harrison 10
- 8306 M-o-t-h-e-r—Baritone Solo, with Orch. Accomp., Arthur Fields 10
- What a Friend We Have in Mother—Baritone Solo, with Orch. Accomp.....Arthur Fields 10
- RACE RECORD**
- 8304 Don't You Leave Me Here—Comedienne, with Novelty Accomp.Laura Smith 10
- Gonna Put You Right in Jail—Comedienne, with Novelty Accomp.Laura Smith 10

How Live Jobber Aids Dealers in Artist Tie-Ups

Jerome Harris, of C. Bruno & Son, Inc., New York City, Victor distributor, who is responsible for the effective tie-ups between Victor dealers and the appearances of the various pictures of the Metro-Goldwyn-Mayer Corp., stated that the new Lillian Gish picture, "Annie Laurie," which was presented at the Embassy Theatre, New York City, last week, would provide another opportunity for Victor dealers. Mention will be made in Metro literature of a tie-up with Victor dealers. Victor records of this famous ballad are sung by Melba, McCormack and Louise Homer.

Canadian General Elec. Co. Wins Alexanderson Suit

The Radio Corp. of America has been advised that the Canadian General Electric Co. has won its suit on the Alexanderson tuned radio frequency patent in Canada. Alexanderson licenses under the Canadian patent have been granted to the Canadian Westinghouse Co. and other Canadian concerns, according to RCA officials in New York. The apparatus involved in the Canadian suit was a neutrodyne receiver.

Nelson Music House Opens

BILLINGS, MONT., May 5.—The formal opening of the Nelson Music House in its new quarters was held the latter part of last month and a concert by the Automatic Orthophonic Victrola was the feature of the opening. The complete Victor line is carried.

A. A. Hellstern Buys Store

CAMBRIDGE, O., May 5.—A. A. Hellstern recently purchased the stock of talking machines and other musical instruments from the Davis, Burkham & Tyler Music Co., 843 Wheeling avenue, here. He will continue the store at the same location and plans an aggressive sales promotion campaign.

Panatrope Supplies "Side Line" Music in Movie Studio

Production Manager of Metropolitan Studios Has Fitzgerald Music Co. Install Panatrope for Use During Filming of "The Heart Thief"

A drastic change in studio "side line" music was introduced by George Bertholon, general production manager of the Metropolitan Picture Corp. studios in Hollywood. During the filming of "The Heart Thief" Mr. Bertholon had Mr. Reed, manager of the Fitzgerald Music Co., of Los Angeles, Brunswick dealer, send a Panatrope to the studio, where it was "plugged in" on the current for an entire sequence which took four days to film. The Metropolitan Studios report that the Panatrope was a great success.

The Panatrope is ideal for the purpose, as it permits a wide variety of musical entertainment and requires only one person to operate it. It naturally necessitates a careful selection of numbers and is flexible enough to permit its use on any scene at any time. A big feature is that it can be controlled so as to permit the softest tones possible or to thunder forth, in a fitting manner, during the filming of a large mob scene.

Leo G. Friedman to Represent Bosworth Mfg. Co.

Leo G. Friedman, who for the past eighteen months has acted as exclusive sales representative for the Connewey Electric Labs., Hoboken, N. J., manufacturer of the Magnatron tubes, was recently appointed to also represent the Bosworth Electric Mfg. Co., of Cincinnati, O., in New York and Philadelphia territory. The Bosworth Co. manufactures high-grade radio receiving equipment. Mr. Friedman, who had demonstrating rooms in the Pennsylvania Building, New York City, is negotiating for larger quarters in the Grand Central district.

Receivers Named for David Grimes Radio & Record Co.

Receiver in equity has been appointed for the David Grimes Radio and Cameo Record Corp., 1571 Broadway, New York City. James N. Mandeville and Robert P. Levis were appointed receivers by Judge Goddard. This action was taken on the complaint of the Whittier Corp., a creditor, and upon the consent of the defendant corporation. The assets are stated to exceed the liabilities, which amount to \$1,200,000.

Miss L. M. Guth on the Credit Association Program

For the first time in the history of the National Credit Association, a woman has received an official place on the program. The annual convention is to be held this year early in June. Miss L. M. Guth, credit manager of the Plaza Music Co., New York City, will preside as chairman of the Ladies' Conference on Thursday afternoon, June 9. There is also to be a special breakfast for the ladies and the officials of the National Group, at which Miss Guth will also act as chairman. Miss Guth is chairman of the ladies' committee—Eastern Division.

"Salestructor" Contains Interesting Information

The second issue of the Salestructor, issued by Gross-Brennan, Inc., New York, factory representative for the radio division of the Stromberg-Carlson Tel. Mfg. Co., contains a wealth of interesting, newsy and constructive information. The leading editorial, titled "Partners" details the co-operation which should exist between the

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manufacturer, the wholesale representatives and dealers. These three, the article states, are partners in the true sense of the word and each must act as a partner or else he is falling down on the job.

Other articles include a short resumé of the business life of Arthur Hill and Benjamin Kosowitz, proprietors of the Liberty Music Shop, New York, who have won great success in handling Stromberg-Carlson products; an interesting letter from Joe Mayers, owner of the International Phonograph Co., who explains how concentration on making larger units of sales will result in added profit, and other clever merchandising items.

Columbia Hits

Hits from "The Circus Princess," Vienna's latest contribution to New York's musical productions, are now available on Columbia New Process records. "Dear Eyes That Haunt Me" and "Like You," the two outstanding numbers of the show, are recorded as fox-trots with vocal choruses.

Assignment

William F. Orr, talking machine dealer of North Adams, Mass., has assigned his business to Harry Kahn, another dealer.

The New
Starr
ISOSONIC
PHONOGRAPH
 Style XXXII



Meets the New Phonograph Standard

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 is 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 in 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.

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.

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.

FINISH AND SIZE—Either high light blended mahogany or walnut of rich and appealing color effects. Height, 40½ inches; width, 22¼ inches; depth, 22¼ inches.

MOTOR—Starr designed, double springs, powerful, smooth, noiseless. Runs with absolute precision.

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.

HORN—New type acoustical horn



Style XXXII

The Starr Piano Company

Established 1872 Factories: Richmond, Indiana

BRANCHES IN:

New York, Boston, Detroit, Cleveland, Dayton, Cincinnati, Chicago, Indianapolis, Nashville, Birmingham, Kansas City, Los Angeles, Portland, San Francisco

“The Difference is in the Tone”

ASK ME ANOTHER!

- Can a phonograph of Edison quality be made by mass production ?
- Should a phonograph have a tone of its own ?
- What is the truest test of phonograph quality ?
- Why is music at times rich and beautiful; again harsh and unpleasant ?
- What do overtones mean to music Recreation ?
- Why do most people like jazz better than classical music ?

ANSWERING questions is now the national game. At parties, at private home gatherings—everywhere throughout the country people are poring over books of questions. Small wonder the new Edison advertising—your advertising—is attracting such attention, bringing such increased business to dealers who have the foresight to tie up with the advertising.

The questions reproduced above are just a few of those that have been answered by Mr. Edison, himself, in recent advertisements in nationally read magazines and newspapers. They have set music lovers thinking, and when they are in that frame of mind you can rest assured that they are going to seek further information from an Edison dealer.

The nearest Edison jobber will be glad to prepare you to take advantage of this timely advertising. Get in touch with him today.

THOMAS A. EDISON, Inc., Orange, N. J.

The NEW EDISON

Jobbers of the New Edison

NEW YORK

Albany: American Phonograph Co.

OHIO

Cleveland: The B. W. Smith, Inc.

PENNSYLVANIA

Philadelphia: Girard Phonograph Co.

Pittsburgh: Edison Phonograph Distributing Co.

Wilkesport: W. A. Myers.

TEXAS

Dallas: Texas Oklahoma Phonograph Co.

UTAH

Ogden: Froultt Sporting Goods Co.

VIRGINIA

Richmond: The C. B. Hays Co., Inc.

CANADA

St. John: W. H. Thorne & Co., Ltd.

St. Thomas: Edison Phonograph Distributing Co.

Vancouver: Kent Piano Co., Ltd.

CALIFORNIA

San Francisco: Edison Phonograph Distributing Co.

COLORADO

Denver: Edison Phonograph Distributing Co.

GEORGIA

Atlanta: Edison Phonograph Distributing Co.

ILLINOIS

Chicago: Edison Phonograph Distributing Co.

LOUISIANA

New Orleans: Diamond Music Co., Inc.

MASSACHUSETTS

Boston: Edison Phonograph Distributing Co.

MINNESOTA

Minneapolis: Edison Phonograph Distributing Co.

MISSOURI

Kansas City: Edison Phonograph Distributing Co.

St. Louis: Silverstone Music Co.

NEW JERSEY

Orange: Edison Phonograph Distributing Co.