

The TALKING
MACHINE
WORLD

For dealers
wholesalers
& manufacturers
of phonography
& radio products

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*You can match this music
against the world*

BRUNSWICK PANATROPES

BRUNSWICK PRISMATONES

BRUNSWICK "LIGHT-RAY"

ELECTRICAL RECORDS

Brunswick

You would pick the
VINCENNES
Blindfolded



During Convention Week at the Stevens Hotel, hundreds of dealers did pick the Vincennes with their eyes shut. Not one hesitated for a second. There was not the slightest doubt about the splendor of the tone quality or the magnificence of the cabinet work.

And when all the details of the "Vincennes Merchandising Plan" were outlined to them, orders for immediate shipment were placed that far exceeded the mid-season requirements in many cities.

You will want to hear the full story of the new Veraphonic principle that will enable you to offer tone quality and value that has no equal in the entire phonograph industry. Write today for our exclusive proposition, "Vincennes for 1927 Profits".

VINCENNES PHONOGRAPH COMPANY
VINCENNES, IND.

The Talking Machine World

Vol. 23. No. 6

New York, June, 1927

Price Twenty-five Cents

Analysis of the Effect on Sales of the New Talking Machines

Marked Revival of Public Interest in Machines and Records Results From Introduction of Improved Models—Milwaukee Survey Gives Concrete Illustration—Radio Sales Figures Indicate a Steady Sales Gain

WHAT have been the tangible results brought about by the introduction of the new and revolutionary types of talking machines and phonographs in the rejuvenation of public interest in phonographic music and in the market for instruments that reproduce such music? It is a matter deserving thought, because of its bearing on future business.

It is generally appreciated that the revival of the interest in talking machine music and instruments for producing it has been marked. Most retailers have been able to gauge this revived interest in terms of increased sales volume, and even those who have been slow in putting forth efforts to capitalize an opportunity have profited at least in a measure through general trade momentum, while reports from the factories prove conclusively that there is a most substantial market for the new products.

The point to be considered, therefore, is to what extent these new trade developments have tended to check a falling market and to bring it back to normal proportions, in some measure at least. It is not a question alone of how many sales have been made, but rather a question of how many lost sales have been retrieved and how many families have been converted or reconverted to phonographic music.

Probably every manufacturer and wholesaler has a pretty good idea to what extent the downward movement has been checked and the upward movement progressed, so far as the national market and in many cases sectional markets are concerned. The average retailer, too, has been able to judge just how much business he has retrieved in his own territory, although he may have a hard time separating the actual new business from that which might be held to counterbalance the falling off in demand of a couple of years ago.

Perhaps the most accurate information regarding the actual market condition can be gleaned from an extensive consumer analysis of the Milwaukee market made in January of this year by the Milwaukee Journal. For purposes of comparison, Milwaukee may be likened to some score or more of large cities in the United States, and the figures compiled in the survey may be held reasonably to apply to many other important urban communities.

In Milwaukee it was discovered, for instance, that on January 15, 1926, some 3,000 less families owned a phonograph than on January 15, 1925. This despite the fact that during the year many phonographs were sold. The inference is that several thousand families succumbed to the lure of other entertainment media and disposed of their talking machines, though a certain proportion unquestionably traded in old machines for new ones without adding to the total of owners. On January 15, 1927, however, the survey showed that only 500 less families owned a phonograph than was the case at the time of the 1926 survey. This means that the downward pull has been offset to the extent of some 2,500 instruments and

that just that many more families have seen fit to retain their phonographs.

During 1926, 4,469 phonographs were sold in Milwaukee, and in view of the falling off of 500 in the list of phonograph owners it is to be assumed that close to 5,000 Milwaukee families, or 4,969 to be exact, who owned a phonograph in January, 1926, disposed of their instruments some time during the year, either in exchange for new products or by direct sales. The

Retail trade today is facing a consistent betterment in conditions. Figures compiled by a progressive newspaper in Milwaukee show how the falling off in talking machine sales was sharply checked by the announcements of machines containing radical improvements and how sales have grown steadily, creating a more satisfactory condition in the retail talking machine trade.

figures emphasize very strongly that in this city at least the falling market has been almost completely checked, a really remarkable record for a single year. It indicates that with similar progress made during 1927 the downward slide will have been completely overcome and a substantial increase in owners reported.

On the face of it, these figures may seem a bit discouraging, but as a matter of fact they show that the new phonographs have been sold in substantial numbers, sufficient, in fact, to supply during the year over 3½ per cent of all the families of the city. Even in the palmiest days of the trade it is doubtful if this proportion of sales to population was ever exceeded, and the unit value of the new machines is between two and three times as great as that of the old models, a point that must be considered.

On January 15, 1927, 90,127 Milwaukee families, or 63.47 per cent of the total, owned phonographs, as compared with 64.30 per cent on January 15, 1926, and 68 per cent, the peak, in January, 1925. Of the number who owned instruments in January of this year, 5.18 per cent had bought them during 1926.

A further study of the Milwaukee Journal figures brings to light the fact that 182 different brands of phonographs are owned in Milwaukee, Victor, Columbia, Brunswick, Edison and Sonora heading the list in the order named. A majority of the others were made by companies that had long ago ceased to exist, and many others are of distinctly doubtful quality, which would indicate that the opportunity for developing a replacement mar-

ket is distinctly bright. Close to 4,500 new instruments, 919 of them electrically operated, were sold during the year 1926, and every indication points to a probable increase in the number of phonograph-owning families when the next census is taken, due to the excellent effect of the merchandising of the new type instruments.

In the matter of radio, the Milwaukee Journal survey had chiefly to do with the extent to which sales have increased steadily during the past several years. We find, for instance, that on January 15, 1927, 62,764 families, or 44.20 per cent, owned radio receivers, as compared to 28.75 per cent on January 15, 1926; 16.74 per cent in January, 1925, and 9.38 per cent in the first year of the survey, 1924. Of all the sets owned, 53.87 per cent were of the five-tube type, indicating the popularity of multiple tube sets. Gains were shown in the ownership of six-tube sets, with a falling off reported in the percentage of owners of four, three, two and one-tube receivers.

The improved quality of the modern manufactured radio receiver may be held to be responsible for the fact that there has been a marked decrease in Milwaukee territory in the number of home-made sets. On January 15, 1924, the proportion of home-made sets was 68.84 per cent, which dropped to 24.03 per cent in 1927. It is to be remembered that many of the sets reported in the last survey have also been in regular use for several years or were reported in previous surveys, for the decrease in the demand for radio parts proved that only a comparatively few individuals are still insistent upon making their own. The marketing of substantial foolproof receiving sets at moderate prices has apparently checked the amateur. This year 163 makes of receivers were represented in the census.

The market for radio accessories, too, has shown a distinct change. For instance, the number of those using B-battery eliminators increased from 1,609, or 3.97 per cent of all owners in 1926, to 14,800, or 23.58 per cent in 1927, and the number of owner of A-battery eliminators increased from 385, or .95 per cent, in January, 1926, to 4,732, or 7.54 per cent, in January, 1927. Owners of chargers increased from 55.65 per cent of set owners in 1926 to 58.22 per cent of owners in 1927.

During the year from January, 1926, to January, 1927, remarkable gains were made by cone speakers, the number of owners of that type of speaker increasing from 851 to 13,224 during the year. Users of phonograph attachments increased from 1,419 to 4,701; of built-in speakers from 4,856 to 9,816, and of horn-type speakers from 27,037 to 29,443, that type of amplifier still holding the lead.

To sum up, the phonograph has regained lost ground and is going ahead, and the advance made by radio during the year 1926 does much to emphasize the fact of the continued growth in the popularity of this important entertainment medium.

Summer Slump a Theory That Sales Efforts Will Explode

There Is a Steady Market for Certain Merchandise During the Summer Months—Direct Your Sales Efforts on These Products

NOW that the time of the year is at hand when the retail sales curve is more or less depressed, dealers must give serious consideration to ways and means of maintaining some measure of sales volume. There always have been and no doubt always will be merchants who simply slide through the late Spring and Summer months as economically as possible—that is with the least merchandising effort. On the other hand, there are dealers who are constantly striving to maintain sales volume during this period of the year. Experiences of many of the more energetic and efficient types of merchandisers in the talking machine field indicate that while the hope for sales in the volume that occurs in the last few months of the year is unwarranted, nevertheless Summer business can be very satisfactory indeed.

The Right Product and Salesmanship

How shall we increase sales during the Summer? That is the question of paramount importance to the trade at the moment. The problem has been discussed from every angle between dealers, at association meetings, etc., and there is one point of common agreement: namely, keep up the sales promotion effort on the regular lines and add products that have a special appeal during this season. It is a foolish dealer who neglects his main lines at any time, and more particularly during what may without exaggeration be termed an "off season." On the other hand, it is just as important to add products that have their greatest appeal during the Summer.

The various very fine portable talking machines now on the market admirably fill the bill for an all-year-round seller which has an especial appeal during the Summer months. These products have several marked advantages for the talking machine dealer over lines that are not so closely related to the music business. First, the prices are low enough so that a wide sales appeal is enjoyed. In other words, the factor of cost does not operate to limit the

number of potential purchasers. There is a portable for every purse. Second, the small instruments have so many practical appeals from the standpoint of entertainment and pleasure that sales resistance during the Summer is reduced to a minimum. The portable is just as important to the entertainment on the palatial yacht of the millionaire as it is in the canoe of the person in more modest circumstances. It is eminently suitable for the hard knocks of the camp and it fits in with the cool, Summery furnishings of the more pretentious Summer cottage. With all of these factors in favor of easy sales there is every reason for dealers to concentrate on these instruments. Another important point is the fact that cash sales of portables are or should be in the majority, providing the talking machine dealer with ready cash. Every portable sale creates greater demand for records.

A Line of Real Stability

Because of its low price the portable instruments should be easy to sell without forcing the issue by making special inducements. Manufacturers of portables, wholesalers and dealers should make every effort to maintain stability in the portable branch of the business. It is a shortsighted and unnecessary policy that results in concessions of any kind insofar as the portable is concerned. It is time the trade awakened to the fact that business success does not lie in actions that tend to demoralize business. Sales volume on the basis of cut prices in merchandising portables or in selling other products is an unhealthy practice and does not add to the prosperity of the trade as a whole or to the individual dealer. The point was emphasized last month on this page that turnover at a profit is the proof of efficient merchandising. Profits are jeopardized to a greater extent where the return of dollars and cents from a unit of sale is comparatively small. It is simply a matter of self-protection to maintain prices at a level that is profitable for all concerned.

The field for portable sales is a large one and whatever profits from this source accrue to the dealer are measured by the thoroughness with which he makes a bid for the business. Not one dealer out of fifty has compiled a list of prospects for portable talking machines and then at the proper time goes after the business. Such a list should comprise the names of boat owners, campers, cottagers, Summer vacation boarding houses and hotels, etc., within a radius of at least fifty miles of the store. A dealer in the Middle West sold portables so rapidly when he canvassed resorts adjacent to the city in which his store is located that he experienced difficulty in securing a sufficient stock of the instruments for which he has the representation to meet the demand. Profits in the record department increased enormously during the period of the campaign, according to this retailer.

A sales promotion drive on portable talking machines started now should knock the "Summer dullness" theory into a cocked hat.

Stewart-Warner President Makes Quarterly Report

President C. B. Smith, of the Stewart-Warner Speedometer Corp., in his report to stockholders just issued said that the first quarter was fairly representative of the year's earnings in the business, and that the outlook for the second quarter was very promising from the standpoint of business in earnings.

"The financial position of our company is sound," he said. "The working capital amounts to \$12,304,112, with a surplus of \$5,945,255." The pamphlet report gives the same figures as the preliminary report recently published, with net earnings of \$1.77 a share on the stock issued.

At the annual meeting all directors were re-elected. The personnel of the directors and officers is unchanged.

"NYACCO" Manufactured Products



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

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

NEW YORK ALBUM & CARD CO., Inc.

Established 1907

Note New Address 64 Wooster Street, New York



*The Panatrope,
Model P-14*

*Listing at
\$525*

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

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

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

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

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

Brunswick

Delores Valesco Becomes Exclusive Gennett Artist

Favorite of Vaudeville and Radio Audiences Makes Number of Recordings for Gennett Catalog—Company Prepares Publicity Matter

The Starr Piano Co. recently announced a new exclusive Gennett recording artist in the person of Delores Valesco, who has long been



Delores Valesco

a favorite with vaudeville and radio audiences. Miss Valesco is a native of Ft. Wayne, Ind.

The records made by Miss Valesco on a recent visit to New York recording studios of the Starr Piano Co. reveal a voice with a warm, sympathetic appeal. The Starr organization has prepared a beautiful lobby display for use in the theatres at which the artist is appearing.

Fourth Radio World's Fair Will Set New Standards

G. Clayton Irwin, Jr., Tells of Plans for Making Coming Exposition at Madison Square Garden One of the Greatest Shows Yet Held

The fourth Radio World's Fair, scheduled to be held in New Madison Square Garden, New York, September 19 to 24, inclusive, will set new standards of international interest, according to the elaborate program now being arranged by G. Clayton Irwin, Jr., general manager. Discussing the exhaustive plans already under way, Mr. Irwin said:

"It will be the greatest industrial display ever held under a single roof, with leading manufacturers of radio apparatus exhibiting their latest products. The foremost scientists, engineers and professors, many of international fame, will deliver addresses on developments in the radio art and demonstrations of the new wonders in this field will be given for the first time in public. Among the visitors will be many foreign celebrities, representatives of foreign concerns, and diplomatic and consular officials of many countries who will be special guests. In addition to the scientific deliberations there will be daily meetings of the chief radio merchandisers of the country and many important discussions are scheduled."

The Queen of American Radio 1927-1928 will be a guest of honor. She will be chosen from contestants who write the best essay on the topic, "What Radio Is Doing for the Women of the World." All essays must be submitted to the directors of the Radio Queen Contest, care of the Radio Manufacturers' Show Association, Times Building, New York, before midnight on August 31.

Paul Althouse, tenor, formerly of the Metropolitan Opera Co., will be featured on the Atwater Kent radio hour on Sunday, June 19.

J. T. Curtis Assistant Sales Manager of Acme Co.

Will Have Charge of Sales Promotion of Acme Electric & Mfg. Co.—Has Had Wide Experience in Various Business Fields

J. T. Curtis, chief engineer and manager of the Mazda Radio Mfg. Co., for the past four years, has joined the organization of the Acme Electric & Mfg. Co., 1444 Hamilton avenue, Cleveland, O., as assistant sales manager, in charge of sales promotion. Mr. Curtis has had a broad experience, having been in mercantile



J. T. Curtis

business, edited a newspaper, traveled as salesman, manufactured auto accessories and entered the radio field when it became popular a few years ago. He knows radio thoroughly from the practical side and has originated several improvements in receiving sets and loud speakers, some of which will be announced later for the coming radio season.

Mr. Curtis is enthusiastic over his new connection with the Acme Co. and the countrywide popularity of its products.

Bank Economist Thinks Instalment Buying Good

Finds That Budgeting Is Necessary to Meet Payments—Is an Aid to the Savings Habit

Statements showing the immense volume of instalment sales in the United States have produced rather pronounced pessimistic notions, according to Donald M. Marvin, economist of the Royal Bank of Canada, but the realization that this outstanding volume of credit amounts to less than \$2,500,000,000, and that its creation has resulted in the sale of \$5,000,000,000 worth of goods, only a small part of which would have been sold otherwise, raises the question of whether a business of this size does not deserve careful consideration.

"The larger automobile finance companies have experienced losses of less than one-half of one per cent," according to Mr. Marvin, "and General Motors states that on the few hundred repossessions necessary during 1926 its dealers' losses amounted to less than \$5,000.

"It is a mistake to say that this plan does not encourage saving. Statistics do not show that savings accounts have suffered as a result of the creation of this type of credit. Moreover, the budgeting necessary to meet payments marks this type of credit as a distinct step forward."

Congratulations!

Edward Biel, treasurer and advertising manager of the Progressive Musical Instrument Co., 319 Sixth avenue, New York City, is receiving the congratulations of his many friends due to the arrival of a baby girl. She has been named Peggy Ann.



PEERLESS— the Album

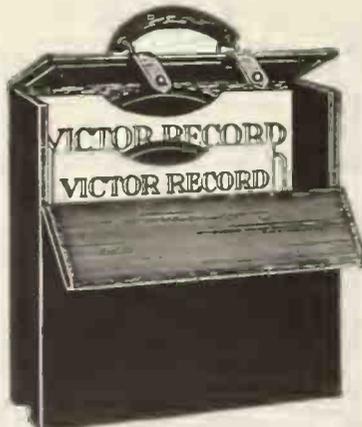
Peerless Artkraft Album

Beautiful Gold-embossed Cover—Heavy Brown Kraft Pockets

Peerless Loose Leaf Album

Removable Pockets for Records

Peerless Record Carrying Case



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

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

PEERLESS ALBUM COMPANY

PHIL RAVIS, Pres.

636-638 Broadway

New York City

Note: Look for the Complete Line of Peerless Portable Phonographs on Page 38



BEN BERNIE
and his Hotel Roosevelt Orchestra,
recently at the Congress Hotel in
Chicago for a few weeks



FREDRIC FRADKIN
a Brunswick artist who is ac-
claimed by critics as one of the
foremost violinists of the day

BRUNSWICK

Records Make Consistent Gains!

Outstanding Brunswick "Light-Ray" Electrical Records of the month

"It All Depends on You" . . . "Trail of Dreams"—
played by Lew White on the Kimball Organ.
Recorded at Roxy Theatre, New York. 3489

"A Little Girl—A Little Boy—A Little Moon"—
fox trot with vocal trio. . . . "Brown Sugar"—fox
trot. Hal Kemp and His Orchestra (formerly of
the University of North Carolina). 3486

"Doll Dance" . . . "Delirium"—fox trots. Carl
Fenton's Orchestra. 3519

"Why Should I Say That I'm Sorry (When No-
body's Sorry But Me)" . . . "Side by Side"—sung
by Nick Lucas, "The Crooning Troubadour." 3512

"Russian Lullaby" . . . "Paradise Isle"—waltzes
with vocal chorus. Ernie Golden and His Hotel
McAlpin Orchestra. 3530

ASKING for the latest music on
Brunswick "Light-Ray" Electrical
Records (musical photography) seems to
have become the national habit, such are
the consistent gains shown on Brun-
swick's monthly sales sheets. And the
reason is—never were there finer records
than the new recordings by Brunswick's
marvelous "Light-Ray" electrical method.

To let your customers "hear it on
Brunswick" is the way to win more
friends to the delights of these new rec-
ords. Do as many live Brunswick dealers
are doing—keep demonstrations going
throughout business hours. That's the
way to draw new customers. A Brun-
swick "Light-Ray" Electrical Record is
its own salesman.

Brunswick

Improve Demonstration Facilities to Aid Record Sales

J. L. Simpson Outlines Methods of Dealers Who Greatly Increased
the Volume of Sales by Providing Better Means of Demonstration

THE most important factor in record selling is demonstration. The dealer who has facilities for bringing his record merchandise to the attention of the public—location, advertising, window displays, etc.—cannot cash in to the fullest extent unless people who desire to do so can make their purchases conveniently and without loss of time. And this makes imperative the best possible facilities for the demonstration of records.

Sells 1,000 Records a Day

Paul's Music Store on Walnut street, Kansas City, Mo., sells as many as 1,000 phonograph records in a single day. This enviable record has been reached mainly through the solution of the problem of systematic demonstration, according to Mrs. Paul, owner and manager of the place. Formerly a single demonstration machine was used with rather indifferent success. When there were half a dozen or even more patrons waiting the machine could play but one record at a time, of course. And while, perhaps, one customer wanted to hear a jazz record, another grand opera, and still another a simple love ballad, only one, perhaps, could be properly demonstrated to at a time, and some of the others would leave, disgusted, before having the chance to listen to the type of records they wanted to hear.

That's the old, familiar problem, common to any dealer who has not solved it in some manner, and who is fortunate enough to have a number of customers waiting for demonstrations at the same time. It was solved in this store by the installation of Audak demonstrating machines and tables, where customers may sit and listen to records through individual listening tubes.

Three Girls Kept Busy

Now after this manner of demonstrating has been adopted it takes three sales girls to keep

records upon the revolving demonstrating plates, to wrap up purchases and to attend to other necessary details.

When business is good one may see a score of patrons listening to records in Paul's store



Paul's Music Store Is a Busy Place

at one time, and maybe others will be seen waiting their turn to be seated at the tables and listen to records. Twenty customers may be waited upon at one time, and these twenty will be hearing nine different records, and yet there is no noise in the place. The records are audible only through the listening tubes.

Two smaller tables, each with three listening tubes, are capable of demonstrating to six persons at one time, and the seven revolving plates at the long table will do the same for fourteen more customers, and the whole affair is conducted as quietly and with as little confusion as the business in a bank.

Posters and signs on the walls give the names of many of the late records from Jazz to Grand Opera, and the sales girls behind the long table trip silently back to the shelves and bring forth the records asked for, placing them on the demonstrator and removing the last one.

"Customers enjoy shopping for records in this manner, seated at ease, and benefiting by our service," says Mrs. Paul. "The customer remains seated until he or she has listened to and chosen all the records desired, and until the purchase has been wrapped by a sales girl and paid for." Then he or she is ready for departure, and someone else takes the vacant place at the demonstrating table.

"The average customer does not sit at our 'listening table' just for amusement, by any means, as the sales of records made to each one will average three or four. There was no such average under our old system of demonstration, since many customers didn't buy even one record. There are many instances when a customer will buy as many as \$25 worth of records at one sitting, and that is going some, it seems to me. The jazz type of records sells the best, but still we have a big sale of the high-class records. Of course, the moderate priced records sell most readily, but we also sell many thousands of the high-priced ones annually. While we have a small place, it is sufficiently large for its purpose, and serves better, perhaps, than a much larger place. Here we sell as many as one thousand records in a single day. We have a space upstairs for phonographs also, but our best bet is record selling, which constitutes, when once built up, a dependable year round business.

Demonstration Built Volume

"Our system of demonstration has built up our business from a very small one to what you see here now, and it is growing from month to month. I am looking forward to the time when we can say that we have sold 1,500 records in one day, and I am confident that the day is not far distant. We have solved a problem, developed a system, and the rest is merely to keep on going along the road we have found leading us to increasing and consistent success."

Another Busy Establishment

Showing that there is more than one sure road to success in record selling is proved by the plan that brought home the bacon for the Standke Music Shop, also of Kansas City. While not quite equaling that of the first store cited, Standke's have a high record of 700 daily sales, which is almost equally satisfactory here, since there are fewer sales persons to pay, and another co-related source of income incidental to the record business.

The Standke business in records was built up like the other concern's from a very small business. (Continued on page 11)

RADIO TESTING



BECOME authoritative in your radio testing, reduce your overhead—make it profitable. The new Weston Model 519 Radio Tester will short-cut servicing time and make testing simpler. This tester can be used to run down trouble on any battery or battery eliminator operated set. No auxiliary batteries required other than those in the set. Tests all voltages at tube sockets or at battery terminals. Tests tubes and circuit condition and continuity.

For full information address

Weston Electrical Instrument Corporation

190 Weston Avenue, Newark, N. J.

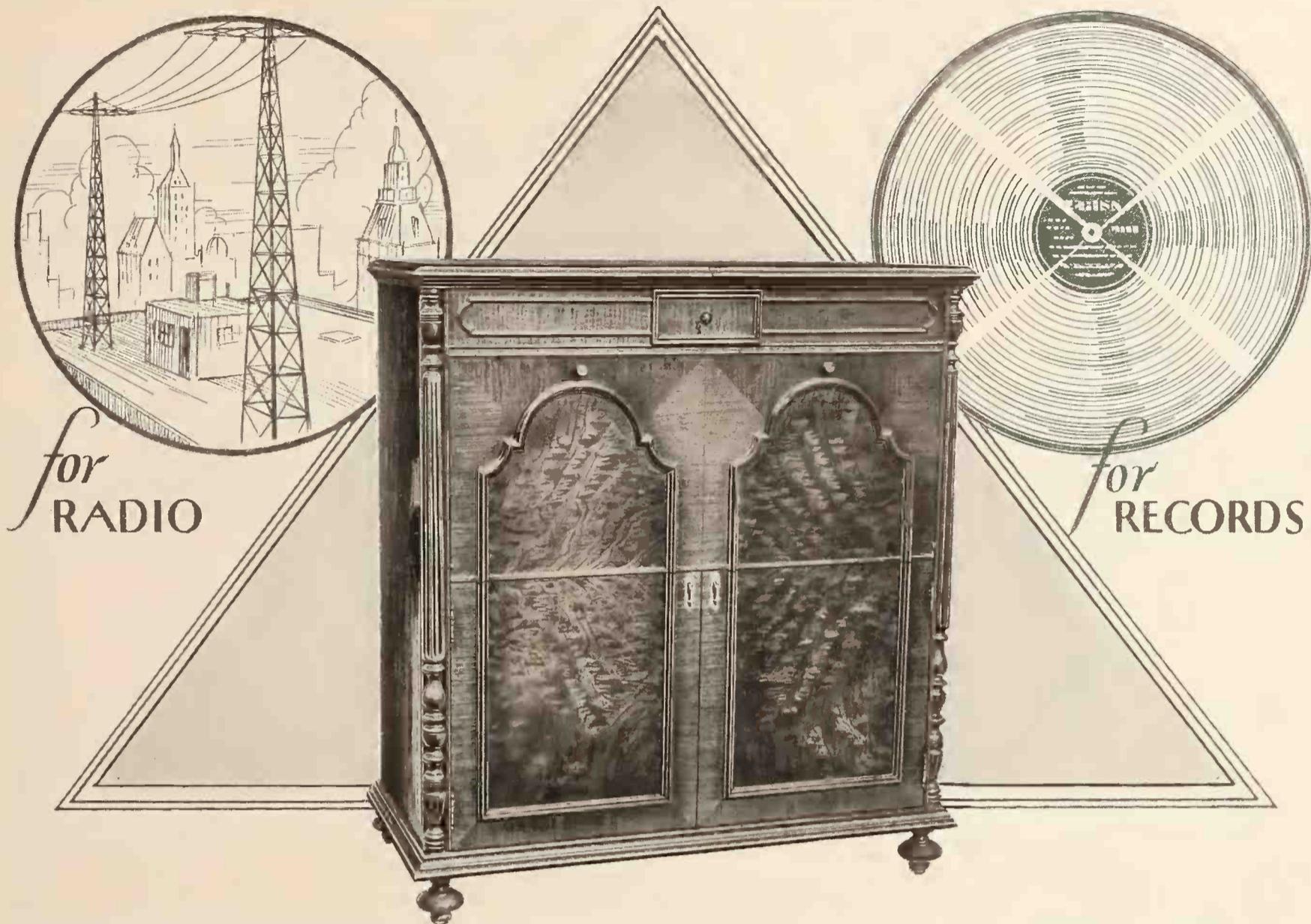


STANDARD THE WORLD OVER

WESTON

Pioneers since 1888





Announcing The New Stromberg-Carlson!

Reproduces both Broadcast and Recorded Programs

No. 744 Stromberg-Carlson

7 tubes, large size Radiotrons with UX-210 in output stage; Double-Shielded, the tuning coils being encased in individual cylindrical copper shields and each complete radio stage in rectangular shields; Audio amplifying system common for both recorded or broadcast programs; A. C. power plant which operates directly from lighting circuit without batteries—without liquids, capable of delivering the wealth of energy which heretofore was obtainable only through the use of an external power amplifier; concealed loop; equipment complete ready to operate, requires no extras; simple to install—just plug into the socket-power outlet the same as the floor lamp; control switch to change from “radio” to “records”; graduated volume control; American Walnut cabinet.

With this magnificent instrument two fields of entertainment are available. Radio as you never before have heard it. Recorded music with a new quality which comes from the passing of the record output through the superlative audio system of the receiver.

Advance showing of this latest achievement of the Stromberg-Carlson Laboratories at the Music Industries Convention at Hotel Stevens, Chicago, June 6 to 13 and at a private showing at the Hotel Blackstone, from June 13 to 18. These exhibits mark the first time that a radio manufacturer has shown a unified “radio-record” reproducing instrument. Deliveries will not be made until September 1.

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

Stromberg-Carlson

Makers of voice transmission and voice reception apparatus for more than 30 years

Landay's Distinctive Columbia Record

Ads Create a Demand

Experiment of a Leading Metropolitan Dealer Shows Sales Value of Originality

DISTINCTIVE publicity of a type that marks a departure from the conventional form of advertising talking machine records was inaugurated two months ago by the Landay Bros. organization, operating eleven music stores in the metropolitan district, and it has proved decidedly successful. The newspaper advertisements feature Columbia records and are designed not only to attract the readers' attention but also to hold it and cause them to look forward to the next of the series.

The advertisements are a newspaper column in width and length and are styled "Landay's Columbia Column." In appearance they are eye-arresting and the text matter reads interestingly, giving information concerning the selection, the composer or the artists who recorded. In each advertisement, the records of a certain artist or of a special type are featured and the illustrations are in keeping with the text matter. The accompanying reproductions and examples of the advertisements which have appeared tell, without further comment, of the appeal of Landay's Columbia Column and illustrate its originality.

At the present time this advertisement is inserted in metropolitan newspapers eight times a week. The papers used are the Times, Sun, Journal and News. The copy is changed twice a week. Despite the fact that the expense of these advertisements totals between \$4,000 and \$5,000, Max Landay, president of Landay Bros. stated to a representative of The Talking Machine World, that the results have been most satisfactory and record sales have not only equalled but have even exceeded expectations.

Alfred R. Nathan, advertising manager of Landay Bros., has solved to a great extent the difficulty of tying up the store's name to the advertise-

ment, by having enlarged reproductions of the advertisements made, and by inserting them in frames for window display. Similar posters also occupy a prominent space on the record counter so that every possible medium for attracting the attention of the prospective customer is used. These three steps, Mr. Nathan feels, form the nearest possible approach to a complete tie-up between the advertising and the stores.

In a recent canvass of the various Landay stores, the fact was brought out that the advertised records sold practically automatically and the only sales efforts necessary were to sell records which had not been mentioned in the newspaper ad.

Another form of Columbia advertising which was started the early part of last month by Landay Bros. is the insertion of a large three-panel poster in the top section of each of the 200 canvas-covered Fifth avenue busses. The poster is printed in several attractive colors and features the Columbia line of phonographs and records and has sketches of several of the outstanding recording artists. One panel is devoted to the addresses of the eleven Landay stores. The poster occupies the only space available for advertising on the top deck of these busses and inasmuch as it is seen by hundreds of thousands of people daily Landay officials feel that it will prove a big factor in increasing interest in Columbia products.

Although the popular selection recordings are being featured in these advertisements, the Columbia library of Masterworks recordings are not being neglected and in practically every advertisement which appears mention is made of some one of the album sets of Masterworks recordings, or of the Columbia celebrity series, and sales of recordings of these records are assuming a big volume in the Landay stores.

Landay's Column

Happiness Boys!
Oh, Boys! Oodles and Oodles of Happiness!
Come to Landay's and get your share. Smiles, giggles and hearty guffaws aplenty in these new Columbia Viva-tonal Records; made the new way—electrically.

Crazy Words—Crazy Tune
I Gotta Get Myself Somebody to Love - The Happiness Boys

You'll want an encore and you'll get it at Landay's, with as many smiles as there are in these other Happiness Boys' scratchless recordings of:

I've Never Seen a Straight Banana Take Your Finger Out of Your Mouth - The Happiness Boys

And for those who take their music more seriously:
Second Hungarian Rhapsody (4 parts—2 records) - Sir Henry J. Wood and The New Queen's Hall Orchestra.
Come to Landay's—Happiness Headquarters

**Landay's
Columbia Column**



Spring!
Waltz!
Romance!
Curtain!



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

Could Waltz Forever with You Sweetheart. The Love Waltz The Cavaliers Orchestra

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

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



Vocal Gems—Oh Kay
Vocal Gems—The Desert Song
Columbia Light Opera Co.

Where's That Rainbow
(Peggy Ann)
Sing—(Betsy)
The Singing Sophomores

For the classicists, the new Viva-tonal recording of

Magic Flute, Overture
Parts I and II. Sir Thom. Beecham, Bart. & London Symphony.

Yours for sentiment and action.

Landay's C. C. Conductor

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

Landay
BROS.

**Landay's
Columbia Column**



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

And how—without scratch!

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



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



And what else?
My Sunday Girl
At Sundown
Cliquot Club Orchestra with vocal chorus

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

Landay's C. C. Conductor

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

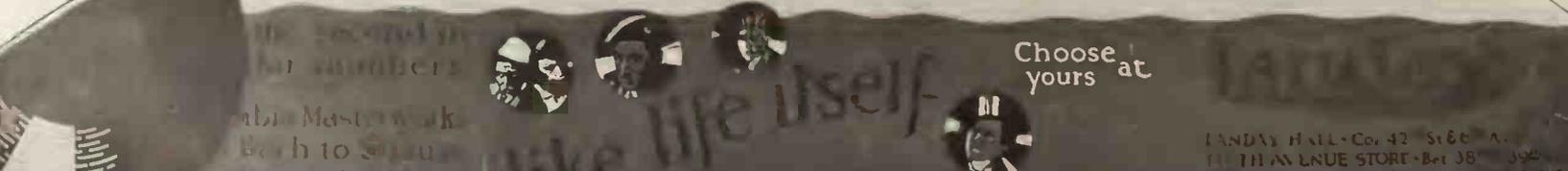
Landay
BROS.

Three Panel Colored Poster Which Appears in 200 Fifth Avenue, New York, Busses

Columbia Viva-tonal Records

made the new way - electrically - without scratch

Choose yours at



like life itself

HEAR THE NEW VIVA-TONAL COLUMBIA
7 MODELS ~ ~ PRICES \$90-\$300

LANDAY HALL - Co. 42 St 66 Ave
111 TH AVENUE STORE - Bet 38 & 39 St
110 W 57 St STORE - 69 Ave bet 34 & 35 St
110 W 57 St STORE - 65 SO B V



RADIOTRON UX-201-A	Detector Amplifier
RADIOTRON UV-199	Detector Amplifier
RADIOTRON UX-199	Detector Amplifier
RADIOTRON WD-11	Detector Amplifier
RADIOTRON WX-12	Detector Amplifier
RADIOTRON UX-200	Detector Only
RADIOTRON UX-200-A	Detector Only
RADIOTRON UX-120	Power Amplifier Last Audio Stage Only
RADIOTRON UX-112	Power Amplifier
RADIOTRON UX-171	Power Amplifier Last Audio Stage Only
RADIOTRON UX-210	Power Amplifier Oscillator
RADIOTRON UX-213	Full-Wave Rectifier
RADIOTRON UX-216-B	Half-Wave Rectifier
RADIOTRON UX-874	Voltage Regulator Tube
RADIOTRON UV-875	Ballast Tube
RADIOTRON UV-886	Ballast Tube
RADIOTRON UV-877	Protective Tube

Among vacuum tubes, as in very few selling fields, there is one outstanding product that keeps far ahead in quality, and is very heavily advertised the year 'round. No wonder the customer looks askance at any dealer who doesn't carry RCA Radiotrons.

Twelve months of big Radiotron advertising every year
 52 weeks of steady turnover and profit — if you sell R C A Radiotrons.



RADIO CORPORATION OF AMERICA
 New York Chicago San Francisco

RCA Radiotron

MADE BY THE MAKERS OF THE RADIO LA

The present RCA A.C. drive is the only perfected method



Radiola 20
the greatest value in radio today

HALF the hours of the day the air vibrates with music, drama, news, or something with a melody, a message, or a message of news, politics and fashion, lecture courses from universities and professional colleges. Why not try this that rich treasure with Radiola 20 make the old home brighter and dearer to the youngsters, and make your radio pay dividends in better farming?

There are two big things in buying a radio set today. One is to get selectivity—ability to pick out the station you want and shut out the stations you don't want. Radiola 20 is specially designed for high selectivity. It is many times as selective as the average average set. Laboratory tests have proved this repeatedly. It is proved every day in thousands of farm houses. The other thing is tone quality. In this respect Radiola 20 is the finest set ever built. You feel that the singers or instrumentalists are in the same room with you.

See ordinary tuning Radiola 20 has one dial. For fast-off stations no more controls for sharper tuning may be used. It can be equipped to operate with batteries or with light socket devices, as you prefer. By means of a special dial, Radiola 20, with five tubes, does the work of seven, greatly increasing the distance range. This is specially important on the farm. A new type of radio frequency transformer makes possible the highest known degree of tone fidelity.

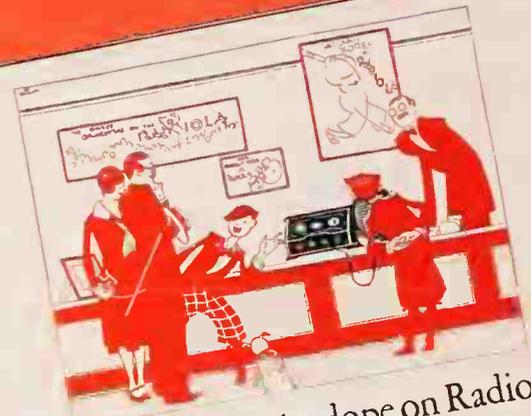
Never before has so fine a set been offered for so little money. For pure reception and sure selection of radio programs Radiola 20 performs better than the average set at twice the price. It represents the combined skill of the radio engineers of RCA, Westinghouse and General Electric. Their men have developed all the principles of modern broadcasting and they have embodied Radiola 20 in these principles, making it the most dependably selective set you can buy. Ask any RCA Authorized Dealer for a demonstration. Complete terms can always be arranged.



Radiola 20, less equipment... \$73

RCA-Radiola
MADE BY THE MAKERS OF THE RADIOTRON

RADIO CORPORATION OF AMERICA
NEW YORK, CHICAGO, SAN FRANCISCO



See that Dad gets the dope on Radiola 20
—the best buy in radio today

RADIO is no fun whatever unless you can tune in just the station you don't want. A fellow has to watch his step on this or he may get stung with a set that can't stand the pace of a lot of stations going at once. But Radiola 20 was made to be specially selective. It's many times as good in this way as the average antenna set. Twenty stations in twenty minutes is no trick at all for Radiola 20 when you have the dial numbers handy. It's the little giant of radio when it comes to tuning them in sharp as a razor. There are five tubes. And the last one is an extra fine power tube. When the words and music come in you'll think the singers or musicians are in the next room. You'll get bands, orchestras, shows, songs, stories, everything, clear as can be—better than on many sets costing twice as much. Just fix it so you and your Dad can hear Radiola 20. The rest will be easy. There's an RCA Authorized Dealer near you. Look him up right away. You'll see this sign.



Radiola 20, less equipment... \$73

RCA-Radiola
MADE BY THE MAKERS OF THE RADIOTRON

RADIO CORPORATION OF AMERICA
NEW YORK, CHICAGO, SAN FRANCISCO

MULTIPLYING THE RADIOLA SALES STORY BY AN AMPLIFICATION FACTOR OF MILLIONS

THESE advertisements are only a part of the RCA National Advertising Campaign for 1927, which involves magazines, farm papers, and 140 city newspapers, in principal centers of distribution.

This is the eighth (8th) consecutive year of RCA National Advertising.

Such advertising, continuous, consistent, comprehensive, builds good-will for all RCA Authorized Dealers more and more firmly into the public mind.



There is a Radiola for every home requirement

When getting your radio, be sure to select one built to operate under your home conditions. When you come to buy there will be questions as to antenna or direct house wiring, or no antenna, alternating or direct house current, as well as to location with reference to broad cast stations.

There is a model of the Radiola designed to meet your particular requirements, whatever they may be, including loop or antenna sets, those working from batteries or from your light sockets. All Radiolas are the product of the Radio Corporation of America, Westinghouse and General Electric, who have been responsible for so many fine radio sets in both home, business and home reception. In the Radiola they have broadened and home reception.

Ask any RCA Authorized Dealer to demonstrate for you the finest modern radio you can buy. The moment you hear the words, fast, musical tones of the Radiola you will know that here is musical realism greater than you will find in any other set you have ever heard in radio before. Don't wait—buy now!



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

method of light socket operation on the market today

PUBLIC opinion is demanding light socket operation. You are hearing many claims and rumors about this or that method. Your customers are asking you many questions about them. Now is the time to look before you leap. The only perfected and finished method of A. C. Drive on the market today for high quality radio reproduction is that embodied in RCA Radiola 28 with RCA Loudspeaker 104. RCA engineers, after exhaustive laboratory research and experiment have come to the conclusion that the principles employed in this combination are basically sound and cannot be improved upon.



*Radiola 28 with RCA Loudspeaker 104
Universally Acknowledged as the Master
Stroke of Modern Radio*

This combination wrote a new chapter of musical realism into radio history when it was introduced. The radio found in the finest homes, where nothing but the very best could find entrance. It is still recognized by all as the highest development of broadcast receiving. Its leadership in "Class A" is not even disputed, much less threatened by any competing set, combination or prospective development.



RADIOLA 20

*"More Radio Entertainment per Dollar
Than Any Other Set Ever Made"*

This is the practically unanimous opinion of owners, dealers, engineers and musicians who know the Radiola 20—the 1927 radio market's outstanding value. Many times as selective as the ordinary antenna set. Can be adapted for complete lighting socket operation. The fastest and easiest selling set available today.

Radiola 20, less equipment \$78 list



*This sign marks the
leading dealer in
every community*

- Radiola 28, with 8 Radiotrons . \$260 list
 - RCA Loudspeaker 104, complete, \$275 list
 - A. C. Package for adapting Radiola 28 for use with RCA Loudspeaker 104 on 50-60 cycle, 110 volt A. C. lighting circuit . \$35 list
 - Antenna coupler, for adapting Radiola 28 with outdoor antenna, \$4.25 list
- RCA Distributors will furnish an A. C. Drive Radiola 28, ready for connection to the RCA Loudspeaker 104, which reduces cost and time in installation.

RADIO CORPORATION OF AMERICA — New York — Chicago — San Francisco

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

NOW— a new and highly improved type of RCA loudspeaker to strengthen summer sales



RCA LOUDSPEAKER 100-A...\$35. LIST

Principal Characteristics of RCA Loudspeaker 100-A

- 1—More low frequency response—better handling of the lower notes of the musical scale.
- 2—Surprisingly smooth reproduction of words and music.
- 3—Handles more power than any loudspeaker of its kind on the market.
- 4—Extra rugged construction. Large, powerful magnet unit. Large, heavy wire coils.
- 5—A newly discovered principle applied in the small *corrugated* paper cone prevents "rattle."
- 6—Step-up lever increases cone motion and gets more bass response than many cones two and three times as big.
- 7—Special felt application behind cone gives smoother reproduction.
- 8—Cone and unit completely enclosed.
- 9—Compact, attractive appearance.

THE most popular and largest selling loudspeaker on the market has been RCA Loudspeaker 100. Here is an even finer loudspeaker—Model 100 A—with four major and a number of minor betterments in construction and design. This startling improvement is brought about by adopting a radically new principle in cone loudspeaker construction. It is the result of additional research and experiment in RCA Laboratories. And embodies all the advanced features of modern radio reproduction. When you hear RCA Loudspeaker 100A you will agree that nothing to compare with it has ever been marketed at anywhere near the price.



RADIO CORPORATION OF AMERICA · NEW YORK · CHICAGO · SAN FRANCISCO

RCA Loudspeaker

MADE BY THE MAKERS OF THE RADIOLA

Increase of Over a Million Shown in Victor Co. Sales

Statement for First Quarter of 1927 Shows Increase of \$1,082,637.70 in Sales Over Period of 1926—Increased Demand Shown

NEW YORK, June 3.—Increasing demand for the new types of talking machines and records is reflected in sales of the Victor Talking Machine Co. for the first quarter of 1927, which showed an increase of \$1,082,637.70 over the same period of 1926. The company's statement for the first quarter of 1927 shows sales of \$10,213,019.71, as compared with \$9,130,382.01 for the first quarter of 1926.

It was during the first quarter of this year that the Victor Co. announced and placed in production its most recent development, the Automatic Orthophonic Victrola instrument, which changes records automatically and gives an hour of music with one filling of the record magazine.

Income for the first quarter of 1927 before depreciation and Federal income tax reductions amounts to \$1,442,581.54, compared with \$1,415,402.21 for the same period of 1926. After deductions for depreciation and Federal income taxes, net profit for the first three months of 1927 totals \$1,001,985.87, while for the same period of 1926 the net profit was \$1,115,110.30. No deduction for Federal income taxes was necessary in the first quarter of 1926, because of the loss shown by the company in 1925, when old stocks were being disposed of and production was being reorganized for introduction of the new types of instruments and records. The income tax deduction included in the statement for the first quarter of 1927 totals \$119,550.

Improved Demonstration Methods Aid Retail Sales

(Continued from page 8)

ness to its present importance through several distinct policies or measures, the installation of individual demonstration booths, where numerous customers could be waited upon at once, a repair system which built contacts, and expanded the record business by putting old machines in shape to play records "just like new;" by securing the agency for an especially good reproducer, and of placing these on machines in connection with repair work.

Contacts Through Repair Department

"Many of our best and most lasting contacts have been made through our repair work," declared Mr. Standke. "Our repair office occupies an important place at the rear of the Music Shop, and frequently I work until late in the night making repairs on customers' machines, and thereby making new customers.

"It is an interesting fact that in almost every case where I repair a phonograph the patron comes to our store regularly to purchase his records. So when I am rebuilding a phonograph,

no matter how old or dilapidated, I do the work well, knowing that if it is done well I am creating another new outlet for records, and, of course, I get paid for the repair work, too.

"I have the agency in this territory for a really good reproducer, and a big percent of these repair jobs include the placing of one of these upon the phonographs, and then I am sure the owner will think it good enough to buy records for. Our repair department has brought us hundreds of steady record customers, and has been also highly profitable in itself."

Vita-Phonic Products Corp. Is Organized

Joseph E. Rudell Is President of New Company—Headquarters in New York—Firm's Line Is Popular With Trade Throughout Country

Organization of the Vita-Phonic Products Corp. has been announced by Joseph E. Rudell, who is a well-known figure in the music trades. The headquarters of the new company will be at 83 Greene street, New York. Mr. Rudell is president of the new company, which will continue the manufacture and distribution of the Vita-Phonic tone arms and reproducers which have heretofore been produced by him.

Mr. Rudell sailed for Europe two weeks ago on a combination business and pleasure trip which will take him to England, France and Germany. He expects to be back at his desk in July.

North Carolina Music Dealers Form Association

More Than Fifty Representative Dealers Met in Greensboro Last Month to Organize—Will Join National Association

GREENSBORO, N. C., June 4.—A representative gathering of music dealers of this State, about fifty in number, met at the King Cotton Hotel recently and organized the North Carolina Association of Music Merchants, which will be affiliated with the National Association of Music Merchants. The aims of the new organization are to foster a program to cultivate an increased interest in music and to co-operate in all projects to educate the public to enjoy better musical programs.

The following officers were elected: C. S. Andrew, Charlotte, president; C. H. Stephenson, Raleigh, first vice-president; W. R. Murray, Durham, second vice-president; S. W. Gardner, Gastonia, secretary, and H. A. Dunham, Asheville, treasurer. The Board of Directors includes C. W. Barker, Charlotte; Jess G. Bowen, Winston-Salem; J. S. McFadyen, Fayetteville, and J. R. Maynard, Salisbury.

Elzie Floyd and Leo Boswell, singers of old tunes, will record for the Columbia Co.

Pinedo, Italian Aviator, Makes Columbia Record

Famous Italian Aviator Who Crossed the Atlantic Ocean Gives Greetings of Mussolini to Italians in America through Columbia Recording

Col. Francesco De Pinedo, famous Italian aviator who crossed the Atlantic Ocean and whose flight was interrupted by an accident to



Col. Francesco De Pinedo

his aeroplane, has recorded "A Message to the Italian People of America," for the Columbia Phonograph Co. catalog. In it he gives the best wishes of Mussolini and urges Italians in America to work in accord with the people of this country and to join with Mussolini in reconstructing their Fatherland.

Franklin Elec. Co. Is Now Sleeper Distributor

The Franklin Electric Co., Philadelphia, is a new distributor of the Sleeper Radio & Mfg. Corp., Long Island City, in eastern Pennsylvania and southern New Jersey. Gordon C. Sleeper, president, and Robert C. Cameron, of the Eastern sales division of the Sleeper company, recently met with the entire organization of the Franklin Electric Co., to help launch a big consumer sales campaign on Sleeper all-electric models. Many new dealers have been established, according to Mr. Sleeper, and the new receiving sets have met with an enthusiastic reception wherever introduced.

The Auditorium model Orthophonic Victrola recently gave a series of concerts at Colorado Springs, Col., under the auspices of the local newspaper.

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.

Broadcasting of Records

First of a series of dealer campaigns to bring the merit of latest and improved recordings to the attention of the public via radio was a success

in Co-operative Campaign of Retailers Boosts Sales

THE first of a series of dealer co-operative campaigns in which radio broadcast programs were used to increase the sale of Victor records was brought to a successful conclusion last month. Briefly summed up the campaign consisted of ten radio broadcast concerts, sent from broadcasting station WGL, New York, with Victor Orthophonic records, played on the Victor Electrola, providing the music. The idea of using the air to bring the music of the Victor records into many thousands of homes was brought forward by Louis Jay Gerson, radio broadcasting publicist, and he enlisted the financial support of the following Victor dealers and jobbers who financed the campaign:

Dealers

Sol. Lazarus, 21 East Fifty-ninth street, New York City; A. J. Beers, Inc., 81 Chambers street, New York City; Nassau Post Card Co., 61 Nassau street, New York City; Max M. Mandel, 110 Delancey street, New York City; Parnes & Jacobs, 88 Clinton street, New York City; European Phonograph Co., Avenue A and Tenth street, New York City; Paul Helfer, 1539 Third avenue, New York City; Liberty Music Shop, 2369 Broadway, New York City; Adolph H. Mayers, 1989 Broadway, New York City; Luscher's Music Shop, Third avenue and 144th street, New York City; Morris Music, Inc., 130 East Fordham Rd., Bronx, New York; Park Slope T. M. Shop, Inc., 310 Flatbush avenue, Brooklyn, N. Y.; Arthora, 60 Court street, Brooklyn; Neapolitan T. M. Co., 311 Court street, Brooklyn, N. Y.; Broad & Market Music Co., 167 Market street, Newark, N. J.; Hunt's Leading Music House, White Plains, N. Y.; White Music Shops, Inc., Danbury, Conn.

Jobbers

American Talking Machine Co., Brooklyn, N. Y.; Blackman Distributing Co., New York City; C. Bruno & Son, Inc., New York City; Chas. E. Ditson & Co., New York City; New York Talking Machine Co., New York City; Collings & Co., New York City.

During the intermission in the musical program which was broadcast for an hour each Sunday during March, April and part of May the name of each of the above dealers was given, together with his address, not merely mentioning the street and number, but describing the neighborhood which the dealer served. Each radio listener was told that a visit to any of the stores mentioned would be rewarded with the gift of a free souvenir.

In an interview with The Talking Machine World, Mr. Gerson, who officiated at the microphone during the Orthophonic broadcasts, commenting on his plan for increased record sales through radio broadcasts, and the results of the work, said:

"It had been my idea to give only the very best in music to the radio listeners, as they hear nothing but jazz for nine-tenths of the time anyway. However, from the dealer's point of view, there is a necessity of calling the public's attention to the Victor releases that go on sale every Friday and, as there are generally four of

these records, a compromise was made, and the programs were made in two parts, the first half consisting of popular selections of the new releases, and the second half including the classical selections. On several occasions a complete symphony was given and this made it necessary to omit the popular releases.

"Following the broadcasting of these Orthophonic programs we received a large number of responses, both by telephone and mail. Letters and postcards were sent in commenting on the superiority of the music broadcast in comparison to the regular programs of other peri-



Louis Jay Gerson at the "Mike"

ods, but the outstanding remarks of the listeners expressed a delight that talking machine records could so faithfully reproduce the music of the artists. Hundreds of requests were received to play this or that selection and many wanted whole symphonies. It was surprising how few requests there were for jazz music.

"A number of letters expressed appreciation for the explanatory music introductions which were used to explain each selection. These introductions proved particularly effective for the concert and operatic numbers, for music lovers have always had their 'program notes'."

The preliminary announcement to each of the ten programs broadcast read somewhat in this fashion:

"Good afternoon, everybody.

"This is the radio broadcasting studio WGL, located at the Hotel Majestic, New York City, broadcasting today our regular three o'clock Sunday afternoon Victor Orthophonic music period.

"These Sunday concerts are made possible through the courtesy of prominent Victor talking machine dealers and under the direction of Louis Jay Gerson. In today's program of music, we have arranged to include several of the latest releases of Victor Orthophonic records.

"Again we will explain what 'Orthophonic' means: It is a name derived from two Greek words, which mean 'correct sound.'

"In radio broadcasting these Orthophonic records from the studio of station WGL we use the new type Victor Orthophonic Electrola.

"With this instrument and these records, our invisible audience is enabled to hear with absolute accuracy and fidelity the recording of each artist on to-day's program, as though you were really in the room at the time these records were being made. As a matter of fact, we really do not believe that you will be able to distinguish any difference whatsoever in these records provided that your radio receiving set is responding with full efficiency.

"All Victor dealers place on sale each Friday new records just released, and which contain the latest Broadway 'hits' from the shows. As in our previous programs, we divide our musicale in two parts, the first half containing the 'popular hits.' Then, after a five-minute intermission, devoted to remarks, we give the second part of the music program, which is reserved for the main or classic numbers."

Then followed the program, during which the names and addresses of each of the dealers sponsoring the concerts were read. At the close of the hour the following explanatory statement was made:

"You have been listening during the past hour to a program of music which has been broadcast to you directly from a new kind of talking machine disc records which are called 'Orthophonic,' and these we have played on a new kind of talking machine called the Victor Orthophonic Electrola.

"So marvelous are these records that in many cases they broadcast better than do the artists themselves. This is due to the extraordinary care exercised in the recording process. As a matter of fact, they are an exact facsimile of the original sound waves coming from the throats of the singers or from the instruments of the players.

"The records which you have heard, being 'Orthophonic' records, are very different from the older type of records which most of you who are listening in have in your homes.

"When most people hear the 'Orthophonic' Victrola for the first time, they marvel very greatly at a number of things. They notice how much more easily they can tell what instruments are playing; how much more distinctly they can hear the words of songs and speeches; how much closer to them everything seems; but even more than this, they wonder at the real deep resonant 'bass' parts of the music, whatever it may be.

"The new 'Orthophonic' records and Victrolas bring out the fundamentals and overtones, and on the old records these were missing.

"We have a very interesting booklet bearing the title 'Development of the New Orthophonic Victrola.' The whys and wherefores as well as the history of the old and new Victrola are well told in this little work, and we advise every one of our listeners-in who might be interested in this information to procure a copy.

"We shall be pleased to send one to you, and at the same time a copy of the new Victor Orthophonic record catalog. These will be mailed immediately upon receipt of your name and address."

The concerts, which have been discontinued for the Summer months, will be resumed in the Fall and it is expected that other dealers will participate. The dealers who sponsored the first series report that while it was impossible to keep an accurate check on the definite results of the programs, record business was most active and it was obvious that a large share of the business could be credited to the broadcast concerts.

STARR PIANOS STARR PHONOGRAPHS

GENNETT RECORDS

Represent the Highest Attainment in Musical Worth

The STARR PIANO COMPANY

Established 1872

Richmond, Indiana

*You can't get far away from
the quality of the Tube itself!*

You can't get far away from the quality of the tube itself. It's all well and good to talk about merchandising helps, dealer cooperation, national advertising and all that sort of thing—but in the final analysis you can't wander too far from the quality of the tube itself.

All the blarney that may have been fed to Andy Consumer about the merit of a radio tube turns to sour applesauce if the tube fails to make good—and many do exactly that as you very well know.

Perryman Radio Tubes are uniformly satisfactory. You can prove that statement by testing them to your heart's content. If you are disposed to consider a proposition that has for its foundation a radio tube that will convince even you of its quality, write us for further information.

PERRYMAN ELECTRIC COMPANY, INC.
33 West 60th Street, New York, N. Y.
LABORATORIES AND PLANT: NORTH BERGEN, N. J.



PERRYMAN RADIO TUBES

A Complete Line of Standard Equipment for every Radio Purpose





this perfected Sterling "A" Power Unit!

STERLING'S new "A" Power Unit is the headliner of the light-socket field. Tested for mechanical excellence, proved out for power and tone quality in use, it is certain to be the season's big seller.

Compact for the console, attractive to the eye, this Sterling Power Unit combines everything that you or your customers look for in an "A" Power Unit. Meter equipped to insure adjustment to exactly the power needed—economical—permanent.

Its Raytheon "A" Rectifier, the tubeless rectifier that never heats up and cannot break, completely does away with after-sales servicing. In short, this is the light socket power unit that all Radiodom has been waiting for.

The Sterling Manufacturing Company
2831 Prospect Avenue Cleveland, Ohio

Sterling

"A" Power Unit



The full range of Sterling "A" Power Units, "B" Eliminators, Battery Chargers and other Radio Devices were exhibited at the R.M.A. Show, Booth 68.

At the R. M. A. Show we hope you did not miss this complete new range of Sterling Light Socket Units

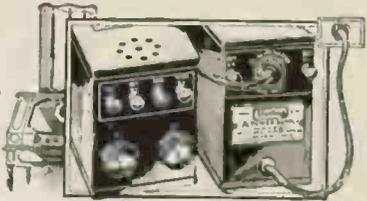
"B" Power Units, in 4 models, prices from \$27.00 to \$55.00. All in step with the power requirements, conveniences and price demands of the 1927-28 season.

Also new "A" Battery Charger with Raytheon Rectifier and complete A-B-C Power Unit.

Complete Sterling Power for Radiolas

(Illustrated below)

Thousands of Radiola owners want this simple Power Team. Fits right into cabinets of Radiolas 25 and 28.



Mohawk Corp. Officials Anticipate Record Year

Both Gustave Frankel, President, and L. Frankel, Treasurer, See 1927-1928 Season as Second to None—Otto N. Frankfort Optimistic

CHICAGO, ILL., June 9.—The approaching season will be a lucrative one for radio dealers, according to the predictions of the executives of the Mohawk Corp. of Illinois, pioneers and developers of one-dial radio receivers. From officials of the corporation it was learned that production schedules have been definitely established.

Both Gustave Frankel, president, and L. Frankel, treasurer, in an interview, voiced their belief that the 1927-28 season will be second to none. Neither seemed disposed to divulge any figures regarding the coming season. However, it is reported from a reliable source that the Mohawk factories, which will go into production early in June, have set for themselves a program far more comprehensive in its scope than at any time heretofore.

Otto N. Frankfort, vice-president in charge of sales, recently returned from an eight-weeks' trip which took him into every State west of the Mississippi, including the West Coast. On his tour Mr. Frankfort visited with wholesalers and retailers, and verified his associates' confidence in the future: "Dealers everywhere anticipate the coming season with a realization that it will be bigger and better than ever. The prosperity of the country is responsible, of course, but the fact that the radio industry has become stabilized and sets developed to a high degree of perfection makes the ownership of a radio receiver the desire of every family. Time has taught us all, manufacturer, dealer, consumer, that 'Cheapened goods are never cheap.' Good will brings far more lasting and effective results than the pecuniary profit attached to an individual sale. Profit comes from value and service. Consequently, with this in view, Mohawk sets have become better and better."

Vice-President Douglas De Mare, in charge of engineering and purchases, has produced, it is said, a receiver for the coming year in keeping with the foolproof perfection demanded to-day and, which is said to be the utmost in selectivity.

Granite Furniture Co. Opens Music Department

SALT LAKE CITY, UTAH, June 3.—The Granite Furniture Co., one of Utah's largest furniture concerns, which operates a big store at Sugar House, suburb of Salt Lake City, and branch stores at Bingham and Murray, Utah, announces the opening of a music department where it will feature the complete line of Brunswick Panatropes, Prisma-tones and Radiola combinations, together with Brunswick light-ray records. Mr. Rockwood, president of the concern, states that R. G. Thomas, formerly assistant manager of Browning Bros. Co., Ogden, Utah, and who for some time was manager of the phonograph department, will be manager of this new department. The Granite Co. will also handle the Brunswick line exclusively at its branch stores.

Convention of Western Music Trades in July

SAN FRANCISCO, CAL., June 4.—The fourth annual convention of the Western music trades will take place at the St. Francis Hotel, this city, from July 12 to 15, and it is expected to be the largest and most successful gathering of music and radio dealers and exhibitors ever held on the Pacific Coast. The following committee is arranging exhibition space for the manufacturers and jobbers: George Q. Chase, chairman; B. P. Sibley, vice-chairman; Frank Anrys, Fred R. Sherman, Ben Platt, Ed. Kelly and C. R. Bolton.

Science wins!



Model 7-AC-5

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

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

New AC Tubes

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

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

\$160.

Complete, nothing else to buy

THE FIRST COST IS
THE LAST COST

Sold to Authorized Freshman Dealers only

Six tubes ~ One Control
**FRESHMAN
MASTERPIECE**

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

How Boy Scouts Aided Carr & Son Canvass

Troop of Boy Scouts Distributed 1000 Circulars and Secured the Names of Families Who Were Interested in Home Demonstrations

By Archie Oboler

LOCATED in the best business section outside of Chicago's loop, B. F. Carr & Son have been active in the music business of that city for over twenty-five years. The coming of radio, therefore, found them well prepared to carry this line of merchandise and sell it from the proper angle, as a musical instrument rather than a scientific apparatus.

Also having learned the lesson of carrying only standard, well-advertised merchandise through his years of phonograph retailing, C. H. Carr, the present manager, took on only well-financed, high-grade lines of radio sets from the very start. As a result the business has suffered very little from the bugaboos of the inexperienced retail-set dumping and price-cutting.

A Go-Out-After-Business Policy

In the old days the Carrs would load a piano or phonograph on a wagon when business was dull, and go on a house-to-house canvass of the neighborhood. Now, even though the business has grown to such an extent that it necessitates four floor salesmen, Carr is still a believer in the go-out-after-business type of merchandising. The last few Summers he has not only made use of outside salesmen working on straight commission, but he has also employed a direct type of circularization with great success in securing prospects.

Publicity Through Boy Scouts

This system consisted of the door-to-door distribution, by a local troop of Boy Scouts, of a thousand business-getting circulars. These circulars stated, in part, that B. F. Carr & Son were anxious to have as many responsible people as possible have an advance hearing of the new model radios in the seclusion and comfort of their own homes. All that was necessary to get such a demonstration was for the individual to sign his name, address and phone number in the space provided at the end of the circular. If it so happened that the party was well satisfied with his present outfit, a space was

provided for the signer to express his interest in either battery-eliminators, power-tubes or any other new apparatus current on the market.

The Scouts took these circulars all through the neighborhood, rang door-bells, explained the proposition to the person answering, and waited until the circular was completely read and, preferably, signed. The boys were paid at the rate of ten cents for each signature which could be verified as authentic by phone call. A



C. H. Carr Demonstrating Set

total of 500 of these signed circulars were brought in, the names of about 300 could be verified and about 200 persons were really interested in some form of radio apparatus. As a direct result of the campaign, about ten eliminators, four complete outfits and a large amount of miscellaneous apparatus such as tubes and batteries were sold.

Results of the Campaign

The greatest benefit was gained, however, according to Mr. Carr, from the advertising this direct circularization resulted in. Every one of the thousand people approached actually read the circulars in full. Even if the majority of them had no intention of buying radio at the time, the name of the firm, B. F. Carr & Son, was impressed on their minds as being actively engaged in the radio business.

As an example of the value of this feature, a man who had signed a circular one Summer and had subsequently bought a power tube returned to the store the following Fall and bought an entire new outfit amounting to over \$200. This was a piece of business which would never have gone Carr's way if not for the introduction afforded by the circular.

"The important things to remember in the operation of a stunt of this kind," said Mr. Carr in commenting on his circular plan, "is that first, only responsible persons should be given these home demonstrations and second, emphasis should be laid on quality of merchandise and excellence of service when following up the prospects one gets from the signed circulars. The resultant esteem and good-will built up will mean far more in the long run than any few sales which might have come through price-appeal tactics."

Orthophonic Victrola Is Equipped as Loud Speaker

Victrola Model 8-30 Is Equipped With Speaker Unit and Other Fittings So That Reproducing System Can Be Used as Radio Speaker

The Victor Talking Machine Co. recently announced to the trade that the Victrola 8-30 is being equipped with a speaker unit, valve, input jack, input transformer and other fittings so that the reproducing system of the instrument can be used as a radio loud speaker. This model, when so equipped, will be known as model 8-30 S or Special, and will list at \$385.

This step has been taken in response to many requests, and the Victor Co. feels that so many inquiries have been received in regard to the matter that dealers will find a ready-made market for the new model. Many people who own radio receivers of the better type will be interested in purchasing not only the Orthophonic Victrola but superb radio reproduction.

Story of Panatrope in Film Form Proves Big Sales Help

Orders for Projectors and Films Received in Quantity by Brunswick Co.—Visualization a Great Aid in Demonstrations

Since the "Story of the Panatrope" in film form has been introduced to Brunswick dealers by the Brunswick Co., it has met with great success and dealer acceptance throughout the entire country. Progressive dealers were quick to realize the value of a pictured sales talk, and orders for projectors and films began to stream into the Brunswick office. One great sales appeal is that the film can be shown on any plain surface and in any size, from that of a match box to the regulation size in a movie theatre.

Since the introduction of the visual salesman, the number of demonstrations of the Brunswick Panatropes has increased.

New Columbia Artists

The Columbia Phonograph Co. has just announced important additions to its list of exclusive Southern artists. These are Cross and McCartt, Obed Pickard, and Earl McDonald's Original Louisville Jug Band. The last-named organization offers record buyers something original in the way of jazz interpretation.

ALL BRACH LIGHTNING ARRESTERS
Carry \$100 FREE INSURANCE
Against Damage to Your Radio
by Lightning Induction.
 NEWARK, N. J. L. S. BRACH MFG. CO. TORONTO, CAN.

Again Balkite has it

The radio trade has always expected that when any very spectacular advance was made in the radio power field, Balkite—the leader—would make it. First noiseless battery charging. Then successful light socket “B” power. Then trickle charging. Balkite has always had what the trade needed at the right time. And now Balkite has it again. At the

R. M. A. TRADE SHOW

Stevens Hotel, Chicago

June 13th to 17th

Balkite exhibited the greatest development ever announced by a radio power unit manufacturer.

FANSTEEL PRODUCTS CO., Inc.

North Chicago, Ill.

FANSTEEL
Balkite
Radio Power Units

Profit Winning Sales Wrinkles

A Record and Sheet Music Tie-up—How Machines on Floor Can Sell Records—Uses the Automatic for Store Door Playing—Maintain Contact Through Direct Mail—Modell's Has Own Radio Newspaper—Speedy Service in Small Shop—Reception Difficulties

A simple yet decidedly effective manner of increasing both record and sheet music sales was recently put into practice by the Liberty Music Shop, 2369 Broadway, New York City. This establishment plays one of the latest record releases continually on an Orthophonic Victrola inside the store door and because of the store's location on one of the world's busiest streets large crowds collect. During the past month, a copy of the sheet music of the selection being played has been attached to the instrument and it has proved to be most successful in bringing more people into the store to ask for the record. Seemingly, many of the public hesitated to come in and ask for the record without knowing its name. The effect on sheet music sales has likewise been most beneficial.

Silent Salesmen

A recent visit to the store of a successful talking machine and radio dealer disclosed the fact that a record rested on the turntable of every talking machine on the floor and further examination brought forth the fact that in each case the same record was used. Inquiry brought forth the information from the proprietor that customers who enter the store to buy articles other than records often play one of the instruments while waiting for the salesman, and frequently decide to purchase the record played and maybe others. For this reason, instead of leaving the turntables bare, a late record release is put on so that these incidental sales might be made. Care is also taken to see that the records are changed frequently so that the latest "hit" will be used.

Store Door Playing

With the introduction of the Automatic Orthophonic Victrola, dealers who have found the playing of an instrument at the door to be a source of record profits have the opportunity of choosing whether they will continue to play a single record continuously as they have in the past, or else selecting twelve records and giving a concert of diversified music for an hour. Some dealers are loath to try the latter method, reasoning that the continual playing

of one selected record will stop the passers-by and induce them to enter the store where the salesman will have the opportunity of suggesting others. On the other hand, the playing of a selected list of twelve records will lend variety, and a record which appeals to one person might not affect another, so that the varied program might result in attracting more customers to the store. It should prove an interesting experiment for the dealer to try both methods and check up and see which proves the more profitable. It might be mentioned in passing that the New York Band Instrument Co., one of the largest record outlets in New York City, is playing the Automatic at its door and the clerk in charge of records reports that a material increase of sales of the records played has been the result.

Let Them Know

There are a great number of radio dealers throughout the country who, because of the location of their stores, are not able to demonstrate the radio receivers which they have in stock to the best of their capabilities. A number of factors enter into the reasons for the set not showing up to its best advantage. The building may be constructed of steel and thus offer an impediment to good reception, elevators in a large building may interfere seriously with programs, and other factors add to the woes of dealers. In many cases the dealer depends on his sales force to explain these conditions, but it would be wise to have small signs displayed prominently, telling of the conditions and explaining that the reception in the home would be much better. The department store of Fred. Loeser, Brooklyn, N. Y., has a sign setting forth these facts and advising prospective customers to ask for head-set demonstrations.

Vary Mail Matter

In sending direct mail to customers and possible prospects, it is well that the dealer vary the type of matter sent out and not depend on the literature provided by the manufacturers. An occasional letter sent merely to bring the store to the customers' attention and not per-

taining to any particular instrument or bargain will often serve to re-establish contact and establish good-will. An instance is the following letter sent out by the Joseph Horne Co. some time ago to the masculine prospects and customers. It reads:

To Our Men Friends:

This is an invitation to make the early acquaintance of our radio section, which is an extension of our well-established Victrola department.

Let us initiate you to the thrills, surprises and diversified entertainment which the possession of a dependable radio set entails.

Radio service awaits you here, with the assurance of reliability and satisfaction that applies to every purchase made in this store.

We have more than a commercial interest in selling you a radio set. We would like to be the means of making you a radio fan. You'll get a great deal of satisfaction out of a radio set from Horne's, and we'll get a great deal of satisfaction out of being a party to your satisfaction.

Stop in the Radio-Victrola section at the first opportunity and let us show you the different types of sets—regenerative, reflex, neutrodyne and super-heterodyne—each with some special point of merit to recommend it. The prices are reasonable, and deferred payments may be arranged.

Profitable Publicity

An interesting four-page newspaper is issued weekly by Modell's Radio Stores, New York and Brooklyn, devoted exclusively to radio news and articles of interest to the radio fan. The paper is distributed to patrons of the store and contains a great number of interesting and instructive articles. For instance, in a recent issue one of the featured stories gave detailed instructions for the care of the storage battery under the title "Storage Battery Care Pays Big Dividends"—"Simple Attention Results in Longer Life." In simple, understandable language the writer set forth what every battery owner should do to get the best results from this accessory. Another article was headed: "Selectivity Lacking?—Here Are Some Remedies," and set forth some cures for the set which is not functioning up to par. Other features of the newsy weekly include a question and answer department, the latest news of the doings of the Federal Radio Commission and other items which might prove of interest to radio set owners. Two pages of the newspaper are given over to advertisements of the current offerings which the Modell stores are making to the public.

Speed in Service

A live talking machine dealer has solved the problem of serving the greatest number of people in the shortest space of time in his small cubby-hole store in the crowded business district of lower New York. The dealer's stock consists entirely of records, sheet music, a few portable phonographs and music rolls. There is no room in the small store for a stock of instruments. A long shelf contains jazz records. People who enter the store select the records they want from this shelf and enter one of the two booths if they want a demonstration. The better records are in the usual wall rack. Another wall rack contains the sheet music, with placards announcing the prices of the music in various portions of the rack so that customers find it unnecessary to ask information on this point. There is no piano in the little shop and when a customer asks to hear the sheet music selections the proprietor places a record of the number on a talking machine near the sheet music counter. Speed in serving customers is essential for this dealer for several reasons. First, he has a very small store and many customers crowd it. Second, he is in the high rent district. Third, because he sells so few instruments of any kind he must make many sales of the smaller units such as records, sheet music, etc.

Pueblo Music Co. Remodeled

PUEBLO, COLO., June 4.—The Pueblo Music Co. store has been remodeled and several new demonstration and display rooms have been added. A section of the store has also been equipped as a Victor repair department, with complete facilities for this work.



Super-Ball Antenna Accommodation Kit

Contains all materials (nationally advertised, quality units) necessary for complete installation of Super-Ball Antenna, with complete directions for installation.

The Super-Ball Antenna is the ideal aerial for apartment house installation, as well as for individual homes.



YAHRLANGE

MILWAUKEE INCORPORATED WISCONSIN

Super-Ball Antenna

◆◆◆
A Better Aerial
—More Sales

THOUSANDS of dealers are enjoying profitable Super-Ball Antenna sales volume, due to the greater satisfaction this better aerial gives. Super-Ball Antenna popularity — and sales — are based on these outstanding features:

Greater selectivity	Attractive appearance
Non-directional	Sheds ice and snow
Receives all wave lengths	Not affected by heat
Clarifies tone	Easy to install
Minimizes static	Less costly to erect
	Improves Summer Reception

Order from your jobber. Write us direct for descriptive details.

*The
Fifth Year*

of the

Originator

and the

Pioneer

of the

One  Dial

Mohawk settles the question of

LAST year, with the best One Dial set in the world, with cabinets and consoles of splendid design, and with prices that established unbeatable values, Mohawk amazed the radio world, wiped out traditions, and began a spectacular march to the front rank of the industry. This year, with a set that has numerous refinements over last year's great set, with cabinets and consoles that completely eclipse the beauty of last year's models, and with prices that definitely stop competition, Mohawk settles the question of radio leadership for 1927-28.



IROQUOIS CONSOLE—Rich walnut, hand-rubbed, piano finish, duo-tone, with apron maple spindle-carved, four turned legs, battery compartment with front removable panel, with built-in patented pyramid loudspeaker with tastily designed Burgundy red silk-backed grill, with set compartment accommodating Mohawk interchangeable battery or electric Drawer Unit. Dimensions: 47³/₄ x 23¹/₂ x 15¹/₂ inches. List \$120



SEMINOLE SPANISH VARGUEÑO CONSOLE—A superbly unusual Mohawk Creation. Complete in every detail of design, originality and construction. Dimensions: 45³/₄ x 36 x 20 inches. List . \$245



HIAWATHA CONSOLE—Pier creation. Rich walnut, hand-rubbed, piano finish, duo-tone, hand-carved Chippendale legs, trimmed in curly maple, battery compartment with front-removable panel, with built-in patented pyramid loudspeaker, with tastily designed Burgundy red silk-backed grill, with set compartment accommodating Mohawk interchangeable battery or electric Drawer Unit. Dimensions: 60 x 19³/₄ x 14 inches. List \$150

Building Them Better
Pricing Them Lower
Selling Them Faster

Mohawk

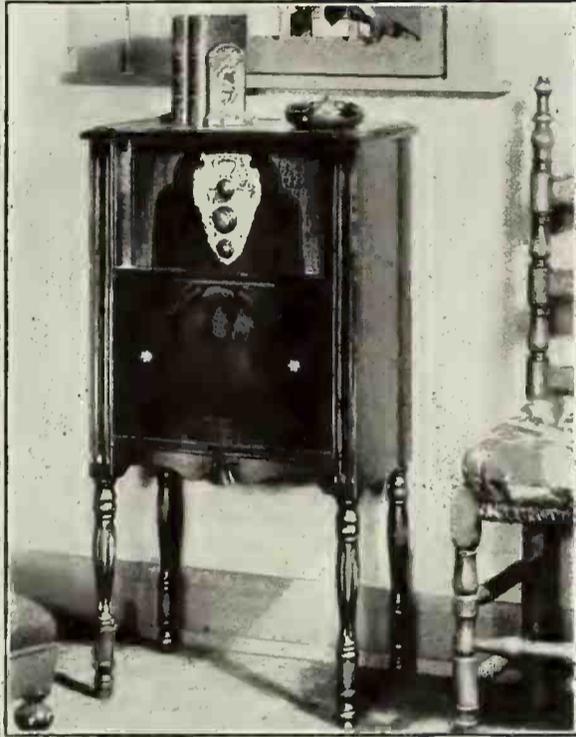
One Dial

Radio Leadership in 1927-28

SETTLE the same question in your locality. Dominate your market with the mighty Mohawk line. Cash in on the tremendous merchandising value of the exclusive Mohawk interchangeable drawer set. Share the success that was enjoyed last year by every Mohawk distributor and dealer who pushed the line and used the support we gave without stint. ALL MOHAWK ONE DIAL RADIO RECEIVERS ARE SIX TUBE SETS—SHIELDED—A. C. ELECTRIC OR BATTERY OPERATED INTERCHANGEABLE DRAWER UNITS. ALSO, ALL MOHAWK SETS ARE WIRED FOR POWER TUBE USE. Write today for the story of the most definitely valuable franchise in the industry.

MOHAWK CORPORATION OF ILLINOIS

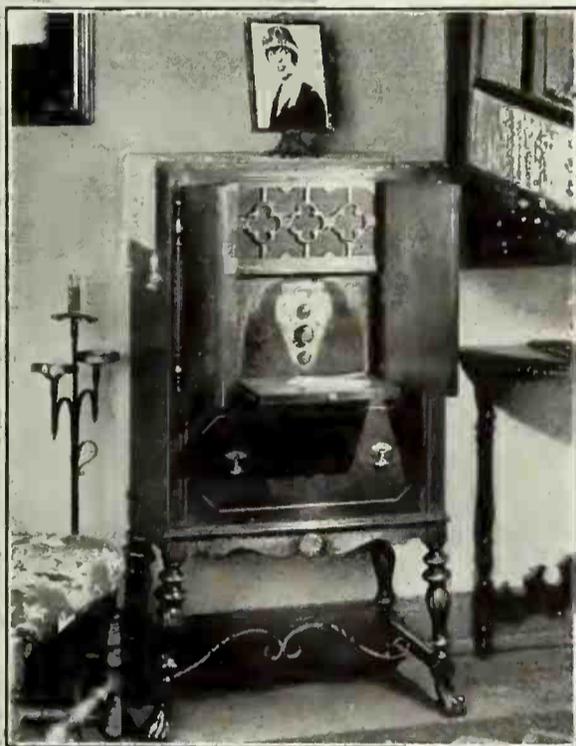
Established 1920—Independently Organized in 1924
2213 Diversey at Logan Boulevard, Chicago



PAWNEE CONSOLETTA—Rich walnut, hand-rubbed, piano-finish, duo-tone, with apron maple, spindle-carved, four turned legs, battery compartment with front removable panel but without speaker compartment or speaker, with set compartment accommodating Mohawk interchangeable battery or electric Drawer Unit. Dimensions: 38 $\frac{5}{8}$ x 19 $\frac{1}{2}$ x 13 $\frac{1}{4}$ inches. List \$85



CHEROKEE TABLE CABINET—Rich walnut, hand-rubbed, piano-finish, duo-tone with maple overlay on end pilasters. Full piano-hinged. Dimensions: 17 $\frac{1}{4}$ x 12 x 10 $\frac{1}{2}$ inches. List . . . \$65



CORTES CONSOLE—Castilian strut-legged creation. Rich walnut, hand-rubbed, piano-finish, duo-tone, four turned strut legs, with hand-wrought iron polychrome-finished center stretcher, battery compartment with front-removable panel, with built-in patented pyramid loud-speaker, sliding, disappearing type arm rest, receding, Castilian-designed, Burgundy red silk-backed grill, Console trimmed with curly maple, with invisible type hinges, with set compartment accommodating Mohawk interchangeable battery or electric Drawer Unit. Dimensions: 48 $\frac{3}{8}$ x 24 x 15 $\frac{5}{8}$ inches. List \$185



CHIPPEWA—The famous radio-history making Chippewa. The standard One-Dial Radio Console. The favorite, fast-moving seller of the wide-awake, progressive radio dealer. List \$110
Prices slightly higher west of the Rockies and in Canada

Radio

MOHAWK CORPORATION OF ILLINOIS
Established 1920
Independently Organized in 1924
CHICAGO

Mohawk One Dial Radio

1927

1928

WE have joined hands with MOHAWK, because we consider the line a winner not only for 1927-28, but for all time to come. Located as we are in Chicago, we have had ample opportunity to convince ourselves of the great market that awaits MOHAWK'S line-up.

MOHAWK, the original ONE DIAL Radio, is a real business builder for the music dealer. We know Mohawk's merchandising policy is sound, all models are well designed and executed and the sets perform. Colloquially speaking, we may say:



Our New Building Located at 18th and Michigan Ave., Chicago

"Never a squawk with a Mohawk!"

Is there any more to say except that Mohawk's record during the last season shows positive proof of leadership which any music dealer should investigate? We pledge ourselves to give

the music dealer our full co-operation and a complete RADIO SERVICE that will result in increased business and substantial profits.

We extend to all dealers attending the R. M. A. Show June 13th to 17th a cordial invitation to visit our new show rooms located a short distance from the Stevens Hotel.

MAKE MOHAWK YOUR LEADER
In 1927-1928

The Harry Alter Co.
18th and Michigan CHICAGO

Exclusive Distributors

Mohawk One Dial Receivers

MOHAWK One Dial Radio

1927

1928

To Radio Dealers in the Albany, N. Y., Territory

Last year we told you that we found a way to put more dollars of profit into your pocket. We told you that selling radio sets is one thing, but making real money in selling radio is another. We told you we had the answer to making profits.

And just as we told you we had the answer to profit making in radio last year, so again we tell you that we have the answer to profit making in radio *this year*.

Last year we took on the distribution of MOHAWK ONE DIAL RADIO because we believed it to be the outstanding radio value in the entire Industry. This belief brought you and brought us results on the profit side of the ledger.

This year MOHAWK settles the question of radio leadership. With many refinements over last year's set, with cabinets and consoles that completely outdistance last year's models, and with prices that forevermore stop competition, you will forevermore step into radio dealer leadership if you will merchandise MOHAWK ONE DIAL RADIO.

We are MOHAWK Exclusive Distributors in the Albany, N. Y., territory, and we will distribute only one set this year—MOHAWK.

We believe that, advertising or no advertising, MOHAWK sets are going to sell in tremendous quantities, because of the inherent goodness of the set and because of the irresistible appeal of the handsome cabinets which have been created to house the sets.

Do not overlook MOHAWK. Do yourself a kindness and investigate, examine and test MOHAWK before you decide on your line for the coming year.

Music dealers and all good dealers in radio, the kind of dealers that are on their toes and whose responsibility and reliability are unquestioned, will write, wire or telephone at once for open territory.

AMERICAN PHONOGRAPH CO.

EDISON DIAMOND-DISC

Established 1899

EDISON AMBEROLA

61-63 Hudson Ave. Radio Division

Albany, N. Y.

Exclusive Distributors

MOHAWK One Dial Receivers

Mohawk One Dial Radio

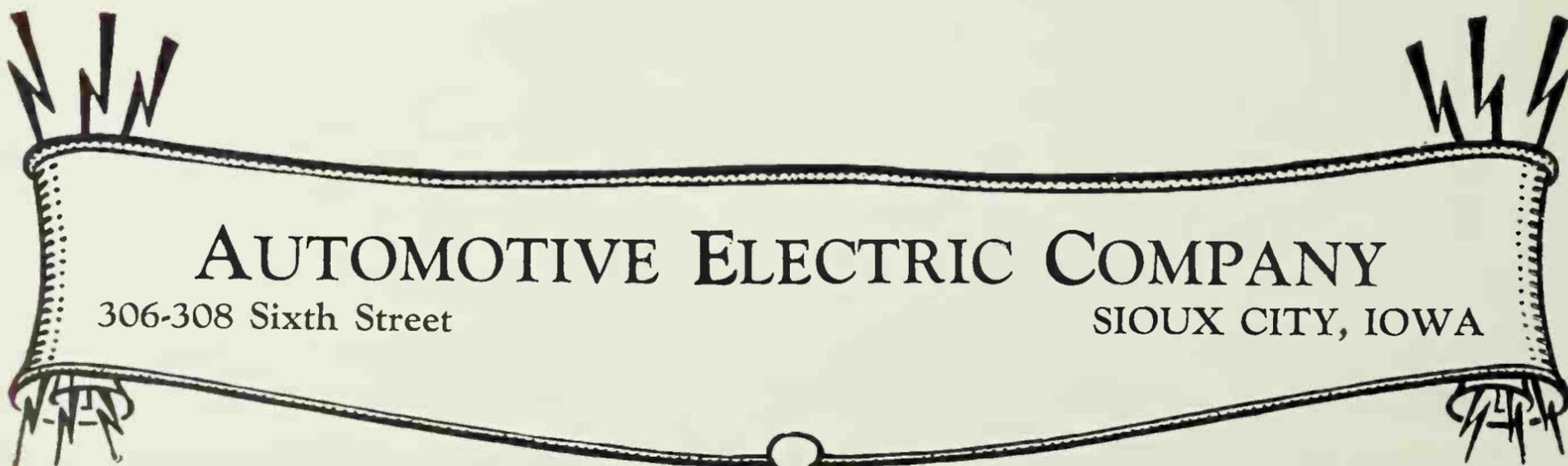
1927

1928

IN 15 counties in the Corn-growing State of Iowa and in 10 counties where King Ak-Sar-Ben rules—the State of Nebraska—dealers with vision will want to merchandise MOHAWK ONE DIAL RADIO. In this territory we announce ourselves, with much gratification, to be the Mohawk Exclusive Distributor.

We had faith and confidence in MOHAWK last year. With this year's superb line, MOHAWK will be the outstanding leader in radio in this territory.

Mr. Dealer! If you will write, wire or telephone at once, MOHAWK may still be available to you!



Exclusive Distributors

Mohawk One Dial Receivers

Mohawk One Dial Radio

1927

1928

Faithfully Serving the Radio Trade

WITH THE "FAMOUSLY GOOD"

MOHAWK ONE DIAL RADIO

Throughout One of the Largest Mohawk Territories in the Country



The Geo. C. Beckwith Co. Building, 16 South Fifth Street, Minneapolis, Minn.



The Geo. C. Beckwith Co. Building, 341 Broadway, Milwaukee, Wisconsin.



Dealers in the Twin City territory, during 1926, made a remarkable record in pushing Mohawk sales. The Geo. C. Beckwith Co. has absolute faith in *Mohawk One Dial Radio* and gladly welcomed the opportunity to extend its service by recently opening a complete Milwaukee wholesale distributing establishment. Many more deal-

ers can now join in making 1927 the biggest Mohawk year in all history.

The Geo. C. Beckwith Co. carries, of course, a full stock of Mohawk One Dial Radio, ready for immediate shipment, at both Minneapolis and Milwaukee.

A FEW CHOICE DEALER FRANCHISES STILL AVAILABLE

GEO. C. BECKWITH CO.

16 So. 5th St., Minneapolis, Minn. 341 Broadway, Milwaukee, Wis.

Exclusive Distributors

Mohawk One Dial Receivers

Mohawk One Dial Radio

1927

1928

Announcing

OURSELVES
AS DISTRIBUTORS
OF THE

Famous

Mohawk
One Dial
Radios

in the
Rochester, N. Y.
Territory



CHAPIN-OWEN CO., Inc.

205-213 St. Paul Street

ROCHESTER, N. Y.

Exclusive Distributors

Mohawk One Dial Receivers

Mohawk One Dial Radio

1927

1928

DEALERS whom we serve in the States of Colorado and Utah and in points nearby to these two States tell us that we are building an INSTITUTION because of the scrupulous care with which we select merchandise which we are asking our dealer-customers to buy from us.

We plan our work, and work our plan.

In the planning of our radio business we most carefully investigated the entire field in the Industry and decided, last year, 1926-27, to become Mohawk Exclusive Distributors, because we believed that for sturdiness, for simplicity in construction, for result-giving qualities and in view of the price range no radio set compared with MOHAWK.

Having had a generous share of the good radio dealers' patronage last year, it was but good business judgment to continue our Mohawk Exclusive Distributorship for this year, and this year MOHAWK is without a question the outstanding leader in the Radio Industry. Because MOHAWK is building them better and pricing them lower, responsible dealers of radio will be selling them faster. Such dealers—we mean responsible, well-financed dealers in radio—are invited immediately to communicate with us through mail, telephone or telegram and secure for themselves a profitable, thoroughly satisfactory, prestige-building Mohawk Dealer Franchise, if that franchise be available in their locality.

The Columbia Stores Company

PHONOGRAPHS RADIO RECORDS

DENVER

SALT LAKE

Exclusive Distributors

Mohawk One Dial Receivers

Mohawk One Dial Radio

1927

1928

HOWARD CRANFILL CO.

SOUTH BEND, INDIANA

The Oldest Wholesale Radio Distributors

Why Mohawk again for 1927-28?

Because we only returned
two sets last year!

William Bender, Jr., President
HOWARD CRANFILL CO.

That is why we are Mohawk again for 1927-28
Can we say more than this for Mohawk?

HOWARD CRANFILL CO.

SOUTH BEND, INDIANA

Exclusive Distributors

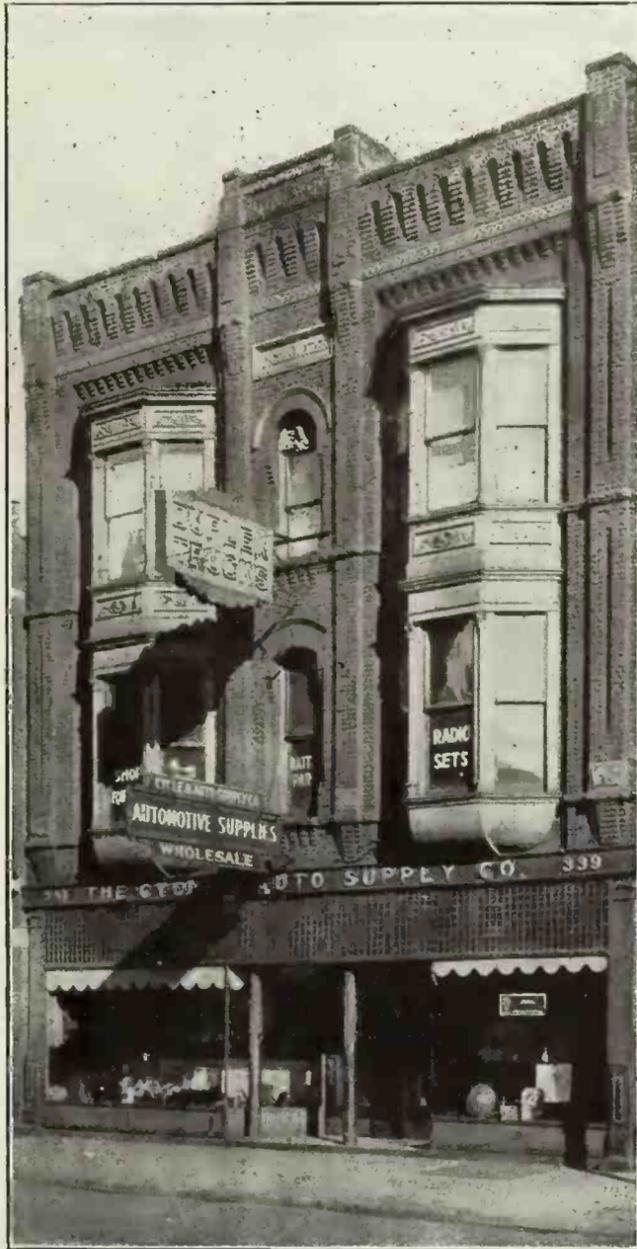
Mohawk One Dial Receivers

Mohawk One Dial Radio

1927

1928

HERE we are again, telling you what we told you last year—we always believed in One Dial, we pioneered One Dial in our territory! And what we said last year holds good this year: What more fitting tribute could we pay to One Dial in radio than to be the exclusive distributor for the Originator and Pioneer in the One Dial industry—MOHAWK? It is our privi-



lege—and we announce it with pride and pleasure this year again—to be exclusively Mohawk and Mohawk Exclusive Distributors in the Buffalo territory.

Dealers, and especially good Music Dealers, who want to make profit and build prestige, will do well to telephone, wire or write us at once for a Mohawk franchise. It will grow in value year by year. Do it now!

Cycle & Auto Supply Company

339-341 Genesee Street

BUFFALO, N. Y.

Exclusive Distributors

Mohawk One Dial Receivers

Mohawk One Dial Radio

1927

1928

WAY down East, in Auburn, Maine, it has been our pleasure to distribute Mohawk One Dial Radio Receivers. In the profit that has come to us through the distribution of this Pioneer One Dial Radio Receiver our dealers have also shared.

It is with no fear of contradiction, nor with any possible chance of disappointment, that we look forward to an even greater and more profitable year, the year 1927-28, in the distribution and selling of the sturdy and splendid Mohawk set.

Wide-awake, energetic, well rated dealers in radio are invited to write, wire or 'phone us for the opportunity to become MOHAWK RADIO DEALERS.

DARLING AUTOMOBILE CO., Inc.

RADIO SETS AND SUPPLIES

29-31 Turner Street

AUBURN, MAINE

Distributors

Mohawk One Dial Receivers

Mohawk One Dial Radio

1927

1928

THE best publicity accorded Mohawk Radio is given freely by Mohawk users. No longer is there any doubt concerning their one dial control. There are other radios advertised as one dial; but Mohawk, the Original, is far ahead.

Dealers who are fortunate enough to represent this line are happy and prosperous. We are proud to be Mohawk's Exclusive Distributor in Central Pennsylvania and we are exclusively Mohawk.

*Some very desirable territory
is still open for the right dealers.*

Write, wire or 'phone!

Excelsior Auto and Battery Co.

H. L. MYERS, Proprietor

Cameron and Mulberry Streets

HARRISBURG, PA.

Exclusive Distributors

Mohawk One Dial Receivers

Mohawk One Dial Radio

1927

1928

REMEMBER, you good dealers in radio, what we told you in our last year's ad in this Publication? If you don't, we will repeat it again this year — both for those who last year failed to become MOHAWK Franchised Dealers and for those who this year better get busy and renew their MOHAWK franchises.

Last year we announced ourselves as Mohawk Distributors in Northern New Jersey.

Of course this year again we are Mohawk Distributors in Northern New Jersey. This year we can much more strongly say what we said last year: "For price, performance and consumer preference we know that a good dealer in radio can do no better than get on "The MOHAWK Wagon."

Last year we asked you to hitch YOUR "Wagon" to a Star — MOHAWK IS A STAR! Last year MOHAWK was a "STAR." This year MOHAWK is a complete "CONSTELLATION."

TO DEALERS WHO ARE CLEVER: If you want the "Star" line *par excellence* in radio for your locality, wire, phone or write at once.

We broadcast Mohawk Programs every Saturday from 11 to 12 forenoon, Station WODA!

Federal Radio & Electric Co.

50 Hamilton Avenue, Paterson, New Jersey
also Newark, N. J.

Exclusive Distributors

Mohawk One Dial Receivers

Mohawk One Dial Radio

1927

1928

GOOD dealers in the 20 counties in the Southeastern part of Iowa last year enjoyed a very profitable radio year. It was our good fortune to supply these good dealers with MOHAWK ONE DIAL RADIO, and it is with no small and pleasurable amount of satisfaction that we announce ourselves Mohawk exclusive distributors again this year.

We know that we are bringing to reputable, well rated dealers in radio the sturdiest, best built radio set, housed in the most unusually original and well built furniture created this year.

Write quickly, or, better still, wire or telephone for available territory

Friday Battery & Electric Corporation

SIGOURNEY, IOWA

OTTUMWA, IOWA

BURLINGTON, IOWA

Exclusive Distributors

Mohawk One Dial Receivers

Mohawk One Dial Radio

1927

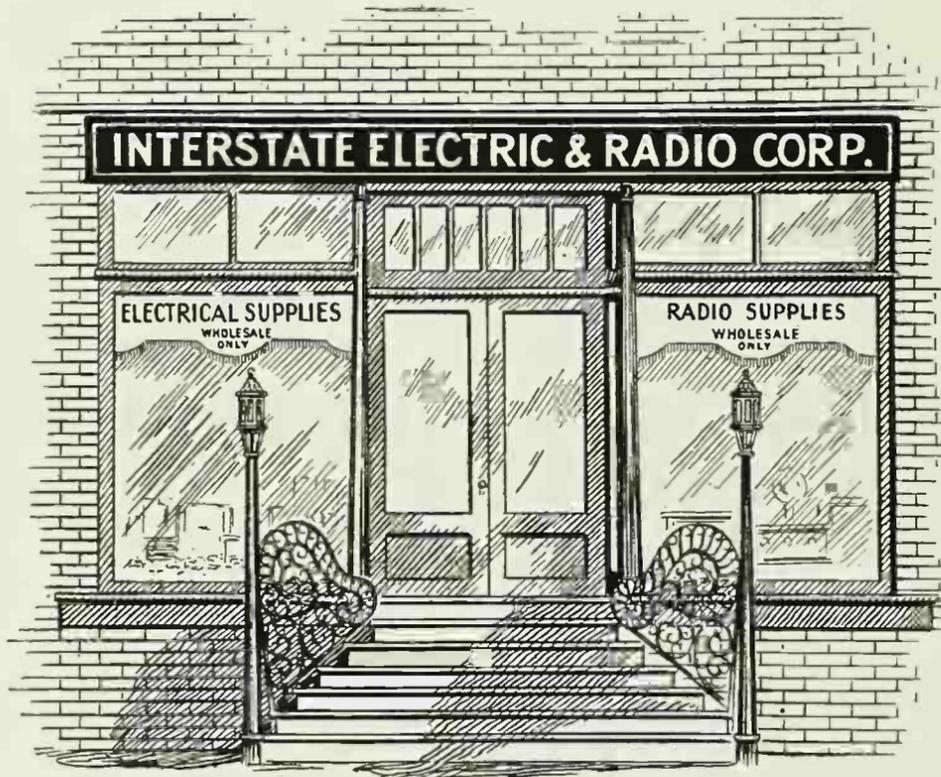
1928

Congratulations, Mohawk!

Truthfully One Dial!

1927-28 will bring even greater profits to Mohawk Dealers

In 1926 Mohawk dealers found Mohawk Radio a profitable line to handle. In 1927 Mohawk Radio will be even more profitable.



If a popular, fast moving and unusually profitable line appeals to you, if you insist on complete protection in territorial and other policy matters, Mohawk Radio is what you should have.

While a large number of dealers now handle Mohawk, there are still profitable franchises open. Get all the facts. Write or wire at once.

Interstate Electric & Radio Corporation

1113 Harney Street

Omaha, Nebraska

Exclusive Distributors

Mohawk One Dial Receivers

Mohawk One Dial Radio

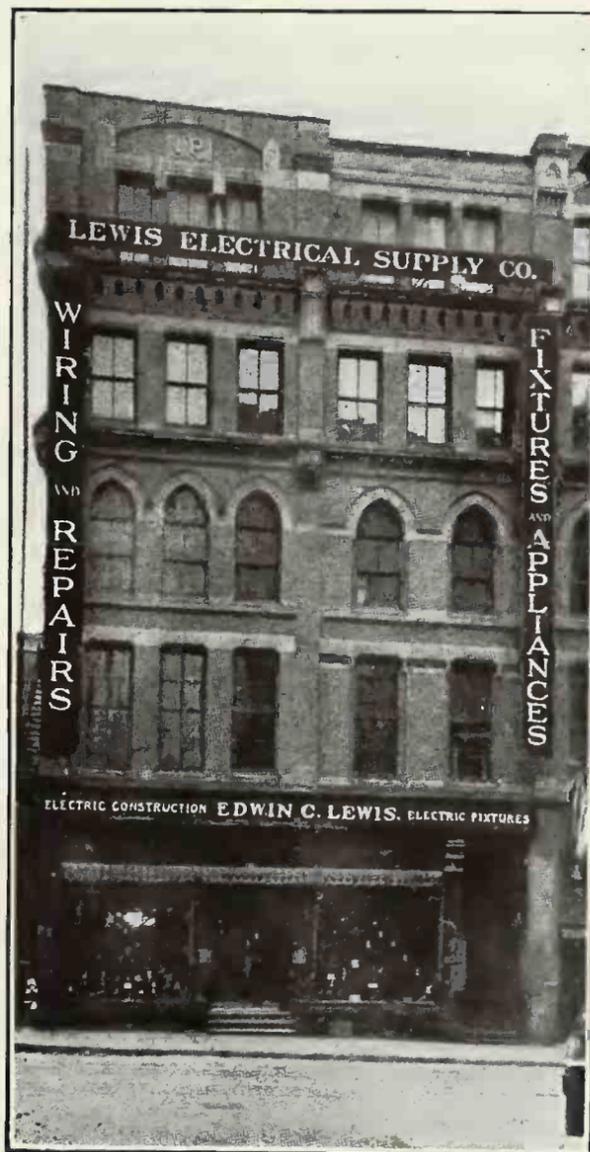
1927

1928

IN the distributing of merchandise to good dealers in the New England territory, it has always been the aim of the Lewis Electrical Supply Company to sell the best possible product in every branch of their endeavors. For this reason, we have decided to distribute Mohawk One Dial Radio Receivers. We invite legitimate, well rated, reliable merchants in radio throughout the New England territory to examine and test Mohawk Sets, with the view of becoming authorized Mohawk Dealers.

Insofar as we know, the Mohawk One Dial Radio is the best product of its kind on the market today.

Good, responsible dealers will write, wire or telephone us for a demonstration here or in their own stores.



Lewis Electrical Supply Company

Electrical Merchandise of Reputation

FEDERAL STREET

BOSTON, MASS.

Distributors

Mohawk One Dial Receivers

Mohawk One Dial Radio

1927

1928

Whoopee—MOHAWK!!

The BEST in Radio!

LISTENWALTER & GOUGH

INCORPORATED

Distributors of ELECTRICAL PRODUCTS

819 East First Street, Los Angeles

325 Fifth Street, San Francisco

Exclusive Distributors

Mohawk One Dial Receivers

Mohawk One Dial Radio

1927

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JUST as last year, so again this year, we are Exclusive Distributors and distribute exclusively Mohawk One Dial Radio in Kentucky and Southern Indiana.

Last year's Mohawk line built for us the biggest radio business we ever had. With this year's Mohawk line, we will double our last year's business. If you, Mr. Radio Dealer, and particularly you, Mr. Music Dealer, are wise, you will quickly write us for the opportunity to become a Mohawk Dealer.

In performance—in sturdiness of construction—with the beautiful new furniture—Mohawk excels every radio set on the market.

Because Mohawk dealer territory is fast being allotted, we would suggest to you the old saying: "A word to the wise is sufficient!"

LOUISVILLE AUTO SUPPLY CO.

INCORPORATED

754 SOUTH FIRST

LOUISVILLE, KY.

Exclusive Distributors

Mohawk One Dial Receivers

Mohawk One Dial Radio

1927

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THERE'S only one NATIONAL RADIO and AUTO SUPPLY, INC., in the State of Iowa.

There's only one section of the State of Iowa which is called the Central Section.

There's only one Originator and Pioneer in the One-Dial Field — MOHAWK.

You dealers in the Central Section of Iowa know MOHAWK as well as any dealer in radio in the country. To you dealers who have merchandised MOHAWK, as well as to all up-and-coming, dependable and recognition-building dealers in radio, we announce with no uncertain words of pride and with much satisfaction that we are the MOHAWK Exclusive Distributors in those counties of Iowa which comprise the Central Section of the State of Iowa. It is our hope to serve in every community only the best dealer in radio with only the best radio products which the market affords. The radio receiver we selected is the one *we know* to be the best — MOHAWK ONE DIAL RADIO.

The heads of this firm will serve dealers of radio in person. Thus in all truth may we say—ours is a personalized service to Reliable Dealers in Radio.

Write, wire or telephone immediately for available territory.

Only franchised dealers will sell Mohawk

National Radio and Auto Supply, Inc.

WHOLESALE ONLY

American Trust Building Cedar Rapids, Iowa

Exclusive Distributors

Mohawk One Dial Receivers

Mohawk One Dial Radio

1927

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STAID and conservative New England—whose population wants to be “shown”—will be served through reliable, dependable, wide-awake and responsible dealers in radio with the one radio set that can “show” even the most skeptical. Only after a most searching investigation, both from a mechanical and merchandising standpoint, did we, last year, become distributors of Mohawk One Dial Radio. The policy, the product and the personnel of the Mohawk organization is everything that the dealer who is building for permanency can possibly expect from a set which he desires to and is merchandising, and so, last year, we, the distributor, and also the dealers of Mohawk, built on a substantial foundation with Mohawk. This building on a substantial and solid foundation will bring for us and for all Mohawk dealers this year in the New England territory, handsome profits and lasting prestige.

The Mohawk 1927-28 line is superb in eye value and well nigh fool-proof in design and construction. At the Mohawk Distributors' Convention convincing proof was given that well financed and reputable dealers in radio, particularly music dealers, will this year want to become Mohawk dealers.

Not by chance merely is it our good fortune to be Mohawk Distributors in the New England territory. We distribute the Originator and the Pioneer in the One Dial field—Mohawk—as the result of well laid plans and after most thorough deliberation. On this same basis we will appoint Mohawk dealers in the New England States.

Dealers who believe themselves qualified from the standpoint of being correctly financed and well established, who are permanent in merchandising, and who are fully equipped to render the proper kind of radio service to the consumer, will wire, telephone or write us immediately, with a view of becoming authorized Mohawk dealers.

NORTHEASTERN RADIO

INCORPORATED

Wholesale Distributors of

GUARANTEED RADIO SETS AND PARTS

269-285 Columbus Ave. Boston, Mass.

Distributors

Mohawk One Dial Receivers

Mohawk One Dial Radio

1927

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IT has ever been the aim of this Company to bring to dealers whom we serve in the Syracuse territory, profit-producing products. We have striven hard to distribute and sell to our dealers products which are supreme in performance and in sales. We strive to impress our dealers with the necessity of selling merchandise which is the little brother of the cash register.

For THREE years we watched radio. We investigated. We studied. We experimented. And when we finally decided to enter radio by way of its distribution in the Syracuse territory, through a process of elimination and working with innumerable well-known radio receivers we decided to bring to qualified, responsible, well-financed dealers in radio what, so far as we could learn, was the outstanding radio-receiver-value in the entire Industry—Mohawk One Dial Radio.

It is with a sense of realizing our responsibility to good dealers in radio that we announce ourselves for this year, our SECOND year, the MOHAWK Exclusive Distributors in the Syracuse territory. We renewed our arrangement for the distribution of Mohawk One Dial Radio for this, our SECOND, year, because WE HAVE YET TO FIND A DISSATISFIED MOHAWK OWNER. This is saying all that can possibly be said of any product which is merchandised through capable, efficient, reliable, well-financed dealers.

We enjoyed a very fine business on Mohawk One Dial Radio through 1926-1927, and we are out to double our Mohawk Sales in 1927-28.

You dealers in radio, and particularly music dealers, who believe yourselves to be qualified to merchandise a quality product at a most interestingly low price, will write, wire or telephone for available territory.

Onondaga Auto Supply Co.

SYRACUSE, N. Y.

WATERTOWN, N. Y.

Exclusive Distributors

Mohawk One Dial Receivers

Mohawk One Dial Radio

1927

1928

Mohawk Is a Money Maker

EVERY Mohawk dealer in our territory is making money on Mohawk—every Mohawk user is a booster. There has not been one deviation from our policy of clean merchandising.

PEIRCE-PHELPS, INC., is proud of these achievements—is proud that it did the second largest sales volume for Mohawk last year—is proud of the high calibre of the Mohawk dealers it serves.

WE endorse the New Mohawk Line as being far ahead of our greatest expectations. We challenge any other set in its price field to give it serious competition.

Mohawk Exclusive Distributors in

Eastern Pennsylvania
Southern New Jersey
Delaware
Maryland
District of Columbia



Also Distributors for

Kellogg and Crosley Sets
Cunningham Tubes
Eveready Batteries
Majestic Eliminators and
Other Quality Merchandise

*Write or wire concerning your territory
and for our Catalogue.*

PEIRCE-PHELPS, Inc.

224 N. Thirteenth St.

Philadelphia

Exclusive Distributors

Mohawk One Dial Receivers

Mohawk One Dial Radio

1927

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WHO is there among us that does not swell with pride when his opinion has been approved by the multitude? What manner of man is he who can refrain from an "I-told-you-so!"—whether by word or act—when he sees the crowds beat the path to the door of "the mouse-trap man," who has shared with us an interest in his well-thought-out merchandise.

A group of ideas, a manner of assembly, an engineering principle that no one else had seen fit or been able to gather together, figuratively grabbed us by the collar and said—"Here is thine own, thine very own—just as you in your fastidiousness would have it. Take it unto thineself and make it serve thee!"

We did. To the advantage of our dealers and ourselves.

DEALERS—One dealer to a town. Your city may be open. If you are in the territory named below, please write us.

MISSOURI

Adair	Pike
Audrain	Putnam
Clark	Ralls
Knox	Randolph
Lewis	Scotland
Marion	Schuyler
Monroe	Shelby
Macon	Sullivan

ILLINOIS

Adams	Macoupin
Brown	Morgan
Cass	McDonough
Calhoun	Pike
Green	Scott
Hancock	Schuyler
Henderson	Warren

Deid Motor Supply Co.
Quincy, Illinois

Exclusive Distributors

Mohawk One Dial Receivers

Mohawk One Dial Radio

1927

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Mohawk—

Our hats are off to you!

You have proven—

ABILITY TO MANUFACTURE CORRECTLY

The Mohawk product for the past two seasons has been sturdy in construction, reliable in operation and, by comparative test, the long-dollar value in Radio. Of what avail are orders, prospects or opportunities for demonstration if the product does not meet the test and vanquish competition? Mohawk does all that could possibly be asked of radio. It wins respect.

ABILITY TO MERCHANDISE PROPERLY

The test of good merchandising is to build what the market will absorb, sell it thru dealers who realize that a list price is placed on the product as an acceptable value and then prove your case before the public.

Mohawk has met these tests. Dealer shelves are clean of merchandise. The public who bought is satisfied, for Mohawk list prices are still considered true values.

ABILITY TO VISUALIZE THE FUTURE

We, who have seen and tested the 1927-28 line, know well that you have visualized the future with the keenest foresight. Every prospective difficulty or annoyance has been anticipated and forestalled. We compliment you on your vision.

Your 1927-1928 Line Is Great—All Credit to You!

Michigan & Northwestern Ohio is our Territory

REPUBLIC RADIO CORP.

523-529 E. Jefferson Ave., Detroit
54 N. Division St., Grand Rapids, Mich.

Exclusive Distributors

Mohawk One Dial Receivers

Mohawk One Dial Radio

1927

1928

More Than Ever Before We Believe in Mohawk

THIS is the FOURTH year in which we attest our belief in MOHAWK. We always knew that "One Dial" "is the thing" in Radio. That's why we have been and are behind the Originator and Pioneer of the One Dial Radio — MOHAWK.

THREE years ago we distributed three different radio sets. TWO years ago, two different radio sets. THIS year we are MOHAWK Exclusive Distributors and we distribute MOHAWK One Dial Radio *exclusively*. Just one Radio—MOHAWK! Proof enough, how strong we are for MOHAWK. Proof enough to show the confidence we have in reputable, well financed, well established dealers in radio that they will back up our judgment in the counties in Missouri, Nebraska, Kansas and Iowa in which we distribute MOHAWK on an exclusive basis.

Dealers in Radio who already have a MOHAWK FRANCHISE will want to renew theirs immediately for the coming year, and those who are desirous of securing the valuable MOHAWK FRANCHISE will wire, phone or write us at once.

Ross-Frazer Iron Company

Established in 1868

ST. JOSEPH, MISSOURI

Exclusive Distributors

Mohawk One Dial Receivers

Mohawk One Dial Radio

1927

1928

STATE OF OHIO

We are Exclusive Distributors in the following counties in the State of Ohio:

Allen
Anglaize
Ashland
Athens
Carroll
Champaign
Clark
Coshocton
Crawford
Darke
Defiance

Delaware
Fairfield
Fayette
Franklin
Gallia
Guernsey
Hancock
Hardin
Harrison
Hocking
Holmes

Jackson
Knox
Lawrence
Licking
Logan
Madison
Marion
Marrow
Mercer
Meigs
Miami

Morgan
Muskingum
Noble
Paulding
Perry
Pickaway
Pike
Putnam
Richland
Ross

Scioto
Seneca
Shelby
Tuscarawas
Union
Van Wert
Vinton
Washington
Wyandot
Wayne

Also counties in
WEST VIRGINIA



Also counties in
EASTERN-KENTUCKY

The Smith Bros. Hardware Co.
Columbus, Ohio

**OUR FIRST YEAR WITH MOHAWK RESULTED
IN 800 PER CENT. INCREASE IN RADIO SALES.
OUR DEALERS SHARED WITH US**

Some Dealer Territory Still Open—Address Dep't. R

The Smith Bros. Hardware Co.
COLUMBUS, OHIO

Exclusive Distributors

Mohawk One Dial Receivers

Mohawk One Dial Radio

1927

1928

*A*S the Original and Pioneer Distributor of Mohawk One Dial Radio in our Territory ever since this famous Radio Receiver was first introduced, it has been our particular privilege to watch the growth and development of One Dial Control in Radio from Universal Opposition to Universal Acceptance.

Manufacturers, dealers and others who a short four seasons ago would not even entertain the thought of One Dial Control are now striving just as earnestly to convince everybody that One Dial Radio is the ONLY Radio worth having.

And Mohawk Radio, having Pioneered and Won, now extends through its Exclusive Distributors an Exclusive and Protected Dealer Franchise which again pioneers the way.

We are the MOHAWK Exclusive Distributors in the 34 counties of Ohio, Indiana and Kentucky, served by Cincinnati.

A very few Mohawk Franchises are still available in this Territory to Reliable Dealers. Write or Wire concerning your Locality.

Four years ago, three years ago, two years ago, last year, and of course this year—Mohawk! 'Nuff sed!

The Southern Ohio Supply Co.

Pioneers of Better Radio

CINCINNATI OHIO

Exclusive Distributors

Mohawk One Dial Receivers

Mohawk One Dial Radio

1927

1928

In Radio—

We started out with grief—

Then finished with Mohawk!

We say *finished*, because that's all there is to Radio, so far's we are concerned—MOHAWK!

We had reached the end—the customers were dissatisfied—our dealer friends were complaining—and we were not overjoyed.

We were invited to join the growing and prosperous list of Mohawk Distributors.

We did—last year. Because their representative attracted us, their factory, financial standing and permanency in the industry urged us, but their set *convinced* us.

Our dealer customers have shown their satisfaction; they have co-operated; and our success has been so phenomenal, that we have been compelled to enlarge our quarters in order to take care of our greatly increased volume of business in Radio and Mohawk!

Responsible, reliable and resourceful Radio Dealers are invited to write, wire or telephone us for the Mohawk Franchise which they may secure only from us in Western Pennsylvania.

Superior Auto Accessories Co.

Wholesale Exclusively

5117-5121 Baum Blvd.

PITTSBURGH, PA.

Exclusive Distributors

Mohawk One Dial Receivers

Mohawk One Dial Radio

1927

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THIS is our FIFTH year in Radio. For many years we have been exclusive Victor distributors and we believe we are justified in saying that we know a *good* radio set.

A good radio set, we believe, is fool-proof in construction. It has eye value. And it is priced right. Also, the most important thing of all, a good radio set requires minimum servicing. These are the reasons which actuated our taking on MOHAWK last year, and as a result of our first year's experience with MOHAWK, we are again happy to announce ourselves as MOHAWK Exclusive Distributors in the Birmingham Territory.

MOHAWK is the easiest and fastest selling Radio we have ever handled. Results in the home are equal to any Radio Set made. This statement will be quickly verified by any one of our dealers who last year handled MOHAWK. Most every demonstration with a MOHAWK results in a sale.

MOHAWK factory policy is most satisfactory. MOHAWK co-operation is unsurpassed. Mechanically and electrically MOHAWK gives practically no trouble.

If you, wide-awake dealers in radio, want the best kind of Radio Set for the coming Season, telephone, wire or write immediately.

TALKING MACHINE COMPANY

Exclusive Victor Distributors

1721 FIRST AVENUE

BIRMINGHAM, ALA.

Exclusive Distributors

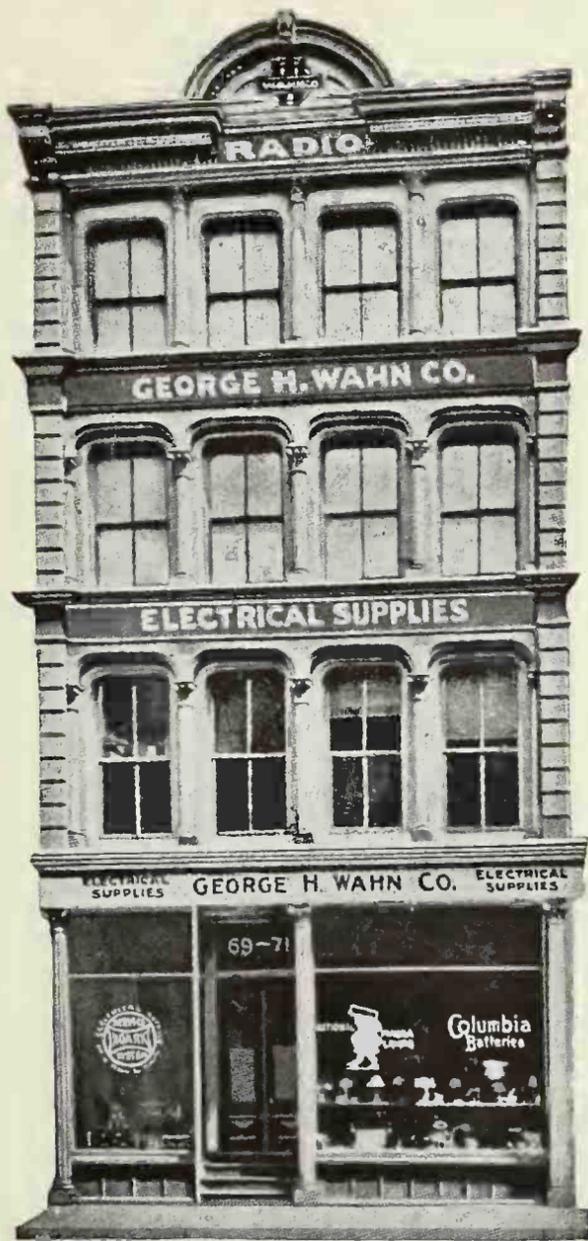
Mohawk One Dial Receivers

Mohawk One Dial Radio

1927

1928

FOR five years we have been distributors of radio receivers. Last year was our first experience with the Mohawk line. We found Mohawk very well received, its performance satisfactory, and the merchandise with a very high eye value. The servicing of this set was lower in percentage than on any set we have merchandised in the past five years.



IT is our privilege to recommend the Mohawk One Dial Radio Line to wide-awake, legitimate, well-financed dealers in radio in the New England territory, for we know full well that the policy and the product of the Mohawk factory will build prestige and profit for reputable radio dealers.

Write us and secure your Mohawk authorized franchise. Better still, telephone or wire.



GEORGE H. WAHN CO.

Everything Electrical

"WAHNCO SPECIALTIES"

69-71 High Street

Boston, Mass.

Distributors

Mohawk One Dial Receivers

Mohawk One Dial Radio

1927

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Mr. Dealer—This is the distributing point from which we expect to deliver at least five thousand of those most satisfactory Mohawk One Dial Radio Sets during the 1927 season.

OUR TERRITORY — *Rhode Island.* Barnstable — Bristol and Plymouth Counties in *Massachusetts.* Tolland—Windham and New London Counties in *Connecticut.*

Our Five Representatives will soon have their samples.
Wire, write, or 'phone for demonstration.

Distributors of
CUNNINGHAM
TUBES
PHILCO SOCKET
POWERS
KODEL
A & B ELIMINATORS
Etc., Etc.



Distributors of
YALE "A," "B" and "C"
BATTERIES
THOROLA and
STEVENS SPEAKERS
Etc., Etc.

"With Radio From Its Start"

WAITE AUTO SUPPLY CO.

Established 1907

560 Westminster St.

Providence, R. I.

Distributors

Mohawk One Dial Receivers

Mohawk
One  *Dial*
Radio

Making Them
Better

Pricing Them
Lower

Selling Them
Faster

Stromberg-Carlson Tel. Mfg. Co. Is Licensee of Radio Corp. and Allied Companies

Will Operate Under 140 or More Radio Patents of Radio Corp., General Electric Co., Westinghouse and American Tel. & Tel.—Provides Patent Protection for Users and Dealers

As a result of negotiations concluded recently between David Sarnoff, vice-president and general manager of the Radio Corp. of America, and W. Roy McCanne, president of the Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y., the Stromberg-Carlson Co., which has been making high grade telephone apparatus for thirty-five years and high-grade radio apparatus for the past twelve years, becomes a licensee under 140 or more radio patents of the Radio Corp. of America, the General Electric Co., the Westinghouse Elec. & Mfg. Co. and the American Tel. & Tel. Co.

The following statement was issued by Mr. McCanne: "The Stromberg-Carlson Co.'s policy has always been one of providing complete patent protection for its users and its dealers.

In keeping with this policy it has sought licenses under all valid radio patents necessary in the manufacture of its equipment and is now in the enviable position of being the only manufacturer having rights to operate under the patents of the Radio Corp. of America and its associated companies and also under the patents of the Hazeltine Corp., the Latour Corp. and the Radio Frequency Labs., Inc.

"The right to use the inventions disclosed in these four groups of patents affords the Stromberg-Carlson Co. complete freedom of action in design and manufacture and clears up all likelihood of its users and its dealers being involved in future patent litigation. We plan to continue making the same balanced selective high-grade receiving set as heretofore, embodying the use

of both the Radio Corp. patents and the Hazeltine-Latour patents.

"We believe that the taking of this Radio Corp. license is not only another step forward in the stabilization of the radio industry but it makes the Stromberg-Carlson Co.'s place in the industry even more outstanding."

United Music Co. to Open Branch in Providence, R. I.

PROVIDENCE, R. I., June 7.—A branch of the United Music Co., operating nine music stores throughout New England, will open here some time next month. The new store will be under the management of David Feldman, formerly in charge of the Willimantic, Conn., establishment. The merchandise to be carried will consist of nationally known radio receivers, phonographs and other musical instruments.

The Louisville Music & Radio Co., Louisville, Ky., featured the Columbia line in its windows.

Jiffycase

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



Featherweight Champion!

Because it is light the Jiffycase reduces freight charges to the minimum and yet with all its lightness it has a margin of strength and rigidity which means absolute protection to furniture in transit.

Both the manufacturer and the dealer benefit through the use of this modern shipping case. For the manufacturer it is the safest, quickest, most economical and most convenient pack ever

invented. Little storage space is needed for the knocked-down parts, and assembling these into rigid boxes as needed is an immensely simplified process which cuts shipping room costs to the bone.

For the dealer Jiffycases bring furniture to his door in precisely the condition it left the factory with never any scratches or mars to refinish. He can unpack it quickly and use the box again.

Jiffycase represents the last word in efficiency with economy. Ask for details today.

THE NORTHWESTERN COOPERAGE & LUMBER COMPANY, GLADSTONE, MICH.



Blue skies bring



Number Two-sixty. List price, \$40
 Encased in durable fabric. Choice of blue-leather finish or brown shark-skin texture. Gold-finished fittings. Ingenious amplifying chamber, plus the mellow No. 4 sound-box, gives almost unbelievable richness of tone. Convenient built-in record-carrier which holds twelve ten-inch records safely. Quiet, long-running motor. An instrument made to fit easily into car, canoe or camping kit.

Number Two-thirty. List price, \$25
 Finished in rich black crackle outside, brilliant mandarin red lacquer inside. With the No. 4 sound-box for rounded, lifelike tones. Longer-playing motor. Takes six ten-inch records safely on turntable. Easy to carry, and priced to suit the pocketbook of any prospect.



VICTOR TALKING MACHINE COMPANY

PORTABLE Sales

THE outdoor days are here. People are poring over colorful travel-booklets and planning trips. Everybody is eager to buy enjoyment. Make them include a Portable Victrola in their plans.

There are so many times—especially in the summer—when a Portable Victrola can bring music to heighten the fun of vacation days. Here are a few:

<i>Lawn-fetes</i>	<i>Campfires</i>
<i>Canoeing</i>	<i>Motor-tours</i>
<i>On house-boats</i>	<i>At the beach</i>
<i>At summer cottages</i>	<i>In the mountains</i>
<i>Picnics</i>	<i>Porch-parties</i>

Catch the crowds before they go away. Customers are always willing to talk about their coming vacations. Suggest that they take along one of these new Portable Victrolas. Use the special ready-made advertisements to pull other people into your store.

Read over your copy of the broadside on the two new instruments, then use it as a window-poster. Feature Portables in your windows with a suitable outdoor setting. Loan one or more of them to your local sporting-goods store. Keep Portables on your counters and in your demonstration-booths. Let them sell themselves on their appearance and their unusual musical performance.

The Portable season is already in full swing. Be sure you get your share of the sales.



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

The Finest in Music on Records Is Profit Builder

Exploitation Campaign Sponsored by the Columbia Co. During
Beethoven Week Showed Wide Market for Best Recorded Music

DESPITE a remarkable increase of interest in the better type of music among the people of the United States, the talking machine dealer, with a few exceptions, has neglected to keep pace with the new tendency. The manufacturers have done their share by producing records of the finest in music, recorded by artists of international reputation, but for some reason or other the trade has felt that the appeal of this type of merchandise was limited and consequently failed to make the efforts necessary to secure this business. As a consequence, many of the music-loving public were utterly unaware that it was, and is, possible to secure for their homes libraries of records of the music of the most famous composers.

Highest Unit Priced Record Sales

During the past year or two record manufacturers have placed on the market series of sets of records of orchestral works, contained in attractive albums with accompanying booklets telling of the compositions and the composer, yet a great number of dealers hesitated to place behind this merchandise the efforts necessary to bring it before the public in a manner that would arouse their interest to a point where they would start building libraries of music as they do books. This, too, despite the fact that the unit price of each album set is considerably higher than the average record sale. Many dealers might have felt their action was wise and that dealers fortunately located in the heart of a prosperous and music-loving community might do well to concentrate on this merchandise, while the average dealer could do but little with it.

That any such belief is erroneous is proved by the results of the exploitation work done by the Columbia Phonograph Co., New York, during Beethoven Week in March, to foster interest in the Columbia Masterworks records. The officials of the Columbia organization felt that no more appropriate occasion could be found to bring its products before the public in a forceful manner than during the world-wide observance to the great composer's memory and so sponsored the movement in this country which resulted in such a tremendous success. The complete story of Beethoven Week appeared in the April issue of the Talking Machine World; this article does not concern

itself with that but rather with the follow-up which was of immediate benefit to the trade.

Sold Masterworks Series to the Nation

Frederick N. Sard, sales promotion manager of the Columbia Phonograph Co., Inc., who directed activities from the headquarters of the Beethoven Centennial, in an interview with The Talking Machine World, tells the story: "In arranging for a nation-wide observance of the Beethoven Centennial, we found that fully 90 per cent of the cities and towns did not have the proper musical organizations to give Beethoven concerts, so it became necessary to depend on the phonograph as the medium to bring the music of Beethoven to the people. The Columbia organization released for the occasion a special Centennial edition of records of Beethoven's music and dealers were asked to co-operate with any group or organization desiring a concert.

Radio Helped Put Across Idea

"Radio then suggested itself as the other medium which would bring the music of Beethoven to the masses, and the Columbia Co. engaged the facilities of the network of twenty-two stations of the National Broadcasting Co. for two concerts of Beethoven music, each of an hour's duration. At each of these concerts Walter Damrosch and assisting artists, through lectures and incidental music, explained the significance of the Fifth and Ninth Symphonies of Beethoven. It was estimated that on each occasion approximately 5,000,000 listeners-in-participated. On each occasion the announcer was instructed to state to his audience that a booklet giving a brief resumé of the life and works of Beethoven would be sent to those requesting it. Unfortunately on the occasion of the first concert, this announcement was not made because the time limit had been reached.

"Rural America" Responded

"At the second concert the announcement was made and during the weeks following the Columbia Co. received 8100 letters from all sections of the country. An analysis of these letters showed that fully 80 per cent were received from the outlying sections—'Rural America'—the supposition being that in the larger cities people have more facilities for attending the regular concerts and of securing the literature which was distributed by all Co-

lumbia dealers. A letter was sent to each inquirer, together with the booklet congratulating the writer on his interest in Beethoven, and many replies were received.

"It was at this point that the first tangible results were secured from the great amount of money spent by the Columbia Phonograph Co. The letters received were segregated and the names and addresses divided into territories and sent to each of the twenty-two distributing points of Columbia products. These branches, in turn, separated the names into districts and sent them to their dealers with a suggested letter inviting the person to visit the store and be entertained with a fuller concert of Beethoven music through the medium of the Columbia Viva-tonal phonograph and the Masterworks recordings. In each letter the fact that no obligation to buy would be incurred was stressed.

Wonderful List of Record Prospects

"These names will be used by the headquarters of the Columbia Co. when future Masterworks records are released for the sending of literature pertaining to the new releases. Many definite orders were received following this campaign and the sale of Beethoven records showed a 500 per cent increase in the six weeks period following the campaign. The interest aroused did not confine itself to Beethoven compositions; however, the other Masterworks recordings benefiting to the extent of 60 per cent increase."

Summer A. K. Radio Concert Program Under Way

The new Summer program of Atwater Kent radio is now in effect. The first three concerts were presented by the American Singers, a quartet of exceptional merit. Beginning with Sunday, May 29, William Simmons, baritone, was the artist. He is scheduled for three successive Sunday evening appearances. These Sunday evening concerts of half-hour duration are broadcast from station WEAJ and affiliated stations.

Charles V. Miller, owner of the Miller Music Store, Huntington, W. Va., died recently after a brief illness. He is survived by a widow.

PARAGON



Complete Socket Power Radio Receiver

Again Paragon Pioneers!

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

Again Paragon leads with:

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

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

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

PARAGON

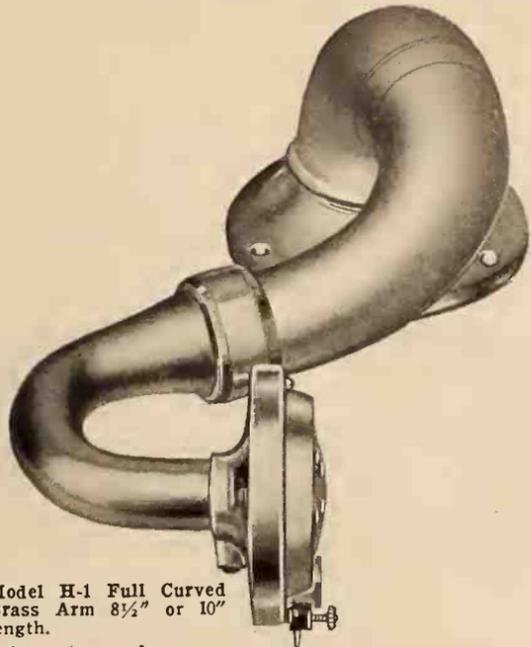
Electric Corporation

Upper Montclair New Jersey

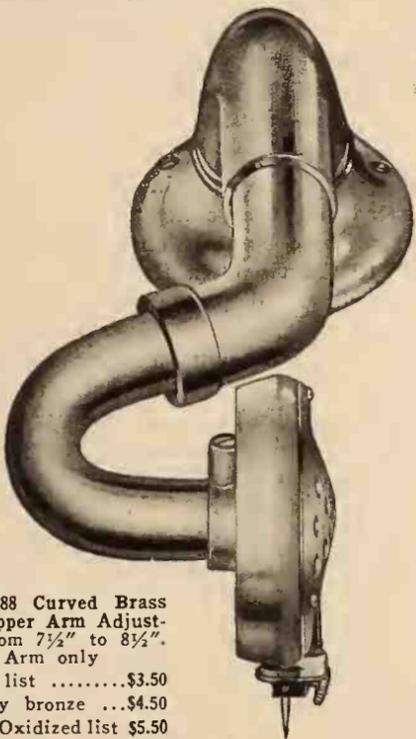
Write for Complete Information

ORO-TONE for a better tone

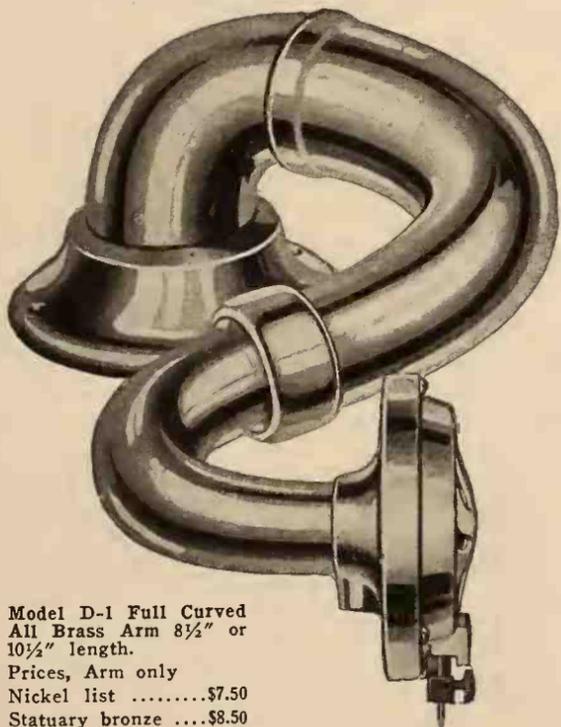
The One Profit Line
That Assures
Big Profits
for You!



Model H-1 Full Curved Brass Arm 8½" or 10" length.
Prices, Arm only
Nickel list\$5.00
Statuary bronze\$6.00
Gold or Oxidized list \$7.50



Model 88 Curved Brass and Copper Arm Adjustable from 7½" to 8½".
Prices, Arm only
Nickel list\$3.50
Statuary bronze ...\$4.50
Gold or Oxidized list \$5.50



Model D-1 Full Curved All Brass Arm 8½" or 10½" length.
Prices, Arm only
Nickel list\$7.50
Statuary bronze\$8.50
Gold or Oxidized list\$10.00

All reproducers have standard hub connections and will fit all old style Victor and practically all other makes of phonographs. Get the replacement business in your community by selling the profitable Oro-Tone line.

When you buy Oro-Tone products you pay only *one* price to *one* manufacturer—Oro-Tone, the world's largest producer of reproducers, tone arms, and amplifying devices exclusively! There is no middleman to share the profit which rightfully belongs to you—no "price booster" to stand between you and profitable success.

The Oro-Tone plant is so completely equipped that every operation, from raw material to finished product, is absolutely independent of any outside supply source whatever!

We boast a 100% Oro-Tone product, and invite manufacturers, jobbers, and dealers to visit the "one-profit" Oro-Tone plant where the products illustrated here are made. We operate our own plating plant and are now producing beautiful finishes in nickel, statuary bronze, oxidized and gold plated effects.

Assured profits can be yours through the quality-first Oro-Tone line—it establishes a buying confidence resulting from dependable, superior performance. You can find no substitute for Oro-Tone quality. Build with Oro-Tone and you build well! You cannot afford to neglect this big opportunity—the profits are too great!

The new H-1 full curved arm at top left is low-priced, handsome in appearance, and has unusual tone-carrying qualities.

No. 88 curved brass and copper arm at left center is Oro-Tone's latest model. Suitable in appearance and performance for equipment on fine cabinet phonographs. Low cost permits application on best portables.

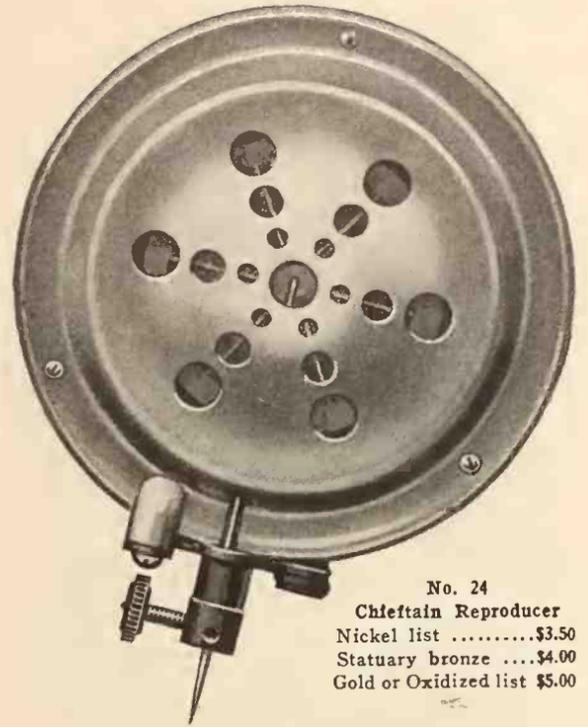
No. D-1 large size, full curved, all brass arm at lower left is positively unequalled for design, construction, appearance, and performance. Made of the best for the best.

No. 24 Chieftain Reproducer at top right is a fast-selling, low-cost replacement unit that will fit all phonographs. Produces a deep, rich, vibrationless tone unequalled at the price. Duro-aluminum diaphragm.

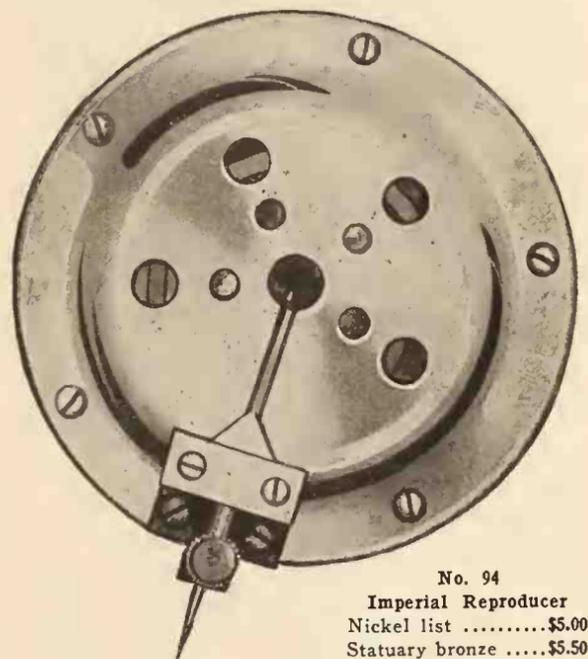
No. 94 Imperial Reproducer at right center is a sensationally low-priced reproducer that will outperform anything in its price class. Fits all phonographs.

No. 90 Military Oro-Phone Reproducer is the world's most highly developed reproducer. Its marvelous tone must be heard to fully realize how perfect this unit really is. Oro-alloy floating diaphragm.

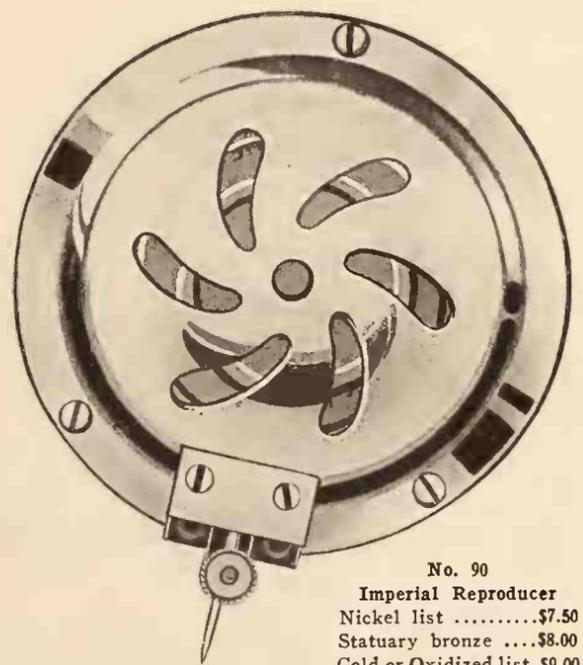
Write for samples of this splendid line of merchandise—let these tone arms and reproducers prove themselves!



No. 24 Chieftain Reproducer
Nickel list\$3.50
Statuary bronze\$4.00
Gold or Oxidized list \$5.00



No. 94 Imperial Reproducer
Nickel list\$5.00
Statuary bronze\$5.50
Gold or Oxidized list \$6.50



No. 90 Imperial Reproducer
Nickel list\$7.50
Statuary bronze\$8.00
Gold or Oxidized list \$9.00

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 booklet A-R, also small folders showing sales helps to dealers.

The Oro-Tone Co.
QUALITY FIRST

1000-1010 George St., Chicago, Ills., U. S. A.

National Radio Auditions to Discover New Voices

Movement Sponsored by the Atwater Kent Foundation Will Offer Opportunity to Every Young Man and Woman in the Country

PHILADELPHIA, PA., June 6.—Again A. Atwater Kent, president of the Atwater Kent Mfg. Co., has demonstrated to the world his altruistic spirit and interest in the advancement of music through his formation of the Atwater Kent Foundation. He has made it possible for the greatest stars of grand opera to bring pleasure



A. A. Atwater Kent

to millions of radio listeners-in by means of Sunday evening broadcast concerts, and now through the Atwater Kent Foundation men and women of talent will have the opportunity to win money, musical education and fame.

Plans for a "National Radio Audition" for young men and women for the purpose of finding by competition the best undiscovered voices in the United States were announced recently by the Atwater Kent Foundation. Every community in the country will be given an opportunity to select by popular vote the best voices of young men and young women, and then to enter these singers in a competition of State, sectional and national auditions.

Musical, civic and women's clubs in each community will be invited to hold local contests to select the best man and woman singer of

their towns. Those winning will be certified to a State audition which will be broadcast. The State winners will then compete in five districts, and a man and woman singer from each district will enter the final trials in New York, which will be broadcast over a nationwide network of stations.

Contestants will be judged by vote of radio listeners and juries made up of the musical authorities of each community, State or district. The vote of the public will count 60 per cent and that of the jury 40 per cent. A jury of leading figures in the world of music will make the sole decision at the national audition.

Contestants must not be more than twenty-five years old, must never have been associated with a professional theatrical or operatic company, must never have been a paid principal in any concert held outside their own State, must declare an intention to follow a musical career and must be free from theatrical or musical contracts. Paid choir singers, however, are permitted to enter the auditions.

The two winners of the first prize will receive \$5,000 in cash and two years' tuition in a leading conservatory. Winners of the second prize will each receive \$2,000 in cash and one year's tuition. Winners of the third prizes will be given \$1,000 and a year's tuition, while those who obtain the fourth and fifth prizes will be granted \$500 and \$250, respectively.

It is expected that the first State auditions will get under way early in the Fall, followed by the district auditions in November. The finals will be held in New York in December.

A. Atwater Kent, president of the Foundation, in a recent statement said: "The discovery of one of these rare voices, of which each generation produces a very few, seems to me an event of profound national importance. Even when such a voice could give pleasure to only a few thousand people in a year it was a national treasure. Now that millions may enjoy it on the same evening through the medium of radio, such a voice has become priceless."

Crosley Corp. Announces New A C Power Unit

CINCINNATI, O., June 6.—As an additional feature of its light-socket power sets, the Crosley Radio Corp., of this city, has announced a twenty-five cycle A C power unit, adapting these sets to use in communities that are not supplied with sixty-cycle A C lighting current.

Goodson Radio Co. Wins Pooley Display Award

Southern California Dealers Compete in Featuring Pooley Radio Cabinets in Attractive Window Displays

The value of well-planned contests to stimulate greater activity among dealers, as well as place before the general public the beauty and qualities of the products featured, has been proved many times. The wide interest shown in a contest recently sponsored by Ray Thomas, Inc., Southern California's distributor of Atwater



The Prize-Winning Window Display

Kent radio, is a concrete example of this point. Practically every dealer in the territory was represented in the contest, which featured Pooley radio cabinets. The first prize was awarded to the Goodson Radio Co., of Fullerton, Cal., for its display which is reproduced herewith.

The window was trimmed to represent an attractive living room. In the center foreground was a Pooley radio cabinet and an armchair in which was seated an attractive young woman resting her arm on that of the chair, with her hand operating the dial of the radio. She was posed naturally and easily, carrying out the idea that the Pooley cabinet is always accessible without changing position. Second in choice was the window of the Parmelee-Dorhmann Co. of San Diego. This window was trimmed in a period effect with special decorative features, such as rich velvet hangings on the walls, massed plants and flowers, with silver floor lamps placed in different parts of the room. The cabinet stood against a background of velvet, while in front of the cabinet on an upholstered bench was the figure of a young woman in a beautiful evening gown.

Dancing Pooley dolls were the feature of the window of the Hancock Music Co. of Pasadena, Cal. The top of a Pooley cabinet had been transformed into a stage, and these dolls twirled and swayed to the radio music.

Other windows that met with special commendation were the following: Stone Electric Supply Co., of Los Angeles; Collinge Hardware Co., of Los Angeles; Glendale Music Co., of Glendale and Southern California Music Co., of Los Angeles.

Represents Walbert Mfg. Co.

According to recent announcement made by J. M. Dorband, sales manager of Walbert Mfg. Co., Chicago, the John P. Rainbault Co., 50 Church street, New York City, has been appointed Eastern representative for the Walbert Co. In addition to the Walbert line of batteryless receivers, the Rainbault organization also represents the Fansteel Products Co., Inc., North Chicago, Ill., and the Magnavox Co., Oakland, Cal.

The recently inaugurated short-wave broadcasts of the Crosley station, WLW, Cincinnati, O., are being heard in several foreign countries, reports show.

An
Announcement

Joseph E. Rudell

Announces the organization of the Vita-Phonic Products Corporation, Joseph E. Rudell, President, with increased facilities to manufacture Vita-Phonic tone-arms and reproducers, famous in the trade for high standards of quality and performance.



GRADUALLY, but surely, the seller of Radio begins to see the light. Catch-penny sales methods have begun to fade out of the picture. The Ballyhoo of the Bargain steadily grows fainter. Each day brings clearer realization of the public's willingness to pay full price for full value; each day stresses the absurdity of ignoring this attitude. And each season finds the retailer narrowing his sales efforts to merchandise that commands full price and assures full profit. Gradually the fog begins to lift!

Steadfastly this organization has held to the belief, since the day it first began business, that its product *could and would* command full price at all times . . . a factor to be guarded as jealously as the quality that goes into its making. It reinforced this belief with a sales policy that not merely preaches dealer protection, but practices it. How well it has succeeded is measured by the fact that the Farrand Speaker commands the

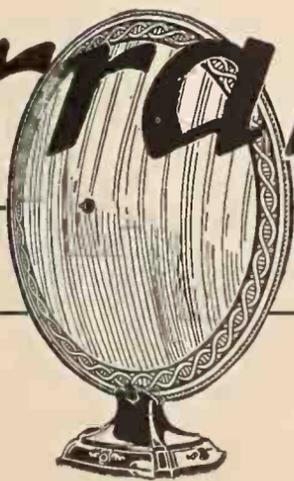
same price today that it did three years ago. Farrand Manufacturing Co., Inc., Long Island City, N.Y.

**THE FOG
BEGINS
TO LIFT!**

Farrand

CONE SPEAKERS

"B" ELIMINATORS



Special Radio Studio Makes Demonstration Effective

Radio retailing has reached the stage where it is necessary for the dealer to go out after business, according to Nye Kern, manager of the Electro Manufacturing & Sales Co., one of the most successful merchandisers of radio in Portland, Ore. Demonstration is the keynote of the sales plan of this concern. The store has fitted up a special studio with the idea in view of making demonstrations as effective as possible, and the firm takes advantage of every opportunity to have prospects visit the studio for that purpose.

A Profitable Policy

This policy has stimulated sales to the point where the business totals between three and four thousand dollars a month. This is an excellent sales volume when it is taken into consideration that the expenditure for maintenance of the studio, including rent, light, heat and incidental expenses, does not exceed sixty dollars a month. The studio has more than paid for itself for one thing, and the increased overhead brought about by demonstrations in homes has been largely eliminated. The salesmen now bring their prospects direct to the studio, where they close the deals. It is interesting to note that approximately 50 per cent of the people brought into the studio by the salesmen are sold radio sets. Five canvasser-salesmen are employed, two of them being experienced house-to-house canvassers. And, according to Mr. Kern, an outside organization of this character is essential if the retail dealer is to get the most out of his territory in the way of sales.

Goes After Radio Business

Mr. Kern emphasizes that the dealer must go out and work up prospects in order to secure sales volume. The public will not flock to the store. He declares the business is largely like the automobile business, and must be handled in much the same way. When this enterprising firm decided to open a studio for radio demonstration the big problem was to secure the right kind of location. There were several considerations involved. First the studio had to be in a residential district where atmospheric conditions were above average. It also had to be easily accessible to the public. Consequently one of the fine residential districts of Portland was the site decided upon. A street car line passes by within two blocks of the studio, and there is plenty of parking room for those who come in their own automobiles.

As part of the service for the prospective purchasers of the radio the salesmen make it a point to call in their own machines and drive the prospects to the studio. The studio is open

every night, the salesmen taking turn and turn about at these headquarters. Each salesman endeavors to have his own prospect call at the studio for demonstration on the night he is in charge, although the public is invited to come in at all times. As many as twenty-two persons have visited the studio in one night.

New Idea in Radio Merchandising

This is an entirely new idea in radio merchandising, and one which should be of considerable help to those dealers who find that the expense of home demonstration is high enough to jeopardize profit, and the store location makes demonstration at that point infeasible. One of the surprising features of the whole business is the remarkably low overhead, which is less than two per cent on sales, according to Mr. Kern. The studio is about eighteen by thirty feet in size, and the rental is \$35 a month. Other expenses include \$10.50 for telephone, \$5 for light, \$5 for fuel, and the balance for incidentals.

The studio is equipped with the different types of radio receivers handled by the concern hooked up to aerials and batteries. The

instruments are demonstrated in accordance with the desires of the prospects, enabling them to hear the various receivers work under exactly the same conditions.

"We have found that this plan helps our better sets," said Mr. Kern. "We have comfortable seats in the studio so that our prospects will enjoy themselves listening to the programs, and this is an important factor. The studio is tastefully decorated and furnished so that the beauties of the various instruments are brought out. This also is an important consideration."

Seven Turnovers Annually

Of course there are other reasons for the success of the concern, the main thing being that radio is advertised consistently throughout the year. Advertising is not discontinued throughout the Summer months; as a result business holds up very well during this season. The company gets a turnover of six or seven times annually. This is unusually good in view of the fact that six makes of radio are handled, and no trade-ins are accepted on standard sets, and no trade-in is taken where a profit is not assured on the resale of the old set.

Public's Appreciation of Better Music Is Increasing

Interesting Article in The Voice of the Victor Tells How Sales of Red Seal Records Show Development in Musical Taste

An interesting article on the growth of interest in better music among all classes of people of the United States recently appeared in The Voice of the Victor, the organ of the Victor Talking Machine Co. The proof of the assertion was stated to be the number of Red Seal Victor records which are being sold. An extract from the article reads:

"There is scarcely a music critic or writer in the country who has not publicly commented on the remarkably increased interest in music of the better type, that has swept like a wave over America. That this interest really exists cannot be disputed. Attendance at countless concerts, the success of so many musicians, the elevation of the standards of musical programs in motion picture houses and on radio broadcasts all point to it. And sales of Victor Red Seal records—since the development of Orthophonic recording—act as an infallible barometer of public interest in good music.

"Victor's long campaign of musical education in the schools has contributed to this condition.

So, too, has the broadcasting of great music by Victor artists. So also have other radio programs embracing music of the more important kind. And you know from your own records and experience that no great inroads have been made on the Red Seal market.

"As a matter of fact, this market can never be exhausted. On the contrary, the more it is worked, the more it will grow, for as people get acquainted with the better kind of music they will want more of it, and spread the liking for it among their friends. They may not do this consciously—but they'll do it!

"After all, you can't get away from the fact that good music appeals to something fundamental in all of us. You haven't sold as many Red Seal records as you can and will—because people have only recently discovered the delight of great music. They are finding out that good music isn't dull—it is stimulating. They are finding out the difference between the temporary pleasure that popular music, soon worn threadbare, gives—and the lasting delight that is given by the music that cannot grow old. Finally they are discovering that the things that appeal most in popular music are present in a much higher degree in great music."

Chris Bouchillon, who recently made his first Columbia record, has proved very popular with record buyers.



Octacone Gross Profit is Net Profit!

\$19⁵⁰
List

*Slightly higher
west of the Rockies*

*Licensed under Frank E. Miller,
Patent Numbers 1,190,787, 1,220,669,
1,294,137, 1,426,211 other patents
pending.*

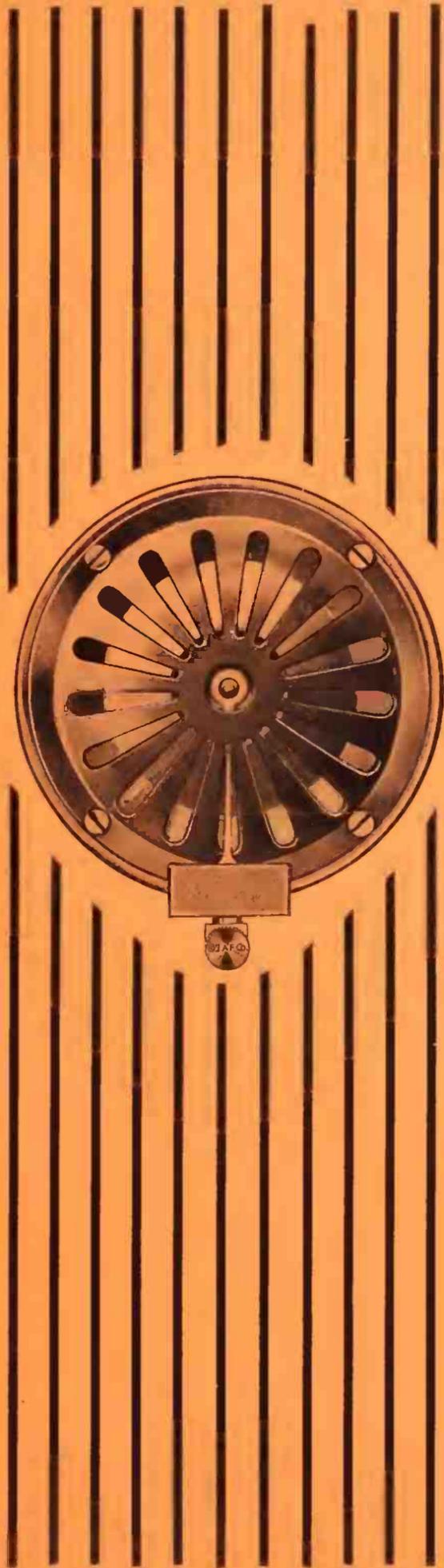
No servicing expense or loss to dealers in handling this superior type of loud speaker. Protected, free edge, full floating cone makes it practically indestructible. Two models. Table Model (illustrated) \$19.50. Pedestal Model, \$29.50. Both models slightly higher west of the Rockies.

OCTACONE

PAUSIN ENGINEERING CO., 727 Frelinghuysen Ave., Newark, N. J.

The
Improved

VAL PHONIC



IN the IMPROVED VAL PHONIC, there is not a single piece of material that will corrode or wear out. It is made to wear.

Constant experiment to improve its tone—tireless pursuit for better results—!

Being always on the alert, keeps the IMPROVED VAL PHONIC in its enviable position.

VAL PHONIC is the trade mark to remember when trustworthy reproducers are required.



REG. U.S. PAT. OFF.

730 MARKET STREET
PHILADELPHIA, U.S.A.



\$25.00—That's All!

The Victor Portable No. 2-30—a superior, standardized instrument—is made possible only by reason of large factory production. Its creation gives Victor dealers a value that would not otherwise be possible.

There is a pronounced demand for a portable talking machine just like the No. 2-30, and for the up and going dealer there is a most unusual opportunity presented to put into effect a sure shot summer selling campaign that will produce large volume sales with attending profits.

Because it is rigid, compact, attractive,

inexpensive, light in weight with a fine, big, round tone, this Victor Portable is going to be the one big summer success. It will be the thing in the eyes of the buying public, and there is your chance to swell the sales total to your fondest wish.

Quite unlike anything heretofore known; quite the best value in town; quite the thing to increase record sales; and quite the right thing for you to push and do a job for the greater supremacy of Victor.

Yes, Mr. Victor Dealer, "exclusive" is the word and the world is at your door.

C. BRUNO & SON, Inc.

Victor Distributors to the Dealer Only

351 FOURTH AVENUE

NEW YORK, N. Y.

1834—Almost a Century of Dependable Service to the Music Trade—1927

Absolutely New —

No Other Radio Like It

Apex Radio for 1927 is the result of a four-year development. It is entirely different—the circuit has nothing in common with any other circuit in the present day field of radio, while the cabinet design and workmanship are unquestionably the finest values ever offered the buying public.

APEX means radio at its very best — easy to sell and stays sold.



Two Years Ahead

Practically every one who has seen the 1927-28 Apex line says it's fully that far out in front of all competition. By individual models, and as a whole, this line is so radically different, so *fundamentally sound* and so far in advance from an engineering standpoint—that no man in the Radio Trade can afford *not to investigate it!* Seize the first opportunity to study these models carefully, study the circuit, study the past record of Apex, study your market—and decide for yourself.

Write today for particulars regarding the most valuable franchise in the radio world

APEX ELECTRIC MFG. COMPANY

1422 West 59th Street (Radio Division) Chicago, U. S. A.



The APEX Consoles

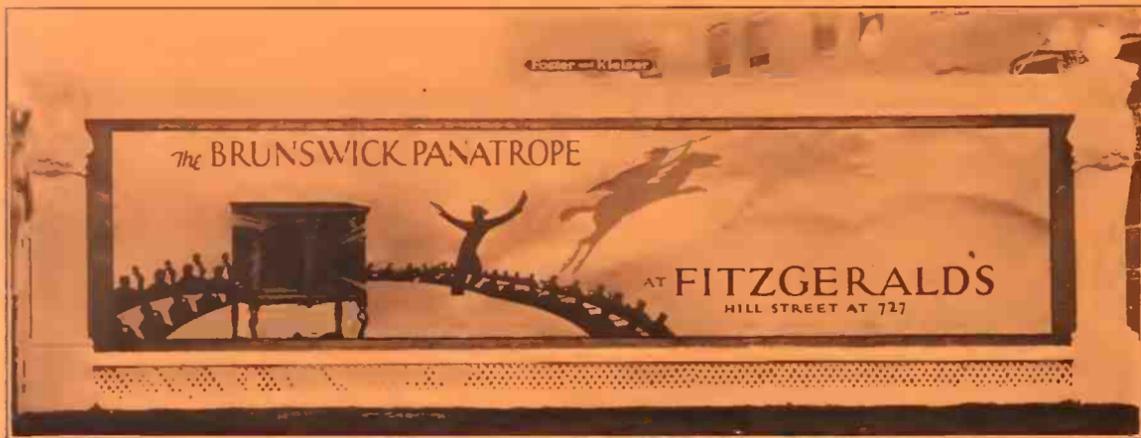
are masterpieces of cabinet craftsmanship. They are products of the Plymouth Radio & Phonograph Company, of Plymouth, Wisconsin.

Specially designed for 1927-1928 Apex Radio Receivers.

Prices and complete data on Apex Sets adapted for socket power operation will be available shortly



Interesting Events of the Trade in Pictures



Above: Fitzgerald's, Brunswick dealers, of Los Angeles, Cal., believe in advertising and the illustration shows how they are bringing the merits of the Brunswick Panatrope to the attention of thousands of people via the billboard route. This is the type of artistic and effective publicity that this enterprising firm has found successful in building up a large and profitable sales volume in its phonograph department. Fitzgerald's is one of the best known firms in the music field on the Pacific Coast.



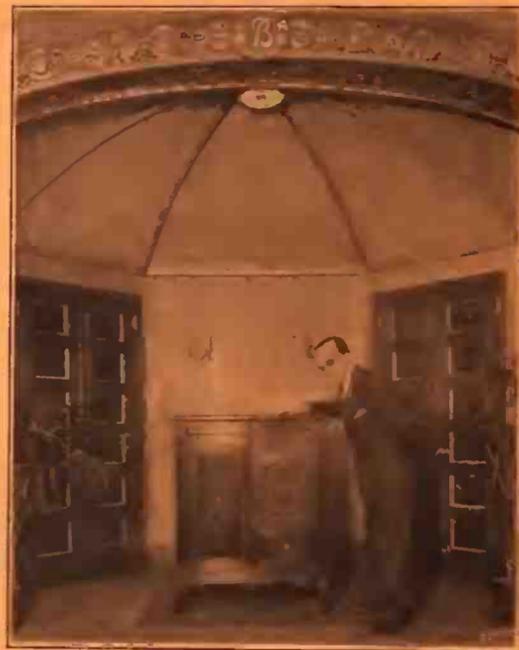
Above: Harry Alter Co., Federal Ortho-sonic distributor, Chicago, operates this radio showroom on wheels. Note the glass panels in the side of the machine, permitting a view of the sets on display inside.



Left: Atwater Kent window display of Baker Bros., Newark, N. J., that won award in window display contest sponsored by New Jersey Radio, Inc.

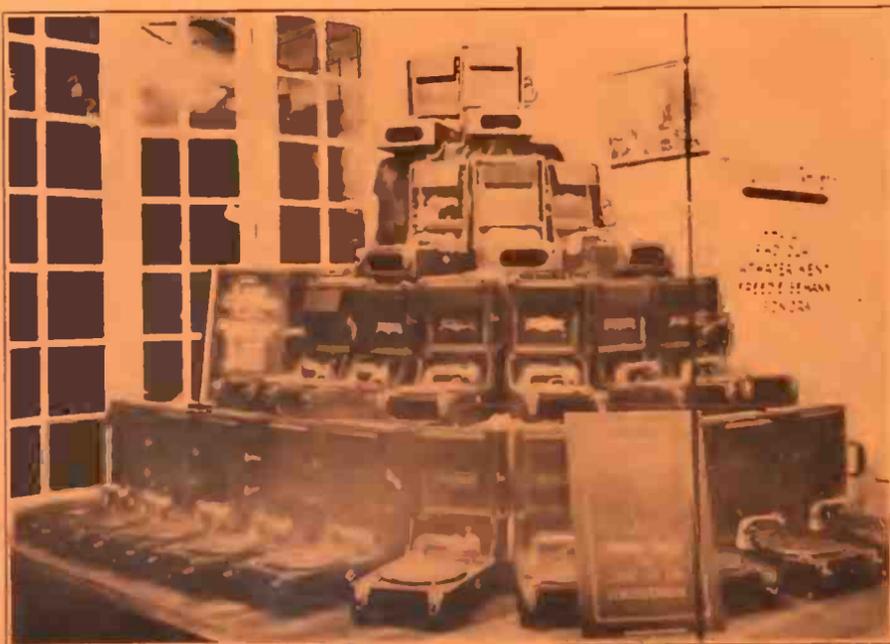


Above: How the Perfection Radio Stores, New York, display Majestic "B" Eliminators in their show window and by this means create a demand.

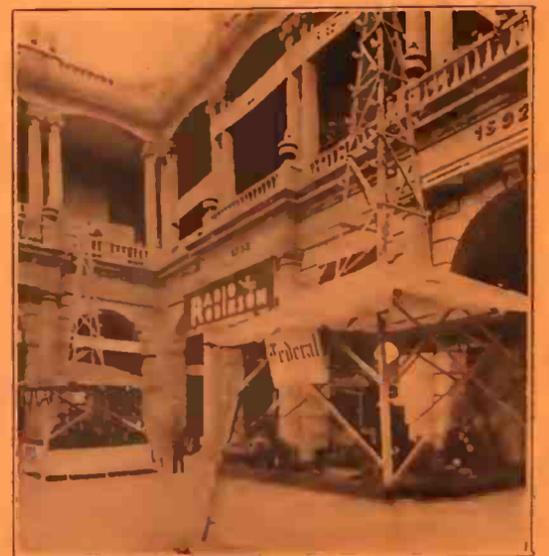


Left: Irvin H. Brooks, resident manager of the Brunswick Atlantic City show rooms, operating the Brunswick Panatrope with Radiola in a corner of the artistic establishment recently opened by the Brunswick Co. for the purpose of interesting the millions of visitors in its products.

Below: The Macdonald-Preston Co., San Bernardino, Cal., recently made a special sales drive on portable phonographs. A feature of the campaign was the window display illustrated herewith. During the period of the campaign total sales were more than 225 instruments. In addition a large volume of record sales resulted. The enterprising firm which staged this campaign on the Superphonic portables is owned in part by Don Preston, who operates stores in Bakersfield and Taft, Cal. The results of the window display illustrate forcibly the value of this type of publicity as part of the sales promotion campaign.



Right: The early days of radio and wireless exhibits! The scene is Mexico City. Foreground: Booth of Federal Radio Corp., Buffalo, N. Y. There is a marked contrast between this exhibition and the elaborate shows staged at the present time.



SPLITDORF

strikes a new NOTE in



Radio

TRADE
SPLITDORF
MARK

To meet TODAY'S merchandising conditions

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

Some valuable jobber territory still open—correspondence solicited

SPLITDORF RADIO CORPORATION

Subsidiary of Splitdorf-Bethlehem Electrical Co.

NEWARK, NEW JERSEY

*Trade-mark

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE—This is the sixty-eighth of a series of articles by William Braid White devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are devoting attention to the featuring and developing of the musical possibilities of the talking machine.]

Phonograph Societies

Merchants have recently been hearing with some interest of the formation of amateur phonograph societies. It is evident to me that the movement which has begun to this end should have the very close attention of all phonograph merchants, for I believe it to be one which should on no account be allowed

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.

to get away from the trade, but should be retained within the trade's orbit, if this be at all possible.

In order to make clear what I mean—and what I do not mean, too—it will be necessary to examine this matter a little carefully.

Amateur phonograph societies, composed of men and women interested in recorded music and desirous of improving the quality of the music so available, began to be formed some five years ago in Great Britain. From the start they have been very successful and have been the means of bringing very many people to understand what treasures of musical joy the possession of a good phonograph can bring. On the other hand, they have exerted upon the manufacturing companies an influence which can only be described as extremely happy. The companies, in fact, have found that the societies provide a buying public which will support any adventure in the way of first-class recording, and so have been encouraged to put on the market a great many works which otherwise would never have been recorded. In this way the whole tone of the phonograph business has been improved.

The reflex influence has been equally great. While the societies have been making things easier for the trade, they have also been teaching thousands of men and women the joy and the beauty of owning a collection of fine records with a fine machine. And at the same time they have been very free with their criticism. The advantage of a critical public to manufacturing concerns in the music field can hardly be overestimated.

The Only Way

Now, the point I wish to make here is that, from the very start, the phonograph manufacturers have been on the side of the societies, have helped them in every way and have shown themselves to be unfeignedly anxious to see them prosper. And the merchants have, as a whole, been equally sympathetic. Here, in fact, is precisely where the societies begin to take on their importance with the trade. For the merchant who is looking for more business will certainly never get it by going downwards in the general mass of public intelligence. He might as well make up his mind that if he wants to sell records and machines prosperously from now onwards he had better look upward and climb towards the higher ranges of public intelligence. Otherwise he will get left.

Thus it is highly important that the merchants should get a grasp upon this movement. Already phonograph societies are in process of formation, or have already been formed, in Chicago, New York, Washington and other cities, East and West. So far these appear to have sprung up spontaneously, usually through some individual reading news of flourishing societies in Great Britain. If the phonograph merchants cared to do so, they could now take command of this movement, direct it along right lines and insure its immediate success. This would be much to their advantage, for although a merchant in such a case is obviously working for his own interests, he is at the same time working for the interests of a great many other people, whom he can serve while himself profiting. As a matter of common sense no merchant can afford to allow the development of phonograph societies in his community in which he himself has no share and whose activities are not shared with him. For it is evident that all these societies will be composed of men and women who will at all times be looking out for, and buying, good new records, agitating for the publication of this, that or the other work, and in general keeping up interests and the sales. If such a

society in any community acts entirely alone it will lose half its value. For a merchant member of it will at once be able to do for his fellow-members all sorts of favors, while at the same time increasing his own business. This is surely evident enough.

Work for Merchants

I indeed would go farther and would ask merchants to organize phonograph societies themselves. Sometimes it is better not to try to do the work oneself and directly, but rather to put the suggestion into the mind of a musically minded friend. At other times it is best to take the initiative oneself. But the circumstances of any particular case will, of course, guide the merchant and cause him to take whatever course may be the more prudent. The main thing is to get a phonograph society started and, if possible, to be one of the members of the organization.

The ways in which a merchant can help a society are numerous. He can supply a list of prospective members from his records of sales, since evidently all who buy good recorded music are fair prospects. He can offer to assist the secretary by doing stenographic work. He can throw open his store for meetings or see that proper machines and records are made available for meetings in private houses. He can, in fact, take over as much of the business end of the thing as he has the time and the patience to take, for secretarial work is of all society work that which people do most unwillingly.

Fruitage

And what may the merchant expect of such unselfishness? He may expect to illuminate vastly in the minds of many intelligent men and women the musical possibilities of the talking machine. He may expect to create a great deal of interest in good records. He may expect to bring to his store many buyers who otherwise would not come. He may expect to find the musical atmosphere of his community made healthier and more alive, with consequent advantage to himself.

The phonograph trade needs, just at this time and above all things, intelligent steering. It has to appeal henceforth to public intelligence and public interest in music. It can do this and can also awaken a great deal of public interest where none has before existed. There is an immense amount of potential public interest in the phonograph. I have here described one of the best possible ways of waking this up.

\$750,000,000 Invested in Radio at Present Time

Calculations recently made by the Department of Commerce place the total investment in radio in the United States at approximately \$750,000,000 as of January 1, 1927. This investment is the estimated aggregate of the current value of the 6,500,000 receiving sets in use; the investments represented by the 700 or more broadcasting stations; the 2550 manufacturing plants and the 30,000 dealers.

Automatic Orthophonic in "Movie" Theatre Program

The Automatic Orthophonic Victrola played a leading part in the program at the Globe motion picture theatre, Oxford, Pa., recently. A number of popular selections and Beethoven's Fifth Symphony in C minor were played. The instrument was supplied by McCreery's Music Store.

RADIO IS BETTER WITH BATTERY POWER



Eveready Layerbilt "B" Battery No. 486, the Heavy-Duty battery that should be specified for all loud-speaker sets.

The Layerbilt patented construction revealed. Each layer is an electrical cell, making electrical contact with its neighbors.

Are you using the *wrong size* batteries?

It is well worth your while to answer this question—

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

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

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

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

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

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

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

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

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

- | | |
|------------------|------------------|
| WEAF—New York | WOC—Davenport |
| WJAR—Providence | WCCO—Minneapolis |
| WEEI—Boston | WCCO—St. Paul |
| WFI—Philadelphia | KSD—St. Louis |
| WGR—Buffalo | WRC—Washington |
| WCAE—Pittsburgh | WGY—Schenectady |
| WSAI—Cincinnati | WHAS—Louisville |
| WTAM—Cleveland | WSB—Atlanta |
| WWJ—Detroit | WSM—Nashville |
| WGN—Chicago | WMC—Memphis |

The air is full of things you shouldn't miss

Mohawk Corp. of Illinois Starts the Construction of a Large New Factory

Addition, Mohawk Building No. 2, Will Provide 26,300 Square Feet for Expansion of Factory Facilities—New Building to Be Modern in Every Possible Respect

Just east of the present large three-story structure housing the Mohawk Corp. of Illinois, manufacturer of the one-dial radio sets, located at 2222 Diversey boulevard, Chicago, ground has been broken for a 26,300 square feet addition,



Construction Starts on Mohawk Plant Addition

Mohawk building No. 2. The rapid strides made by this organization have taxed the present structure to its utmost. Expansion of factory facilities has become imperative.

"The growth of our business," said Mr. De Mare, vice-president in charge of production, "has made it almost impossible to keep pace with production."

The new unit will be thoroughly modern in every respect. It will be fireproof, built of steel and reinforced concrete, and will be of terracotta face. Docking facilities will be situated on

the bank of the north branch of the Chicago River. This fact has been made the most of by way of utilizing the light afforded. The whole east wall will be glass-enclosed. A foundation capable of supporting three additional floors is to be laid, but the present plans call for a one-story structure having a floor area of 26,300 square feet. This unit will house both the general and executive offices, display rooms and receiving and shipping departments of the Mohawk Corp.

In anticipation of the busiest season in the history of the corporation, it is hoped that this new unit will be completed and ready for occupancy by the end of Summer. With this thought in mind construction is being pushed as rapidly as circumstances will permit.

"As our facilities now exist," said Mr. De Mare, "we are obliged to work double shifts in order to maintain the schedule of production set for us to take care of the great Mohawk demand. The new unit will make it possible for us to expand our manufacturing and assembling facilities in proportion to the increasing demand for Mohawk receivers."

Walter Damrosch and Sir Henry Wood in Radio Posts

Former Conductor of New York Symphony Orchestra Is Musical Counsel of National Broadcasting Co.—Wood in Similar Post

Two announcements of international importance to radio listeners were made the latter part of last month, the first being the appointment of Walter Damrosch as musical counsel for the National Broadcasting Co., and the second the appointment by the British broadcasting authorities of Sir Henry Wood to a post similar to that to be occupied by Mr. Damrosch. It was stated by the British Broadcasting Co. that Sir Henry will have a free hand in preparing first-class programs.

In commenting on his new connection Walter Damrosch said: "I propose to give twenty-four orchestral concerts with explanatory comments on the works presented, and on the instruments of a symphonic orchestra. These concerts shall

be broadcast to every school and college in the country that chooses to accept them. There will be three series, eight concerts each, with carefully graded programs: one for the elementary schools, one for the high schools and the third for colleges.

"Previous to the concerts I will send each school that desires it a questionnaire on the music to be performed and my explanatory comments, together with the proper answers. These answers, of course, would be intended only for the eyes of music teachers. After each concert the pupils could be examined by the teachers and rated accordingly."

Mr. Damrosch said that interested parents might receive these questionnaires as well. They will be distributed through the school authorities or the local newspapers. The papers might then print the correct answers a few days later, permitting a check-up.

Carleton Kaumeyer has purchased the Wilmette Music Shop, 1179 Wilmette avenue, Evanston, Ill.

Ernest F. Zatorsky Back From South American Trip

Technical Expert of Brunswick Co. Spent Three Months With Assumpcao & Cia., Distributors of Panatropes in Brazil

Ernest F. Zatorsky, technical expert of the Brunswick-Balke-Collender Co., recently returned from a three-months' stay with Assumpcao & Cia, at Praca Do Patriarcha, No. 10, Sao Paulo, Brazil, Brunswick distributors in that locality. The primary purpose of Mr. Zatorsky's journey was to instruct the members of the Assumpcao Co. in the proper handling and operation of the Brunswick Panatropes and Brunswick Panatropes with Radiola. Mr. Zatorsky is a radio expert and eminently suited



Ernest F. Zatorsky

to prepare the South American dealers for the handling of any emergency that may arise in connection with the instruments.

Mr. Zatorsky reported that business conditions in South America, as far as the Brunswick instruments are concerned, are excellent. The Panatrope, he stated, has found a very definite clientele in that country, and has been accepted as an important part of the social life.

During the entire time of his visit, Mr. Zatorsky trained with several members of the Assumpcao Co., and expressed confidence that the work he has started is now in good hands. Mr. Zatorsky is now making his headquarters at the Chicago office of the Brunswick Co.

Accessories for Automatic

The Victor Talking Machine Co., Camden, N. J., recently supplied its dealers with three new accessories for each of the Automatic Orthophonic Victrolas which they have in stock. The new fixtures consist of a drawer for accessories, shelf for record loader, and a felt (silencing) disc.

Quality Packing Material Used by Quality Manufacturers from A to Z

A Free Test Offered

Kimpak is a soft, white, cotton-like material of great bulk and resiliency. It protects the finish of the finest instruments. No press marks, no mars. Send TODAY for test roll to try in your own way.

Kimpak

REG. U.S. PAT. OFF. REG. IN CANADA

CREPE WADDING

Such as:

All-American
American Bosch
King
Pfanstiehl
Sparks-Withington
Stromberg
Zenith

KIMBERLY-CLARK CO. (Established 1872) NEENAH, WISCONSIN

Sales Offices: 208 S. LaSalle St., Chicago - - 51 Chambers St., New York

In writing please mention Talking Machine World

A Manufacturer writes:

"The sample Low Loss Symphonic Reproducer has been received and we have given it a thorough test. We are greatly pleased with the overtone and detail brought out by this reproducer. It has always been our contention that the Symphonic reproducer was the best on the market."

AN APPRECIATION

WE wish to take this occasion to thank the trade for the enthusiastic reception accorded the Low Loss Symphonic Reproducer. Orders for this reproducer have literally poured in as a result of our announcement and our production facilities are being taxed to meet this flattering reception of our latest and best. We thank you.

SYMPHONIC SALES CORPORATION

Lambert Truell President

WHEN you sell a reproducer you make one sale - to a customer who will be a continuous record buyer if you give him value. Why take a chance on losing his confidence and his record business by selling him a cheap reproducer - and at the same time cut your own profit?

Sell him a Symphonic - the reproducer that has swept the globe, selling in 22 foreign countries as well as at home, the reproducer that is used as standard equipment only by those manufacturers who insist on Symphonic quality because they refuse to take chances with their dealers and their dealers' customers.

Don't take chances with reproducers!

LOW LOSS
Symphonic
PHONOGRAPH REPRODUCER

A Masterpiece of reproducing efficiency

By a special diaphragm construction, sound waves, which tend to dissipate on ordinary diaphragms, are collected at the center without impedance, and are transmitted unimpaired through the tone-arm.

Exquisitely made, with bronze-finished housing and nickel or gold-plated centerpiece, enclosed in a purple silk-lined box with beautifully embossed cover, it is identified by a gold stamped purple ribbon.



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.



Magnavox Co. Starts Construction of First Unit of New Factory in Emeryville

Factory of Western Aluminum Co., Owned by Magnavox Co., Will Be Remodeled to Tie Up With New Building—Whole Structure Will Be Subdivided to Facilitate Manufacturing

The Magnavox Co. started recently on the construction of the first unit of a new factory on the north end of the four acres purchased by it in Emeryville last Fall. The new building, constructed of concrete and brick and steel, embodies the best building features for one-story manufacturing plants but is to be arranged to take advantage of the experience gained by the Magnavox Co. in manufacturing radio and electrical devices the past eight years.

The buildings now on the same property and formerly used by the Western Aluminum Co., which concern is now owned and operated by the Magnavox Co., will be remodeled to tie in with the new building. The whole structure will be subdivided into many divisions to facilitate the diversified manufacturing now carried on by the Magnavox Co. in addition to its radio manufacturing.

"The radio business," it is stated by the Magnavox Co., "is increasing each year and while it can still be called a new art requiring frequent changes of machinery and methods, it has reached a stage where the more important changes can be predicted with sufficient assurance to enable provisions to be made in new building plans which will at the same time provide manufacturing arrangements most efficient to carry on the foundry, buffing, enameling and plating business of the former Western Aluminum Co. as well as the manufacture of electric heating products of the Magnavox Co.

"When completed the new Magnavox plant will be one of the best balanced manufacturing institutions on the Pacific Coast with a product so diversified as to keep uniformly busy at all seasons of the year, and handle outside contracts for any manufacturing. Plans have been

carefully worked out for moving the present factory equipment from the Fruitvale property without causing a shut-down in the production of the new radio devices which are in process now for the coming season's business. Even the complicated radio tube machinery will be moved in such a way as not to interfere with tube production."

Sixteen years ago the Magnavox Co. started its first laboratory in Napa, moving it to the Bay District shortly after. In 1919 the first unit of its present factory was built on East Fourteenth street, Fruitvale, and in 1921 and 1922 additional units were added.

By moving into the new plant at Emeryville a great economy will be effected in all departments of the company's operations, because the new factory will better lend itself to the change in manufacturing conditions and requirements of the radio and electrical business.

Carryola Officials Make Important Business Trips

Don T. Allen, vice-president of the Carryola Co. of America, Milwaukee, prominent manufacturer of portable phonographs, has just left on an extended trip to confer with jobbers and dealers in the South. Immediately following Mr. Allen's departure, George P. Hough, sales manager, left for the Southeast, in the interest of the Carryola Co. B. B. Conheim, special representative, is now calling on the trade in the Middle West.

Orton L. Prime, president and owner of the Carryola Co. of America, Milwaukee, manufacturer of portable phonographs, recently made a

short business trip to the Eastern trading area. He has now returned to his desk and expresses a high degree of optimism for the company's Eastern business during the Summer season.

The Carryola Co. is following a consistent and active program of merchandising and advertising. Fruits of this effort have come in an exceptionally fine volume of business during the first five months of the year.

Leonard Jaeger Promoted by Valley Electric Co.

At the recent regular meeting of the board of directors of the Valley Electric Co., St. Louis, Leonard Jaeger was elected to the office of treasurer and home office manager. The latter's connection with the Valley organization dates back to 1923 when he joined the organization as a member of the treasurer's department, then under the direction of Herbert Elder, who recently was elected to the presidency of the firm. The action of the board of directors in naming Mr. Jaeger for this important office has met the approval of all members of the entire Valley organization, and congratulations have been pouring in from all district offices and Valley distributors in the principal cities since the selection was announced.

Midwest Represents Acme

The Midwest Radio Sales Co., of 1127 Pine street, St. Louis, Mo., has been appointed factory representative of the Acme Elec. & Mfg. Co., of Cleveland, O., to sell the radio apparatus which it manufactures in the States of Missouri, Kansas and Nebraska. The Midwest Co. has been calling on the trade selling radio merchandise for many years, and has a large following.

The Leake County Revelers of Mississippi will record exclusively for the Columbia Southern catalog.

SUMMER PROFITS ARE WAITING FOR YOU

WITH

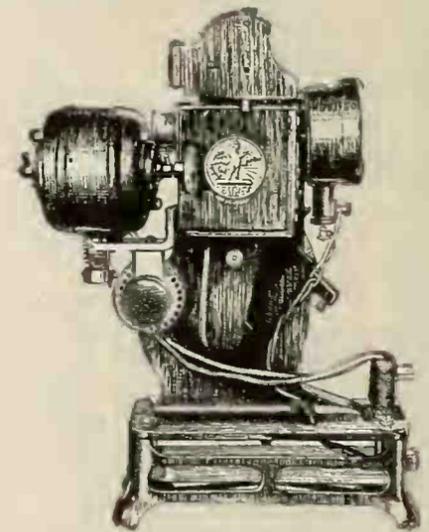
Pathex AUTOMATIC MOTION PICTURE CAMERA AND PROJECTOR



\$47.50

PATHEX AUTOMATIC CAMERA

equipped with F3.5 lens—takes just 5 seconds to load—taking pictures with Pathex is as easy as snapshots and better. Daylight loading film magazines retail for \$1.75, developed free at Pathe Laboratories.



\$65.00

PATHEX ELECTRIC PROJECTOR

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

PATHEX FILM LIBRARY

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

THE BEST DEALER PROPOSITION IN THE AMATEUR MOTION PICTURE FIELD
INVESTIGATE! COMPARE!! ACT!!!

PATHEX, Inc., 35 WEST 45th STREET, NEW YORK CITY

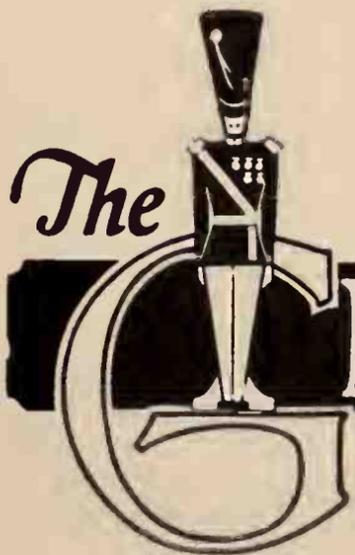
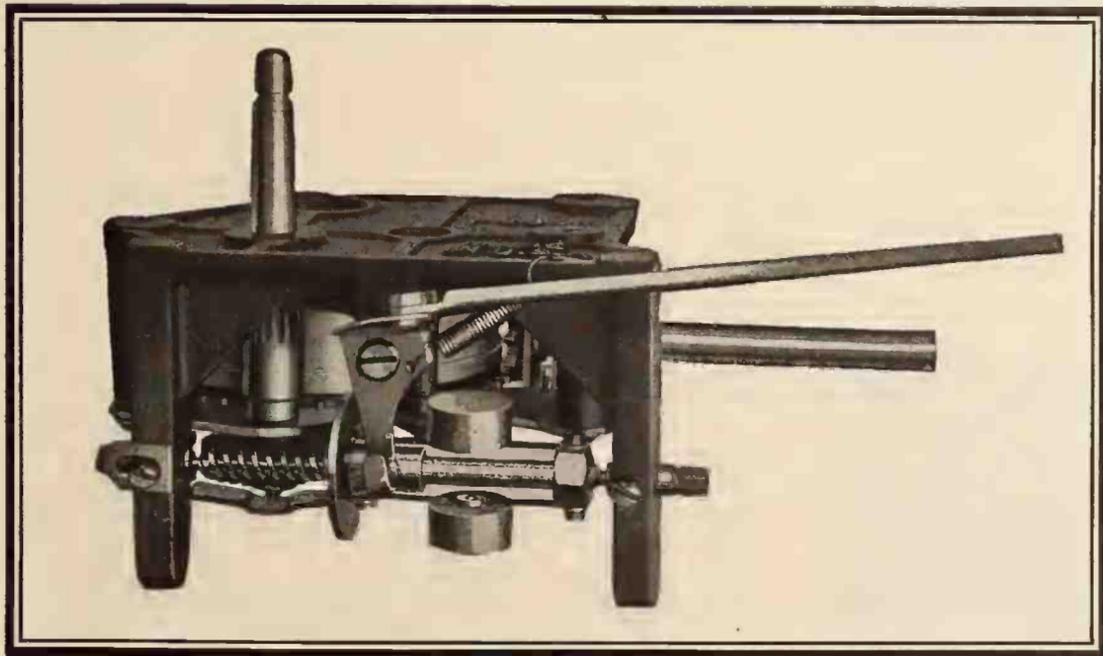
Small Portables CAN Be Noiseless, Sturdy, Safe— If They're Equipped with Junior Motors

FOR the first time the well-known qualities of the famous Flyer Motor are made available for smaller, lighter portable phonographs. The Junior Motor is a reproduction of the Flyer in smaller size, and has the same precise workmanship, the same careful inspection, the same sturdy construction that have made the Flyer the most popular and most widely used motor for portables.

The frame of the Junior is of cast iron. Bearings are of everlasting bronze. The tough spring is made of the finest steel. Like the Flyer, the Junior is inspected at every step and cannot leave the factory unless it is 100% right in every particular. The result is perfectly fitted parts which work smoothly and silently for years, without the vibration and wear which tear down cheaper-made motors in a few months.

The Junior does not add to the cost of the portables you buy. It *does* add to their value and to the satisfaction they give. And it makes any portable easier to sell and insures you against returns.

*Insist on Junior or Flyer Motors in all portables you sell, and you'll be safe—
covered by two guarantees, the maker's and our own.*



GENERAL INDUSTRIES CO.

ELYRIA, OHIO

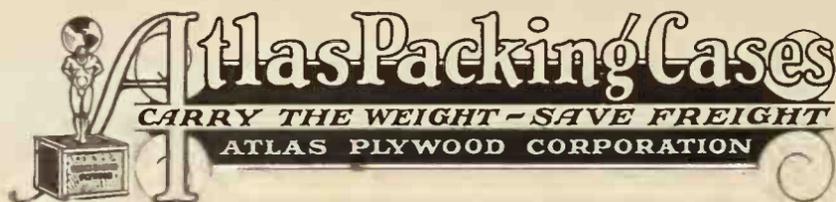
Formerly named The General Phonograph Mfg. Co.

Makers of Precision Products for a Quarter of a Century

When You Ship Radios—

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

May we figure on your case sizes?



PARK SQUARE BUILDING, BOSTON, MASS.

New York Office
90 West Broadway

Chicago Office
649 McCormick Building



849

Receiver and Power Cone Are Added to Kolster Line

Six-Tube Console Receiver with Built-in Power Cone and Console Power Cone Are Important Additions—Two Price Changes

Two outstanding additions to the Kolster radio line, designed by Dr. F. A. Kolster, have just been announced by Federal Brandes, Inc., for the 1927 season. They are illustrated here—



New Six-Tube Kolster Receiver

with. One is a six-tube console receiver with a built-in power cone resulting in a realistic quality of reproduction only possible with a power speaker, and supplying B power to the set. Either an A battery or the Kolster A power unit can be used. The other is a console power cone requiring no batteries, designed especially for use with the Kolster set but also



Console Power Cone Reproducer

capable of use with any receiver. The former retails at \$265 and the latter at \$150.

Reductions in price have been made in two popular Kolster models, the six-tube table set

6-D from \$98.50 to \$80, and the six-tube console 6-G, from \$185 to \$165. Several refinements have been added by Kolster engineers even though the prices were reduced. The three eight-tube models are continued in the Kolster line with prices unchanged, and separate A and B power units are being made.

This is the first time a completely self-contained power reproducer and radio set combined in one console has been placed on the market, according to Federal-Brandes officials. It is said that the combination is successful without microphonics or interference of any kind, and marks a distinct advance in natural reproduction. A single tuning control marked in meters, with selectivity and sensitivity adjustable, and a new walnut cabinet with a cathedral grill covering the power cone are characteristics of the new receiver. The circuit is tuned radio frequency with six tubes of the 201A type. If the Kolster A supply is used with the B eliminator of the power unit, the set is operated entirely from the light socket. A 20-foot cable is supplied with the new console power cone, making it possible to place the speaker wherever desired.

Crosley Radio Corp. Becomes an RCA Licensee

Patents of Radio Corp. and Allied Companies Available, Except Those Relating to Super Heterodyne and Super-Regeneration

An agreement whereby the Crosley Radio Corp., of Cincinnati, O., has become a licensee under many of the radio patents held by RCA, General Electric, Westinghouse Electric & Mfg. Co. and the American Tel. & Tel. Co. has been concluded between Powel Crosley, Jr., president of the Crosley Radio Corp., and the Radio Corp. of America. The agreement entitles Crosley to the use of more than 100 basic patents, except those covering the principle of the super-heterodyne and super-regeneration, according to the announcement. All future laboratory developments of RCA and its associated companies in the field of tuned radio frequency receivers will be available to Crosley. The contracts are said to provide for a 7½ per cent royalty based on sales, and more than half a million dollars already are said to have been paid to RCA by the Crosley Corp.

"Just as the Federal Radio Commission is clearing up broadcasting so will the clearing up of the patent situation help the engineering and manufacturing side of the industry," said Mr. Crosley. "I have always recognized patent rights and have always paid royalties on patents. Although this alliance with RCA involves paying somewhat more, I feel that through elimination of costly litigation the public will benefit."

Plan that Summer sales campaign now and make the season a busy one.

Carryola Master Portable in Denver-Africa Trek

During the Denver-Africa Expedition trek through the central wilderness of darkest Africa for a period of over twelve months the members of the exploring party had with them a Carryola Master portable phonograph, which was selected because of its excellent volume, splendid tone, and durable construction.

This famous portable played a big part in the Expedition. Many of the savages who heard the Carryola had never before seen or heard a phonograph. The news of this wonderful new



A Bright Spot in Lives of Savages

musical instrument traveled like "wild-fire," and a great many of the Africans came from long distances to hear the machine. The Master was returned in excellent condition, having survived thousands of miles of rough caravan travel.

Accordingly, Frank Gray, owner of Gray Bros. Co., Denver distributors of the Carryola products, obtained testimonials which have proved extremely useful to the local trade.

Musical Products Co. Now Grebe Distributor

Announcement has been made of the appointment of the Musical Products Dist. Co., Inc., New York, as a distributor of the Grebe Synchronphase receivers and accessories manufactured by A. H. Grebe & Co. The territory allotted to the Musical Products organization includes metropolitan New York, Brooklyn, Long Island, Westchester County and the lower Hudson Valley. In making this announcement to the trade, Bernard D. Colen, president of the Musical Products Co., states that dealer franchises are now being allotted for the Grebe line and all indications point to a very satisfactory 1927 business.

The Schakleton Piano Corp., Frankfort, Ky., has been incorporated with a capital stock of \$50,000 to sell musical instruments. The concern will handle a complete line.

Columbia Viva-tonal Records
made the new way - electrically - without scratch



Up to the second in popular numbers
Columbia Masterworks from Bach to Strauss complete in album sets



Choose yours at

like life itself

Landay
BROS.

LANDAY BROS. 115th St. New York City
HARTFORD BRIDGEPORT NEW HAVEN

Landay Tells the World

ALL the world sees New York from atop the Fifth Avenue buses. Every year thousands of visitors from every section of the globe visit the metropolis of the Western Hemisphere—and take a bus ride!

There's no finer place to "tell the world" than where the world congregates. So think Landay Bros., the great "department stores of musical merchandise" in New York and neighboring cities.

Landay Brothers are telling the world the story of the new Viva-tonal Columbia and Columbia New Process Records by means of the big end panels facing all the passengers in the front of the upper deck of all the semi-covered coaches traversing Fifth Avenue and Riverside Drive. Each month 1,280,000 passengers on these coaches get the Columbia message.

Above is an example of this splendid advertising. These displays are strikingly executed in beautiful colors.



Columbia Phonograph Company

1819 Broadway, New York City

Canada: Columbia Phonograph Co., Ltd., Toronto



Landay Tells Its Patrons

LANDAY BROS. tell the world the story of Columbia products by continuous and effective advertising. They repeat the message again and again to the millions in New York and neighboring cities by advertising in the great metropolitan dailies and local newspapers. And then they tie up the advertising and the products by playing and displaying the new Viva-tonal Columbia and Columbia New Process Records before the eyes and ears of their patrons in every one of their eleven stores.

The photograph reproduced on this page was recently taken in Landay Hall, Forty-second street and Sixth avenue, New York City. The gigantic display, an adaptation of the Columbia trade-mark, is placed at a strategic point over the record booths and illustrates the Landay attention-compelling method of reminding the store's patrons that the Columbia products, which they have seen advertised, may be obtained there.



Columbia Phonograph Company

1819 Broadway, New York City

Canada: Columbia Phonograph Co., Ltd., Toronto

Last-Minute News of the Trade

Harger & Blish Appointed Exclusive Brunswick Distributor to Iowa Trade

Well-known Des Moines, Ia., Distributing House Will Cover Entire State With Exception of Nine Counties—Long-established Firm Has Built Up a Large Organization

Effective June 1, Harger & Blish, Des Moines, Ia., well-known radio and phonograph distributors, began operation as exclusive Brunswick distributors in Iowa, taking over the wholesale business in all of that State but nine counties, which was formerly handled by Brunswick branches. This is not to be construed as a new distribution policy on the part of the Brunswick Co., but merely to apply in a few



Left to Right: H. Blish, Jr., A. T. Kendrick and H. B. Sixsmith

and limited sections of the country where such distribution plans may be adopted to work harmoniously with Brunswick branches in adjacent fields.

Harger & Blish handle Atwater Kent radio products, Pooley cabinets, Balkite power supply units and Burgess batteries. The firm has a well-established clientele and a progressive sales force under the direction of H. B. Sixsmith, sales manager.

Harger & Blish, Inc., were originally organized as a partnership between Benton M. Harger and H. Herbert Blish in 1887 in Dubuque, Ia. At first, only books and stationery and kindred lines were handled, but with the expansion of the business, pianos and musical instruments, small goods, sheet music and cameras were added. When phonographs were introduced, Harger & Blish were among the first to exploit

them, and in the early days, when the present Victor was called "Monarch," Harger & Blish laid the foundation of a business that reached the sizable total of \$2,500,000 in 1920 at dealers' cost prices. In the meantime the development of the phonograph business made essential the opening in 1908 of a branch house in Des Moines. The stock of the Vim Co. and the Jones Piano Co. was purchased, and followed immediately by that of Hopkins Bros. Co., the Early Music House, of Ft. Dodge, and the Early Music House, of Sioux City. In 1911 another branch of Harger & Blish was established at Sioux City and the Dubuque stock was transferred to Des Moines.

From 1913 to 1924, inclusive, Harger & Blish, it is stated, sold more Edison phonographs and records than any other jobber in the United States and Canada. Early in 1925 radio became their principal line, the December sales in 1925 exceeding all previous December sales, even the peak years of 1919 and 1920. The present six-story H. & B. Building was built in 1920, and is admirably equipped to serve dealers throughout Iowa. H. Herbert Blish, president, is the ideal type of executive, and his keen insight into the possibilities of a proposition, his unerring judgment in forecasting the future and his initiative in developing sales methods and ideas far from the beaten track of merchandising have combined to make the success of Harger & Blish a tribute to his leadership.

H. Harger Blish, vice-president and secretary, after graduating from the University of Pennsylvania in 1910, began for Harger & Blish as traveling representative. In 1916 he was made assistant secretary, and in 1918, secretary. Mr. Blish has an extensive acquaintance in the trade, and is active the year around in the development of many sales plans. H. B. Sixsmith, sales manager, has been in the music trades practically during the entire length of his business life and joined Harger & Blish at the beginning of the 1926 season. He is thoroughly conversant with the economic and geographic conditions of the State of Iowa, and has a wide acquaintance in the trade.

Columbia Phonograph Co. Reviews Prosperous Year at Annual Meeting

Annual Meeting of Stockholders Held—Officers and Directors Elected—Remarkable Progress Made by the Company During the Year—Outlook for Future Is Bright

The Columbia Phonograph Co., Inc., at its annual meeting of stockholders held recently, at the executive offices, 1819 Broadway, New York City, elected the following directors for the ensuing year: George R. Baker, Mortimer N. Buckner, George L. Burr, Henry C. Cox, William C. Dickerman, William C. Fuhri, Fred W. Shibley, Louis Sterling, H. Mercer Walker and Horatio L. Whitridge.

On June 1 the Board of Directors met and elected Louis Sterling chairman of the board; H. C. Cox, president and general manager; W. C. Fuhri, vice-president; F. J. Ames, secretary and treasurer; R. H. Barker, assistant treasurer and assistant secretary.

Stockholders and officials alike expressed their pleasure at the remarkable progress made by the company during a year which has witnessed the opening of the new Columbia Pacific

Coast factory at Oakland, Cal.; the purchase of the Okeh-Odeon record division of the General Phonograph Corp.; the sweeping success of Beethoven Centennial Week, sponsored by the company; the tremendously increased sales of Columbia New Process records, together with the dealer and consumer acceptance of the new Viva-tonal Columbia, and the rapidly growing list of important dealers.

L. F. Rodrigues Elected Bruno Secretary-Treasurer

Lewis F. Rodrigues has been elected secretary and treasurer of the Bruno Radio Corp., Long Island City, succeeding Louis Lager, resigned. William A. Bruno, president, retains his controlling interest in the corporation.

H. B. Haring Appointed Okeh Sales Manager

Otto Heineman, President of Okeh Phonograph Corp., Announces the Appointment of New Sales Head—Widely Experienced

Otto Heineman, president of the Okeh Phonograph Corp., New York, announced this week the appointment of H. B. Haring as sales manager of the Okeh record division, with headquarters at the executive offices in New York. Mr. Haring, who is widely known throughout the phonograph industry, will visit Okeh jobbers throughout the country, keeping in close touch with their activities and co-operating with them in every possible way.

For the past several years Mr. Haring was associated with the Sonora Phonograph Co., covering the Metropolitan district. He has been identified with the phonograph industry since 1918, resigning his commission of captain in the United States regular army upon his return from France at the close of the World War, when he entered the service of the Columbia Phonograph Co. at its Baltimore branch. He was soon promoted to the position of branch manager at New Haven, Conn., and later branch manager at Buffalo, N. Y., subsequently serving as regional representative, covering all territory east of Chicago.

He is recognized as one of the most capable members of the wholesale phonograph industry, and many jobbers are sincerely gratified with his appointment as sales manager of the Okeh record division.

H. C. Schultz & Co. Sonora Distributor in Middle West

H. C. Schultz & Co., Inc., headed by H. C. Schultz, well known throughout the industry, has been appointed distributor for the Sonora Phonograph Co., Inc., covering Michigan and Ohio. Executive offices of the company have been opened in Detroit and also in Cleveland. Mr. Schultz will personally direct activities in Detroit, and C. C. Price, formerly connected with the Pennsylvania Phonograph Distributing Co., will be manager at Cleveland.

In addition to distributing the Sonora phonograph and radio products the H. C. Schultz Co., Inc., will distribute a complete line of musical merchandise as well as a number of accessories in the radio field, including Webster eliminators and power units, Cunningham tubes and Ray-O-Vac batteries. H. C. Schultz has been identified with the phonograph industry for the past ten years, holding important positions with the Columbia Phonograph Co., Inc., and well-known jobbing organizations. He is familiar with the problems of dealers in the territory his company serves.

American Bosch Receives Radio Corp. License

The American Bosch Magneto Corp., of Springfield, Mass., manufacturer of radio receiving sets and loud speakers, has received a license under present and future patents of the Radio Corp. of America for the manufacture and sale of tuned radio frequency receivers, according to an announcement made yesterday by the Bosch corporation. The Springfield corporation, it is said, also holds similar licenses under all inventions of the Radio Frequency Laboratories and the Lektophone Corp., covering, respectively, radio circuits and loud speakers.



(Registered in the U. S. Patent Office)

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NEW YORK, JUNE, 1927

A Move to Insure Radio Trade Prosperity

RADIO trade history was made in Chicago this month, and with the close of the third annual convention of the Radio Manufacturers' Association, the first annual convention of the Federated Radio Trade Association and the first annual Trade Show, it was generally conceded that the industry had finally started upon an era of permanent stability and prosperity. The Trade Show in itself was a noteworthy accomplishment that has hardly been paralleled in many an industry far older than radio, and throughout the week there was a spirit of earnestness and sincerity that was reflected in every detail of the convention proceedings.

With the inauguration of trade shows, the radio industry is well on the way towards an all-year-round activity, rather than a tremendous boom over a period of a few months followed by many months of stagnation. It required foresight and courage on the part of the Radio Manufacturers' Association and its individual members to prepare a trade exhibit of such import and scope as the one presented in Chicago last week, and the R. M. A. well deserved the congratulations received from the members of the trade throughout the country upon the success of the show. This success in itself, however, is merely an indication of the industry's future prosperity and definite stabilization.

It is a fact, however, that all of the work of the R. M. A. and its members would have availed nothing if the jobbers and dealers had not co-operated with the manufacturers and realized that the trade show was the foundation upon which to build an all-year-round business. Jobbers and dealers from every section of the country were represented during the course of the week and special trains and cars from the most important trade centers throughout the country testified to the interest manifested by the dealers and jobbers in this trade exposition. It is reported that the volume of business booked by the manufacturers of the trade show far exceeded all expectations, and indications are that the 1927-28 radio season will not only start earlier but will be of far longer duration than any previous season in radio history.

At the meetings during the R. M. A. convention there were general discussions of the most important phases of the industry, with particular reference to manufacturing problems, merchandising methods and broadcasting activities. It was indeed gratifying for the officers of the R. M. A. to note that the individual members were not only willing but anxious to give the benefit of their experience and knowledge to the Association as a whole. Manufacturers who have specialized in various departments of radio production contributed to committee reports which were not only practical in their context but invaluable in the information offered the industry. On the subject of merchandising there were many important problems discussed in open meetings as well as committee reports which served to emphasize the care and consideration given to the subject of marketing by representative manufacturers and their organizations. The introduction of new models at the Trade Show was the subject of considerable discussion during the convention and it was agreed unanimously by all present that the showing of new styles and models at this particular time of the year could not fail to be of advantage to every factor in the industry.

The National Association of Broadcasters at its annual convention during the course of the week discussed many important topics relative to this important division of the radio industry. It was generally recognized that the new Federal Radio Commission had taken hold of the broadcasting situation in a logical and satisfactory manner and the broadcasters are planning to co-operate with the Commission in ironing out many details and problems which undoubtedly will be solved as the year goes on.

The Federated Radio Trade Association, comprising dealers and jobbers from many of the most important trade centers throughout the country, held a most enthusiastic and profitable convention based upon the problems confronting the radio dealers and jobbers at the present time. This Association, under the able direction of its officers and directors, has accomplished wonders in the short time it has been in existence and the convention held in Chicago last week not only gave the dealers and jobbers an opportunity to talk about vital problems incidental to their business, but also promoted good fellowship and good will to an invaluable degree.

Taken as a whole, last week marked an epoch in the radio industry, and although it is somewhat early to visualize the benefits that these conventions and trade shows may bring about in the future, it is safe to offer the prediction that the 1927-28 radio season will not only be prosperous and profitable, but serve as a stepping-stone to the stabilization of the industry generally.

Awakened Interest in the Talking Machine

SUPPOSITION is one thing, but fact is quite another, and in gauging business progress under present-day conditions it becomes increasingly necessary to depend upon matters of record rather than upon conjectures by those who will, no matter how honest their purpose, endeavor to see things from their own particular viewpoint and in accordance with their own desires or ambitions.

We have heard a great deal about the wonderful comeback of the talking machine and phonograph in their new forms, and that comeback has been real and impressive, as the sales records of manufacturers, wholesalers and dealers prove. But to arrive at a real basis for calculation it is necessary to make some comparisons which on the surface may not prove particularly pleasant, but, nevertheless, after careful study, should prove most heartening to those who have the future of the industry in mind.

A nation-wide survey, of course, is out of the question, but the number of local surveys made in different localities and under various conditions may be accepted without hesitation as representing the general trend of the market, particularly as it affects localities of certain types. We find, for instance, that high-priced instruments are being bought in surprisingly large numbers by those in a position to gratify their desires without straining their pocketbooks, and this affords undeniable proof of the musical qualities of this product. In certain farming districts, also, dealers who go along the roads after business are finding an awakened interest in the talking machine and its music. All this is general, but it has a distinct bearing on merchandising plans for the months and years to come.

The most interesting survey, however, and the most intensive, comes from Milwaukee, where the Milwaukee Journal in making a canvass of local consumer markets has brought to light figures of great importance to trade analysts and which are published in condensed form elsewhere in The Talking Machine World this month.

The particularly interesting part of the Milwaukee figures is that they give honest consideration to the fact that when the new talking machine products were introduced the trade was not simply stagnant and at a standstill, but was actually sliding back at a substantial rate. In fact, there were 3,000 fewer families owning phonographs in Milwaukee in January, 1926, than there were in January, 1925, yet there were only 500 fewer families reported as owning phonographs in January of this year than in 1926, which shows the recovery of 2,500. This comes close to overcoming in a year a downward movement encompassing several years, and, according to the reports, there is every probability of the ownership figures being on the right side of the column by the first of next year if the present rate of progress continues.

In the meantime, trading and merchandising have gone along steadily, with 5,000 new instruments sold in the city during the year and at unit prices materially in excess of those which prevailed a few years ago. It meant that 3.5 per cent of all families in Milwaukee were supplied with instruments during 1926, and that 5 per cent of all phonograph owners, as of January 1 of this year, had bought their instruments within the twelve months preceding.

Let the dealer who is anxious to know where he stands make a survey of his own neighborhood; find out how the proportion of talking machine owners has changed during the past few years. No doubt he will acquire interesting information regarding a number of things, such as changing interests, the bearing of replacements on a general instrument census and other facts that will keep him informed not alone as to his progress in the matter of sales, but also his progress in keeping the market under proper control.

Fiftieth Anniversary of the Phonograph

1927 IS of particular sentimental importance to the phonograph industry of the country, for on August 12 will be formally celebrated the fiftieth anniversary of the invention of the first phonograph in this country by Thos. A. Edison. And who in the trade has not seen somewhere or other a replica of that famous first phonograph with its large tinfoil cylinder, its handle and its threaded shaft?

It was some ten years later, in 1887, that the first Edison phonographs were produced on a commercial basis and offered for sale to the public, but in the interim duplicates of the original model were exhibited and demonstrated throughout the country and served to whet the appetite of a very much interested public for what was to come.

When it is considered that the industry as it is at present constituted is technically only a half-century old and actually or commercially only forty years old, some idea can be gained of its tremendous growth among the industries of the nation and its

wide acceptance by the public at large. It is a far cry from the old wax cylinder and its squeaky announcements to the marvelous instruments of 1927, but most of the real progress has been made within a quarter of a century, and taking the good times with the bad that quarter of a century has been very generous to those who pioneered in phonograph selling and who had the courage to find places for themselves in the new field.

It might be well for the industry as a whole during the year to call public attention to what has been accomplished in the realm of sound recording and reproduction during the short span of forty or fifty years, as the case might be, that the industry has been in existence. It has a romantic side that possesses real publicity value if properly brought to the attention of the public.

Progress in Eliminating Broadcasting Tangle

IT was long ago recognized that the really successful future of the radio industry depended in no small measure upon the control of the broadcasting situation with a view to preventing the interference that for a time became distinctly serious and prevented proper reception in homes or even demonstration rooms.

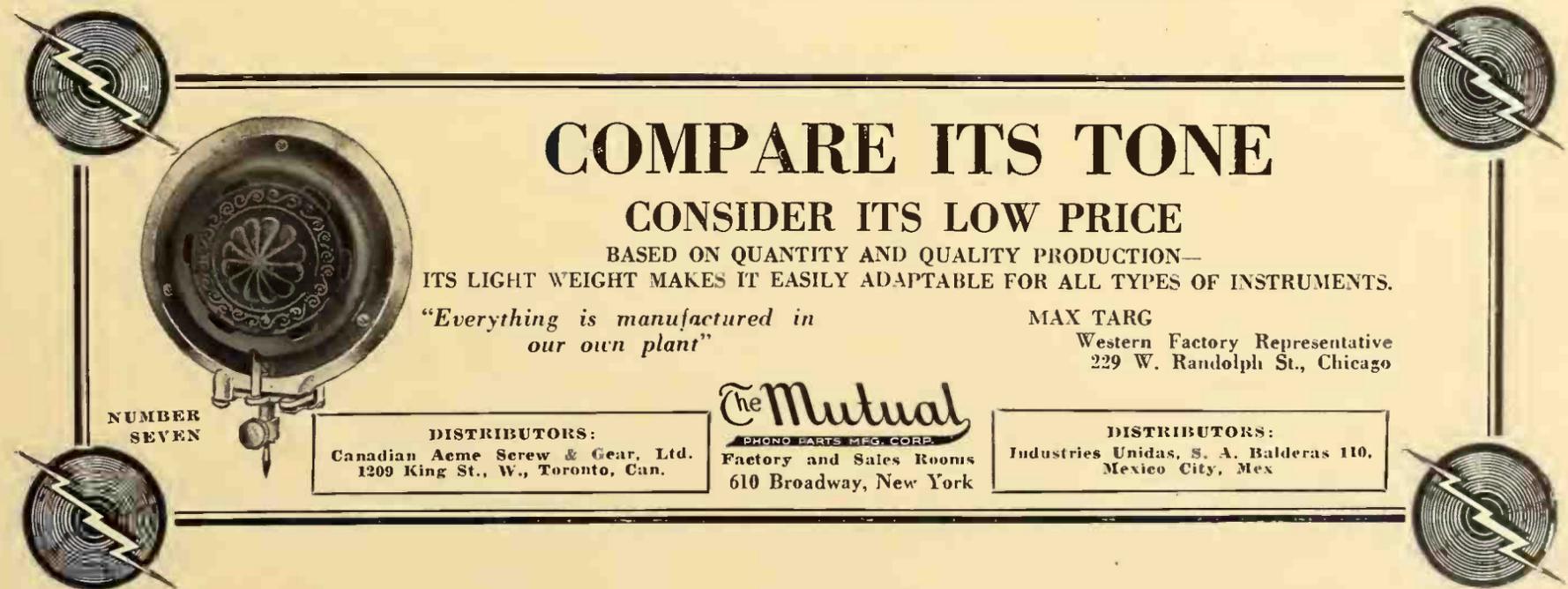
Members of the trade, therefore, are exceedingly gratified to note the progress that has been made by the Federal Radio Commission in smoothing out the broadcasting tangle and reallocating wave lengths so that they may be properly separated and not interfere one with another. It has been a huge task and is still to be completed, but the progress that has been made to date is nevertheless notable.

The Commission has assigned new wave lengths to many stations, has made others divide time, and altogether has made what is apparently an honest attempt to keep in mind the interests of the public as well as the broadcasters. The new wave length schedules were to go into effect on June 1, but in response to protests were deferred to June 15, when the various stations must observe them or suffer the prescribed penalties.

With the broadcasting situation thus well in hand, and with the launching last week of the new radio products of the year in Chicago, there is every reason to look for clear sailing for the radio industry for the balance of the year. In fact, many trade authorities regard the situation, as it now exists and promises to continue, as the most favorable in the history of the industry.

Effective Summer Sales Promotion

THE canvassing route to sales is just as effective as it ever was, if the experiences of dealers who have made outside selling a part of their sales promotion campaigns count for anything. Especially now that the Summer is at hand and store sales, as usual, show a tendency to slow down, the merchant who utilizes the spare time of his salesmen to follow up prospects will be able to maintain more satisfactory sales volume. Idle salesmen in the store are not profit-producers; those who keep busy during slack periods by making contacts on the outside are spending their time to the best advantage in their own interests and those of the merchants by whom they are employed.



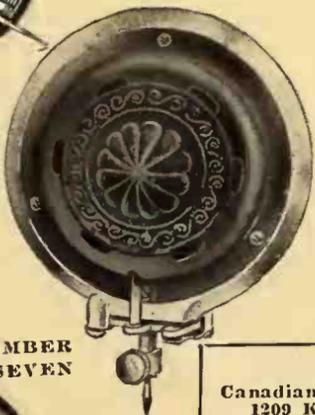
COMPARE ITS TONE

CONSIDER ITS LOW PRICE

BASED ON QUANTITY AND QUALITY PRODUCTION—
ITS LIGHT WEIGHT MAKES IT EASILY ADAPTABLE FOR ALL TYPES OF INSTRUMENTS.

"Everything is manufactured in our own plant"

NUMBER SEVEN



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

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

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

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

Last-Minute News of the Trade

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Caswell Mfg. Co., Maker of Caswell Portable Phonographs, Announces the Appointment—Has Had Wide Experience With Portables

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A. J. Engel needs no introduction to the phonograph industry, for he has been identified with several prominent manufacturers over a period of many years. He is familiar with all details incidental to the portable phonograph business, and in his previous connections he visited jobbers and dealers throughout the country in behalf of portable phonograph manufacturers. He is keenly enthusiastic regarding the sales possibilities of the Caswell line, and will work in close co-operation with L. B. Casagrande and John Casagrande, vice-presidents of the Caswell Mfg. Co.

Apco Mfg. Co. Is Merged With Frank Mossberg Corp.

PROVIDENCE, R. I., June 4.—Thomas F. Wilson, president and treasurer of the Apco Mfg. Co., of this city, has announced the merger of that company and the Frank Mossberg Corp., of Attleboro, Mass. The Apco-Mossberg Corp., as it will be known, will have its headquarters in Attleboro, Mass. The Frank Mossberg Corp. manufactures automotive wrenches and pressed steel parts for the textile industry.

Diamond Music Co. Is Taken Over by Edison

The Edison Phonograph Distributing Corp., Orange, N. J., the jobbing division of Thos. A. Edison, Inc., has taken over the business of the Diamond Music Co., New Orleans, La., long Edison jobber in that city, and will operate it as a regular Edison jobbing branch. The name of the new manager has not yet been announced, but it is stated that most of the personnel of the firm will be retained.

New Columbia Reproducer for Old Style Phonographs

Columbia Phonograph Co. Marketing Reproducer No. 16-A for Old-Type Columbia Instruments and 16-V for Other Standard Makes

The Columbia Phonograph Co. is marketing a new reproducer for use on old-type phonographs. This reproducer is known as Columbia Reproducer No. 16-A for Columbia instruments and No. 16-V for other standard makes. An attractive booklet, entitled "A New Voice for Your Phonograph," is being supplied the trade.

This new Columbia reproducer, while retailing at the remarkably low price of \$5, is most artistically designed, with its bright nickel-plating set off with black lacquer, and is sturdily built for a lifetime of service. Besides improving immeasurably the tone and volume of old-style phonographs, it is so constructed as to reduce to a minimum the wear on records.

Leon Golder Now With the Rola Co. in Important Post

Appointed District Sales Manager for the Middle Western Territory With Headquarters in Chicago for Loud Speaker Manufacturer

Leon Golder, for the past three years district sales manager of the Magnavox Co., with headquarters in Chicago, has been appointed district sales manager in the Middle West for the Rola Co., Oakland, Cal., manufacturer of Rola loud speaker products. Mr. Golder will maintain offices in Chicago and will direct the activities of a sales staff covering Middle West territory.

Leon Golder is well known throughout the music and radio industries for he has been identified with these industries for sixteen years.



Leon Golder

Prior to joining the Magnavox Co., Mr. Golder was associated with the Sonora Phonograph Co., spending thirteen years with this company, and was in charge of Sonora interests in the Chicago territory from 1914 to 1924. He numbers among his friends jobbers and dealers throughout the Middle West, and he brings to the Rola organization an invaluable merchandising experience.

The Columbia Phonograph Co., New York, tied up with the arrival of Charles Lindbergh in New York by advertising special Lindbergh records in the New York Daily News.

New District Sales Manager for Filmo Line in Hollywood

Leonard T. Schaefer Appointed to Important Post in California in Interests of Products Made by the Bell & Howell Co.

The many friends of Leonard T. Schaefer will be glad to learn of his recent appointment to the position of district sales manager of the Bell & Howell Co., Filmo division, at Hollywood, Cal. Mr. Schaefer is well known to music and radio dealers east of the Mississippi, for his former position with the Bell & Howell Co. was that of sale representative covering



Leonard T. Schaefer

the State of Ohio, where he helped many dealers cash in upon the ever-increasing public interest in personal moving picture equipment. Mr. Schaefer's excellent work with the Filmo line in Ohio was recently recognized by the publishers of the American Magazine, who based a full-page newspaper advertisement upon his remarkable successes.

Mac Harlan Appointed Kellogg Ad. Manager

The Kellogg Switchboard & Supply Co., telephone system and radio apparatus manufacturer of Chicago, recently appointed Mac Harlan to the post of advertising manager of the radio division. Mr. Harlan has been associated with various firms in executive and advertising capacities for some time past. For six years he occupied the position of advertising and sales promotion manager of the Rollins Hosiery Mills, Des Moines, Ia., and prior to that time he was connected with the advertising department of the Meredith Publications, also of Des Moines. Before the World War, during which he served eighteen months in the United States army and was discharged with the rank of first lieutenant, Mr. Harlan was connected with the sales department of the Chamberlain Medicine Co. He will direct the advertising for the radio division of the Kellogg organization.

Louis Gruen Joins Staff of Sparks-Withington Co.

According to an announcement made a few days ago by Harry G. Sparks, sales manager of the Sparks-Withington Co., maker of Sparton radio receivers of Jackson, Mich., Louis Gruen has joined the sales department of the firm as special radio representative. Mr. Gruen has an extensive background of experience in the music-radio trade.

Plans Aid for Dealers in Flooded Territory

O. D. Tucker IV & Co. Seek Assistance of Radio Manufacturers in Helping to Establish Dealers Who Suffered Heavy Flood Losses

LITTLE ROCK, ARK., June 3.—In connection with the great calamity brought about by the floods in Arkansas, the O. D. Tucker IV & Co. and Tucker-Meyers, Inc., radio wholesalers, have sent out a very interesting letter to manufacturers in connection with the efforts now being made by dealers toward getting business on its feet in view of the receding of the floods in that territory. Letters also have been sent to the dealers in an effort to get a correct survey of the actual damages which they have suffered, and when this is completed a plan will be outlined and sent to manufacturers asking them in some way to share part of the loss sustained. The dealers are assured that it is the aim of this concern to assist their dealers to recover as quickly as possible from this great disaster, and they feel sure that just as soon as the survey shows the actual amount of damage done, and whose make and type of merchandise is involved, each factory will co-operate in this very worthy effort.

The Tucker institution is to be commended highly for its constructive efforts to help the trade in its territory. It is the kind of work that should meet with the greatest sympathy and support from all members of the industry. As a matter of fact already a large number of letters have been received from manufacturers asking how best they may help. While the Red Cross is looking after those in actual need, and the banks are aiding the farmers who have suffered, no provision has been made for the practical relief of the merchants. It is in this connection that the appeal for aiding the merchants is being made.

Primaphonic Reproducer Receives Merit Award

The Primaphonic reproducer, manufactured by Herman Thorens, Ste. Croix, Switzerland, received the highest award of merit at the recent International Exposition of Musical Art at Geneva, according to an announcement by R. R. Kind, general manager of Thorens, Inc., New York, sole distributor in the U. S. A. for the Thorens line of phonograph motors and other accessories.

Gerhard Scheidt, a cousin of Frederick Hermann Thorens, and Gerhard Kind, a brother of R. R. Kind, have been appointed general assistants and administrators at the New York offices of Thorens, Inc.. Both have had considerable experience in the Thorens' factories at Ste. Croix, and are well equipped to handle their new duties.

New Magnavox Microphone for Transoceanic Flights

Announcement has been made by the Magnavox Co., of Oakland, Cal., that a new microphone has been perfected for use in future transoceanic flights. It is an improvement over the microphone invented by engineers of the same company several years ago, which was used to broadcast Liberty Loan appeals during the war.

The principle of this airplane microphone is rather unique. There is an open space behind the diaphragm of the microphone, thus permitting the air pressure caused by the noises of the airplane motor to play equally on the diaphragm from both sides, with a resulting neutralization. Therefore, when the human voice vibrations are impinged on the diaphragm they modulate the telephone current accurately, thus making it possible to reproduce a conversation for listeners on the ground.

Sound-Proof Rooms for the Congressional Library

Van Veen & Co., of New York, Secure Order From the Aeolian Co.

Van Veen & Co., Inc., of New York City, makers of talking machine ware room equipment, have been commissioned by the Aeolian Co. to install a sound-proof room in the Congressional Library at Washington so that piano records may be adequately rendered on the Duo-Art for users of the music library.

It is, of course, important that other users of the library be not disturbed by the music, and the builders have devised a system of construction based upon the most modern principles of acoustical engineering.

Rooms of this type will now be available to librarians throughout the country so that music students may have the records played without disturbance to readers even under conditions where, through lack of space, the sound-proof room must be placed close to the reading rooms.

R. Hooke Is Manager of Brunswick Atlanta Branch

Former Special Representative of Brunswick Co. Is Promoted to District Manager—Has Had Long and Varied Career with Company

ATLANTA, GA., June 6.—Friends of R. Hooke, special representative of the Brunswick-Balke-Collender Co., Chicago, Ill., will be interested to learn of his promotion to district manager of the company in Atlanta, Ga., with offices at 203 Ivy street.

Mr. Hooke is well known in Atlanta, and, indeed, in phonograph circles throughout the Southeastern States. Five years ago he became representative for the Brunswick Co., traveling Georgia and Alabama in the interest of the firm.

He was later transferred to the Cincinnati branch and was then stationed as special representative of the company in Chicago. In his new position Mr. Hooke will have complete charge of the phonograph division in Atlanta.

BUILT LIKE A VIOLIN



List Price

TIP TABLE MODEL

\$40

Only when you hear the amazing *expression* Teletone speaker gives radio reception, will you realize the quick sales possibilities it offers.

TELEPHONE

announces a

TIP TABLE CONE SPEAKER

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

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

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

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

TELEPHONE CORPORATION of AMERICA
Third and Van Alst Aves. Long Island City, N. Y.

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A. J. Engel needs no introduction to the phonograph industry, for he has been identified with several prominent manufacturers over a period of many years. He is familiar with all details incidental to the portable phonograph business, and in his previous connections he visited jobbers and dealers throughout the country in behalf of portable phonograph manufacturers. He is keenly enthusiastic regarding the sales possibilities of the Caswell line, and will work in close co-operation with L. B. Casagrande and John Casagrande, vice-presidents of the Caswell Mfg. Co.

Apco Mfg. Co. Is Merged With Frank Mossberg Corp.

PROVIDENCE, R. I., June 4.—Thomas F. Wilson, president and treasurer of the Apco Mfg. Co., of this city, has announced the merger of that company and the Frank Mossberg Corp., of Attleboro, Mass. The Apco-Mossberg Corp., as it will be known, will have its headquarters in Attleboro, Mass. The Frank Mossberg Corp. manufactures automotive wrenches and pressed steel parts for the textile industry.

Diamond Music Co. Is Taken Over by Edison

The Edison Phonograph Distributing Corp., Orange, N. J., the jobbing division of Thos. A. Edison, Inc., has taken over the business of the Diamond Music Co., New Orleans, La., long Edison jobber in that city, and will operate it as a regular Edison jobbing branch. The name of the new manager has not yet been announced, but it is stated that most of the personnel of the firm will be retained.

New Columbia Reproducer for Old Style Phonographs

Columbia Phonograph Co. Marketing Reproducer No. 16-A for Old-Type Columbia Instruments and 16-V for Other Standard Makes

The Columbia Phonograph Co. is marketing a new reproducer for use on old-type phonographs. This reproducer is known as Columbia Reproducer No. 16-A for Columbia instruments and No. 16-V for other standard makes. An attractive booklet, entitled "A New Voice for Your Phonograph," is being supplied the trade.

This new Columbia reproducer, while retailing at the remarkably low price of \$5, is most artistically designed, with its bright nickel-plating set off with black lacquer, and is sturdily built for a lifetime of service. Besides improving immeasurably the tone and volume of old-style phonographs, it is so constructed as to reduce to a minimum the wear on records.

Leon Golder Now With the Rola Co. in Important Post

Appointed District Sales Manager for the Middle Western Territory With Headquarters in Chicago for Loud Speaker Manufacturer

Leon Golder, for the past three years district sales manager of the Magnavox Co., with headquarters in Chicago, has been appointed district sales manager in the Middle West for the Rola Co., Oakland, Cal., manufacturer of Rola loud speaker products. Mr. Golder will maintain offices in Chicago and will direct the activities of a sales staff covering Middle West territory.

Leon Golder is well known throughout the music and radio industries for he has been iden-



Leon Golder

tified with these industries for sixteen years. Prior to joining the Magnavox Co., Mr. Golder was associated with the Sonora Phonograph Co., spending thirteen years with this company, and was in charge of Sonora interests in the Chicago territory from 1914 to 1924. He numbers among his friends jobbers and dealers throughout the Middle West, and he brings to the Rola organization an invaluable merchandising experience.

The Columbia Phonograph Co., New York, tied up with the arrival of Charles Lindbergh in New York by advertising special Lindbergh records in the New York Daily News.

New District Sales Manager for Filmo Line in Hollywood

Leonard T. Schaefer Appointed to Important Post in California in Interests of Products Made by the Bell & Howell Co.

The many friends of Leonard T. Schaefer will be glad to learn of his recent appointment to the position of district sales manager of the Bell & Howell Co., Filmo division, at Hollywood, Cal. Mr. Schaefer is well known to music and radio dealers east of the Mississippi, for his former position with the Bell & Howell Co. was that of sale representative covering



Leonard T. Schaefer

the State of Ohio, where he helped many dealers cash in upon the ever-increasing public interest in personal moving picture equipment. Mr. Schaefer's excellent work with the Filmo line in Ohio was recently recognized by the publishers of the American Magazine, who based a full-page newspaper advertisement upon his remarkable successes.

Mac Harlan Appointed Kellogg Ad. Manager

The Kellogg Switchboard & Supply Co., telephone system and radio apparatus manufacturer of Chicago, recently appointed Mac Harlan to the post of advertising manager of the radio division. Mr. Harlan has been associated with various firms in executive and advertising capacities for some time past. For six years he occupied the position of advertising and sales promotion manager of the Rollins Hosiery Mills, Des Moines, Ia., and prior to that time he was connected with the advertising department of the Meredith Publications, also of Des Moines. Before the World War, during which he served eighteen months in the United States army and was discharged with the rank of first lieutenant, Mr. Harlan was connected with the sales department of the Chamberlain Medicine Co. He will direct the advertising for the radio division of the Kellogg organization.

Louis Gruen Joins Staff of Sparks-Withington Co.

According to an announcement made a few days ago by Harry G. Sparks, sales manager of the Sparks-Withington Co., maker of Sparton radio receivers of Jackson, Mich., Louis Gruen has joined the sales department of the firm as special radio representative. Mr. Gruen has an extensive background of experience in the music-radio trade.

Plans Aid for Dealers in Flooded Territory

O. D. Tucker IV & Co. Seek Assistance of Radio Manufacturers in Helping to Establish Dealers Who Suffered Heavy Flood Losses

LITTLE ROCK, ARK., June 3.—In connection with the great calamity brought about by the floods in Arkansas, the O. D. Tucker IV & Co. and Tucker-Meyers, Inc., radio wholesalers, have sent out a very interesting letter to manufacturers in connection with the efforts now being made by dealers toward getting business on its feet in view of the receding of the floods in that territory. Letters also have been sent to the dealers in an effort to get a correct survey of the actual damages which they have suffered, and when this is completed a plan will be outlined and sent to manufacturers asking them in some way to share part of the loss sustained. The dealers are assured that it is the aim of this concern to assist their dealers to recover as quickly as possible from this great disaster, and they feel sure that just as soon as the survey shows the actual amount of damage done, and whose make and type of merchandise is involved, each factory will co-operate in this very worthy effort.

The Tucker institution is to be commended highly for its constructive efforts to help the trade in its territory. It is the kind of work that should meet with the greatest sympathy and support from all members of the industry. As a matter of fact already a large number of letters have been received from manufacturers asking how best they may help. While the Red Cross is looking after those in actual need, and the banks are aiding the farmers who have suffered, no provision has been made for the practical relief of the merchants. It is in this connection that the appeal for aiding the merchants is being made.

Primaphonic Reproducer Receives Merit Award

The Primaphonic reproducer, manufactured by Herman Thorens, Ste. Croix, Switzerland, received the highest award of merit at the recent International Exposition of Musical Art at Geneva, according to an announcement by R. R. Kind, general manager of Thorens, Inc., New York, sole distributor in the U. S. A. for the Thorens line of phonograph motors and other accessories.

Gerhard Scheidt, a cousin of Frederick Hermann Thorens, and Gerhard Kind, a brother of R. R. Kind, have been appointed general assistants and administrators at the New York offices of Thorens, Inc.. Both have had considerable experience in the Thorens' factories at Ste. Croix, and are well equipped to handle their new duties.

New Magnavox Microphone for Transoceanic Flights

Announcement has been made by the Magnavox Co., of Oakland, Cal., that a new microphone has been perfected for use in future transoceanic flights. It is an improvement over the microphone invented by engineers of the same company several years ago, which was used to broadcast Liberty Loan appeals during the war.

The principle of this airplane microphone is rather unique. There is an open space behind the diaphragm of the microphone, thus permitting the air pressure caused by the noises of the airplane motor to play equally on the diaphragm from both sides, with a resulting neutralization. Therefore, when the human voice vibrations are impinged on the diaphragm they modulate the telephone current accurately, thus making it possible to reproduce a conversation for listeners on the ground.

Sound-Proof Rooms for the Congressional Library

Van Veen & Co., of New York, Secure Order From the Aeolian Co.

Van Veen & Co., Inc., of New York City, makers of talking machine wareroom equipment, have been commissioned by the Aeolian Co. to install a sound-proof room in the Congressional Library at Washington so that piano records may be adequately rendered on the Duo-Art for users of the music library.

It is, of course, important that other users of the library be not disturbed by the music, and the builders have devised a system of construction based upon the most modern principles of acoustical engineering.

Rooms of this type will now be available to librarians throughout the country so that music students may have the records played without disturbance to readers even under conditions where, through lack of space, the sound-proof room must be placed close to the reading rooms.

R. Hooke Is Manager of Brunswick Atlanta Branch

Former Special Representative of Brunswick Co. Is Promoted to District Manager—Has Had Long and Varied Career with Company

ATLANTA, GA., June 6.—Friends of R. Hooke, special representative of the Brunswick-Balke-Collender Co., Chicago, Ill., will be interested to learn of his promotion to district manager of the company in Atlanta, Ga., with offices at 203 Ivy street.

Mr. Hooke is well known in Atlanta, and, indeed, in phonograph circles throughout the Southeastern States. Five years ago he became representative for the Brunswick Co., traveling Georgia and Alabama in the interest of the firm.

He was later transferred to the Cincinnati branch and was then stationed as special representative of the company in Chicago. In his new position Mr. Hooke will have complete charge of the phonograph division in Atlanta.

BUILT LIKE A VIOLIN



List Price

TIP TABLE MODEL

\$40

Only when you hear the amazing *expression* Teletone speaker gives radio reception, will you realize the quick sales possibilities it offers.

TELEPHONE

announces a

TIP TABLE CONE SPEAKER

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

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

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

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

TELEPHONE CORPORATION of AMERICA
Third and Van Alst Aves. Long Island City, N. Y.

Announcing the "Battery-less" Era in the



the Industry has long been looking to **KELLOGG** for the perfected "Battery-less" [A.C.] Set—

7 Kellogg A. C. tubes, completely shielded, including the first A. C. Power Tube used in a radio set.
4 stages of radio frequency, Inductively Tuned.
Completely equipped to draw "A," "B" and "C" current direct from the alternating current electric light line, without the use of any batteries.

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

Kellogg

A.C.—Operates from the light-socket

Standardization an Asset in Radio, Says J. B. Price

Sales Manager of Stevens & Co. Outlines Plans for the New Line of Speakers and Stresses the Importance of Simplification

Stressing the fact that the jobber has played a most important part in the pioneer days of radio merchandising, J. B. Price, sales manager of Stevens & Co., New York, in a chat with a representative of The Talking Machine World, out-



J. B. Price

lined his sales plans for the new line of Stevens' speakers and stated that cooperation with the jobber was the main idea behind standardization of the Stevens products.

"Whatever simplifies any industry is, in the last analysis, beneficial to that industry and the public it serves," said Mr. Price. "It occurred to me that we could learn a little lesson from the motor industry and standardize our line of

speakers in the same way that the reputable radio receiver manufacturer has standardized his line. This is a big help to the jobber, and it is a help all along the line to the consumer.

"We had already standardized our diaphragm. We had already arrived at exacting electrical standards and our research showed nothing of advantage in freak models or sizes. The 1927 Stevens line of speakers is offered in a way which will really be helpful to the jobber and the dealer, and eliminates all sales experiments. Five carefully graded models have been developed ranging in list price from \$18.50 to \$65. This will enable the jobber and the dealer to concentrate their sales efforts and to conserve capital by carrying a smaller and more active stock.

"We have also improved the speaker mechanically, electrically and artistically. We developed our Stevens T.T. Unit to meet the needs of high plate voltages and power tubes, and went a step further in building in a high grade output transformer. The one-piece cast aluminum base and the complete shielding of the unit are practical results of our effort to develop and standardize our line. Our contact with musical technique and the construction of musical instruments gave us our 'Golden Chime' idea."

Mr. Price stated that in his opinion most reputable speaker manufacturers will adopt this policy of standardization in future.

Columbia Lindbergh Records

As soon as the word was received that Charles Lindbergh had successfully crossed the Atlantic and had landed in Paris, the Columbia Phonograph Co., recorded a special coupling, "Lucky Lindbergh" and "Lindbergh, the Eagle of the U. S. A." Both selections are sung by Vernon Dalhart, tenor. A special window streamer was supplied to Columbia dealers.

Spartan Elec. Corp. to Job Freed-Eisemann Line

The Freed-Eisemann Radio Corp., Brooklyn, N. Y., has announced the appointment of the Spartan Elec. Corp., New York, as a new distributor of Freed-Eisemann radio products in Manhattan, the Bronx and Staten Island. Another recent addition to the Freed-Eisemann distributing organization is the G. J. Seedman Automotive & Radio Supply Co., Brooklyn, N. Y., operating in Brooklyn and Long Island. It has also been announced that the Wholesale Radio Equipment Co., New York and Newark, N. J., will continue to serve as distributor in the entire metropolitan district.

Announces New Tubes

Two new types of tubes, a low voltage full wave rectifier and a high voltage single wave rectifier, have been placed on the market by the Northern Mfg. Co., Newark, N. J., manufacturer of Marathon radio tubes. They are said to be different in many respects from any others now available. These tubes have a two-volt filament that is claimed to be unbreakable, coated with oxides of rare earths. The manufacturers claim that samples of these tubes have been running under actual operating conditions for more than a thousand hours and show no signs of any decrease in efficiency. They will deliver up to seventy-five milliamperes without materially affecting their life.

New Columbia Artists

Important additions to the list of Southern artists recording exclusively for the Columbia Phonograph Co. catalog are Benny Borg, "the Singing Soldier," and the Deal Family, noted for their rendition of sacred selections.

Development of Radio Receivers —

Here it is!

For two years you have been asking the question, "Why doesn't Kellogg bring out an A. C. set?" You all knew that Kellogg had perfected and marketed an A. C. tube. You couldn't understand why we didn't use them ourselves. It was one thing to create a successful A. C. tube. But it was quite another thing to build an A. C. set that would be worthy of the Kellogg name and guarantee. We were pioneering a momentous step in radio development. Even with Kellogg's vast engineering resources, it was a big job. For two years our engineers have worked behind locked doors. A year ago we had it—but we could not tell you about it. We had to be sure, very sure that every detail was perfect. But NOW—after a whole year of testing and proving, we are ready to release this wonderful new Kellogg A. C. Receiver.

Here it is!

Exhibited in Kellogg Booth No. 81 at the show. Here it is, ready for the impatient public that has been clamoring for a set free from ALL batteries—a set that may be plugged into the light socket and bring in perfect reception without a thought or a care as to battery maintenance. No "A" batteries; no "B" batteries; no "C" batteries. A set that is built completely by Kellogg; parts, tubes and all. A set with all its units designed and built to achieve a single ideal; backed by all of Kellogg's financial resources, and inspired by the Kellogg determination to create the greatest radio the world has ever known.

Deliveries will start after July 15th. Application for franchise should be made promptly if early allotments of stock are expected.

KELLOGG SWITCHBOARD AND SUPPLY COMPANY, Dept. A-259, CHICAGO

KELLOGG

No 'A' Batteries
No 'B' Batteries
No 'C' Batteries None!

Victor Makes First Record in Atlanta Recording Studio

Emory University Glee Club, Assisted by Louise Hunter of the Metropolitan Opera Company, Makes First Record in New Atlanta Studio

ATLANTA, GA., June 3.—The first record made by the Victor Talking Machine Co. in its new Atlanta recording studios has just been put on the market and is having a fine local sale, according to all reports.

The record, which is, of course, an Orthophonic reproduction, consists of two numbers by the Emory University Glee Club, of Atlanta, assisted by Louise Hunter, of the Metropolitan Grand Opera Company, and is said to be one of the best glee club medleys recorded during the past year.

Last year the Emory University Glee Club toured Europe during the Summer, singing at most of the leading cities, where it made a decided musical hit. At present it is considered one of the outstanding musical organizations in the Southern collegiate field.

Several other Victor recordings will probably be made by the Glee Club, following the steady sale of its first offering.

Exaggerated Rumors Hurt Business in New Orleans

Pointing out that the circulation of misleading and exaggerated rumors in the North is doing more harm to New Orleans than the flood of the Mississippi River itself is inflicting, Woodward, Wight & Co., Ltd., New Orleans, distributor for Thermodyne and Algonquin radio products and one of the largest general supply houses in the South, said that the only flood damage suffered recently in New Orleans has been due to unusually heavy rainfall and

not to the Mississippi overflow. It is stated that New Orleans has not at any time had any flood waters within its limits.

Australian Jobber Seeks American Radio Connections

Pointing out the tremendous demand for radio receivers and accessories in Australia and New Zealand, Harrington's, Ltd., of 386 George street, Sydney, has written to The Talking Machine World stating that they are in the market for quality radio products for distribution in that section. The firm of Harrington's, Ltd., has been established for thirty-eight years, and is one of the largest radio jobbing houses in Australia and New Zealand. In addition, the company operates large retail stores at Sydney, Melbourne, Brisbane, Adelaide, Katoomba, New Castle, Wellington and Auckland. They maintain factories and laboratories at Anandale and New Castle.

Harrington's, Ltd., now represent several of the leading American manufacturers, and the popularity of American products in their section of the world is such that they are seeking to take on additional lines of quality merchandise.

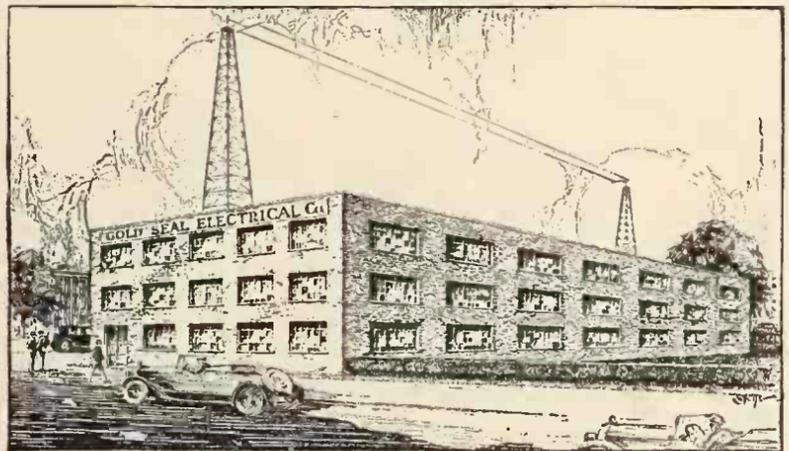
Schwan Bros. Open Store

A new store carrying a complete line of talking machines, records and radio receivers has been opened in the Mader block, Dansville, N. Y., by Schwan Bros., who are planning a vigorous sales campaign.

Gold Seal Elec. Co., Inc., Now in Modern New Plant

Well-known Manufacturer of Radio Tubes Occupies Factory Specially Constructed to Facilitate Production of Tubes

The Gold Seal Electrical Co., Inc., manufacturer of Gold Seal radio tubes, now occupies its new factory in Newark, N. J., illustrated herewith. The new Gold Seal plant is equipped with the most modern machinery and tube

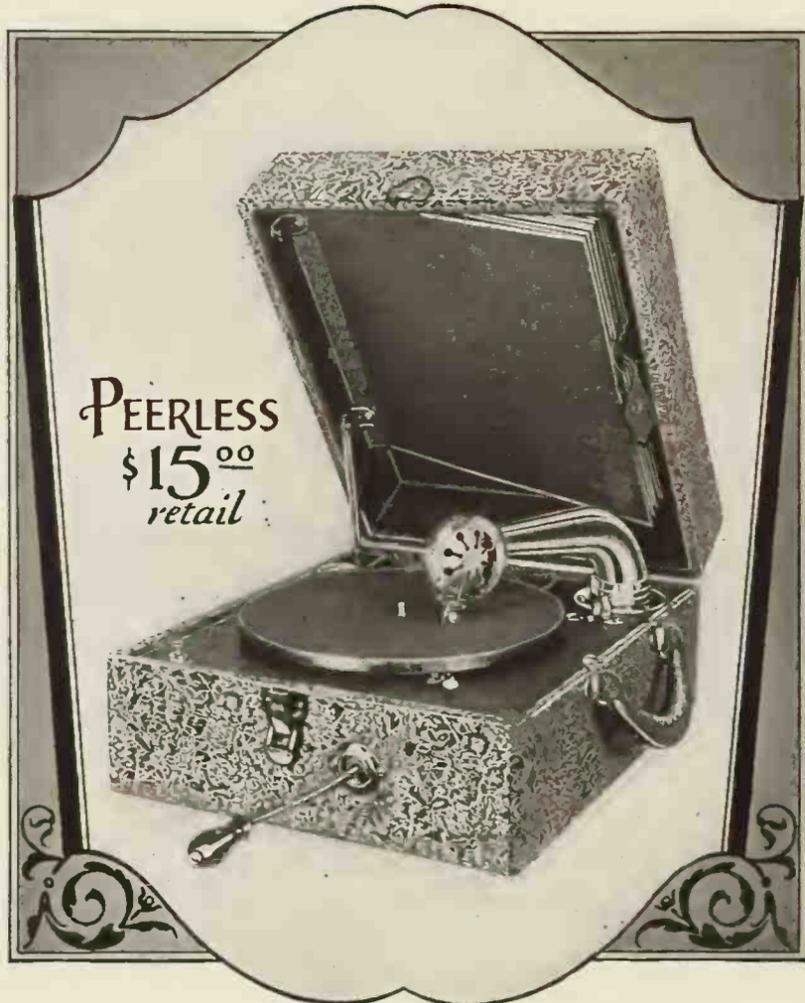


New Plant of the Gold Seal Electrical Co., Inc.

manufacturing apparatus, and was erected under the supervision of James W. Duff, president, an authority on manufacturing processes.

The floor plans provide for an uninterrupted flow of operations from raw material to the completed and tested tube and to the packing and shipping departments. Capacity with present equipment is 25,000 tubes per day, and there is ample room for expansion to accommodate the rapidly growing business of the Gold Seal Co. It is stated that Gold Seal's export business alone will take a large part of the increased output.

The only DIFFERENT Portable in the popular-price field



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.

Why dealers now prefer the PEERLESS

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

JOBBER:

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.

DEALER:

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

PEERLESS ALBUM CO.

PHIL RAVIS, President

636-638 Broadway

New York

Suggestions on Handling the Phonograph Trade-in

Committee of the Music Trades Association of Northern California Makes Recommendations for Allowance on Old Machines

SAN FRANCISCO, CAL., June 2.—At a recent meeting of the Music Trades Association of Northern California the question of trade-in allowances was brought up by several members and after an open discussion, in which the various angles touching on this important subject were debated and various views expressed, a committee was appointed to make recommendations.

The report of this committee was accepted by the Association and copies of it were sent music dealers in the State of California. Feeling that dealers in other vicinities might profit by the findings, the report is herewith reproduced:

In the first place, customers coming into a music store to inquire about the new type of musical reproducing instruments would not be there if they were not really interested in the marvelous new merchandise. Therefore, the dealer should devote his energy to demonstrating and selling the new type instruments before trying to solve for the customer the problem of getting rid of his old phonograph.

All music dealers know that the old type of phonographs and talking machines were good instruments in their day—both musically and in cabinet craftsmanship—that they have probably not been used for many months but have simply stood in a corner as a piece of furniture. Music dealers also know that the new musical reproducing instruments are such vast improvements over the old type that commercially the old type has very little value, if any. They can be resold only at a very low price. The best use that the owner of one of the old style instruments can put it to is to use it in the children's playroom or at the vacation cabin; or, if generously inclined, give it and the old mechanically recorded records to a hospital, orphan asylum, or some other institution.

Gathering together the experience of many dealers, the following values for the old style instruments are suggested:

Upright Models—From a few dollars up to a maximum of \$10.00, depending upon the original retail price and the present condition of the instrument.

Console Models—About 10 per cent of the original retail price up to a maximum of \$30.00, depending upon the present condition of the instrument.

The dealer should not forget that in addition to the allowance he makes on an old instrument there is still an added cost for repairing and putting that instrument into a resale condition. Also, the dealer should not overlook the fact that he must add his "overhead" to the cost of that instrument: such expenses as salesman's commission or salary, the cost of bookkeeping, of delivery, and its proportion of rent, taxes, insurance, etc. Taking these all into consideration, the resale will generally result in an actual loss.

Sometimes customers think more of the trade-in allowance on old merchandise than they do of the new merchandise which they are purchasing. Unscrupulous dealers will actually raise the price of the new instrument in order to make a bigger allowance on the traded-in instrument, and in this way make the customer pay the ridiculously high allowance out of his own pocket. If a customer feels that the instrument to be traded in is worth a great deal more than the allowance which the dealer is willing to make, it would be a fair question for the dealer to ask the customer, "How much would you be willing to pay for one of these old type instruments?" The customer certainly would not be willing to pay very much.

This open letter is sent you as a dealer within the State of California, and merely as a suggestion as to the value of the old type instruments, and how to handle the trade-in problem.

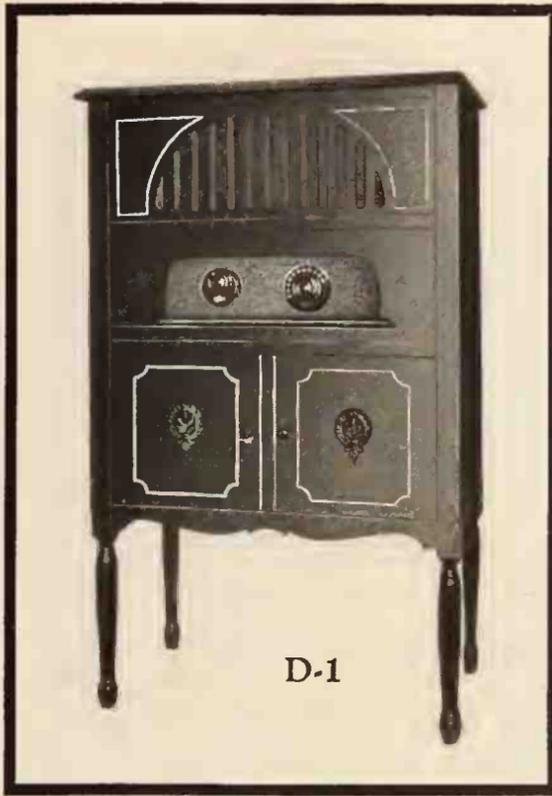
The Greatest Buy in the Cabinet Field

Has a very good wood horn and gives wonderful reproduction

Specifications—

Made of Birch and finished in Birch-Mahogany or Birch-Walnut, Lacquer rubbed, and has a large wooden horn. Made with panels for Atwater Kent, Fada, Freed Eisemann and others.

Dimensions: 42 inches high, 26 inches wide, 14 $\frac{1}{4}$ inches deep.



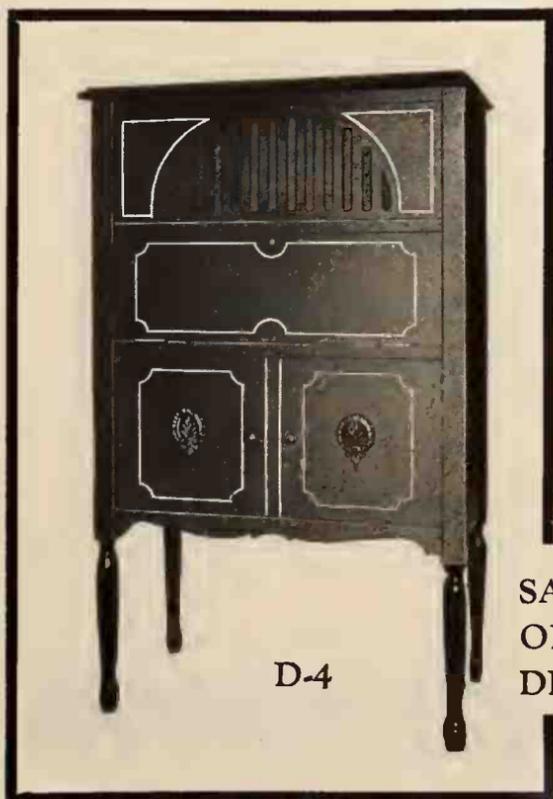
Built to fit:

ATWATER KENT
FREED-EISEMANN
FADA

and any panel
7 x 18 inches

EACH CABINET PACKED IN
A VENEER SHIPPING CASE

This factory has exceptional facilities to give the trade a quality cabinet product at a price that cannot be equalled. Lowest freight rates because of factory location, and a product that is guaranteed by one of the oldest woodworking plants in the country.



SAME AS ABOVE
ONLY MADE WITH
DROP FRONT DOOR

We have a splendid proposition for progressive jobber. Some desirable territory is open. Write or wire for details.

SALISBURY BROS.

RANDOLPH, VERMONT

Address all replies to

STUDNER-CUMMING Co., Inc.

Radio Division

67 West 44th Street

New York City



COMBINATION "A" and "B" POWER

RADIO'S de luxe power unit — the sum total of operating efficiency and convenience! The product of a concern that has specialized in the manufacture of highest quality, precision-made equipment for more than fifteen years.

The Basco Combination "A" and "B" has every advantage that *any* radio power unit of this type *can* have. It supplies a constant, unfailing flow of full-voltage power to the tube filaments and plates, is entirely automatic in every phase of its operation, assures the highest degree of radio reception of which the set itself is capable, and requires so little attention that it is almost independent of human contact. The radio set switch controls it — the city power house supplies its source of electrical energy.

The "A" and "B" power units contained within the neat, compact, crystalline-lacquer-finished steel cabinet, are the same as the independent Basco "A" and "B" Units described on the opposite page. Note their features.

Fully Guaranteed — Nationally Advertised

Every Basco Radio Power Unit is fully guaranteed both as to *performance* and *quality construction*. We have utilized the best materials and component units available (Exide glass-cell "A" Battery, Raytheon rectifier) to make Basco Power Units as nearly perfect as they can be made. The Basco Guarantee is the final assurance of satisfaction.

An extensive national advertising program, backed by complete dealer re-sale cooperation, will work for Basco dealers. And the Basco sales and distributing organization will work *with* you.

⌈ Write for name of nearest Basco Distributor,
prices, discounts, and details of our Fall program. ⌋

BRIGGS & STRATTON CORPORATION, Milwaukee, Wis.

Radio Power Units



"A" POWER

1. Exide Battery in glass jar. Best quality "A" battery obtainable. Electrolyte level always visible through glass jar and observation windows in cabinet.
2. No gassing or spraying. Oil film on top of electrolyte. Protection for floors, furnishings.
3. High - efficiency, Basco-made charging unit. Entirely automatic. Starts charging when radio set is turned off—charges until battery reaches peak voltage, then automatically shuts off. No trickle charge. Low power consumption.
4. Emergency Switch provides convenient means for re-vitalizing battery after it has stood idle a long time. Reduces "servicing".
5. No line disturbances. Power is delivered from fully charged battery to radio set—line power shut off during radio operation.
6. No moving parts to adjust or require attention.
7. Liberal water capacity. Only necessary to fill cells at long intervals.
8. Colored Indicator Balls show battery condition at all times.
9. Colored Wires simplify installation—make it "fool-proof".



"B" POWER

1. New Exclusive Hook-Up. Gives best reception of which radio set is capable. Storage capacity in filter circuit brings out deep, low notes and highest pitched tones, with maximum clarity, in full volume.
2. Special Voltage Adjusting Knob for instantly finding and setting ideal "B" plus voltage for any power tube used in sets of from 1 to 10 tubes.
3. Variable Outside Control for regulating intermediate voltage to requirements of radio set. Fixed 22 and 45-volt taps.
4. No moving parts. Minimum servicing.
5. Extra high quality materials throughout. Wire-wound resistors instead of ordinary composition resistors; best type of condensers for filter bank; highest inductance choke coils.
6. Power Cord Switch makes it convenient to turn "B" Power on and off without withdrawing plug.
7. Best Type Rectifying Bulb. Fully guaranteed.
8. Colored Wires and Colored Terminals simplify installation.
9. Noiseless. No hum or line disturbances.

CHARGER

1. Compact. The smallest device of its kind; is no bigger than your fist. Neat appearing, sturdy.
2. Highest efficiency of any type of rectifier. 45% as compared to 18% or 20% for other chargers.
3. Charges at 2½ amperes—ideal rate for keeping battery in best condition and prolonging its life.
4. Low power consumption. Uses only 40 watts.
5. Absolutely silent. No hum or vibration.
6. No moving parts. Nothing to replace except fuse and rectifying cartridge when worn out.
7. Two-winding transformer eliminates all dangers due to grounds in receiving set.
8. Permanent battery connection. Not necessary to disconnect from battery between charges. Simply disconnect from light circuit.
9. Safety Fuse. Protection against possibility of damage to radio receiver, battery, and charger.
10. Ideal for charging automobile batteries. Can be conveniently carried in auto kit.

BRIGGS & STRATTON CORPORATION, Milwaukee, Wis.

Thelma Huff Shows How Intelligent Selling Increased Record Sales Volume

Manager of Record Department of M. Rich Bros. Knows the Record Preferences of Customers, Makes Intelligent Suggestions and Knows the Catalog—Sales Doubled

The girl behind the record counter wields a more powerful influence in the success of that department than many music merchants take into consideration. It is through her that the merchant comes in contact with the public, and



Miss Thelma Huff

if the girl is properly trained and properly interested in her work the record counter can be developed into one of the most profitable units of a music store, not only in the actual sale of records but in the numerous instrument prospects which can be developed through interested record buyers.

An excellent example of the record girl as she should be is Miss Thelma Huff, of the music department of M. Rich Bros., of Atlanta, Ga., Brunswick dealers of that city. On the authority of J. A. McMillian, manager of that department, who placed Miss Huff in charge of the record department in August, 1926, their record business has increased over 100 per cent, and this increase is directly attributed to Miss Huff's smile and intelligent control of the record counter. No record buyer comes to Miss Huff to be handed a lot of records and told to "play 'em yourself"; that is not her idea of salesmanship. She endeavors at all times to

know the music preferences of all of her regular customers, and to help the new customers with suggestions and interesting features about the records they are hearing. That the department under Miss Huff's supervision shows so unusual an increase is sufficient evidence of the value of her methods.

Even in the sale of needles, which is a neglected feature in the lives of most record sales people, Miss Huff has started. Concentrating on the new Brunswick Panatrope needle, she has sold over 100,000 of these needles in about two months, merely through suggesting to every record buyer that they may need needles and that the Panatrope needle is a new development in that field.

And no record buyer who is interested even remotely in the Brunswick Panatrope or the Brunswick Prismatone can pass her counter without the necessary arrangements being made for a demonstration. To this department alone an exceptional number of actual instrument sales has been traced. Miss Huff's work is an outstanding example of just what the music merchant is missing in overlooking the record department.

To Distribute Herbert Lectro Radio Receivers

Weber-Rance Corp. Appointed to Cover the Territory of Metropolitan New York—Single Control Feature of Sets

Harold Herbert, Inc., Long Island City, has announced the appointment of the Weber-Rance Corp., New York, as a distributor of the Herbert Lectro radio receiver in the metropolitan district. Weber-Rance will function in addition to Goodman Bros., New York, as distributors in this section.

The Herbert Lectro operates direct from the light socket and is proving popular wherever introduced. Harold Herbert, president of the organization which bears his name, states that on August 1 a new chassis will be put out housed in two different types of cabinets, one a table model and the other a console, the latter having a unique arrangement for the loudspeaker. These new models will be single control receivers, with a novel arrangement of dual control for extreme selectivity.

New Sleeper Distributor

To insure more intensive coverage of sales and service in Brooklyn and Long Island markets the Sleeper Radio & Mfg. Corp., Long Island City, has granted a distributor franchise on their new all-electric line to the Victory Electrical Supply Co., Brooklyn, N. Y. The entire Victory sales organization recently spent a day at the Sleeper factory, going through the plant and studying the line and methods of manufacturing. As a result, R. C. Boehler, sales executive of the Victory company, states that their sales staff is so enthusiastic about the new Sleeper line that it will be made their big leader in the Summer sales drive.

MICA DIAPHRAGMS

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

INTERNATIONAL MICA CO.

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

Brunswick "Prismatone" Is Featured in Window Display

Attractive Showing of New Instrument by Earl Murdock, Brunswick Dealer, Results in Big Stimulation of Sales

Since awarding the \$5,000 prize for the name "Prismatone" for its new musical instrument,



An Eye-Arresting Display

the Brunswick-Balke-Collender Co. has received pictures of many window displays by its dealers, featuring that instrument. One of the most attractive is that prepared by Earl Murdock, aggressive Brunswick dealer of Ironton, O. Capitalization of the prize-winning name and slogan is the motive of the display. "The Brunswick Prismatone," "The Instrument of Colorful Music," was pictured by a background of colored material arranged so as to indicate rays of color emanating from the Cortez model of the Prismatone which was placed in the center of the window. The only reading matter of any kind was a sign on the inside of the wide-open door of the instrument worded as follows: "A \$5,000 name, the Prismatone, the Instrument of Colorful Music," which in combination with the colored rays effectively told the story. A basket of flowers on each side of the instrument and two rugs well in the forefront completed the display, with the exception of a small dancing doll on the turntable of a phonograph built in the floor, which is kept constantly playing and which is a permanent part of the window display.

Davison's Louisville Loons Columbia Artists

The Columbia Phonograph Co., New York, recently released the first recordings of Walter Davison's Louisville Loons, a new and exclusively Columbia dance orchestra. Another addition to the list of Columbia exclusive artists are Arthur Tanner and His Corn-Shuckers, Southern music makers.

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

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.

The PAL family

greatest portable phonograph line in the industry

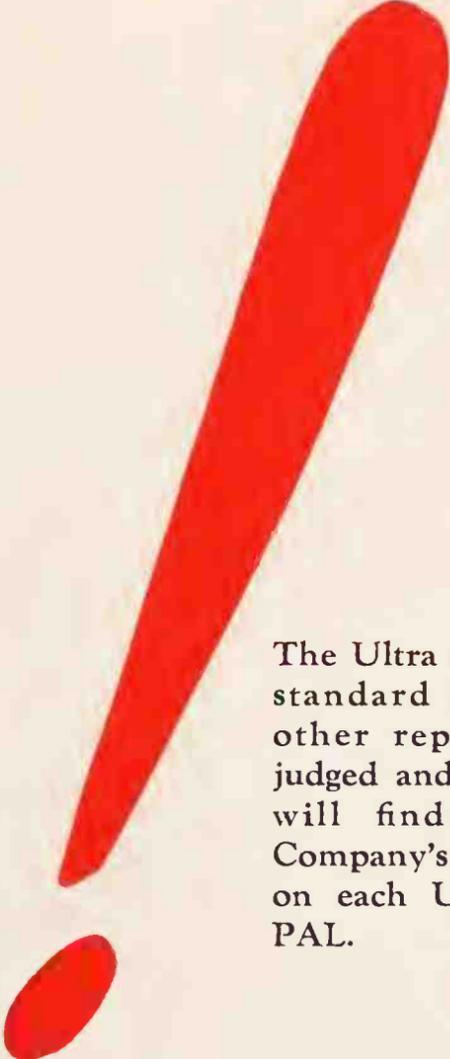
will be equipped with

ULTRA phonic Reproducers

IN line with our recognized policy of continually improving our products in every possible way, we are glad to announce that we have concluded arrangements with the Audak Company, whereby their famous Ultra reproducers will now be used on the Standard PAL, PAL DeLuxe, and the FINE-ARTS Microphonic Table Phonograph.

The unusual efficiency and high quality of our portables plus the superb quality of this famous reproducer makes the PAL line more than ever outstandingly supreme in the portable phonograph field.

The complete PAL line is illustrated and described on the next page. Full details and prices will be furnished by your nearest distributor.



The Ultra (phonic) is the standard by which all other reproducers are judged and valued. You will find the Audak Company's guarantee tag on each Ultra equipped PAL.

PLAZA MUSIC Co.

10 West 20th Street
New York

PHONOGRAPHS

Announcing —

effective now



The greatest portable phonograph line
in the industry adds the finest
reproducer in the field!

It is an achievement of great importance to be able to add
the Ultra (phonic) reproducer to our PAL phonograph.
It establishes a new standard in the portable phonograph
field, for Ultra (phonics) have heretofore been available
only for cabinet style instruments.

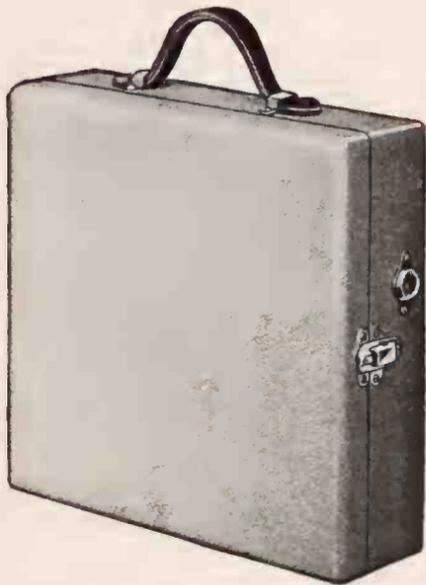
PAL Portable

New! PAL Phonopact

12 in. square, 3½ in. deep, weighs 7¾ lbs., carries 6 records

The last word in a modern phonograph! It is so small you can carry it under your arm; it will actually fit into a small traveling bag. But, notwithstanding this compactness, its tone quality and volume is equal, if not greater, to that of the standard size portable phonographs.

Ultra smart in de-



sign and finish—built for a lifetime of use—and finished in a manner which makes it plain that it is a *quality* instrument. Supplied in blue, red, gray, black and brown Fabrikoid.

If you want hundreds of interested customers to come into your store to see this remarkable instrument, order a sample immediately and display it in your windows.

A sensational new Phonograph.

\$12
Retail



PLAZA MUSIC COMPANY, 10 W. 20TH STREET, NEW YORK



PAL DE LUXE

PAL De Luxe—\$30 List

Distinctly a *different* type of portable phonograph—with that *new* tone and volume which is found in only the latest type of console phonographs. Equipped with a forty inch amplification chamber, and a highly efficient tone-arm and metal shielded reproducer. Covered in Rich DuPont Fabrikoid with embossed border, finished in antique gold. Includes large built-in album for records. Its two-spring motor plays three records with one winding. Weight 17 lbs. Supplied in blue, black, red, brown finishes.

Standard PAL—\$25 List

An instrument of remarkable tone quality and volume. Smartly designed—and constructed for a life time of use. Equipped with a heavy duty double spring motor which plays three records with one winding. Carries latest type of tone-arm and metal shielded reproducer. Equipped with large built-in record album. Covered with genuine DuPont Fabrikoid with embossed border. Weight 15 lbs. Supplied in red, black, blue, brown finishes.



STANDARD PAL

PAL Junior—\$15 List

A popular priced portable phonograph with splendid tone quality and plenty of volume. Very sturdily constructed and beautifully finished. Equipped with a new type metal shielded reproducer and a large built-in record album. Plays two records with one winding. Covered in Genuine DuPont Fabrikoid. Weight 11 $\frac{3}{4}$ lbs. Supplied in red, black, blue, green, brown finishes.

PAL Kompact—\$10 List

The smallest real phonograph made. Plays standard make ten inch records. Comes ready to play with nothing to remove. Its volume is equal to that of many of the large size portable phonographs on the market. Weight 4 $\frac{1}{2}$ lbs. Size 8 inches long, 5 $\frac{1}{4}$ inches wide and 6 inches high. Supplied in black Fabrikoid only.

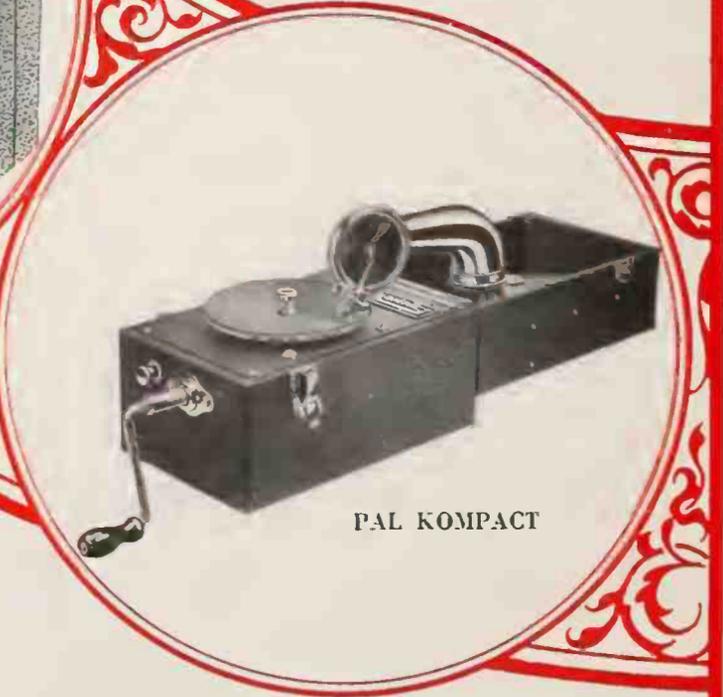
(Far West prices slightly higher)



PAL JUNIOR

The greatest portable phonograph line in the industry!

Unmatched in value—unequaled in quality and beauty—that is why it constitutes the most important portable phonograph group in the industry today.



PAL KOMPACT

Plaza Music Company, 10 W. 20th St., New York

Money-Making Suggestions for Ambitious Merchants

An Instance of Good Service—Use Discretion and Avoid Trouble—A Suggestion to the Store-Door Player—Adapt Your Policies to Suit Circumstances—Radio Fans Can Be Made Record Buyers—The Automatic Makes 'Em Stop

What intangible "something" is it that some dealers possess or do that builds for them goodwill and creates a following of customers who bring their patronage to the dealer for years, even though, at times, to do so causes them inconvenience. Various definitions might be put forward but it is doubtful if any of them would come as near the truth as "service." Perhaps the following incident which cropped up in a recent conversation will best explain how a dealer renders service and at the same time holds the customers' business. Immediately following the introduction of the Orthophonic Victrola line in November, 1925, there was a great shortage of certain models and dealers bemoaned the fact that inability to secure these models caused the loss of a great amount of Christmas business. The dealer in question, however, always reported that business was fine. It was not until the past month that the reason for the difference of these reports became apparent. During the month or six weeks following the introduction of the new line this dealer placed 150 instruments of the available models in the homes of customers, regardless of whatever model they desired. The dealer explained that it was quite easy to do this by describing the joys of having an Orthophonic in the home for Christmas. Although it took several months before the customers finally received the models they wished to purchase, not a single sale was lost. That's service—would you do it?

Use Discretion

Despite repeated warnings in trade papers and by associations regarding music and radio dealers making the playing of instruments at the store doors a public nuisance by unnecessary amplification, the practise has continued and in at least one instance the police authorities have stopped it, causing innocent dealers to suffer with the guilty. The stores in question are located in lower New York, and one has been located there for a great number of years and has built up a considerable record trade, largely through store-door playing. The manager, however, placed the instrument inside the door and the range of the music was but a few feet outside, as he used no special amplification device. A few months ago a new store opened a short distance away, and immediately began to feature records, amplifying them electrically so that the sound of the music could be heard throughout the entire neighborhood. In a very short time the business men of the section complained, with the result that both dealers were summoned to court. A \$25 fine was imposed and they were warned to discontinue the practise of playing instruments so that they could be heard outside the store. Quite naturally the sale of records at the long-established store has fallen off to a considerable degree through no fault of the store's and the guilty dealer is likewise experiencing a decrease in volume. This incident might prove interesting to those dealers who insist on annoying the entire section in which they are located with distorted music or speeches. "Don't kill the goose that laid the golden egg." Use discretion.

Invite Them In

Standing before the entrance of a live music store on Broadway, New York, stood a crowd of about thirty people, listening to the strains of a "peppy" fox-trot being played on a talking machine, standing just inside the store door. The crowd listened to the record and at its conclusion one or two entered the store presumably to buy the records or make some other purchase, and the great majority drifted away to

be replaced by other passers-by. As the record was repeated over and over, the observer noted that approximately the same percentage of people were induced to enter the store. The thought occurred that it might prove a good plan if at the conclusion of a record a few words could be spoken inviting the listeners into the store to hear other records. Could not the record manufacturer select out of each release list a half-dozen or more records, especially suited for demonstrations, and add an afterpiece, somewhat in this wise: "If you have enjoyed the selection just played, why not come inside and listen to other records. You are not under any obligation to purchase the records which you wish to hear." A few hundred of such demonstration records could be pressed and it is certain that many dealers would put them to use. It seems that the plan might prove worthy of consideration.

Adapting Policies

Adapting your policies to meet existing conditions is a necessary rule in every phase of life and the retail music trade is no exception. No hard and fast set of rules can be given thousands of dealers and be followed with equal success. Even in what seem to be minor matters, a little study will pay big dividends in returns. The proprietor of a large music store in the Middle West has certain views regarding newspaper advertising which differ from those of the average dealer. In the following statement he explains these views: "You may have noticed that we seldom use borders on our advertisements. Personally, I like to see an attractive border, but our local newspapers carry so much advertising with borders that we took the opposite course, simply to be different and to make our publicity attract attention. Also, for the same reason we never advertise profusely. Some years ago a friend suggested that we have a special drawing made of our signature and use it permanently in connection with all advertising. This idea was adopted and I

recommend it unreservedly to every other advertiser in the music business."

Radio and Records

Just as the average person has a favorite ball-player, favorite actor, favorite author, so, too, as a radio fan does his interest in the entertainers of the air settle itself on a certain type of entertainers with one person or one group as the special favorite. It is up to the dealer to foster this liking and turn it to profit. At the present time there are few of the regular radio entertainers who are not also making records for the talking machine, and the music dealer and his sales staff should in every possible instance attempt to learn if the buyer of radio parts and accessories has a special radio favorite. If the information is forthcoming and it develops that some singer or dance orchestra strikes the most responsive chord in the customer's appreciation, play some of the artist's latest record releases and use the radio broadcast programs as a means of record sales stimulation. This is a profit-producer and well worth the dealer's attention.

It Makes 'Em Stop

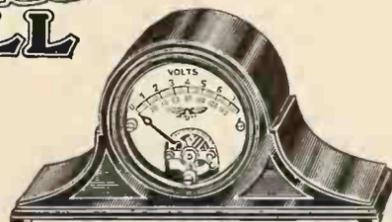
During visits to dozens of retail music shops during the past month, the writer has yet to see a single Victor shop which featured the Automatic Victrola in operation in a window which did not have a crowd in front of the store. Despite this many Victor dealers are not and have not used this eye-arresting instrument to draw customers inside the door. Even though the people who stop and gaze at the uncanny working of the Automatic are not in a position to purchase the instrument, it will interest them in the other models and while looking at the Automatic they will see other articles of merchandise in the window which they can buy and which they might be interested in. So by all means, Victor dealers, use the Automatic in your windows, you might not sell a single one but the chances are very much in your favor that it will be the means of bringing you other sales. Besides, the publicity thus secured is worth considering.

Petition in Bankruptcy

Michael F. Dargon, music dealer of 302 Main street, Derby, Conn., recently filed a petition in bankruptcy, listing liabilities of \$18,120.95 and assets of \$3,000.



A
Quality
Instrument



Pattern
No. 135-C
Double Scale
Radio
Voltmeter

Jewell Radio Products

Jewell radio products comprise a complete line of quality testing equipment for the radio dealer and for the radio owner.

Several new items with definite use and real sales value are now ready for distribution, together with the regular line.

Be sure that you have full information regarding Jewell instruments, and that your stock is complete.

Pattern No. 135-C double scale voltmeter for the set owner is an example of the many special instruments developed by Jewell for radio use. This instrument is beautiful, compact, and its double range of 0-7.5-150 volts is ideal for filament control and for battery and circuit testing.

Write and inquire regarding our trade discounts.

Jewell Electrical Instrument Co.

1650 Walnut Street, Chicago
"27 Years Making Good Instruments"

Ready! - Kolster's



\$265⁰⁰
tubes and
"A" supply extra

The ultimate set—Kolster Radio 6H. This unusually attractive cabinet of high-lighted stump walnut includes a Kolster 6 tube single control radio and—the new Kolster Power Cone Reproducer with built-in "B" supply for set.

Height—53 $\frac{1}{8}$ inches
Width—27 inches
Depth—18 $\frac{1}{2}$ inches

Kolster's latest achievement —the model 6H set

With this one model you offer your customer all that he demands of radio. A single control six tube Kolster Radio — built-in power cone reproducer with "B" supply unit—ample cabinet space for either Kolster "A" supply unit or storage battery—a beautiful high-lighted stump walnut console cabinet.

The remarkable tone quality of the 6H must be heard to be fully appreciated. Those who have heard this instrument acclaim its superiority. It

is the finest method of truthful reproduction yet offered to the public.

At \$265.00 this set offers the greatest value per dollar in radio today. It is the first completely self-contained radio and power cone combination, and constitutes a distinct advance.

Your customers will want this set. Territory may be open in your locality. Send the coupon for further information.

Kolster

1927 Developments

High-lighted pencil-striped walnut cabinet, with cathedral grill. Faithful, realistic reproduction, at any degree of volume. Built-in "B" supply for the set. Equipped with 20 foot cable.

Height—42 inches
Width—25 1/2 inches
Depth—19 inches



\$150⁰⁰
tubes extra

Kolster's second development—a power cone reproducer at \$150.00

Some of your customers already know the advantages of a power cone speaker. Many more will buy the Kolster at this extremely attractive price when they hear the flawless reproduction this speaker makes possible.

A "B" supply unit is built-in which supplies "B" voltage to the radio set. The Kolster Power Cone and "A" supply unit will operate any commercial set directly from the A. C. lighting lines.

To stock and sell this instrument you must be an authorized Kolster dealer. While there are thousands of franchised Kolster dealers now, your territory may be open. Mail the coupon—we will give your request every consideration.

Radio

FEDERAL BRANDES, INC. 40
200 Mt. Pleasant Ave.
Newark, N. J.

Please send me information regarding the Kolster 1927-1928 proposition.

Name.....

Street.....

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

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

A-C Dayton Electrical Manufacturing Co. Formed

Assets of A-C Electrical Co., Including the
Assets of A-C Manufacturing Co., Purchased
—To Be Merged with Eastern Concern.

DAYTON, O., June 4.—The assets of the A. C. Electrical Co. were purchased from M. J. Burke, receiver, by Albert Emanuel, developer of public utility interests. The deal includes the purchase of the assets of the A. C. Manufacturing Co., involving a transfer of property valued at \$280,899 and the proposed consolidation of the local industry with an Eastern concern now owned by C. R. Strassner, which will be moved to Dayton. The Eastern industry is valued at more than \$500,000.

The new concern is now known as the A-C Dayton Electrical Manufacturing Co. and will engage in an extensive business of manufacturing radio receivers and other electrical devices. Barry S. Murphy has been named president of the new concern and Mr. Strassner has assumed the positions of treasurer and general manager. R. L. Sides will continue as director of sales. R. S. Copp is in charge of production and W. S. Harmon is in charge of the engineering branch of the company.

The new corporation holds a franchise on the Jones Successive Radio Frequency patent circuit and many other valuable concessions which are to be used in the development of the concern.

The following sales representatives attended a conference held recently at the Miami Hotel, at which Mr. Strassner outlined his plans for the development of the radio line: M. Feguerola, of the United States Radio Corp., in charge of export sales; Saas and Shool, New England representatives; Jacobson and Cross, Chicago; Robert W. Bennett, St. Louis; A. I. Folsom, Dallas, Tex.; Strimple and Gillette, Seattle; Emerson McCord, home office; J. P. McMurty, Canadian representative, and C. F. Eminger, in charge of Eastern distribution.

Radiola 28 and 104 Loud Speaker Continue as Leaders

Radio Corp. Makes Announcement to Counter-
act Confusing Rumors—New Model Contain-
ing Leading Set and Speaker to Be Marketed

Radiola 28 and loud speaker 104 will be continued as leaders of the RCA line throughout 1927, according to an announcement of the Radio Corp. of America. Officials of RCA state that this announcement is made necessary by many confusing and conflicting reports which have been circulated during the past few months concerning new models operating directly from the lighting socket which would supersede present types of receivers.

In response to numerous requests, RCA has announced a special combination of Radiola 28 and loud speaker 104 in a single cabinet. This unit will be known as Radiola 32 and will list at approximately \$900. It will be available on or about July 1.

"It is our confident belief that no AC operated receiver will be offered to the public this year which will approach the brilliant performance and superior tone quality of Radiola 28 combined with loud speaker 104," states the announcement of RCA.

Records of Chamber Music

The National Gramophonic Society, 58 Frith street, London, W. 1, Eng., has just issued a catalog of records of chamber music, which is of exceeding interest to lovers of distinctly high-class music. Many rare records by famous composers and recorded by organizations widely known in Europe are presented in detail in this important catalog, which has a very timely foreword by Compton Mackenzie.

Announce Stromberg-Carlson Combination Instrument

Model No. 744, Most Elaborate of Stromberg-
Carlson Line, Reproduces Electrically Phono-
graphic Records and Radio Programs

The No. 744 Stromberg-Carlson radio-phono-
graph combination instrument, which was an-
nounced recently, is the most elaborate of the
Stromberg-Carlson line and reproduces electri-
cally either phonographic records or radio pro-
grams. It is more than a combination of radio
receiver and phonograph, inasmuch as the
phonograph is dependent upon the radio re-
ceiving apparatus for its operation.

Radio programs are reproduced with this in-
strument by means of a new seven-tube Strom-



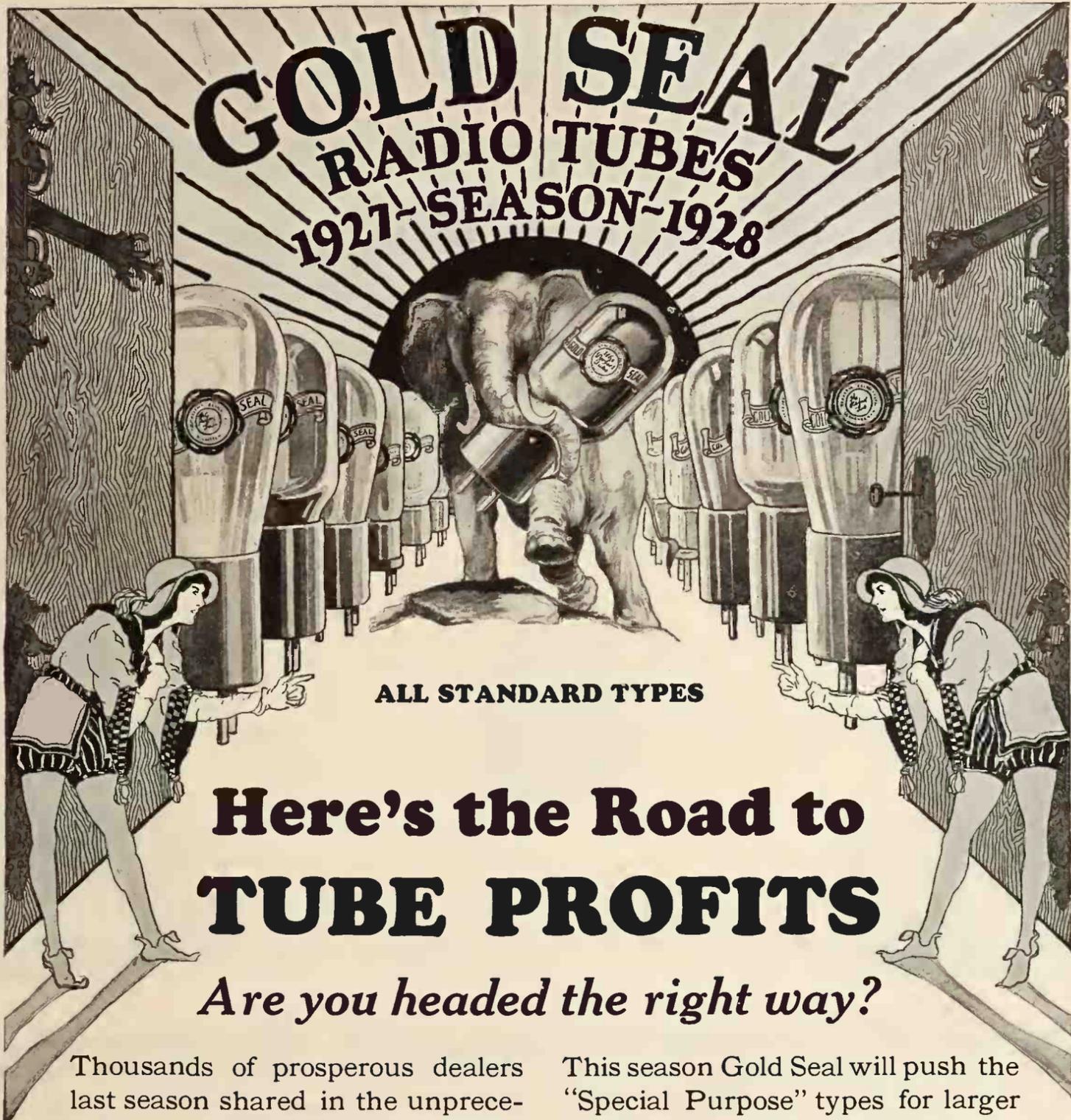
New Stromberg-Carlson Combination
berg-Carlson radio receiver which is loop-
operated. It incorporates double shielding and
is tuned by a single control. The phonographic
arrangement consists of the usual turntable,
but is operated by an induction type electric
motor. A specially constructed electro-mag-
netic phonographic reproducer picks up the
mechanical vibrations from the record and
transforms them into electrical impulses. These
electrical impulses are passed on through the
audio system of the seven-tube receiver, and
amplified by the audio tubes and passed on to
the loud speaker in exactly the same manner as
is the output of a radio receiving set. Thus, the
audio system provides the amplification for both
the phonographic and the radio parts of this in-
strument, a special switch allowing either the
radio or the phonographic arrangement to be
used, as desired.

This instrument is completely socket-powered,
receiving A, B, and C voltages from a power
unit built by the Radio Corp. of America to
Stromberg-Carlson specifications and designed
particularly for this use. The No. 744 receiver
is the only instrument of its kind utilizing an
external loud speaker for the reproduction of
both radio and record music. This practice
gives all the advantages that the flexibility of
this arrangement affords.

The instrument itself is made of the finest
grained and carved walnut. The bottom part
of the instrument is reserved for power box,
built-in loop, and record album compartments.
The panel of the seven-tube radio receiver is
placed a little above the center of the instrument
and extends entirely across the front, while the
upper part of the instrument is reserved for
the phonographic apparatus. Finely designed
doors inclose all mechanism from view when
not in use.

The instrument was first shown at the Allied
Music Industries Convention at the Hotel
Stevens, Chicago, during the week of June 6,
and at the Blackstone Hotel, Chicago, during
the week of June 13. These instruments are not
in production as yet, and consequently their
price is not ready for publication.

Demonstration is the key to sales of talking
machines and radio.



Here's the Road to TUBE PROFITS

Are you headed the right way?

Thousands of prosperous dealers last season shared in the unprecedented success of Gold Seal Radio Tubes.

What about *this* season? Will you still be on the outside looking in, or will you be among those who are profiting by the popularity of this fast selling line?

This season Gold Seal will push the "Special Purpose" types for larger unit sales, quicker turnover, bigger profits for *you*.

Take advantage of this profit opportunity opening before you - write for full details of Gold Seal, "Square Deal" policy, dealer helps and attractive terms.

Gold Seal
Radio Tubes

GOLD SEAL ELECTRICAL CO., Inc.
250 PARK AVENUE - NEW YORK CITY

PERFOR

That sets new standard



← ELECTRIC!

Caswell-Runyan Console C-4—Spanish straight line cabinet. Unusually heavy construction. Stump walnut finish. Contains 84-inch phonic-type horn capable of delivering the finest tonal reproduction and unusual volume on both high and low notes. A cabinet of rare grace. List Price, cabinet C-4, including loud speaker unit . . . \$100.00

It is pictured to the left with Model Electric 11, making a complete electric console set.

THIS IS THE LINE WITH



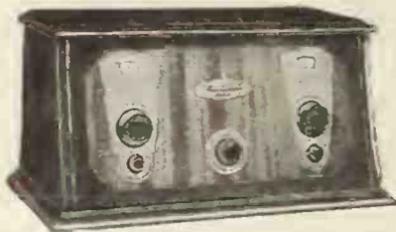
→ Caswell-Runyan Console C-1—A full-size graceful Tudor cabinet, finished in figured walnut. Violin-wood tone chamber. Handsome cross-bar affords additional leg support. Metal drop pulls. List Price, cabinet C-1, including loud speaker horn, less unit . \$40.00

Set pictured in cabinet is model NR-9, a 6-tube Neutrodyne receiver.

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



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



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



New Construction Features

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

FREED

MANANCE

creates vast early demand

COMPLETE PATENT COVERAGE



Caswell-Runyan Console C-3—Jacobean period secretary, figured walnut finish. The very newest in radio cabinet design.

Accommodates all necessary equipment. Rigidly constructed. Comes equipped with phonic-type (coiled) sound chamber, noted for exceptional tone quality. List Price, cabinet C-3, including loud speaker horn, less unit \$70.00

Set pictured is model NR-8, a 6-tube Neutrodyne



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



Caswell-Runyan Console C-2—Full-size luxurious Early American period cabinet. Heavily constructed. Finished in figured walnut. Violin-wood tone chamber having splendid acoustical properties.

Handsome wooden cross-bar affords additional leg support. List Price, Cabinet C-2, including loud speaker horn, less unit \$55.00

Set pictured in cabinet is model NR-9, a 6-tube Neutrodyne.



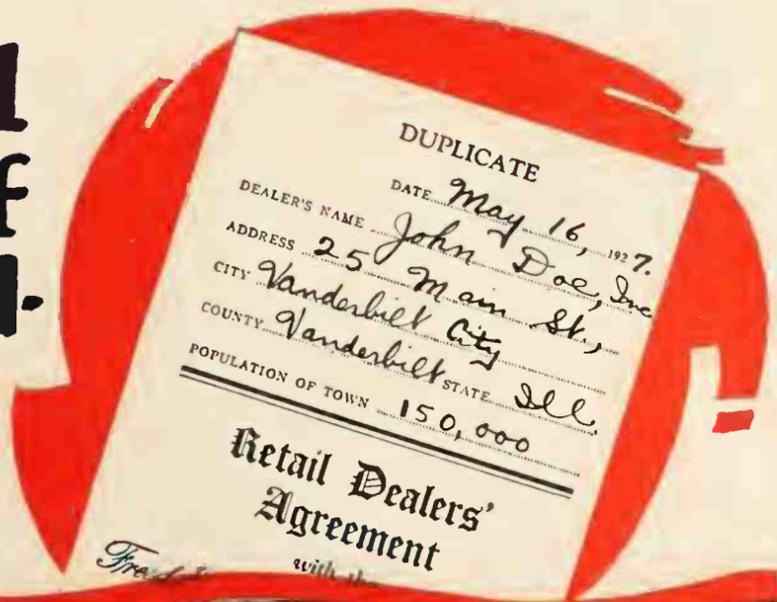
← **MODEL NR-77**—An advanced 7-tube, single control Neutrodyne receiver. Four stages Neutrodyne TRF and two stages audio frequency supplemented by output transformer. Equipped with Freed-Eisemann "Inductor". Each radio stage individually shielded. Audio frequency stages in separate metal compartment.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



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

The most liberal dealer discount of any nationally advertised line

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



EISEMANN

Three New Columbia Masterworks Album Sets Released

New Releases Include the First of a Series of Wagner Orchestral Music—Musical Art Quartet Is Introduced to Record Buyers

During this month the Columbia Phonograph Co., New York, will place on the market three new album sets of Masterworks recordings, which will probably mark the last releases until the Fall season. The most important of the new releases is the first of a series of Wagner orchestral collections on eight double-faced records and includes: the Song of the Rhine Daughters from "Goetterdaemmerung," the overture of "Fliegende Hollaender," the Venusberg Music of "Tannhaeuser," the Siegfried Idyll and the Transformation Scene of "Parsifal." The records are played by Bruno Walter and the Royal Philharmonic Orchestra.

The second album set is the "Iberia" suite of Debussy, complete in three double-faced records

played by Paul Klenau and the Royal Philharmonic Orchestra. This series of impressionistic tone-pictures show Debussy at his best.

The third of the new releases, Haydn's "Quartet in C Major," in five parts on three records, together with the Vivace of the same composer's "Quartet in D," introduces to Columbia Masterworks enthusiasts the Musical Art Quartet, consisting of Sascha Jacobsen, violin; Bernard Ocko, violin; Louis Kaufman, viola, and Maria Raemaet-Rosanoff, violincello.

All of the compositions are electrically recorded.

Store Changes Hands

Ernest Nelson has purchased the business of the Montana Phonograph Co., Helena, Mont., and will continue along the same lines as did the former owner, H. G. Parchen. This store features the Edison line of phonographs and records and is one of the best known in this section of the State.

M. Grass & Son, Music Dealers, Issue Newspaper

The Monthly Musicalist Contains Musical News of Local and National Interest, and Describes Phonograph and Radio Products

PHILADELPHIA, PA., June 3.—Realizing that the usual form of stereotyped direct mail literature is treated by many recipients with but scant consideration, M. Grass & Son, talking machine and radio dealers, of 27 and 29 South Sixtieth street, this city, a few months ago started the publication of a small newspaper titled The Monthly Musicalist, issued monthly, which is devoted to musical news and to descriptions and illustrations of the lines of musical instruments which the store carries. In a recent issue the Automatic Orthophonic Victrola was featured, and on the first page a five-column headline read: "Don't Get Up!" followed by a detailed explanation of the operation of the instrument.

Other articles of interest in this issue of The Monthly Musicalist tell of the advancement of Zenith to a leading position in the radio receiver field; the plans to make Summer radio reception better than ever; the giving of harmonica lessons by means of Victor records, and many items of local interest. Instruments taken in trade are offered for sale in a special classified advertisement section. The regular monthly list of record releases is also accorded a prominent position.

Interesting Facts About Cone Type Loud Speakers

C. L. Farrand, President of Farrand Mfg. Co., Describes Action on Cone of Vibrations Caused by Various Notes

D. F. Goldman, head of the North American Radio Corp., distributor for the Farrand Mfg. Co., pioneer manufacturer of cone-type loud speakers, recently stated that C. L. Farrand, president of the Farrand Co., made some interesting and important remarks regarding the functions of this popular type speaker.

Among other things Mr. Farrand said: "A cone-type radio loud speaker does not vibrate all over on every note that the speaker produces." In theory, according to Mr. Farrand, it might seem that the entire area of the cone speaker would vibrate with every note, but this is not entirely the case. A cone of a given size will vibrate through its entirety only if the frequency of the note is sufficiently low. As the frequency of the note is increased, that is, as it mounts the musical scale and tone, the outer portion of the tone will tend to remain stationary and at extremely high frequencies only the inner portion of the cone will move. Thus, he explains, if a cone is built several feet in diameter the central portion of the cone will act at the higher frequencies, and as the frequency is lower the active area of the cone will progressively increase. The lower the tone the more speaker area is required to give its tone out in fuller, rounder shape.

The Farrand Mfg. Co. makes three sizes of tone speakers, "Junior," a ten-inch cone; the "Senior" a fourteen-inch cone, and the auditorium size a thirty-six-inch speaker.

Southwestern Association of Brunswick Dealers Meets

DALLAS, TEX., June 3.—A meeting of the Southwestern Association of Brunswick dealers was held at the Baker Hotel recently at which approximately fifty dealers were present. A discussion of the Brunswick Co.'s advertising policies and sales plans featured the gathering. Practically all the dealers waited over and attended the meeting of the Southwestern Music Dealers' Association, which took place the following day.

If you don't hear
me—it's your fault.

H. Bobker

"to the whole world!"



This year SUPERTRON gains three years ahead of them all—by adding to its good quality a New Departure by a chemical process—it's a chemical application inside the tube—it's an unseen virtue. A decided improvement for clarity, volume, longer life—and good readings too—

Supertron can not improve its construction; you will concede that on sight—so it improved the quality—you'll never know unless you try them.

No matter whose tubes you are selling—no matter whose tubes you expect to sell—even Supertron as was—no matter what you think of anybody's tubes, good, bad, or indifferent, we say Try Supertrons.

For the sake of your family—for your own sake—for the sake of your business, your customers and your profits—by all means Try the New Departure Supertrons by a chemical process.

Come on, all good Jobbers and Manufacturers—ask for as many samples as you like with a privilege to return the goods—Competitive tube makers are also welcome—yes, the whole world. Dealers should insist on a similar proof through their jobbers—Do it now.

A complete line all types, including the Supertheon Rectifier—*an 85 mil. gas-filled tube.*

And then we will tell you about the Cage Antenna—By Supertron. What a surprise you're going to get—and a good profit, too.

SUPERTRON MFG. CO., Inc.

Hoboken, N. J.

Export Dept., 220 Broadway, N. Y. C.

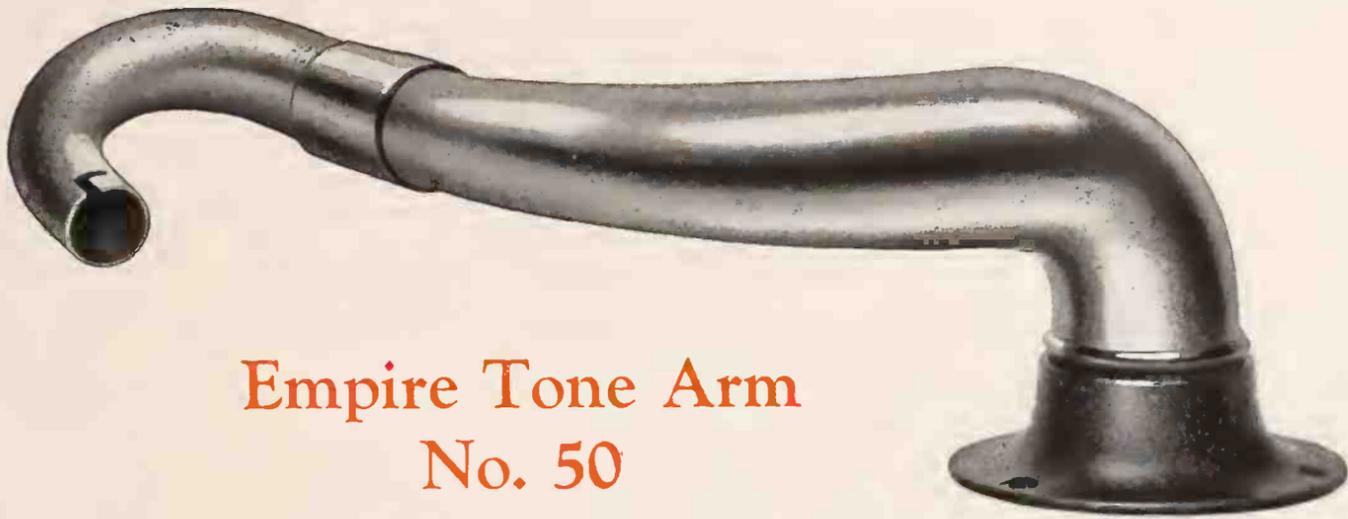
SUPERTRON

A SERIAL NUMBER GUARANTEE

The Foremost Independent Tube In America

Again—

EMPIRE SCORES!

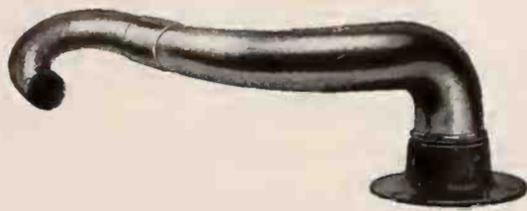


Empire Tone Arm
No. 50

In presenting this new all brass S-shaped Tone Arm, Empire have lived up to their reputation of hitting the ball first.

And after you have learned the prices for this new Tone Arm, you will say that they have scored a home run.

Thirteen years devoted to the designing and manufacture of Tone Arms give a background of knowledge and experience that assure Empire products an enviable reputation.



Empire Tone Arm
No. 25

Empire's new drawn brass Tone Arm for portable machines. Sells at a price that can not be equalled.

*Another home run
for Empire*

This new Tone Arm (Empire No. 50) is for large machines only. Samples will be forwarded on request to all interested concerns.

Play Ball! Let's Go!

The Empire Phono Parts Co.

WM. J. McNAMARA, President

10316 MADISON AVE.

CLEVELAND, OHIO

Quick Easy Sales

Dealers tell us that it is far easier to sell a **CARRUOLA** MASTER than any other portable on the market. The sales are quick. There's no sales-resistance.

CARRUOLA products are built right,

priced right, and sold to Dealers everywhere on the same fair basis. This insures full profits for the Dealer, and holds his active interest in making the many quick sales gained by merely showing the products.



Full

THE MASTER is modern. Has all the new features—full curved throw-back tone-arm—an exclusive re-producer—self-contained record album—case built to last a lifetime—decorated embossed cover of waterproof DuPont Fabrikoid in six attractive colors.

CARRUOLA MASTER
BEYOND THIS YOU BUY FURNITURE

WORLD'S LARGEST MAKERS OF

Dealer Profits

Helping You SELL

THE advertisement shown here is running in current issues of The Saturday Evening Post, Liberty, American Weekly, etc. Reaching about 30,000,000 people. Many of these prospective buyers are right in your own community

This national advertising runs regularly throughout the year and is bringing in thousands of inquiries for descriptive folders. It has created, and is creating, actual demand for **ARRUOLA** products, giving you some real selling help. The kind that counts, and shows itself in your cash register.

The **ARRUOLA** MASTER is the standard of portable values

The FLAPPER is a novelty instrument of unusual appeal

The CUB is the one high quality portable priced low

ARRUOLA MASTER
BEYOND THIS YOU BUY FURNITURE

IDEAL for the home—apartment—hotel—resort or camp—built to last a lifetime.
Fits in perfectly wherever you go—light in weight—easy to carry.
Tone and volume like the new larger and more expensive musical instruments—plays all records perfectly. Complete in itself, with self-contained album holding 15 records.
Artistically decorated and finished in genuine DuPont waterproof Fabrikoid—your choice of six beautiful colors.
This modern inexpensive musical instrument is the vogue of today—and tomorrow. Hear it now! Free demonstrations at leading music stores! Or, write direct for attractive free catalog.

The **ARRUOLA Company of America**
647 Clinton Street • Milwaukee, Wisconsin
World's Largest Makers of Portable Phonographs

Enjoy today your full profit by showing the entire **ARRUOLA** line, which sells quickly and easily. Just telephone the **ARRUOLA** Distributor near you, or write us for illustrated catalog.

The **ARRUOLA Company of America**
647 Clinton Street, Milwaukee, Wisconsin

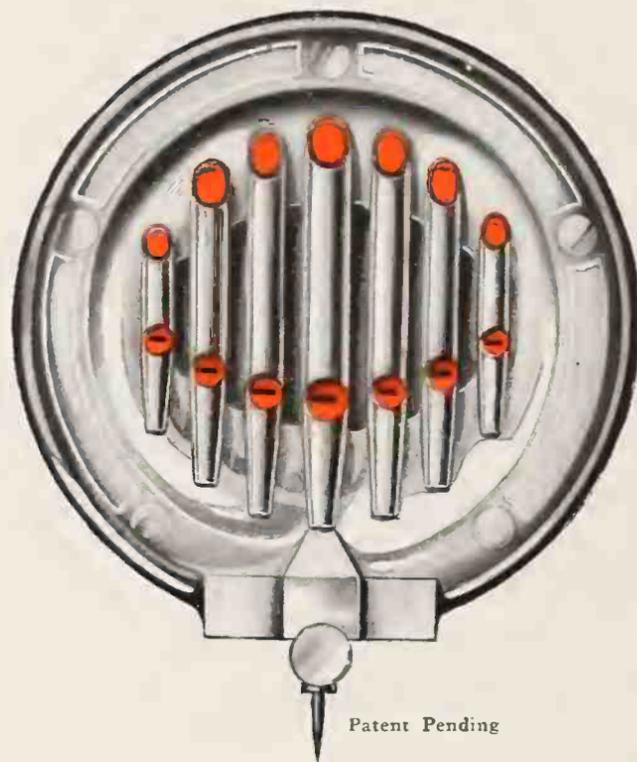
PORTABLE PHONOGRAPHS

“There is no new thing under the sun,” they said many thousands of years ago; but they were wrong.

“There is nothing new in phonograph reproducers,” some may say; but they are wrong.

WE HAVE SOMETHING NEW AND HERE IT IS—

The
Organ-Tone



King of
Reproducers

Retails at
\$800

The only reproducer
finished in three colors

TONE QUALITY (ton-kwál-i-ti). n. tone-color, character, or timbre depends upon the order, number, and intensity of the upper partials.

—“A Cyclopaedic Dictionary of Music”
R. DUNSTAN

So the dictionary describes tone-quality, but we know nothing of “order, number, and intensity of the upper partials.”

To us tone-quality means the ability of an instrument to render music which is pleasant, real, and natural to the ear.

Listen to our reproducer, hear it play the electrically recorded records, test it against other reproducers, and then you will understand why tone-quality cannot be described. **YOU MUST LISTEN TO IT.** Get one of the Organ-Tone reproducers. Send for samples. They are ready.

WE HAVE BUILT THE BETTER REPRODUCER

UNIQUE REPRODUCTION COMPANY

Makers of **ADD-A-TONE**

32 Union Square

New York, N. Y.

Brunswick Topics, Dealers' Organ, Increases Circulation

Publication Prepared by Brunswick Co. Is Sold to Dealers at Small Cost With their Imprints on Each Copy—Has Proved Popular

CHICAGO, ILL., June 5.—The Brunswick-Balke-Collender Co. issues each month a publication known as Brunswick Topics, which is said to be one of the most unique magazines in the phonograph industry. It is known as the Brunswick dealers' own house organ, and the imprint of the retailer's name and address appears on each and every copy which he orders. The dealer in turn distributes Brunswick Topics to his customers and prospects just as though he published it himself. The Brunswick Co. arranged to furnish dealers with copies of the publication at a very low rate, which decreases in proportion to the amount of the individual order, and since the first of the current year actual subscriptions for the popular house organ have increased more than 200 per cent.

Brunswick Topics is compiled and edited by Harry C. Kruse, of the Brunswick publicity department, and he has received many complimentary letters from Brunswick dealers throughout the country. An interesting feature of the subscription list is found in the fact that each month Brunswick Topics is mailed to Brazil, Jamaica, Australia, Uruguay, China, Venezuela, Mexico, Japan, Costa Rica, Alaska, Canada, and the publication enjoys wide circulation throughout the United States.

The last issue of Brunswick Topics, which made its appearance in May, features many stars of the musical, sporting, stage and screen world, including Babe Ruth, who is pictured with Elmer Foster, a Brunswick dealer of Minneapolis, and a former center fielder for the New York Giants in 1889, and Ben Turpin, the motion picture comedy star, who is pictured dancing with his leading lady to music furnished by a Brunswick portable phonograph. The opening of the new Brunswick display rooms on the Boardwalk, Atlantic City, N. J., is also treated editorially in an article carrying illustrations of the beautiful interior of the auditorium and display rooms. The publication carries a list of the latest Brunswick record releases in each issue and a special section captioned "On The Air" reports the current activities of Brunswick artists known to millions of radio listeners.

Lata Balsa Reproducer Wins Trade's Approval

Lightness of This Wood and Its Peculiar Structure Make It Particularly Appropriate for Loud Speaker Construction—Is Patented

The Lata Balsa reproducer, recently announced to the trade by the Balsa Wood Reproducer Corp., New York, is meeting with success, according to officials of the company.

Balsa wood is produced in the jungles of South and Central America and is claimed to be the lightest wood that grows. The commercial product is said to weigh approximately one-half of an equal bulk of good cork. The structural arrangement of the cells is such that 92 per cent of the total volume of the wood consists of non-circulatory or dead air, giving it its very light weight. Ordinary balsa wood will make a loud speaker which the manufacturers claim has several distinct advantages over other woods, but, because of its peculiar cellular structure and softness, it will very soon disintegrate into a powdery condition unless specially treated. All genuine Lata Balsa wood undergoes a special treatment before it leaves the factory, and this process, which has been developed after many years of experiment and experience, kills the bacteria in the wood and prevents the disintegration which is otherwise unavoidable.

The finished product of the Lata Balsa re-

producer is much the same as an oblong picture frame. The product is protected by a patent, according to the manufacturers, which covers a sound reproducer diaphragm made of Balsa wood, however constructed. Balsa wood is believed by the manufacturers to be also ideally adapted to phonograph and musical instrument construction, and plans are now under way to make the product available for these purposes.

Specially Built Ortho-sonic for Arctic Exploring Yacht

BUFFALO, N. Y., June 6.—The yacht "Northern Light," which is being used by John Borden for his voyage into the Arctic regions, is equipped with a specially built seven-tube Federal Ortho-sonic receiver with an all-metal chassis of corrosion-proof metal. The entire audio frequency unit is cast solidly in a composition developed for resistance to moisture, vibration and radical changes in temperature.

Josef Hofmann Head of Curtis Institute of Music

Famous Pianist and Brunswick Artist Appointed to an Important Musical Post

Josef Hofmann, famous pianist and Brunswick recording artist, has been appointed director-in-chief of the Curtis Institute of Music at Philadelphia, whose endowment was increased on May 30 to \$12,500,000, through a gift understood to be \$7,000,000 or more from Mrs. Mary Louise Curtis Bok, daughter of C. H. K. Curtis, publisher. It was announced that Mr. Hofmann, who has headed the piano department since 1924, will continue in charge of the piano section. His elevation as director-in-chief, with a faculty of widely known artists, has been hailed with satisfaction throughout the country. He will have associated with him Carl Flesch, Moriz Rosenthal, Emilio de Gogorza, Louis Bailly, Felix Salmond, and others.

Makes Easy Sales for Radio Sets

ACME

Radio Products

Simplify the use of any set

Used From Coast to Coast By Thousands of Enthusiastic Owners

THE ACME "A & B" SOCKET POWER UNIT

A turn of the switch and your radio set is always ready with a strong flow of constant, dependable A & B Power.

It has many exclusive advantages. One switch controls everything. It's compact. It's neat. It's quiet. It's always ready for action!

Comes ready to operate at

Only \$67.50

East of the Rockies

THE ACME UNIVERSAL "B" SUPPLY UNITS

BE-40

BE-60

Recommended for six and eight tube sets with power tubes. Two variable controls. Capacity 40 milliamperes at 150 volts. QRS, 85 mill. tube furnished as standard equipment. Raytheon BH tube can be used.

Recommended for sets with any number of tubes, including power tubes. Two variable controls. Capacity 60 milliamperes at 180 volts. QRS, 85 mill. tube furnished as standard equipment. Raytheon BH tube can be used.

List Price.....\$30.00

Tube 5.00

Complete \$35.00

List Price.....\$34.50

Tube 5.00

Complete \$39.50

ACME TWO-RATE TRICKLE CHARGER

(Type AT-2)

Designed to serve any radio receiving set. Two charging rates may be obtained by simply throwing the Toggle Switch on the outside of the charger, giving 1/2 or 1 1/2 amperes as desired.

List price without bulb.....\$10.00

Two ampere bulb..... 4.00

Complete 14.00

Write today for literature of the complete line of Acme Radio Products

Acme Radio products are nationally advertised and sold by leading jobbers in every section of the country. Ask your jobber or write us at once for our special proposition.

FACTORY REPRESENTATIVES in Boston, New York City, Cleveland, Chicago, Milwaukee, St. Louis, Des Moines, San Francisco, Los Angeles, Dallas, Toronto, Canada.



Member Radio Manufacturers' Association

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

Kieselhorst to Carry the Complete Line of Atwater Kent Products in St. Louis

Despite Flood Conditions, Business in St. Louis Territory Continues Good—Columbia Sales Staff Attends General Meeting—Robert Bennett Co., Inc., Formed—Other News

St. Louis, Mo., June 9.—Despite the flooded conditions of the Mississippi Valley, the demand for records and talking machines in the St. Louis trade territory continues unabated, according to the consensus of opinion expressed by local dealers.

Illustrative of this is the statement of officials of the St. Louis and Kansas City branches of the Columbia Co., who asserted that their Spring business this year has exceeded all expectations.

Kieselhorst to Add Atwater Kent Line

In the field of radio, announcement has just been made that the Kieselhorst Piano Co. here has entered into an agreement with the Atwater Kent Co., whereby the former would install a

complete line of Atwater Kent products. The line probably will be added in the Fall.

Columbia Business Shows Increase

"Our Spring business gives every indication of a large increase over the same period last year," declared A. G. Bolts, assistant manager of the Columbia Co. in this district. "This increase is in phonograph sales as well as records and is general throughout the entire territory served by the St. Louis and Kansas City branches. Inquiries have been coming in from all points in the territory asking for Columbia sales rights.

"A great number of these inquiries are coming from towns where we have never before been represented, the balance of them coming from towns where we are or have been represented and from dealers who have never before handled Columbia merchandise."

Much of the increase, company officials asserted, can be ascribed to the liberal sales policy and cooperation given by the Columbia Phonograph Co. The company's advertising policies also have elicited much favorable comment.

Demand for New Artophone Models

Similar optimistic statements were made by the Artophone Corp. of St. Louis, distributor of Okeh records. It reports that the demand for the two new models, "Burgundie Console" and "Chateau Consollete," announced last month, is far greater than for any models previously created by the company.

Other Distributors Are Optimistic

Officials of the Koerber-Brenner Co., distributor of Victor products; the local branch of the Brunswick Co., and the Silverstone Music Co., distributor of the Edison line, also reported a satisfactory volume of business, and a bright outlook for the future.

Columbia Sales Staff Meets

A general sales meeting of the entire Columbia sales force was held in the St. Louis office on May 21, presided over by N. B. Smith, sales manager for the St. Louis and Kansas City branches. The meeting represented the usual quarterly sales conference. In a brief address to the gathering, Mr. Smith pointed to complaints received from certain dealers that musical merchandise was not moving, and gave a graphic description of the unusual results obtained by C. A. Woodall, of Kuttawa, Ky.

Kuttawa, Mr. Smith explained, is a small town of approximately 250 people. During the past eight weeks, Mr. Smith continued, Mr. Woodall, Columbia representative in that town, has sold over \$1,800 worth of Columbia Viva-tonal phonographs and \$700 in Columbia records. The figure, he said, represents wholesale prices.

The same results could be achieved by other dealers, Mr. Smith declared, if they showed the same aggressiveness and spirit as is exemplified by Mr. Woodall.

C. R. Salmon, sales representative of the company, in Indiana, Illinois and Kentucky, pointed out that Columbia products in that territory were experiencing a great demand and predicted an exceptional Summer business.

W. B. Ockenden, who recently completed a trip through the State of Oklahoma, reported business maintaining its own, despite the depression in oil production. Thomas Devine, Columbia representative in Nebraska and Kansas, pointed to ten new accounts opened during the last thirty days to support his optimism, while George Fulri, Missouri representative, reported that he was elated over the conditions in his territory.

Demonstrates the Automatic

Officials of the Koerber-Brenner Co. are concentrating their efforts on demonstrating the new Automatic Orthophonic Victrola. The company recently had one of the machines in

operation at the Scottish Rite Cathedral, home of the Masonic Order, during the initiation of candidates into the organization.

Artophone Exhibits Its Line

The Artophone Corp. displayed its complete line of talking machines, cabinet models and portables, before the Tennessee Furniture Dealers' Convention. The company reported an enthusiastic reception on the part of the dealers for its instruments.

Use Airplane to Deliver Records

An airplane was utilized recently by the Artophone Corp. of St. Louis, distributor of Okeh records, to rush the first supply of Vernon Dalhart's "Mississippi Flood Song" from St. Louis to Memphis. The record, an Okeh production, was inspired by the recent Mississippi Valley Flood. It was taken from St. Louis to Memphis by Lieutenant Jess Windham, pilot for Newbry's. He was accompanied by H. T.



Use 'Plane to Speed Record Shipment

Goldstein, formerly connected with the phonograph record department of Bry Block Mercantile Co. of Memphis, and recently appointed Okeh representative.

Robert Bennett Co., Inc., Formed

A new radio firm, known as the Robert Bennett Co., Inc., has also entered the local field. The firm, organized by Robert W. Bennett, president of the St. Louis Radio Trades' Association, will act as manufacturers' representative and distributor of radio sets and accessories in the St. Louis trade territory. Mr. Bennett is president of the new concern and Koehler V. Wrape is treasurer. The new firm takes over and supersedes the business of the Robert W. Bennett Co., formerly located on the twelfth floor of the Syndicate Trust Building.

Empire Phono Parts Co. Announces New Tone-Arm

New Product for Use With Large Machines Is an All-Brass S-Shaped Tone Arm—Anticipate a Large Demand for This Model

CLEVELAND, O., June 7.—The Empire Phono Parts Co., of this city, has developed and is placing on the market a new, all-brass S-shaped tone arm, which is a result of the thirteen years of experience which this organization has had in the design and manufacture of tone arms.

Officials of the company are highly enthusiastic and anticipate a large demand for the new product, which is reasonably priced. The new tone arm, styled Empire model No. 50, is for use with large machines only. Samples are now being forwarded to interested concerns.

E. R. Johnson Attends Victor Old-Timers' Dinner

CAMDEN, N. J., June 3.—The annual "Old-Timers' Dinner" of veteran employes of the Victor Talking Machine Co. took place last week, the honor guest of the evening being Eldridge Reeves Johnson, founder of the company. Mr. Johnson arrived unexpectedly and spent some time with the party.

Announcement

The ABOX

COMPLETE

"A" Battery Eliminator



SIZE
9 7/8" long
8 1/4" high
5 1/2" wide

Now Available
NOTHING ELSE TO BUY

Licensed by the ANDREWS-HAMMOND CORP., under Andrews' condenser and other Andrews and Hammond Patents and Patent applications.

The Best and Cheapest "A" Power

The Abox "A" Eliminator is a rectifier and an Abox Filter circuit in one compact unit. It changes the alternating current from the light socket to hum-free direct current for operating eight or less large tubes at 6 volts. Simply connect to any radio set without changing the wiring and turn the switch at the light socket.

It contains no batteries in paste form or otherwise. The same condensers that proved their efficacy in the Abox Filter are used in the Abox "A" Eliminator and supply the enormous capacities needed for a low voltage filter. These condensers cannot be punctured or broken down—they do not need replacing and their characteristics do not change with use or disuse.

The Abox will give the same long life and the same 100% customer satisfaction that the many thousands of Abox Filters now in use throughout the country have given in the past. It is fully guaranteed for one year from the date purchased by the customer.

Each part of the Abox "A" Eliminator is carefully designed and has been tested over long periods. Together they form a perfectly co-ordinated unit which is not only the best but the cheapest source of "A" Power for radio sets.

We will be pleased to furnish detailed information. Send for circulars.

The Abox Company

215 North Michigan Ave.

Chicago, Ill.

Announcing—
The FIRST
COMPLETE LINE
of SPEAKERS
by STEVENS

FACTS
in the product
SELL
themselves

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



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



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



Model PT-27—19 in.
Height 5 1/2 ft., on Spanish Renaissance metal stand—gracing the most elaborate interior—every decorative and electrical feature of the Stevens line—20-ft. extension cord—peerless in the speaker field.
Price \$65.00



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



Model A-27
14 1/2 in.
Seamless Burtex conoidal diaphragm—substantial sounding board—Jasper brown mahogany and bronze finish with "Golden Chime." Price . . . \$18.50

6 EXCLUSIVE
Scientific Superiorities

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



Did you see and hear them at the
R. M. A. Trade Show, Stevens Hotel,
Chicago, Booth 53?

Stevens Speakers

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

British Retailers

Educated the Public and Profited

W. Braid White Tells Why Gramophone Industry Is Strongly Entrenched and Why Better Class of Recordings Sell Well

SOME months ago in these columns I told readers of this paper something of what is being done in Great Britain for the better promotion of the talking machine and its records. Those who have had the curiosity to examine the balance sheets of the Gramophone Co. (Victor) and of the Columbia International are aware that the year 1926, one in which the great general strike intervened to deal Great Britain a paralyzing blow from which its recovery has been gradual if steady, saw at the same time an unprecedented growth in the manufacture and distribution of everything pertaining to the talking machine. The astonishing fact that the talking machine companies should have done the largest British business by far of their careers during this very difficult year cannot be explained by any ordinary methods or in any ordinary terms.

Special causes have been at work. When the competition of broadcast music became something serious, the phonograph interests operating in Great Britain found themselves already in a strong position. For years they had slowly been educating their customers to an appreciation of recordings of standard music and had placed the emphasis on the music rather than on the personalities of notorious or highly advertised singers and players. In consequence, when broadcasting came into vogue, they had a good-will built up among scores of thousands of intelligent men and women, who had learned to buy, to use and to demand more and more of recordings covering all the standard classical music, from symphonies to oratorios, besides the common mess of snippets from operas, of ballads and of innocuous violin solos.

This does not mean that they were much, if any at all, ahead of their American confreres in methods of recording. They did not have anything better than the old acoustic methods and their first ventures into the classical field were very tentative. For long they hesitated before one of them produced a work

running through five or six faces and even then it was liberally "cut." But little by little they found that the public was not only abreast of but even ahead of them, and so by degrees they screwed up their courage until they could venture to produce a whole symphony without cuts! And they found that the records sold!

What Did It?

What made the records sell? Not the existence of a vast musically trained population, for no such population exists. As a matter of fact, symphony orchestras have a far harder time getting along in Great Britain than they do over here. The native British musician has a harder time than his parallel type in this country, and the masses are just as crazy about jazz as they are in this country. Then what sold classical records? What has kept them selling and has made it a profitable venture for the Columbia people to bring out the whole of Beethoven's nine symphonies at one time, with the electrical recording and no cuts? Why could the English Victor people announce fifty-two new electrically recorded Beethoven records at one blast . . . and get away with it? What is the explanation?

It lies in this one simple fact that the manufacturers across the water (American houses, too, mind you) made a deliberate attempt to get every dealer campaigning to find the intelligent music lovers in every community, introduce them to the music, and sell the music to them.

This was done, and then the discovery was made that this public exists in numbers far greater than was ever supposed. Not that the thing was done in a moment. There was a great deal of education necessary, and the affair became quite complex. Yet it was done.

How It Was Done

And very largely it was done by allowing the musical public to sell itself. A movement had begun in a very small way (it started four years ago in London) to get together a band of ama-

teur lovers of the phonograph, who might raise enough money by subscription to finance the recording of a number of pieces of classical chamber music which the regular manufacturers did not appear to think commercially practicable. Out of this grew the National Gramophone Society. From a small beginning has come a whole library of extraordinarily interesting, beautiful and exclusive recordings, brought out by the Society for its subscribers only. Lately, the privilege of purchase has been extended to non-subscribers who may now buy one record of the NGS publications at a time, and it is said that soon these recordings will be on sale in this country.

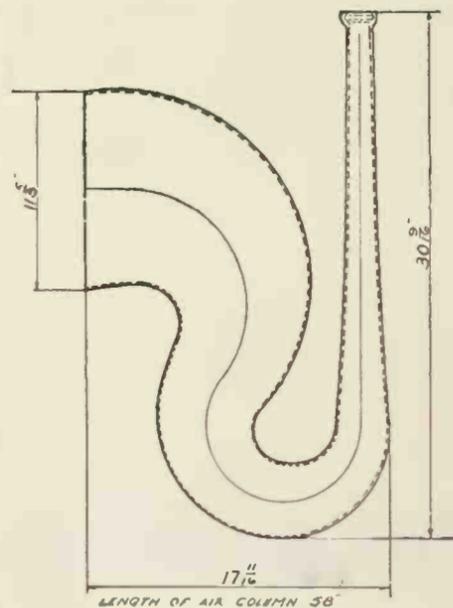
Did the British phonograph houses, the British branches of Victor and Columbia, fight this new move? No, they did the very opposite. They helped the National Gramophonic Society in every way. They helped by offering their facilities for recording. Dealers allowed the branch societies to meet in their stores, joined the societies themselves, loaned music, got up phonograph concerts and took a lively interest in the whole campaign. And one of the immediate results was an expansion of sales of all classical recordings, such as could never have been even dreamed of under old conditions.

In other words, the phonograph industry over there had the wisdom to see that a new lode of ore had been tapped by an independent prospector. They did not try to run the discoverer out of town. On the contrary, they called him in and asked him what they could do for him. And consequently all of them have flourished.

The Moral

I am not prepared to say that anything just like this could or should happen in this country on a large scale, although there are already flourishing local phonographic societies in some of our largest cities. But the true moral is in the principles rather than in the details. It lies in the fact that phonograph merchandising today must be scientifically planned.

Proved Merit—The Miller System of Synchronized Amplification



Miller
M. L. S. M. CO.

has been fully tested during the past year. Its worth is proved. It has enabled manufacturers of talking machines to put out a product embodying the latest advances in the science of acoustics.

At a relatively low cost, it permits manufacturers of talking machine cabinets to bring models up to date and compete on equal basis with largest manufacturers.

The Miller Research Laboratory with its highly trained audio engineers who developed the successful Miller Radio Horns, are at your service. The Miller System of Synchronized Amplification enables you to put out a machine of exceedingly great naturalness of tone. The deep notes of the bass viol and the higher notes of the piccolo are reproduced with equal definition—original color, timbre and harmony are faithfully reproduced.



Easy to adapt to your product.

Easy to install.

Our engineers are at your service.

The Miller Rubber Co.
of N. Y.
Akron, Ohio, U. S. A.

Radio's Outstanding Profit Maker for 1927=1928

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

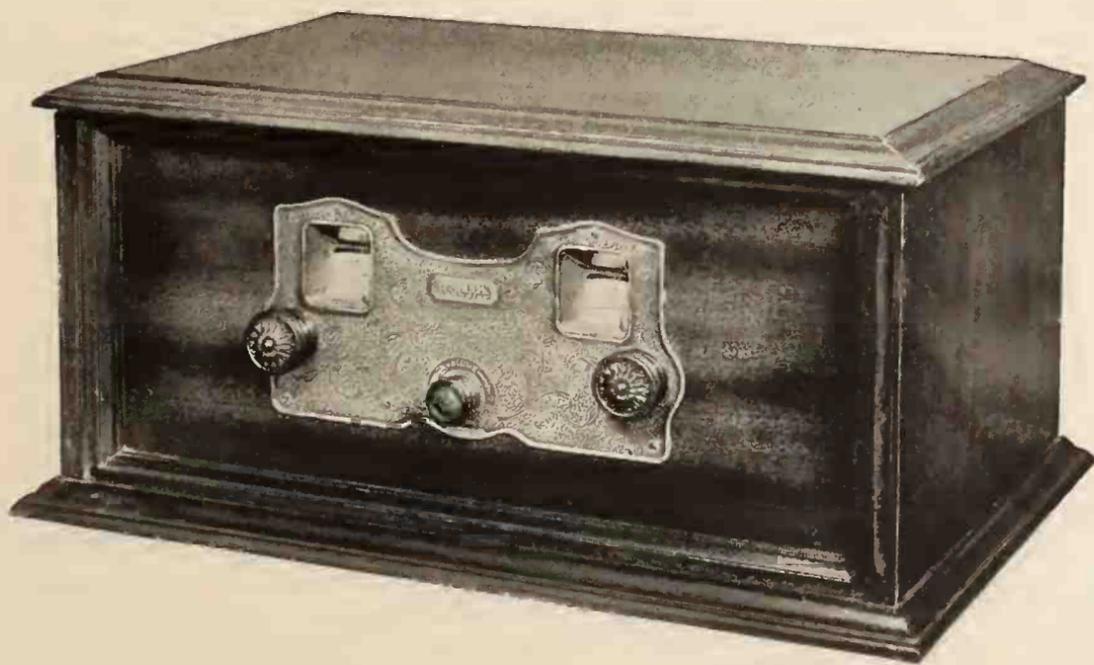
FADA Radio

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

The FADA SPECIAL

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

Prices slightly higher West of the Rockies

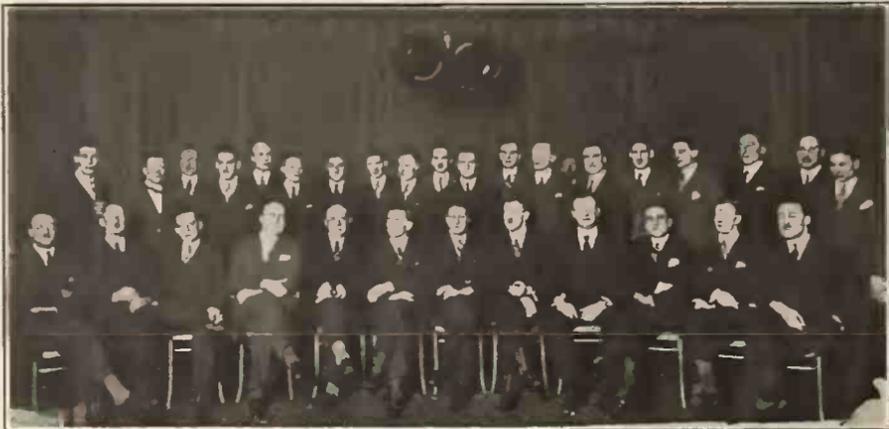


Complete Fada line was exhibited at Radio Manufacturers Association Show—June 13 to 17
—and can always be seen at our Display Rooms, 2619 South Michigan Ave., Chicago, Ill.

Lloyd Spencer Outlines Plans for Amplion Line

General Sales Manager of Amplion Corp. Home From Executive Conference of Graham-Amplion Interests in London

A more ambitious program of development and merchandising of Amplion speaker products than ever before will shortly be under way, according to Lloyd Spencer, general sales manager of the Amplion Corp. of America, New



Executive Conference of Graham-Amplion Interests in London

York, who recently returned to his desk from a European trip of seven weeks, during which he attended a world-wide executive conference of Graham-Amplion interests in London. Definite plans will soon be announced to the trade. The 1927 Amplion line includes several new models, thus continuing the steady advance of Amplion engineering in the field of radio speaker production.

A photograph of the Graham-Amplion executives who attended the conference in London is reproduced herewith.

Mr. Spencer spent an enjoyable week touring southern England and then crossed over to the Continent, where he spent several weeks in Belgium and France with the Amplion representatives there, including the Compagnie Continentale Amplion at Brussels, where he was the guest of G. E. Turnbull, managing director. The Compagnie Continentale Amplion controls all the subsidiary Amplion companies on the European continent except France. Mr. Spencer also became acquainted with the activities of the Compagnie Francaise Amplion, which controls the business in France.

S. B. Trainer, president of the Amplion Corp. of America, and A. M. Harris, chief consulting engineer, also attended the executive conference in London.

In the accompanying photograph are seen: Front row, Major MacCallum, publicity manager; Messrs. Philo, secretary; R. T. Jameson, Sparks Withington Co.; Lloyd Spencer, general sales manager of the Amplion Corp. of America; M. LeLas, Telephones LeLas, Paris, France; Leslie Laurence, chairman, Graham Amplion Ltd.; W. H. Lynas, managing director, Graham Amplion, Ltd.; E. E. Smith, managing director,

Alfred Graham Co. Ltd.; W. J. Ricketts, director and chief engineer; J. M. Richard, director, Graham Amplion, Ltd.; G. E. Turnbull, managing director, Compagnie Continentale Amplion, Brussels, Belgium, and W. G. Davies, general sales manager.

Back row, left to right: Capt. Atkinson, public address department; Mr. Bowler, representative; Major Langley, and Messrs. Chambers, assistant sales manager; Wright, representative; Roberts, manager Amplion assembly works; Baker, representative; Commander Manley, R. N., representative; and Messrs. Roberts, representative; Baldry, technical department; Healy, manager Kilmorie works; Proctor, manager Glasgow depot; Morrison, Manchester depot; Dunthorne, engineering department; Evans, representative; Holliday, representative; Cocking, automobile department; Major Drysdale, service section; Mons. Bouwens, commercial manager Compagnie Francaise

"Amplion," and Mr. Pyke, assistant, public address department.

Supplement Added to the Valley Forge Catalog

Valphonic Tone Arm and Other Products Are Included in Latest Supplement to Catalog

PHILADELPHIA, PA., June 5.—The J. A. Fischer Co., of this city, manufacturer of Valley Forge mainsprings and talking machine replacement material, has issued an attractive catalog supplement on Valley Forge products. This supplement presents the Valphonic tone arm outfit No. 14, with the improved Valphonic reproducer, the improved Valphonic reproducer, the Bridgeport attachment for the Edison, Valphonic attachment for the Edison, Valley Forge tone arm, Valley Forge mica diaphragm reproducers and the following Valley Forge assortments: spring barrel screws, thumb-screws, spring arbor and shafts, brake springs, governor springs, governor balls, spring shaft screws, governor screws, washers, steel pins, pivot screws, ball-bearings, gears, etc. There is also shown the Valley Forge mica cabinet designed for the efficient classification of the various grades and thicknesses of mica. The supplement includes the Valley Forge mainspring chart.

Acme Elec. & Mfg. Co. Markets Socket Power Unit

Cleveland Firm Has Developed Socket A and B Power Unit—Features of Product

CLEVELAND, O., June 9.—The Acme Electric & Mfg. Co. has developed a socket A and B power unit for use in sets up to and including ten tubes. The unit consists of a six-volt storage battery, capacity 40 amperc hours, and a two-rate bulb type battery charger. A B power supply unit is used supplied with three variable controls, making it possible to adjust the B instrument to the particular operating characteristic of the set to which it is connected. A small relay switch is so connected that the A B socket power unit is automatic in operation and is connected by switch at the set.

COTTON FLOCKS

Air foated, 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

Install Stromberg-Carlson Receiver in Traveling Home

H. H. Linn, Who Owns and Lives in Private Highway Pullman, Expresses Satisfaction With Stromberg-Carlson Receiver Used

MORRIS, N. Y., June 3.—An interesting installation of a Stromberg-Carlson six-tube receiver was recently made in the "private highway pullman" of H. H. Linn, president of the Linn Mfg. Corp., of this town. The "highway pullman" is complete in every detail, and furnishes a luxurious home for four people. It is fitted with hot and cold running water, beds, parlor car chairs and a complete electrical system for lighting and heating.

The Stromberg-Carlson receiver is installed in the lounging room of the car, and the trunk rail on top serves as an aerial and a long copper wire with a handle on the top and flexible



Radio in Auto "Pullman"

wire serves as a ground connection. When the car is in motion the receiver operates without a ground. Mr. Linn's duties necessitate his traveling about the country approximately eleven months of the year, so he had the traveling home constructed, and he has expressed great satisfaction with the Stromberg-Carlson set which he had installed.

C. W. Griffin Appointed a Director of Trade Assn.

LOS ANGELES, CAL., June 4.—C. W. Griffin, sales manager of Ray Thomas, Atwater Kent distributor for Southern California, was recently appointed a director of the Retail Radio Trades Association. Mr. Griffin is well fitted for the post and has been in touch with its activities for a long time. He also heads the Radio Show Association which is planning to stage an extensive radio exposition that will be given this year.

Jack Klein and R. S. Crockett have just opened a new Radiola Specialty Store in Tuckahoe, N. Y., at 48 Main street. Victor Orthophonic talking machines and radiolas are being handled.

MICA DIAPHRAGMS

For Loud Speakers and Talking Machines

RADIO MICA

American Mica Works

47 West Street

New York

SCULLY

RECORDING MACHINES

SHAVING MACHINES

MASTER WAX

SUPPLIES

JOHN J. SCULLY

326 1/2 MAIN STREET
BRIDGEPORT, CONN.
TELEPHONE BARNUM 4778

Announcing
 the **NEW LINE** of
STEWART-WARNER
Matched-Unit Radio



Table Model 525. Six tube, single dial vernier control. Cabinet of selected walnut veneer, richly finished.



Stewart-Warner Reproducer Model 425



Stewart-Warner Reproducer Model 420



Console Model 520. Six tube, single dial vernier control. Selected walnut veneer cabinet with lustrous finish. Ample space for all batteries.

Two new models of Stewart-Warner Reproducers are offered this year. In both there is incorporated a newly perfected unit that insures a remarkably life-like tone throughout the entire musical range. Beautiful bronze finish.

With these Big Outstanding Sales Features—

IN these new models of the famous Matched-Unit Radio, Stewart-Warner has incorporated the latest developments known to the radio industry today. There are two chassis models—one fully shielded—offering all these big selling features:

- 1 A perfected, locomotive type, positive drive *one-dial control*. All three condensers in phase at all times.
- 2 *Vernier dial control*—giving greater sensitivity and permitting effective use of both short and long aeri-als.
- 3 *Oscillation or squeal eliminated* without loss of volume. Think what this means. Distant stations can be brought in clearly with plenty of volume.
- 4 The new Stewart-Warner "88 note" *audio frequency transformer*, that brings in the lowest and highest notes with equal volume.
- 5 *Translucent dial*—light within cabinet shows through dial to permit ready reading of accurately calibrated wave length figures.
- 6 *Dial panel* of same wood and beautiful finish as the cabinets.

These and other features make Stewart-Warner Radio the very last word in radio construction. And you can obtain them in a line of attractive table cabinet and floor console models, priced for all prospects.



De Luxe Table Model 705. Fully shielded chassis. Solid walnut and selected walnut veneer cabinet. Self panel. Six tube, single dial vernier control.



De Luxe Model 710. The art of skilled cabinet makers is exhibited in this finely finished de luxe console of solid walnut and specially selected hurred walnut veneer. Six tube, single dial vernier control. Fully shielded.

Now is the Time to Apply for Your Franchise

A Stewart-Warner franchise is the one you want. It gives you the famous Matched-Unit Radio that means lasting satisfaction—a well-advertised line that is easy to sell—a protective policy that means greater profits for you. If you have not already done so tie-up with Stewart-Warner now and be ready for the big sales season. Full details sent at your request.



Table Model 300. Five tube, three-dial control. An extremely efficient set at an unusually low price. Selectivity—distance—and great volume.

STEWART-WARNER SPEEDOMETER COR'N CHICAGO, U. S. A.

Brunswick Cincinnati Branch Installs Handsome Instrument Display Room

Local Dealers Use New Room to Demonstrate Instruments to Customers—E. J. Liebman Joins M. W. Fantle Sales Staff—Starr Piano Co. Store Installs Self-Serve Record Counter

CINCINNATI, O., June 8.—Talking machine dealers in this city and suburbs report a satisfactory volume of business in the past month. Practically all have shown an increase in sales over the previous month and it is thought that the demand will continue to increase.

Starr Installs "Serve-Self" Counter

An addition to the talking machine department of the Starr Piano Co. is a serve-self counter for records, which is very popular with customers and saves a great deal of time for the clerks. There are forty-eight divisions in which the records are displayed, thus enabling the customers to look over the stock and pick out such as may be desired. Another addition to the Starr store, not far from this department, is known as "The Gift Shop," in which a fine line of imported novelties are kept.

E. J. Liebman With M. W. Fantle Co.

The M. W. Fantle Co., dealer in talking machines and repair parts, has added another man to its sales force, the latest recruit being E. J. Liebman, who is covering the Ohio and West Virginia territory. Two lines just added by the company are harmonicas and strings for ukuleles and other instruments.

Columbia Representatives at Convention

Miss Rose Helberg, local manager of the Columbia Phonograph Co., and C. E. Kramer, salesman, have just returned from Chicago, where they went to attend the National convention. "Business is very good for this time of the year," stated Miss Helberg. "All of our line is moving well, and we expect to keep on breaking previous sales records. The demand for portables is growing larger, and it looks as though we will do a large business in these during the Summer.

Automatic Grows in Popularity

"Things are very satisfactory with us," stated C. H. North, vice-president of the Ohio Talking Machine Co. "The Automatic is growing more popular all the time, and the demand for the more expensive models is increasing. True, business is not what one would call brisk, but there is no reason, as far as I can see, for being discouraged."

Ahaus Reports Satisfactory Sales

"My experience is that one sells most of what he pushes the most," explained Louis H. Ahaus, proprietor of the Brunswick Shop. "Keeping this in mind, we have been pushing the more expensive models, working among the class of people who can afford them, and the results have been satisfactory. Trade is at a fair level now, but we are just at the edge of the dull season and the usual falling off is to be expected. But we will keep working just the same, getting what orders we can and developing prospects."

Grau Is Selling Expensive Models

"A good demand for the new Victor Automatic is springing up," stated E. W. Young, manager of the talking machine department of the Otto Grau Piano Co. "With us the more expensive models are the best sellers, and the line has been moving in a satisfactory way.

Business has been quite lively in our record department for the past few weeks and at this time the demand seems to be increasing."

Brunswick Adds Display Room

The Brunswick-Balke-Collender Co. recently fitted out a large music display room adjoining its executive offices at Eighth and Broadway, to which it moved a short time ago. This room is beautifully furnished, containing easy chairs and a complete line of Prismatones and Panatropes, with a large assortment of records. Here demonstrations are made to dealers who call, and besides this any local dealer who so desires can bring his customers here to hear demonstrations. Local dealers who have no demonstrating room and who do not carry a full line find this music room a great convenience.

Brunswick Branch News

B. H. Brunswick, first vice-president of the Brunswick Co., is on an extended tour of Europe, and probably will remain two or three months. J. E. Henderson, local manager, is now spending the greater part of his time on the road, visiting Brunswick dealers. H. F. Bushle, on June 1, was placed in charge of the record sales department, succeeding E. A. Wegert, who has gone into the real estate business. A new Brunswick department for handling dealer service was opened up June 1, with Howard Sellers, formerly of the plant in Muskegon, in charge. E. B. Daulton, formerly with the Post-Glover Electric Co., has been appointed credit manager of the local Brunswick branch. The company had a fine display of Panatropes and Prismatones at the convention of motion picture men, held in Columbus, June 7 to 9.

Interesting Dealer and Consumer Radio Survey Made

Barton, Durstine and Osborn, Advertising Agents for Atwater Kent Mfg. Co., Give Findings of Extensive Trade Survey

Barton, Durstine & Osborn, advertising agents for the Atwater Kent Mfg. Co., have announced in the latest issue of the Atwater Kent Jobber Bulletin, the results of the 1927 survey of dealers and the public conducted in the following States: Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Maryland, West Virginia, North Carolina, South Carolina, Georgia, Ohio, Indiana, Illinois, Michigan, Iowa, Missouri, Nebraska and Kansas.

This survey included 4,044 personal interviews, 1,089 of which were dealers, of whom 444 handle Atwater Kent radio; and 2,955 consumers, of whom seven-tenths are set owners. Seven out of ten dealers reported the demand for radio increasing, and less than one out of ten dealers thought there was a decline. The tendency of dealers to cut down the number of makes they handle is even more pronounced than it was last year. The proportion of dealers handling only one, two or three makes has increased

from 56 to 65 per cent. Thirty per cent of the dealers said they had fewer makes last year than in 1925, and 28 per cent said they were going to handle fewer in 1927 than in 1926. Only 8 per cent expected to increase the number of lines.

Seventy-one per cent of the dealers who handle Atwater Kent radio name it as their leading line. Eight out of ten dealers agree that the demand for cabinets is increasing. Seventy-five per cent of the dealers report that they demonstrated radio in the homes of prospects, but only one-half of the dealers questioned report that they solicit business outside of the store. Trade-ins are not as yet reported to have become a very serious problem. Installation buying is reported still on the increase, and two-thirds of the dealers report that they finance the time payments themselves. "What radio set has been vigorously merchandised" is another question. Four out of five dealers said Atwater Kent, and more than one-half of them were not Atwater Kent dealers. Atwater Kent advertising was favorably mentioned everywhere.

Sparton Chime Motor Horn Used by Station to Sign Off

Sparks-Withington Motor Horn Is Put to Use by Station KFXF, Colorado Springs, Colo., to Chime "Good Night" at End of Programs

COLORADO SPRINGS, COLO., June 4.—Countless inquiries have poured into Station KFXF, asking for an explanation of the mellow, two-toned



Novel Use of Sparton Chime Motor Horn instrument that sounds a brief "good-night" at the conclusion of each of their programs, signaling their "signing off."

The mystery is explained in the accompanying illustration. The instrument that sounds this unique tone, familiar to all listeners, is not a band or orchestral instrument but a Sparton "Chime," one of the new type motor horns that are becoming increasingly popular everywhere, a product of the Sparks-Withington Co., Jackson, Mich., makers of Sparton radio receivers and automobile horns. The illustration shows the announcer, C. R. Hunt, "signing off" in the KFXF studio, with the "Chime" at his left.

A. H. Raetz, of Zinke Co., Prepares WorkRite Ad. Plans

CLEVELAND, O., June 3.—A. H. Raetz, manager of the radio department of the Zinke Co. of Chicago, spent May 21 to 23 at the offices of the WorkRite Mfg. Co., perfecting sales and advertising plans for the WorkRite line of super-Neutrodyne radios for the coming season.

The WorkRite line has been greatly improved by the adoption of every thoroughly tested improvement in radios that has been brought out during the past few months. Each set is housed in a beautiful cabinet of pleasing design and excellent construction.

By selecting the Zinke Co. to handle national sales, the WorkRite Mfg. Co. will be in a position to handle distribution in territory which it had not previously covered, as well as to better serve the territory in which WorkRites have been marketed during the past five years.



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.

A Clear Analysis

of the

Melofonic Radio Speakers



MODEL LB

\$65

RETAIL PRICE

Slightly Higher in the West

The outstanding success in the Radio Speaker field at the Radio Show in Chicago was the performance of the Melofonic Radio Speakers in conjunction with the newest radio receivers.

Built to withstand the high voltage demands of the new receivers, the Melofonic will be the trade's greatest and most modern speaker. Hear it today and you will become another big booster for the Melofonic this year.

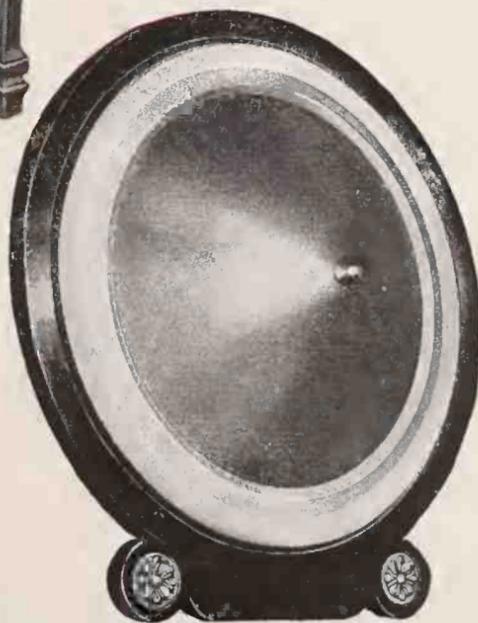
**PROGRESSIVE MUSICAL
INSTRUMENT CORP.**

319 Sixth Avenue

New York, N. Y.

DISTRIBUTORS

Some desirable territory still open. Write today before all territories have been allotted.



MODEL M

\$28.50

RETAIL PRICE

Slightly Higher in the West



New York Philharmonic

BRILLIANCY & SO

Everything

Accept No Imitations
For your own protection look for
"THE AUDAK COMPANY" (stamped
on every genuine instrument)



This tag is always attached to every
Genuine ULTRA

YES, they are both orchestras, to be sure. But the small one is sadly handicapped by the limited range of its few instruments. By no means can it produce the well rounded out rendition of the larger, more complete orchestra.

The Same With Reproducers —
The new electrically cut records are so remarkably true to the

original performance, that any reproducer is bound to give fair results, but,—

It requires an ULTRA-perfect reproducer to bring out the true detail and beauty—even those recorded on these records.

The AUDAK COMPANY

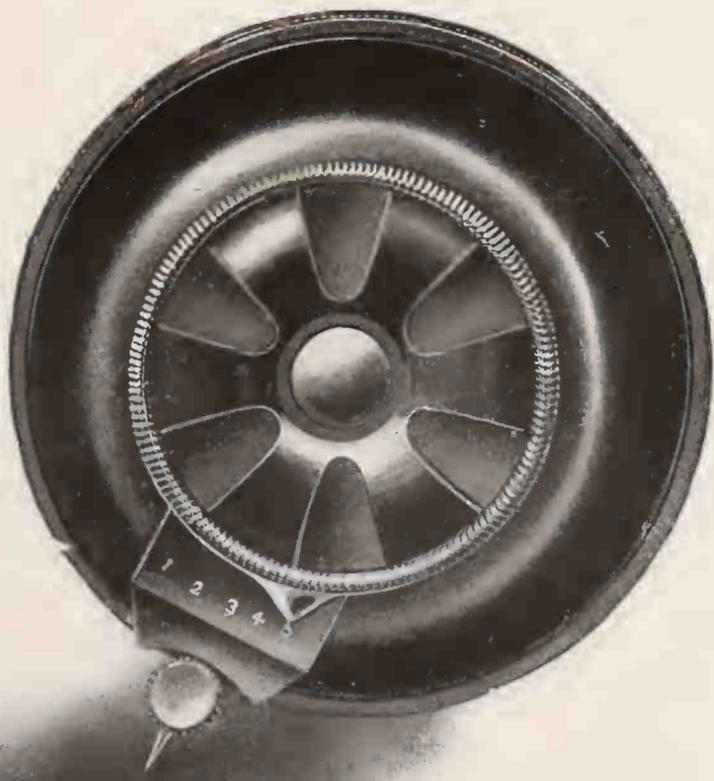
Makers of Acoustical and Electrical Appliances



estra

NORITY ~ POWER

with the
ULTRA
(Phonic)
Reproducer



The standard by
which all others
are judged and
valued

almost
to give

itive—
other
Repro-
endous
ning—

Retail Prices

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

PANY, 565 Fifth Ave.
New York

aratus for More Than 10 Years

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
Console Grand
43" HIGH 30" WIDE 21" 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 Console
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.

New Freed-Eisemann Set Is Truly "Electric"

Product Is a Six-Tube Set With Three Stages of Neutrodyne Radio Frequency—No Batteries, Chargers or Similar Accessories

Several years of engineering effort are embodied in the all-electric receiver which has been announced to the trade by the Freed-Eisemann



New Freed-Eisemann Model

Radio Corp., Brooklyn, N. Y., through its president, Joseph D. R. Freed.

This new set, illustrated herewith, is in every sense "electric," according to Mr. Freed, who points out that there are no batteries, dry cell tubes, trickle chargers or any accessories of that nature. The 110-volt alternating current of the lighting system simply passes into a tube designed for that purpose and comes out as

rectified direct current. This is turned into true direct current by using a filter and in that manner it is balance to all the A, B and C needs of the set. Special taps are provided so that the filter can be varied to the particular voltages characteristic of the various cities in the United States. The entire operation of the set is automatic. Even though the direct current is raised to high voltage for the B and C uses, and is cut down to low for A, it is said that these changes are part of the system of the set and operate automatically without any attention whatever, the owner simply tuning in the station desired.

Exhaustive tests have been made in connection with the special tube used for rectification purposes, according to Mr. Freed. The results of the tests indicate a minimum life of the tube of 1,000 to 1,400 hours. At the end of its long life, the tube may be replaced inexpensively at any dealer's shop.

Mr. Freed stated that prior to announcing the new Freed-Eisemann electric set to the radio buying public, several hundred were sent to various sections of the country for performance tests and many enthusiastic reports from laymen and engineers have been received. It is said to be entirely free of hum or noises and embodies new features of design.

The new product is a six-tube set with three stages of Neutrodyne-tuned-radio-frequency, one of which is inductively tuned. Incorporated in this receiver is the Freed-Eisemann "Inductor," which guarantees extraordinary selectivity and provides for equal amplification on all wave lengths, an exclusive Freed-Eisemann feature. The receiver is completely metal shielded, with controls and jewel pilot light mounted on a richly embossed panel. The audio stages are supplemented by an output transformer.

Norman Brokenshire, radio announcer, is an enthusiastic endorser of the Stromberg-Carlson Treasure Chest receiver, having purchased a set recently from Jerome S. Hass, dealer at Atlantic City, N. J.

Harry A. Sooy of Victor Recording Staff Is Dead

Associated With Victor Talking Machine Co. in Recording Laboratories for Twenty-five Years—Two Brothers Now With Victor Co.

OAKLAND, CAL., June 2.—Harry A. Sooy, who has for the past twenty-five years been one of the leading experts in the recording laboratories of the Victor Talking Machine Co., died here last week. Mr. Sooy was stricken with an attack of pneumonia last Winter, and since that time his health has been poor. Mr. Sooy entered the recording end of the talking machine business and was said to be one of the best versed men in the history of recording science. Two brothers, Raymond and Charles Sooy, are members of the Victor recording laboratories.

Mrs. Sooy was with her husband at the time of his death. The deceased was fifty-two years of age. The body was sent to Camden, N. J., for burial.

Watsontown Products Shown

ATLANTIC CITY, N. J., June 4.—The Watsontown Table & Furniture Co., of Watsontown, Pa., had a display of its new line of radio cabinets on the boardwalk here. H. W. Brombach, president of the company, was personally in charge of the display, which attracted considerable attention from visitors.

Arthur W. Deas Jr. Married

MINNEAPOLIS, MINN., June 3.—Arthur W. Deas Jr. representative of the Victor Talking Machine Co., covering the Central Northwest territory, married Miss Beatrice Boegen, of Chicago, the latter part of last month. The happy couple will reside in this city.



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.

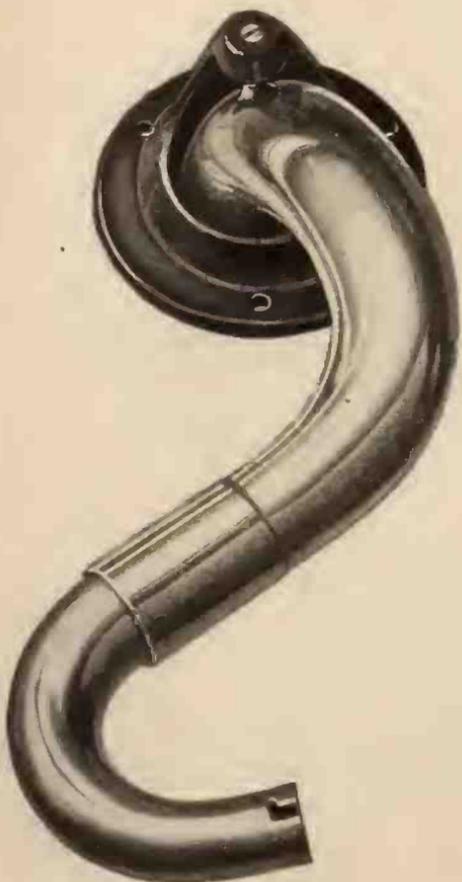
Pollock-Welker, Limited

Established 1907—Pioneers in the Phonograph Industry

KITCHENER—CANADA

Cable Address—Polwel, Kitchener

Code—A.B.C. 5th Edition, Bentley's



Three New Radio Models Feature 1927 Bosch Line

Models 57, 66 and 76 Are Outstanding Bosch Radio Receivers—Line Also Includes Ambotone Reproducer and Power Units

Three models of radio receivers, illustrated herewith, feature the 1927 line of Bosch radio which has been announced to the trade by the



Bosch Radio Model 57

American Bosch Magneto Corp., Springfield, Mass. They are models 57, 66 and 76. In addition, the Bosch line will include the Ambotone reproducer, Nobattery A and Nobattery B, for supplying A and B power from the light socket and the Powerrol, which prevents direct cur-



Bosch Radio Model 66

rent passing from the radio receiver into the reproducer with possibility of damage.

Model 57 employs seven tubes in a Bosch

RFL circuit, with built-in loop and speaker and one-dial control. Its walnut cabinet has a spacious power unit compartment. It is equipped with an electrically lighted dial with Bosch Line O'Lite tuning, is armored and shielded, wired for battery or socket-power operation and operates on loop or wire antenna from two or two hundred feet. A distinctive feature of this receiver is the Clarifier, which automatically compensates for the antenna and for the different characteristics of reception between the two ends of the broadcast band. To tune out strong locals, the station selector and clarifier are adjusted to the local station with volume reduced. The selector is then turned slightly with the volume increased until the desired station is received.

Model 66 is a six-tube table type receiver, designed to occupy small space without sacrificing the efficiency of electrical design. It has a Bosch RFL circuit, single station selector, electrically lighted dial, Bosch Line O'Lite tuning, and is armored and shielded and wired for battery or socket power operation. It is housed in a walnut cabinet with clarifier for fine tuning.

Model 76 is also a six-tube receiver with circuit and equipment similar to Model 66, but is furnished both with and without a built-in Bosch cone reproducer.

In addition to the electrical excellence of Bosch radio, Bosch engineers have endeavored

to produce a "transportation proof" receiver, in strength of design, rigidity of assembly and elimination of separated units, thus avoiding damage in transit. Many improvements in shielding, tube socket bases, input and output



Bosch Radio Model 76

terminals, volume control, amplification and tuning have resulted from extensive tests and close study by the Bosch engineering department.

Latest Patents Granted in Talking Machine Field

- AUTOMATIC STOP FOR PHONOGRAPHS. Hugo F. Spengler, Chicago, Ill. Patent No. 1,613,914.
- PHONOGRAPH. Nelson C. Durand, Newark, N. J., assignor to Thomas A. Edison, Inc., West Orange, N. J. Patent No. 1,615,114.
- COMBINED PHONOGRAPH AND RADIO AND COORDINATING UNIT THEREFOR. Alfred H. Haag, Baltimore, Md., assignor of one-half to Hayward Fairbanks, Merchantville, N. J. Patent No. 1,615,123.
- STOP MECHANISM FOR TALKING MACHINES. Lloyd Y. Squibb, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,615,243.
- COMBINATION RADIO AND PHONOGRAPH CABINET. Joseph Di Stanislaw, Camden, N. J. Patent No. 1,616,217.
- METHOD AND APPARATUS FOR COORDINATING RADIO AND PHONOGRAPH REPRODUCTION. Reginald A. Fessenden, Chestnut Hill, Mass. Patent No. 1,616,416.
- PORTABLE TALKING MACHINE. Joseph Wolff, Brooklyn, N. Y., assignor to the Sonora Phonograph Co., same place. Patent No. 1,616,730.
- NEEOL RETAINER FOR PHONOGRAPH. Joseph Wolff, Brooklyn, N. Y., assignor to the Sonora Phonograph Co., same place. Patent No. 1,616,732.
- TONE REGULATOR FOR PHONOGRAPHS. Henry K. Hess, Syracuse, N. Y. Patent No. 1,617,158.
- TONE ARM FOR PHONOGRAPHS. Morris M. Gruber, East Orange, N. J., assignor to the Sonora Phonograph Co., Brooklyn, N. Y. Patent No. 1,619,467.
- GRAPHOPHONE NEEOLE. Ernest R. Hasse, New London, Conn. Patent No. 1,619,863.
- ELECTRIC PHONOGRAPH RECORDER AND METHOD OF MAKING THE SAME. Arthur Mutscheller, New York, N. Y. Patent No. 1,620,122.
- PHONOGRAPH. Frank J. Seabolt, Schenectady, N. Y. Patent No. 1,622,005, assignor to the Phonograph Co., Delaware.
- PHONOGRAPH REPRODUCING APPARATUS. Adolph A. Thomas, New York. Patent No. 1,622,011.
- PHONOGRAPH MECHANISM. Fred H. Doerr and Gordon E. Roedding, Grand Rapids, Mich. Patent No. 1,622,423.
- MULTIPLE-RECORDER PHONOGRAPH. Daniel D. Beenken, Santa Barbara, Cal. Patent No. 1,622,756.
- PHONOGRAPH. Frank J. Seabolt, Schenectady, N. Y., assignor to The Phonograph Co., Delaware, Md. Patent No. 1,622,814.
- PHONOGRAPH. Ignatius J. Vetter, New York, N. Y. Patent No. 1,623,451.
- PHONOGRAPH. Frank J. Seabolt, Schenectady, N. Y. Patent No. 1,623,559, assignor to the Phonograph Co., Delaware.
- SOUND RECORDER. Frank C. Hinkley, Stratford, Conn., assignor to the Columbia Phonograph Co., Inc., Bridgeport, Conn. Patent No. 1,625,705.
- PHONOGRAPH. Henry C. Stoll and Hugo L. Schroder, New York, assignors to Harry B. Kanter, Philip S. McLean and said Schroder, all of New York. Patent No. 1,628,285.
- PHONOGRAPH. John Wahlberg, New York, N. Y. Patent No. 1,628,289.
- TALKING MACHINE RECORDER. Frank L. Dyer, Montclair, N. J. Patent No. 1,628,058.

Phonographs and Radio Cabinets

STYLE 21
Genuine Mahogany or Walnut only.

STYLE 17
Genuine Mahogany or Walnut Phonograph only

STYLE 1
Gum Mahogany, Golden or Fumed Oak.

STYLE 85—RADIO CONSOLE
Accepts Panels Up to 8x26 Inches.

STYLE 2
Gum Mahogany, Golden or Fumed Oak.

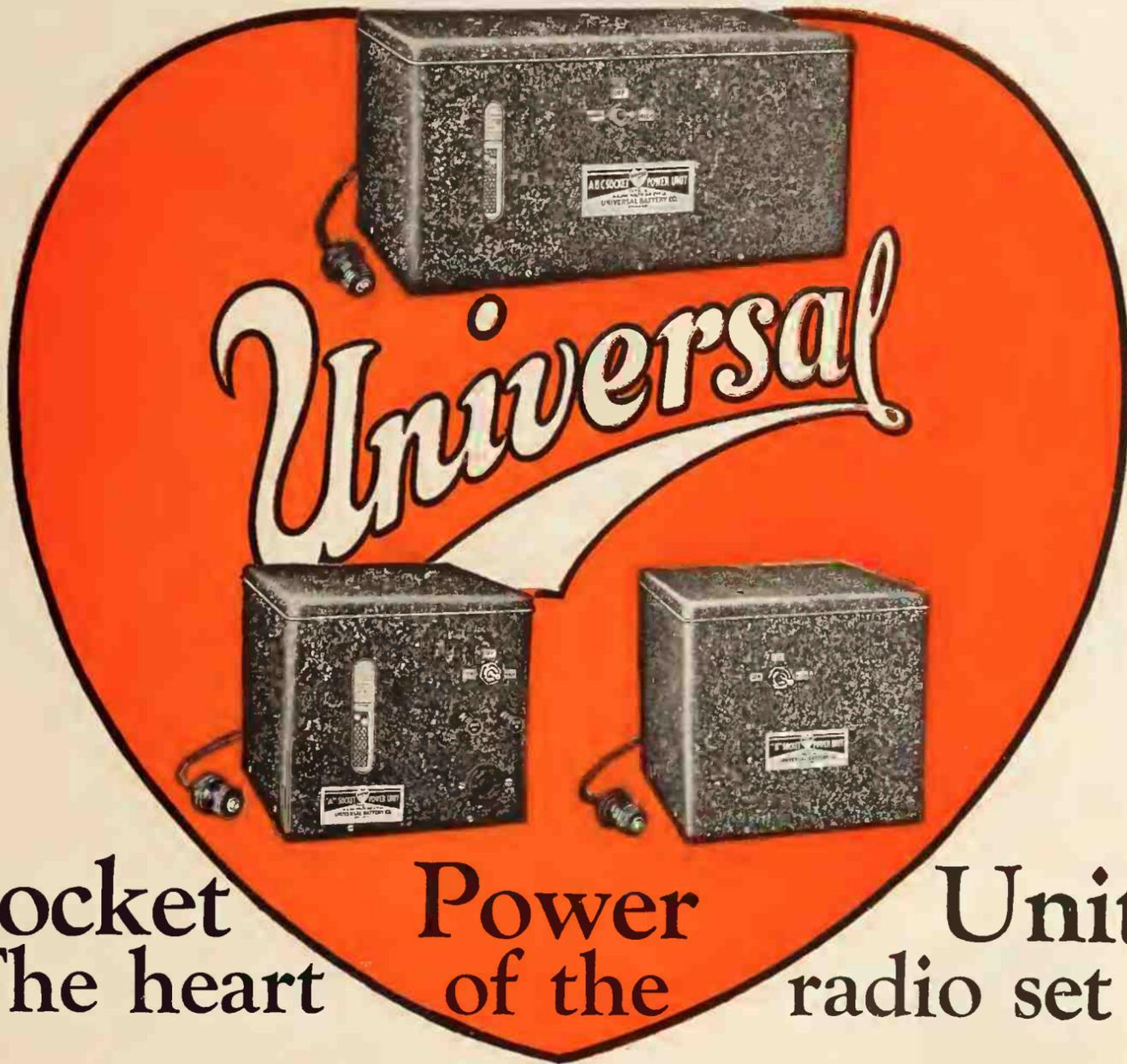
These illustrations show several of the many late models of our line, which have been redesigned, right up to the minute, with especial reference to the Radio-Phonograph Combination, destined to be the standard household unit.

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.*

Excel Phonograph Manufacturing Company

402-414 West Erie St., Chicago, Illinois

Build to excel, not undersell



Socket Power Units
 The heart of the radio set

Here are three new Socket Power Units made the Universal way with quality, satisfaction and long life built into every detail.

The "A" unit is a dependable source of "A" power equipped with Westinghouse Rectox Dry Plate Rectifier controlled by set switch. Has "B" Plug-in.

The "B-C" unit delivers 40 mils at 180 volts. Ideal for 171 power tube operation. Guaranteed delivery of proper voltages to each tube, as specified by set manufacturer. Seven taps—two for "C" voltages and all variable, due to the use

of wire wound resistances throughout. Improved filter circuit. Designed for use with Raytheon BH-85 mil long-life rectifying tube. Raytheon approved. Operates perfectly on every set manufactured. Will sell readily and *stay sold!*

"A-B-C" Socket Power Unit. This unit is a combination of the "A" and "B-C" units, all contained in one case. Set switch controls it.

The cases of all units are unusually attractive and are finished in brown crackled lacquer.

Send the coupon for full information.

UNIVERSAL BATTERY COMPANY

3455 South La Salle Street, Chicago, Ill.

Batteries for Every Purse and Purpose

RADIO AUTOMOBILE FARM LIGHT

Parts for All Makes of Batteries - Shop Equipment

UNIVERSAL BATTERIES

UNIVERSAL BATTERY CO.
 3455 South La Salle Street
 Chicago, Illinois
 Please send full particulars of your Radio Socket Power Units.

Name

Address

City State.....

Wisconsin Radio Trades Association to Hold Annual Show, October 4 to 9

Music Dealers Asked to Unite in Presenting Show—Body Seeks to Have Federal Radio Trade Association Meet in Milwaukee—Sales Campaign Proves Successful

MILWAUKEE, Wis., June 9.—The Wisconsin Radio Trades Association, one of the foremost organizations of its kind, is formulating plans for its annual Radio Week in Milwaukee, and for the convention of the Association, which will be held at the same time.

Plan Combined Radio-Music Show

Dates for the Radio Show have been set for October 4 to 9, inclusive, and it will be held in the Milwaukee Auditorium as heretofore. The radio men are asking the Wisconsin Association of Music Merchants to unite with them in putting on this year's show, and it is expected that in addition to the main hall, which the Association has required in the past, it will

be necessary to use some of the smaller halls of the auditorium.

Seek Federated Radio Trade Assn. Meeting

At a recent meeting the Association discussed plans to bring the next meeting of the Federated Radio Trades Association to Milwaukee. The meeting was held at the Elks' Club, and Ray Pfau and Earl Ferguson, of the convention committee of the Milwaukee Association of Commerce, and Walter Kluge, chairman of the convention committee of the radio group, addressed the meeting.

"Ask 'Em to Listen" Drive Successful

Prizes to the winners in the "Ask 'Em to Listen" radio sales campaign, sponsored by the

Wisconsin Radio Trades Association, were awarded at a meeting of the Association on June 1 at Milwaukee. Edgar Muehr, of Foster's, Inc., Racine, Wis., won the grand prize, awarded to the salesman who sold the greatest number of receiving sets of any make, and he also won in his own division. J. N. Kleiner, of the Kleiner Music Co., won a prize in one of the divisions, and other winners of awards were William Schaefer, Schaefer and Hastrich, R. H. Hastings, Central Sporting Goods Co., all of Milwaukee; A. A. Koler, of McCoy Robertson, and Frank Hoehl, of Gimbel Bros., Milwaukee, were winners of the special awards.

The success of the contest may be seen in the fact that April, usually a poor month for radio sales, was one of the best months of the year, and was brought to a higher peak than the business enjoyed in March.

Badger Reports Good Sales

According to reports from the Badger Talking Machine Co., Victrola business throughout the State is coming up to expectations, and a recent trip through the territory, made by G. J. Daley, Victor representative, revealed that merchants have been making very satisfactory showings of the new line and that they are getting results.

Panatrope Enjoy Good Demand

Carl Lovejoy, Milwaukee representative of the Brunswick Co., states that high-priced merchandise is going especially well, and that capacity business is being done on Models 138 and 148. Deals are more attractive than heretofore, Mr. Lovejoy points out, because of the higher figure involved, and as the people buying high-priced units are generally in a position to pay cash, this business is extremely desirable. The Panatrope continues to be in great demand, and Mr. Lovejoy said that April proved to be a record month, with May equally satisfactory.

Big Field for New Instruments

There is a big field for development in familiarizing hotels and restaurants with the value of the new phonographs for the entertainment of diners, according to Henry M. Steussy, vice-president and general manager of the Kesselman-O'Driscoll Co. Mr. Steussy announced that he has recently equipped the beautiful new Randolph Hotel, in Milwaukee, with Brunswick Panatrope for use in the main dining rooms, the mezzanine, and private dining rooms, and that the new million dollar Eagles club room at Milwaukee has been equipped with several Orthophonic Credenzas and a new 1860 Orthophonic combination which supplies all the music in the main dining room.

"We have also equipped several of the finest Summer homes around Milwaukee with these new instruments, and this would indicate an allied field which I think will afford profitable cultivation," declared Mr. Steussy. "I believe that any salesman representing a reliable line such as the Victrola or the Brunswick can have no excuse for falling down in sales with such opportunities at hand, for we find that this field has hardly been scratched.

"There will never be a time when sales of this kind are as easy as they are now, and the better class of trade which we wish to sell has the money to buy, so it is up to the salesman to bid for a share of the consumer dollars."

Record Business Continues Good

Record business maintains a good volume, according to the reports of dealers, and according to William F. Armstrong, manager of the phonograph and record department at the Boston store, there is a particularly strong demand for the more expensive records.

Amend Incorporation Articles

Announcement has been made of the amendment of the articles of incorporation of the Carberry-Parker Co., Badger Music Shop, when the name of the corporation was changed to the "Badger Music Shop."

Blandin Co. in Bankruptcy Proceedings

Three creditors of the Blandin Phonograph Co., Racine, started involuntary bankruptcy proceedings against that company in the Federal District Court at Milwaukee.

Mikiphone

"VADASZ" SYSTEM

AWARDED FIRST PRIZE
AT INTERNATIONAL EXPOSITION
OF MUSIC,
GENEVA, SWITZERLAND, 1927

The Pocket Phonograph That Startled All Europe



Playing

Plays 10" Records Perfectly

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 4 $\frac{1}{4}$ " in diameter by 1 $\frac{3}{4}$ " high, weighs only 2 $\frac{3}{4}$ 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

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.

MIKIPHONE, S. A. Inc.

44 WHITEHALL STREET

NEW YORK, N. Y.



*"The Speaker
of
The Day"*

Wirt
CONE SPEAKER
\$20

*So far it has done its own talking—
Here's one typical example—*

When the Wirt entered the market last fall it stepped in among speakers of every type, quality and price—some well established, widely advertised and having a definite demand.

What chance was there for a newcomer?

Our first call was on one of the biggest and best jobbers in Philadelphia. "I'm not interested in taking on a new speaker," he said, "I'm entirely satisfied with the line I now carry."

Then we let the Wirt do the talking. After comparing it with the line he carried (which sells for much more than the Wirt) he said, "That's fine. I'll take a thousand right now if you'll give me exclusive in the Philadelphia territory." We explained that of course we couldn't do that, but he ordered anyway—\$20,000 worth at list prices, sold them all, and came back for more! Incidentally, this

represented a profit of \$8,000 to the dealers who bought from him.

From then on we let the Wirt do its own "talking." And it "spoke" so eloquently that our complete production was quickly absorbed, and almost wholly in this one market.

As soon as we caught up we let the Wirt sell itself in other markets, which it did so successfully that within these few months national coverage has already been secured—the most remarkable reception ever given a radio speaker.

"The Speaker of the Day" stands before you ready to demonstrate to you that it is comparable with the best from the standpoint of clarity, volume and tonal qualities. And the Wirt retails at only \$20.

Wire your jobber to send you one. Let it prove its own merits. When it does—and it will—place your order well in advance of the season, for the Wirt is going to make radio history this fall.

WIRT COMPANY

5245 Greene Street,
Philadelphia, Pa.

Present Otto N. Frankfort With Silver Loving Cup

Vice-President in Charge of Sales of Mohawk Radio Corp. is Honored by Sales Organization—Indian Chief Visits Headquarters

CHICAGO, ILL., June 3.—The Mohawk radio distributors' convention held in the Congress Hotel, this city, May 2 to 4, which brought sixty-six distributors from every State in the



Otto N. Frankfort and Chief Clearwater

Union and Canada, was an outstanding success. During the convention the sales organization of the Mohawk Corp. of Illinois presented to Otto N. Frankfort, vice-president in charge of sales, a most gorgeous silver loving cup, a reproduction of which is shown herewith.

On Wednesday, May 3, Chief Clearwater, a Cherokee Indian, who was a visitor at the Mohawk plant in Chicago, was photographed with Mr. Frankfort and the loving cup in the latter's office at Diversey boulevard.

The Mohawk one-dial radio sets are all named after Indians. The Cherokee model was one of the two most popular models which the company built in 1926-1927, and in this way Chief Clearwater, of the Cherokee Tribe, himself an owner of one of the Cherokee models, became acquainted with the Mohawk Corp. of Illinois, and on his trip to Chicago paid a visit to headquarters.

Freshman Power Speaker Introduced to the Trade

A new combination amplifier and loud speaker, housed in an attractive mahogany table, has been announced to the trade by the Chas. Freshman Co. Inc., New York. The combination is called the Freshman Power Speaker, and is designed for use in any type of radio set having one stage of audio frequency amplification or the equivalent. The amplifier in the

Power Speaker is said to take the place of the second stage of audio frequency in the radio set, thus eliminating the possibility of distortion. The amplifier requires no batteries, as it obtains its power directly from the 110-volt 60-cycle house lighting system. As an amplifier tube the UX-210 type is used, and as a rectifier the UX-216 type.

The cone speaker supplied with the Power Speaker is the diaphragm type, and is said to be capable of handling great volume with fine quality of reception.

New Model Fada Receiver Is Announced to the Trade

Fada Special Is a Six-tube Receiver With Shielded Chassis and Has Two-Dial Control—Encased in Attractive Mahogany Cabinet

The Fada Special, a new six-tube model, has been announced to the trade by Frank A. D. Andrea, president of Fada radio. First shipments to distributors left the Fada plant in May, which evidence of early production marks a new era in radio merchandising, according to Mr. Andrea.

"When we consider the fact that the Fada Special is an entirely different receiver from any of our other models, it is significant for actual merchandise to be in the hands of the trade at this time of the year," said Mr. Andrea. "We were working overtime as late as March in some departments and conducting research and development in engineering right along. It is a matter of great pride to me that we are able to offer such a high quality set at a popular price."

The Fada Special is a six-tube shielded model with three stages of radio frequency, two of audio and detector. One of the radio frequency stages is also an amplification equalizer designed to make the receiver equally sensitive at all wave lengths. Economy of operation is stressed as a feature, with low current drain, due to improved circuit design. There are two dials, and no other adjustments are necessary. The chassis is of solid pressed-steel with three-point suspension to give rigidity. It is housed in a mahogany cabinet, and the coils are heavily shielded in brass. It is antenna operated.

H. J. Power at Atlantic City

ATLANTIC CITY, N. J., June 3.—Harold J. Power, formerly president of the Amrad Corp., Medford Hillside, Boston, Mass., was a recent vacationist at the World's Playground, staying at the Ambassador Hotel. Mr. Power was enjoying this respite from business prior to the arrangement of his new business, which it is rumored will have to do with power units.

The Summit County, O., Radio Dealers' Association held its annual banquet last month.

Wyman Piano Co. Displays Stromberg-Carlson Products

Chicago Dealer Attracts Attention to Merchandise Through Simple but Attractive and Effective Window Dressing

CHICAGO, ILL., June 4.—A simple yet distinctly colorful and effective display recently graced the window of the Wyman Piano Co., local Stromberg-Carlson dealer. A Stromberg-Carl-



Wyman Co.'s Stromberg-Carlson Display

son six-tube receiver encased in a handsome cabinet open for operation was shown on one side and directly opposite was the chassis of the receiver showing the totally shielded interior of the set. Beneath the chassis was a window poster setting forth the "superior points of the Universal six-tube receiver." In between the two receivers the Stromberg-Carlson cone speaker was shown.

The accompanying photograph does not do justice to the display as seen by passers-by, as the background was composed of vari-colored strips of crepe paper which added a Summerlike and eye-arresting touch.

Charles K. Haddon Returns From Round-the-World Trip

Charles K. Haddon, former vice-president of the Victor Talking Machine Co., and Mrs. Haddon returned recently from a cruise of the world on which they embarked in January. Since his retirement some years ago Mr. Haddon has devoted much time to foreign travel.

The travelers were met upon their arrival by their son, William T. Haddon, president of the Ohio Talking Machine Co., Victor talking machine and Erla radio distributor.

F. R. Erisman Visits N. Y.

F. R. Erisman, manager of the Dallas branch of the Columbia Phonograph Co., recently returned to Texas after a week's visit to the executive offices of the company in New York.

Seeing Is Believing

There is a classic beauty in *Shamrock* cabinets to which no photograph can do justice . . .

There is a mechanical perfection inher-

ent in every *Shamrock* set which no picture can express . . .

We invite you to check these statements yourself. *Shamrock* invites comparison.

Models from \$55 to \$250

SHAMROCK

RADIO SETS

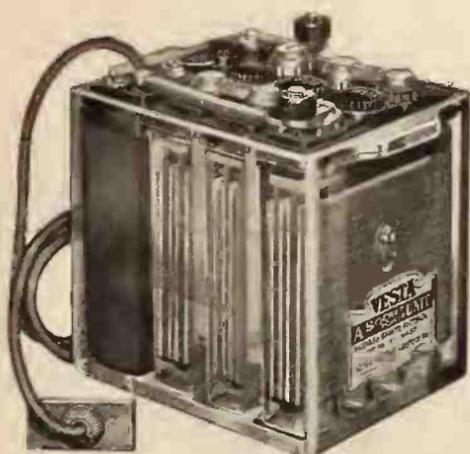
Shamrock Manufacturing Co., 195 Waverly Ave., Newark, N. J.

The Quality Group of Power Units

First Showing of the NEW VESTA FULL LINE of

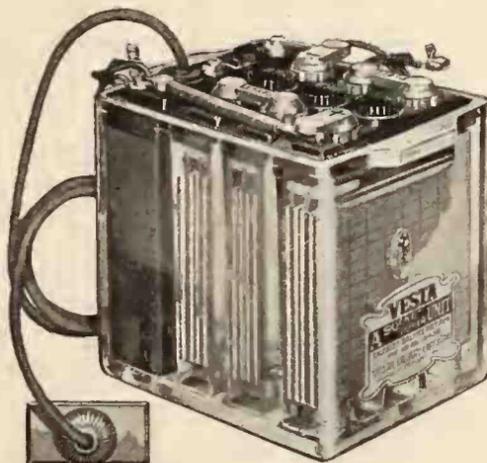
A and B POWER UNITS

was made at Radio Manufacturers Ass'n
Radio Show-Hotel Stevens, Chicago
June 13th to 17th Inclusive



**VESTA Type A-100
Radio A Socket Power Unit**

Now has both HIGH and LOW charging rates making it adaptable for sets of any number of tubes. THE CLEAR GLASS CASE, with everything in plain view, is a very valuable feature to both dealer and user. Has built-in hydrometer and trickle charger.
(Licensed Balkite Rectifier Patent No. RE 16438)



**VESTA Type A-101
Radio A Socket Power Unit with relay**

This unit differs from the Type 100 in that it has, in addition to the HIGH or LOW charging rate, a relay which automatically disconnects charger when receiving set is in use. This eliminates all possibility of hum. Built-in trickle charger and hydrometer.
(Licensed Balkite Rectifier Patent No. RE 16438)



**VESTA
B Socket Power Unit**

The latest perfected Vesta product, complete with relay which automatically disconnects when set is turned off. Likewise serves the same purpose for the "A" Unit when connected with same. No tubes to burn out. No water to be added.



**VESTA Improved
Trickle Charger**

Now has the HIGH and LOW charging rate and improved type electrodes that will give uninterrupted service for several years.
(Licensed Balkite Rectifier Patent No. RE 16438)

THE very latest engineering accomplishments in Radio—the VESTA Power Units—both A and B—and a complete line of Radio Tubes—was the predominating center of interest at the greatest Radio Show ever held by manufacturers—for the trade exclusively. It is quite logical that Vesta should lead in the advance of radio power units. Vesta has 30 years of quality battery building to teach it just what is best. If you were unable to attend the big show get the full details of these new profit makers—write for bulletins on these latest products—or ask the Vesta Central near you. Get your order in early for the demand will be great.



**NOW—Complete Line of
Vesta Quality Tubes**

The Vesta Line of Quality tubes now includes tubes for every radio requirement. POWER and DETECTOR tubes have been added. Tubes with adapter bases. Now you can specialize on this one line of Quality tubes—with the non-microphonic feature.

VESTA

VESTA BATTERY CORPORATION
2100 Indiana Avenue, Chicago, Ill.

Makers of Vesta Quality Batteries—Automobile and Radio—for 30 years

Erwin Kant, of Schuster & Co., Points Out Functions of Credit Department

Credit Manager Defined Purposes of Credit Department as Threefold: Protection of Store's Accounts, Friendly Service to Customers and the Increase of Sales

MILWAUKEE, Wis., June 6.—Speaking before a recent meeting of the Wisconsin Radio Trade Association, Erwin Kant, manager of the credit department of the three stores operated by Ed. Schuster & Co., Inc., impressed members with the need of making the credit department one of especially pleasant service while making it serve the needs of the store.

Mr. Kant pointed out that in a business where much instalment selling is done or where the credit volume is big, there is great need of making friends for the store, and he defined the purposes of a credit department as threefold, first being the protection of the interest of the store in guarding its accounts; second, friendly service to customers, and third, the increase of sales.

The credit division of the store has the important function of protecting the organization against undesirable charge customers, Mr. Kant stated, but he expressed the belief that the other two functions of friendly service and increasing sales are just as important if the store is to grow. "By service I mean courtesy in attending to accounts, and a sincere effort in making every customer with a charge account have a friendly attitude toward the department," he said, "and by sales I mean that the credit department also has the function of following up inactive accounts; of helping out in adjustment matters in cases which require it, and also by real selling of merchandise."

Mr. Kant remarked that the dealer who wished to take on desirable accounts would do well to encourage them by seeing that members of the credit organization offer courtesy and friendly service, as the impression given may be extremely potent in developing a loyal

customer. The average instalment sale is practically made in the store, Mr. Kant said, because here the customer must again be sold on the merchandise together with the terms and the store policy. Following up the inactive accounts is another important sales duty. In this connection Mr. Kant advises follow-up letters, as more than one usually is needed to convince the customer that the store would really like to get at the bottom of the trouble.

It is also extremely advisable for the credit department to work closely with the adjustment department, he asserted, as in many cases

Mu-Rad Corp. Announces New Electric Radio Set

Made Series of Tests in Various Parts of Country Over a Long Period of Time Before Introducing Latest Set to Trade

The Mu-Rad Radio Corp., Asbury Park, N. J., now in its sixth year as a manufacturer of radio receivers, has just announced a new electric set. The Mu-Rad Co. built an electric receiver as early as 1921 and marketed such receivers (Mu-Rad type Ma-20) over three years ago. Through this practical experience its engineering force has been enabled to produce an electric receiver of modern character. The present Mu-Rad set was completed as early as November last, but was withheld until a long series of tests were made in various parts of the country. Two of these sets have been in operation over 800 consecutive hours.

The models now presented contain no "A,"

the credit organization is able to throw considerable enlightenment on how the case should be handled. If people with inactive accounts have some grievance which the adjustment department should handle, the credit department may well help out in the matter and by using personal phone calls, etc., find out if the customer is satisfied and thus regain his loyalty to the store.

In taking on new accounts the persons should be informed definitely of the terms, and to be certain there is no chance of mistake, Mr. Kant advised dealers to have cards printed giving the terms, and sending these to charge customers, together with an announcement of the opening of their account. This need not detract from the friendly spirit of the transaction, Mr. Kant pointed out, but on the other hand is a matter of good business, and customers appreciate it, as it defines their position clearly.

"B" or "C" batteries, no electrolyte, operates efficiently on talking tape, only one tuning control, and a volume control with no other controls. It is selective, gets distance and has unusual quality.

The complete new Mu-Rad line will include some battery operated types, as well as electric



New Mu-Rad Electric Set

models. These will be produced from the smallest cabinet model to elaborate console electric types. The company will also manufacture separately eliminators in "A" and "B" form, listed at popular prices, which are expected to meet with public favor.

The Last Word in Sound Reproduction!

MUSIC Jobbers are at this time preparing their catalogs for the coming season. No line of speakers can be included in their books which will produce such a volume and profit as the Borkman Velvet speakers, and there will be no service comebacks.

Dealers everywhere know the Borkman Velvet speaker. The jobbers' salesmen handling them will find a large field awaiting them.

Radio department managers should write the Zinke Company at once for territorial arrangements. Write today—the time is getting short.

The Jewel Case
No. 21
List Price. \$40.00

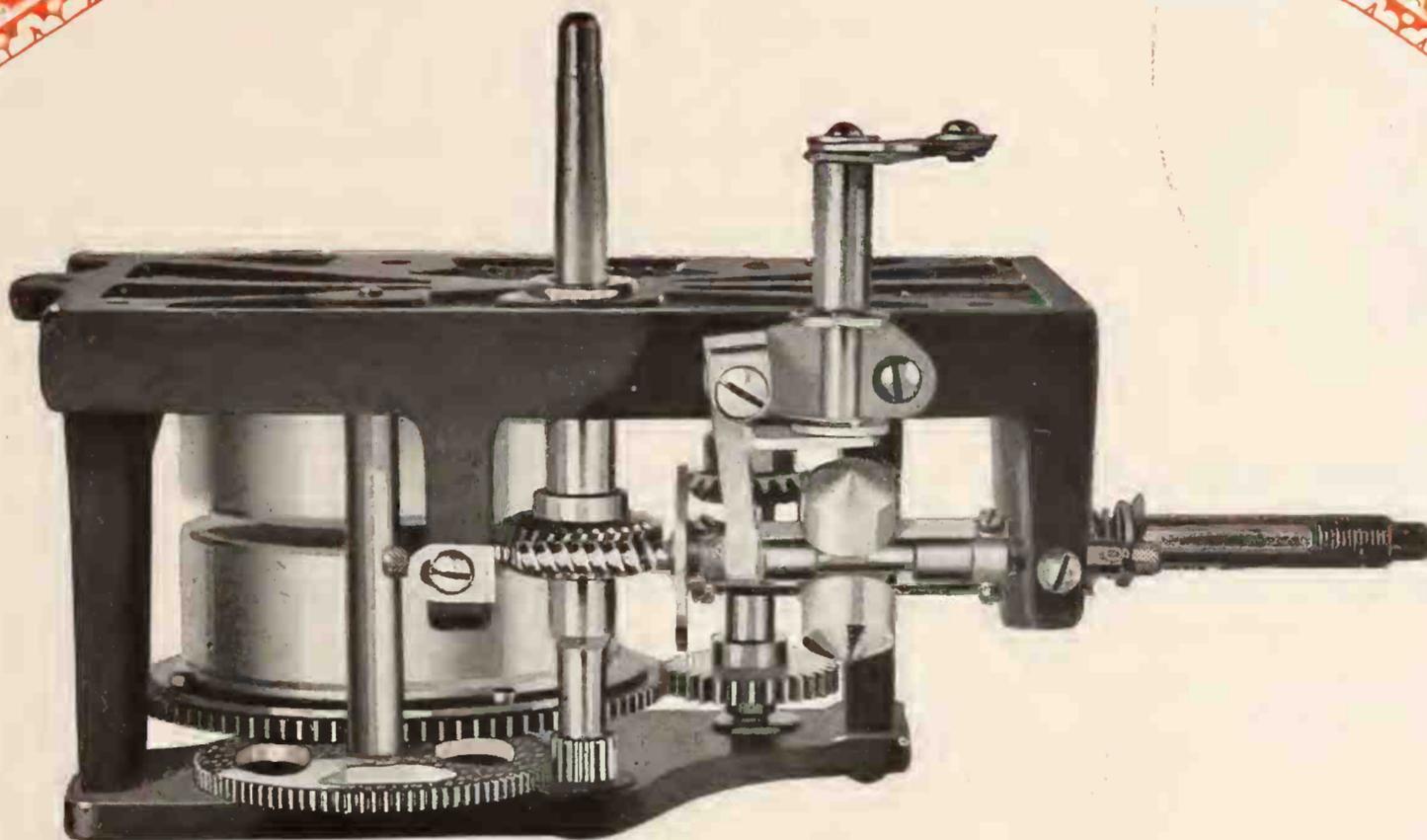


Sales Representative to the Jobbing Trade

The ZINKE CO.
1323 S. Michigan Ave.
CHICAGO

Borkman
Velvet Radio Speakers

Manufactured by
The BORKMAN RADIO CORPORATION
Salt Lake City, Utah
GENERAL SALES OFFICE
230 E. Ohio Street
Chicago



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.





FRANKIE TRUMBAUER

(EXCLUSIVE OKEH ARTIST)

AND HIS ORCHESTRA

To you—experienced critic—!

Just as the collector thrills to a rare treasure . . . Okeh Record Dealers are to-day elated when the latest record by Frankie Trumbauer and His Orchestra is released to their public.

Just as the City Editor is proud of a "scoop" that has come to his desk . . . Okeh Dealers are proud of the fact that they control the distribution of records by Frankie Trumbauer and His Orchestra. For them—Frankie Trumbauer is a sales "scoop" in ultra-modern jazz.

RIVERBOAT SHUFFLE

For Youth—

The gay young dancers couldn't be offered more refreshing fox-trot music than "Riverboat Shuffle."

Because they crave spontaneous, inspired dance music that does not sound "shop worn" and is not reminiscent of antique tunes . . . dancers are singling out every Okeh Record by Frankie Trumbauer . . . it is alive with the spirit of rhythmic happiness.

Ostrich Walk

This is the coupling to "Riverboat Shuffle" . . . never has saxophone, cornet and guitar sounded in such penetrating rhythm . . . and why not? . . . masters of the instruments are ringing out the rhythm. . . This is feature music for all Okeh Record Dealers.

No. 40822—10 in., 75c

Latest **Okeh** Record
ELECTRIC

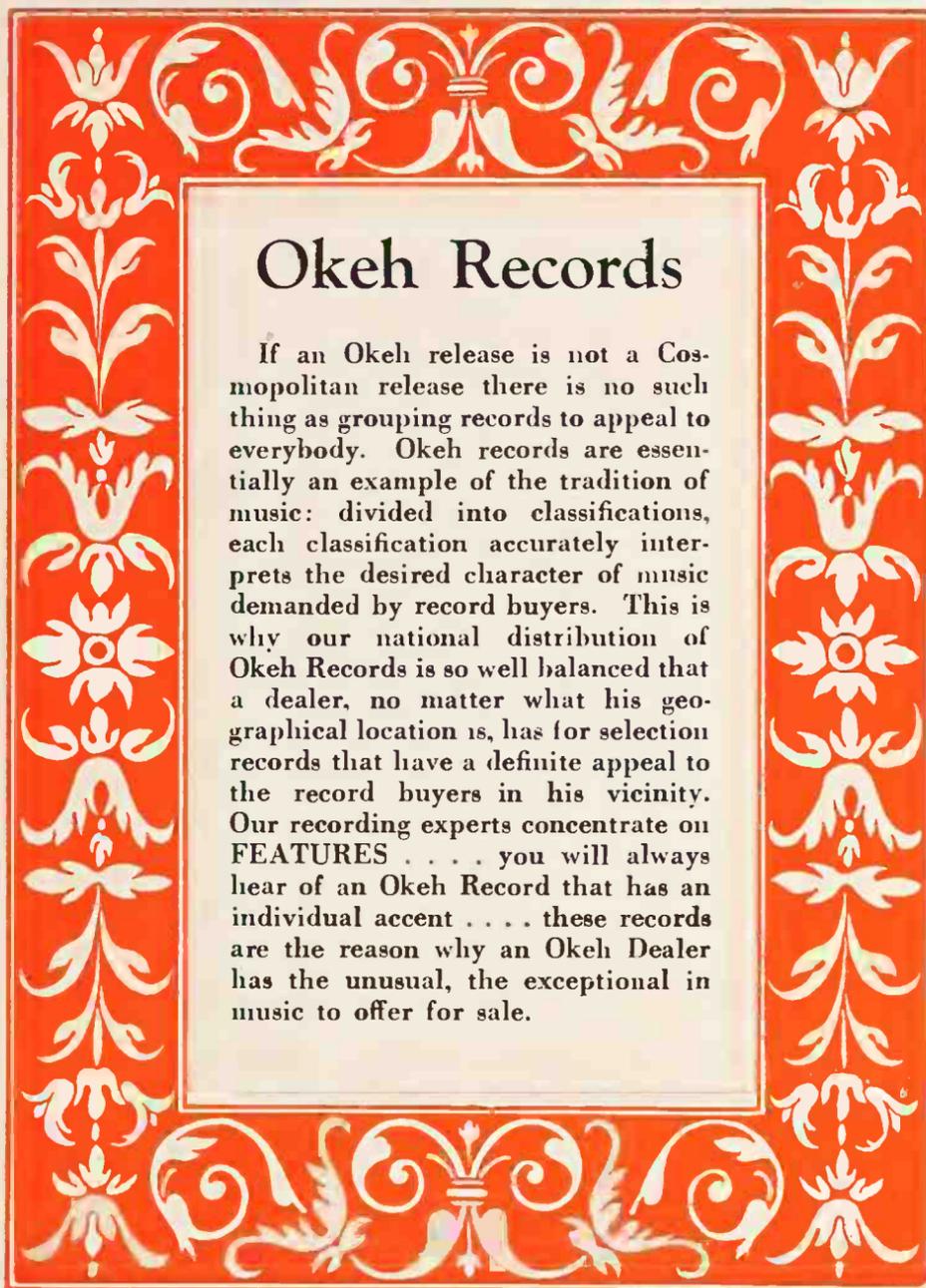


Okeh Phonograph Corporation

OTTO HEINEMAN, President and General Manager

25 West 45th Street

New York, N. Y.



Okeh Records

If an Okeh release is not a Cosmopolitan release there is no such thing as grouping records to appeal to everybody. Okeh records are essentially an example of the tradition of music: divided into classifications, each classification accurately interprets the desired character of music demanded by record buyers. This is why our national distribution of Okeh Records is so well balanced that a dealer, no matter what his geographical location is, has for selection records that have a definite appeal to the record buyers in his vicinity. Our recording experts concentrate on FEATURES you will always hear of an Okeh Record that has an individual accent these records are the reason why an Okeh Dealer has the unusual, the exceptional in music to offer for sale.

A word about Okeh Records

When good dancers respond to Okeh music it is as though new imps of rhythm were stirring their steps—our dance music is tuned for the allurements of youth—there is freedom in the rhythm and a newness in the playing.

Okeh Phonograph Corporation

OTTO HEINEMAN, *President and General Manager*

25 West 45th Street

New York, N. Y.



Okeh and Truetone Needles

The names "Okeh" and "Truetone" are found wherever a music lover wants to keep faith with the makers of phonograph music. Into the making of these needles we put the finest grade of carbon steel and use the most experienced and careful craftsmen. It is natural that our finished needles have endurance . . . are meticulous in picking up the most delicate sound as well as giving full tone to those of enriched volume.

Without a needle—Without music!

You are a dealer in phonograph records . . . but did you ever think that the sale of your records depends upon a pointed piece of steel, . . . a sharp point that will not become ragged before your demonstrating record has entered into its grand finale of volume . . . that last splendid splurge that clinches your buyer's choice? A record dealer can't be too fastidious in his choice of record needles. . . . He can't urge upon his customer too often that either Okeh or Truetone Needles are the best needles for his records.

Exclusive Sales Agents

for

OKEH-TRUETONE NEEDLES—HEINEMAN MOTORS

Okeh Phonograph Corporation

OTTO HEINEMAN, President and General Manager

25 West 45th Street

New York, N. Y.

Case Radio Receiver Line Introduced to the Trade

Varied Line of Radio Receivers Manufactured by the Indiana Manufacturing & Electric Co. Has Wide Price Range

MARION, IND., June 8.—The new 1927-28 line of Case radio receivers, manufactured by the Indiana Manufacturing & Electric Co., is now being introduced to the trade.

The featured product of the Case line is Model



Case Model 90C

90C, shown herewith, a nine-tube receiver operated with a loop aerial and employing one tuning control. The dial readings are illuminated and the set may be operated by either batteries or power apparatus. Model 90C contains a built-in loop aerial and speaker and retails for \$350, less accessories, and complete with AC tubes, as Model 92C, for \$475. Model 90A, the same receiver as Model 90C, except that it is installed in a table cabinet, retails for \$225, and when known as Model 92A with AC tubes, at \$350.

Another Case receiver, known as Model 62B, a six-tube set, uses an outside aerial and has two tuning controls. It is equipped with AC tubes and retails for \$185. This receiver, without the AC equipment, in a battery-operated receiver, retails for \$65.

Other receivers in the Case line are Model 61A, a six-tube battery operated set, which retails for \$85, Model 61C, a console receiver, which retails at \$135, and Model 62C, complete with AC tubes, retailing at \$235. The Case line has been enjoying a steady growth, both with the retail trade and the public.

New Radiotron Tube Will Eliminate "A" Batteries

Announcement by E. E. Bucher, General Sales Manager of Radio Corp., Describes Features of Four Tubes to Be Marketed Soon

New Radiotron tubes, which, with the use of a small step-down transformer, will eliminate "A" batteries from receiving sets especially designed to accommodate them, and improved rectifier tubes for use in eliminating "B" batteries, or in special circuits to do away with "A" batteries, will soon be placed on the market, according to an announcement by E. E. Bucher, general sales manager of the Radio Corp of America. These new tubes, numbering four in all, are the result of ceaseless research and experiment extending over a number of years on the part of the Radio Corp. and its manufacturing associates, the General Electric Co. and the Westinghouse Electric & Mfg. Co.

"On or about July 1," said Mr. Bucher, "there will be introduced two 'AC' types of Radiotrons having operating characteristics similar in performance to the 201A or 199 types, but in which unrectified current obtained from a

step-down transformer eliminates the usual 'A' battery. These tubes are to be known as UX-226 and UX-227. They will follow the introduction of types UX-280 and UX-281 improved rectifiers of the filament type for use in 'B' battery eliminators, or in special circuits for 'A' battery elimination employing series filament drive, which we plan to place on the market during the month of June."

The new AC Radiotrons will not be immediately applicable to the present types of receivers, according to Mr. Bucher, and they are not to be considered as taking the place of any of the present standard vacuum tubes produced and marketed by RCA. To accommodate the new AC tubes in the prevalent models of broadcast receivers, it was explained that it would be necessary to make radical changes in design, and in many cases it would be entirely impracticable. The new Radiotron rectifiers, on the other hand, are applicable to many existing radio rectifying devices without further adaptation, and will perform efficiently in battery eliminators especially designed for their characteristics.

Federal-Brandes Executives at Cleveland Convention

D. S. Spector, Merchandising Manager, and H. H. Southgate, Sales Manager of Federal-Brandes, Inc., Speak at Kolster Meeting

D. S. Spector, general manager of the merchandising division of Federal-Brandes, Inc., was the principal speaker at the recent Kolster radio convention in Cleveland, O., held under the auspices of the Haas Electric Sales Co., Kolster distributor in that section. Mr. Spector told of the latest developments in the industry and described the line of Kolster receiving sets for the new year. H. H. Southgate, sales manager of Federal-Brandes, accompanied Mr. Spector and also addressed the convention.

More than 300 dealers and prominent figures in the radio industry in the Cleveland territory attended the sessions. Max L. Haas, vice-president and sales manager of the Haas Electric Sales Co., presided. Enthusiasm led to predictions that 1927 will be a banner year.

The NEW 2-Use FIAT Cone

at Only \$1250

New Beauty—

List Price

Beautifully finished in blue and gold with neat walnut frame. The "Fiat" Cone harmonizes with the finest furniture.

New Tone Quality—

The tone quality of the "Fiat" is equal to that of the highest priced speakers. This cone is built on the principle of the famous "Majestic" Horn Reproducer.

New Volume—

The deep resonance of its tones also matches the higher priced speakers.

Sell Its Distinctive Double Use —Console, Cone or Wall Model

Here is the speaker that radio users have been waiting for—a cone speaker that combines distinctive beauty—wonderful tone quality—and low price. Its double decorative value appeals strongly. By simply detaching the base, the new "Fiat" is easily converted from a console type to a wall model. Set it on the table—hang it on the wall, as desired. Its powerful volume is adjustable and free from buzzing. The tone quality is excellent—as finely tempered as that of the highest priced speakers. Fully guaranteed.

The low price for the high quality offered in the new "Fiat" Cone Speaker makes it a remarkably fast seller. Explain to your customers that this speaker is built on the same principle as the famous "Majestic" Horn Reproducer. This new "Fiat" Cone will show you more sales than you ever had before on a speaker.



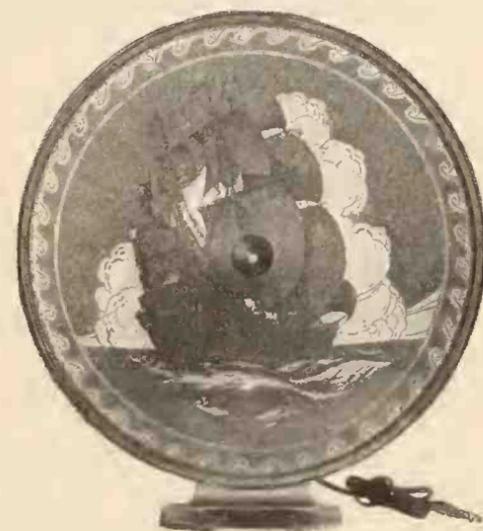
The Popular "Fiat" Console Loop Is Another Fast Seller

This new 1927 model Bank Wound Loop is made of solid walnut with natural lacquer finish, hand-rubbed. Its beauty of design is an adornment to any radio set. This loop turns on a 7-inch radius. The patented Bank Winding makes the small size possible—and secures a high ratio of inductance to distributed capacity, insuring unusual sensitivity. Every "Fiat" Loop is guaranteed against any mechanical or electrical defects.

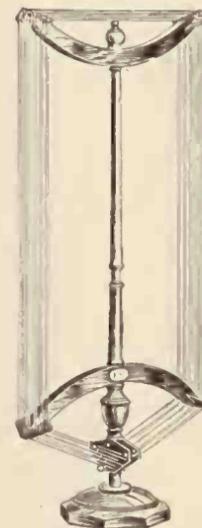
We have just acquired the sole right for the manufacture and sale of this loop.

List Price \$1250 ONLY

DEALERS—You are assured of a good profit margin on every "Fiat" sale. Fast turnover—wide profits! Send for sample order today.



By simply detaching base, this cone is changed from Console to Wall type



Type "C" Console "Fiat" Loop

METAL DEVICES CORPORATION

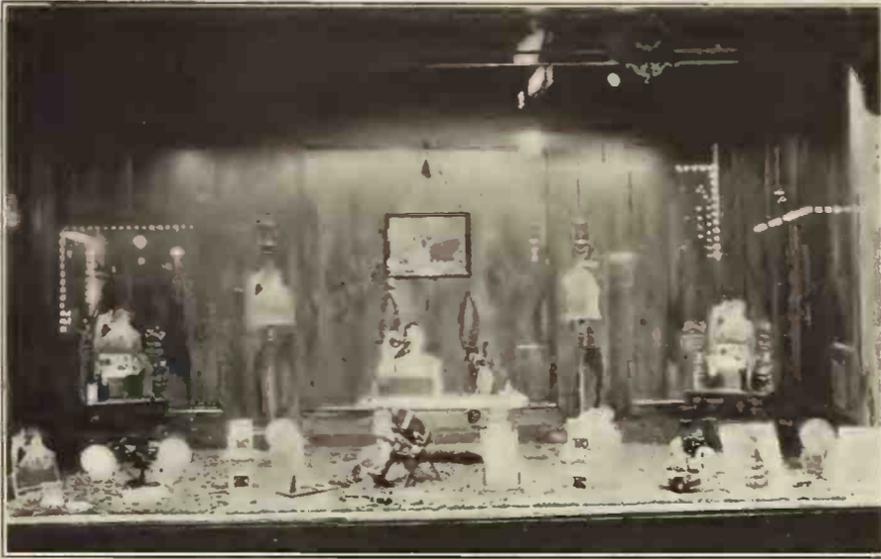
Manufacturers of the famous "Majestic" Horn Reproducer

2642 N. Maplewood Ave., Chicago, Ill.

Attractive Bell & Howell Display in Pittsburgh Store

Arrangement of Motion Picture Camera Department Is Big Aid in Increasing Sales—Report Big Sales Following Opening

Music-radio dealers will be interested in the appreciation of the ever-increasing market for amateur motion picture equipment evidenced by many of the country's largest and best known stores. An instance is the motion picture de-



How Kaufmann's Featured Filmo Line

partment recently installed by Kaufmann's, a leading store in Pittsburgh. The accompanying illustrations show the display of this live concern with its attractively planned array of Bell & Howell Filmo cameras, projectors and accessories, a crowd-stopping and effective window display.

The opening three weeks ago of Kaufmann's motion picture department was well timed, overlapping as it did the store's annual Travel Show. This show attracts thousands of people interested in travel and outdoor life. As the Filmo department is prominently located near a main entrance the show visitors passed through it. Being in a receptive mood, many stopped and had the equipment demonstrated to them, and as the result a gratifying number of sales were made.

The Spring season, too, was favorable to the success of Kaufmann's movie department opening. Many sales were made to people who were planning their Summer vacations and equipping themselves for the joyous outdoor fun the coming months hold in store for them.

Prices on All Freshman Receivers to Be Increased

List prices on all Freshman Masterpiece receivers will be increased 10 per cent on July 1, 1927. Notice to this effect was recently sent to all authorized Freshman dealers in a telegram from the Chas. Freshman Co., Inc., New York. The trade was also notified that all orders received for immediate delivery prior to July 1 will be shipped at the present list prices. It was explained that this increase of 10 per cent applies only to receiving sets and not to the Freshman line of power accessories.

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.

Magnavox Co. to Specialize in Tubes and Loud Speakers

Pioneer Speaker Manufacturer Will Concentrate Its Production on Tubes and Speakers—President F. M. Steers Tells Why

Announcement has just been made by the Magnavox Co. of its new merchandising plans for 1927-28. In a letter sent out by the company it is stated that the sale of Magnavox radio sets will be discontinued in Eastern markets and that the company will concentrate its production on tubes and speakers.

The reasons for this move, according to F. M. Steers, president of the Magnavox Co., are primarily to allow the unhampered production of speakers and tubes. "We have found," said Mr. Steers, "that there is a very rapidly increasing demand for our speakers and tubes. The Magnavox was the first radio loud speaker ever made, and the com-

pany built up its great world-wide business on that product. Speakers have always been the real feature of our line. We entered into set manufacture largely as a protective measure. Sets refused to stay a side line, however. They began to impose upon the engineering and production of our major product, speakers. Further, our market for speakers was cramped because set makers hesitated to buy speaker units from a set competitor.

"In the meantime our tube department forged ahead rapidly. This further complicated the situation. There was just one thing to do to hold our lead in speakers and to maintain our headway in tubes. That was to shut down on sets, and we did it. It is one of the most courageous and constructive moves we have ever made. While it may mean temporary losses, I look to see our speaker and tube business each eclipse, in a few years, our total volume of last year.

"Our whole engineering and research staff has been thrown into speakers and tubes. Our 'Loboy' electro dynamic power cabinet speaker is the finest thing we have ever achieved. Our 'Warwick' speaker permanent magnet type also goes far beyond anything we have ever done in this type of speaker.

"We have adopted a sure-to-win policy in tubes. We have no illusions about becoming the 'world's greatest tube makers.' Instead we are purposely limiting production and concentrating on quality. Every tube will be hand-made by a skilled craftsman—no cost or effort will be spared to make tubes finer and finer. Our aim is to make the 'Rolls-Royce' of tubes. We shall operate through distributors and agents and make it possible for retailers to make more money than ever before on Magnavox products."

Louis Schroder in New Post

SAN FRANCISCO, CAL., June 4.—Louis Schroder who, until recently, was manager of the phonograph and radio departments of the Schwabacher-Frey Stationery Co., has assumed a similar position with the Wiley B. Allen Co.'s branch in Sacramento.

Wirt Cone Speaker Finds Favor With Music Trade

Manufacturer of the Dim-a-lite for Regulating the Electric Light, Uses Established Channels to Secure Market for New Product

PHILADELPHIA, PA., June 7.—Two executives who have rapidly become prominent in radio circles are P. H. Stuckey, president of the Wirt



P. H. Stuckey

Co., of this city, and J. C. Kaelber, director of sales. The popularity of the Dim-a-lite, a device for the regulation of electric light in the home, is in a large part due to the efforts of these two men. The Dim-a-lite has been on the market for twenty years. The successful features used in the advertising and merchandising of Dim-a-lite have been adapted to the merchandising of the Wirt cone speaker. After a



J. C. Kaelber

long period of time in the laboratories of the Wirt Co., devoted to the development and refinement of this new speaker, it was placed on the market. Through its established channels of distribution an immediate market was secured. A subsequent campaign to the music-radio dealer has resulted in its immediate adoption by the trade. The Wirt Co. has adopted a new slogan for its speaker, "The Speaker of the Day."

Howard R. Young, music dealer of Columbus, O., recently celebrated the fifth anniversary of his start in the music business. The main store at 980 West Broad street, has been enlarged.

MANUFACTURERS OF RADIO and PHONOGRAPH HARDWARE
Write—Star Machine & Novelty Co., 9-11 Watsessing Ave., Bloomfield, N. J.

ATWATER KENT RADIO

—than any other

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

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

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

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

WHY?

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

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

Write for illustrated booklet of Atwater Kent Radio

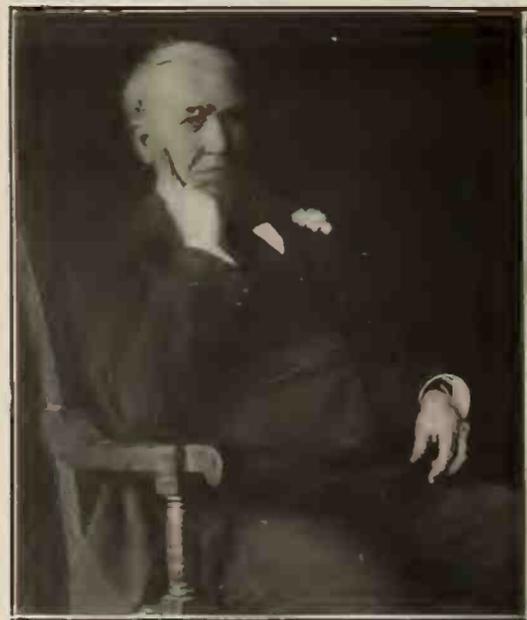
ATWATER KENT MANUFACTURING COMPANY
4725 WISSAHICKON AVENUE A. Atwater Kent, President PHILADELPHIA, PA.

Fifty Years Ago Thomas A. Edison Produced America's First Phonograph

Golden Jubilee of the Birth of the Phonograph in This Country Is to Be Fittingly Celebrated—First Instruments Were Exhibited Throughout the Country and Evoked Amazement

This is another golden jubilee year for Thos. A. Edison, he having produced and successfully demonstrated America's first phonograph on August 12, 1877. Although the Edison phonograph was not developed and put on the market as a commercial proposition until some ten years later, owing to other activities in which the inventor was engaged, a number of duplicates of the original machine, with its large tinfoil-covered cylinder, its tin horn and its worm-gear and handle to give it movement, were made and exhibited about the country to the very great amazement of the public wherever it was exhibited.

While his associates are naturally much impressed with the importance of the anniversary as marking the launching of a new and highly important industry that has seen some re-



Thos. A. Edison

Plans are already under way to mark in a fitting manner this fiftieth anniversary of the birth of the phonograph, and from the interest that has been aroused there is every indication that it will be made more or less of a national affair, for there are those in high places who seek to do honor to the inventor on this important anniversary.

So far as Thos. A. Edison, Inc., is concerned, the observance of the golden anniversary will probably include the introduction to the trade of some new models of Edison phonographs that will represent the latest development along that particular line, and which will be quite in contrast with that first model which has become so familiar to the American public.

Newspapers of the country have already taken cognizance of the approach of the anniversary day, and it is expected that many columns of space will be given to advising the public of the event and its importance in the life of the inventor, whose work has always had such a popular appeal.

markable development within the short span of a few decades, Mr. Edison is accepting the situation with his usual equanimity and is at the present time busily engaged in experiments that may be expected to result in some highly interesting and important developments in the phonograph field.

Before the actual date of the anniversary the program of its observance will be made public.

Superior Cabinet Co. Adds to Its Radio Cabinet Line

Firm Formerly Making Cabinets for Manufacturers Only Adopts Policy of Selling Through Distributors—Studner-Cumming Co. Agent

MUSKEGON, MICH., June 8.—The Superior Cabinet Co., the firm which has in the past manufactured a high-grade line of dining room furniture and phonographs, and during the past few seasons has made radio cabinets on contract for receiving set manufacturers, has adopted the policy of adding a line of attractive radio cabinets for distribution through the radio jobbing trade. The line will be confined to a few patterns, according to an announcement from the firm's headquarters, and these will be distinctive in design and unusual in construction and finish. The firm plans to limit production to a few designs, thus obtaining quantity production and

panel plant is considered particularly essential in that it enables the firm to control the matching of decorative woods used for the fronts of cabinets, thus obtaining uniformity of quality. The Superior Cabinet Co. products are distributed by the Studner-Cumming Co., Inc., 67 West Forty-fourth street, New York City, a firm which is building up a country-wide sales force to properly serve the trade. An attractive catalog illustrating and describing the complete line of Superior cabinets was recently mailed to the trade.

Brilliantone Sales Aid

The Brilliantone Steel Needle Co., New York City, has evolved a new record display. The new display packs flat and is easily shipped. It is being sent to Brilliantone dealers, and while it provides the dealer with an attractive easel stand for record display, at the same time it



Modern Plant of the Superior Cabinet Co., Muskegon, Mich.

making possible prices which will permit a satisfactory profit to the distributor and dealer.

The Superior Cabinet Co. factory is equipped with all modern facilities, including lumber dry kilns of the latest type and a complete plant for the manufacture of plywood panels for use in the cabinets. According to W. E. Johnson, vice-president and manager of the firm, the

calls attention to the merits of Brilliantone needles. It is attractively printed in four colors.

A new model box container for 200 needles has also been produced by the Brilliantone Steel Needle Co. It is attractively labeled in orange and blue and contains a lock feature. These sales helps are in line with the company's policy of dealer co-operation.

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

Salute The New Hit!

"SA-LU-TA"

Gus Kahn's Clever Lyric and Walter Donaldson's unique Italian $\frac{6}{8}$ Fox Trot Melody made this a speedy and spontaneous **HIT!**

A Wide-Awake

FOX TROT SONG

"SING ME A BABY SONG"

by GUS KAHN and WALTER DONALDSON

An Alluring Waltz Melody

"HONOLULU MOON"

by FRED LAWRENCE

"SAM, THE OLD ACCORDION MAN"

A DIFF'RENT DONALDSON NOVELTY!

An Idle, Indolent, Indigo Fox Trot Song

"LAZY WEATHER"

by Jo' Trent and Peter De Rose

"SHE'S GOT IT"

And it's got everything a Foxtrot Novelty should have!

by Benny Davis, Harry Akst and L. Wolfe Gilbert

LEO. FEIST, Inc.
FEIST BLDG
231-235 W. 40th ST.,
NEW YORK, N.Y.

MAGNAVOX

has something to say!

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

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

Rectifier Tubes

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

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

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

Special Notice

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

Write the sales representative in your territory for the new plan

New England States, New York and Northern New Jersey

The John P. Rainbault Co.,
50 Church Street, New York City

Penn., Southern N. J., Del., Md., and Nor. West. Va.

R. R. Hawley,
1015 Chestnut St., Philadelphia, Pa.

Nor. Ohio (except N. W. Corner) and N. W. Penn.

Brewster P. Kinney,
1375 Euclid Ave., Cleveland, Ohio

So. Ohio, Southern W. Va., Eastern Ky. and So. Indiana

S. C. Holston,
608 First National Bank Bldg.,
Cincinnati, O.

So. Michigan, N. W. Indiana and N. W. Ohio

The Magnavox Company,
1315 South Michigan Ave., Chicago, Ill.

No. Wisconsin, Minnesota and Dakotas

J. E. Date, Excelsior, Minn.

So. Illinois, Missouri, Arkansas and Kansas

Robert W. Bennett,
Syndicate Trust Bldg., St. Louis, Mo.

N. W. Ind., No. Ill., So. Wis., Iowa, Nebr. and all southern states east of Texas

The Magnavox Company,
1315 South Michigan Ave., Chicago, Ill.

Texas, all Rocky Mountain and Pacific Coast States and British Columbia

The Magnavox Company,
2725 East 14th St., Oakland, Calif.

Canada excepting British Columbia

R. S. Williams & Sons Co., Ltd.,
468 King St., West, Toronto, Can.

THE MAGNAVOX CO.

General Offices and Factory, OAKLAND, CALIF.

CHICAGO SALES OFFICE, 1315 South Michigan Avenue

POOLEY
RADIO CABINETS
for
ATWATER KENT
RADIO

New Radio of quality—



\$35

MODEL 2700-R-E

Finished in American Walnut. Takes Atwater Kent Receiving Set Model 30 or 33, and Model E Radio Speaker. Height 39½", width 24¼", depth 14¼". Price is without set and speaker.



\$47⁵⁰

MODEL 2400-R-E

Finished in American Walnut. Takes Atwater Kent Receiving Set Model 30 or 33, and Model E Radio Speaker. Height 39½", width 24¼", depth 14¼". Price is without set and speaker.

HERE are two Pooley Radio Cabinets of a new type—made especially to accommodate the Model 30 and 33 Panel Type Atwater Kent Receiving Sets and the Atwater Kent Model E Radio Speaker. Installation of both set and speaker is a very simple matter, requiring only the removal and replacement of five thumb nuts.

THE POOLEY COMPANY
1600 Indiana Avenue Philadelphia, U. S. A.

See these and the other beautiful Pooley models at the Chicago Trade Show. The line is complete, to meet all tastes, all purses. They will be exhibited at Booth 151

Cabinets by POOLEY

POOLEY
RADIO CABINETS
for
ATWATER KENT
RADIO



\$50

MODEL 2700-R-1

Finished in American Walnut, with Pooley built-in patented floating horn. Takes Atwater Kent Receiving Set Model 30 or 33. Height 39 3/8", width 24 1/4", depth 14 3/4". Price is without set.



\$57.50

MODEL 2400-R-1

Finished in American Walnut, with Pooley built-in patented floating horn. Takes Atwater Kent Receiving Set Model 30 or 33. Height 39 3/8", width 24 1/4", depth 14 3/4". Price is without set.

THE Pooley name has an immense market value—ask any Pooley dealer. He can tell you that Pooley radio cabinets lead the field, with three successful seasons behind them. The new models shown offer every Pooley representative still wider opportunity for sales. He has Pooley quality, Pooley reputation, at a low price.

THE POOLEY COMPANY
1600 Indiana Avenue Philadelphia, U. S. A.

Prices slightly higher west of the Rockies, in Inter-Mountain States and Canada. Canadian Pooley Radio Cabinets are manufactured by Malcolm & Hill, Ltd., Kitchener, Canada.

Radio That Appeals to the Masses of the Public

Simplicity, Reliability, Reproducing Qualities, Selectivity and Appearance Wanted

By E. E. Bucher

(Mr. Bucher is general sales manager of the Radio Corp. of America and he writes with the authority of long association with the industry.—Editor.)

THE present-day broadcast receiver is a highly technical piece of apparatus which, through engineering progress, has been reduced to a simple home utility, useful to and easily operated by all members of the family. Simplicity, reliability, faithful tone reproduction, selectivity, sensitivity and pleasing appearance constitute, in a nutshell, the requirements of the broadcast listener of to-day. Tastes differ from buyer to buyer in radio, as with all other things; but the essentials just enumerated are fundamental and must be provided by the manufacturers. The typical buyer of to-day cares little whether the manipulation of a tuning control tunes the radio frequency circuits or some other part of the circuit. Those are details for the radio engineer and the radio production man to work out. However, the buyer is decidedly interested in having a simplified tuning system that can be set to a given point and render a given program at the desired volume. It is entertainment and general enlightenment, first and last, that is being sought in the purchase of the receiver.

Selectivity, Sensitivity and Tone Quality

Simplicity, taken alone, would not be a difficult requisite to meet. Often it is merely the result of reducing a given assembly to absolute essentials, even at the sacrifice of results. However, the public, while demanding simplicity, will brook no sacrifice in selectivity, sensitivity or tone quality. There must be ample selectivity with which to have a choice of programs, free and clear from the interference of undesired programs. There must be tone quality so that the programs may be reproduced in all their original detail. There must be ample volume so that fidelity of tone may be reinforced by that degree of realism which comes

only with reproduction at its original, normal volume. There must be economical operation, whether on batteries or socket power. There must be marked sensitivity, for although there are numerous broadcasting stations providing satisfactory programs in almost every locality, the buyer seeks a still wider choice of programs at times; and there still remains something of the thrill that goes with distant reception. Finally, the receiver must be attractive in appearance in order that it may fit in with the living room of the home.

In reconciling simplicity of operation with selectivity, sensitivity and tone quality, radio engineers have been confronted with problems enough. It is far simpler to produce a receiver with an impressive array of controls, switches, meters, rheostats and other signs of working parts, than it is to produce a receiver with few controls. In other words, the simpler the operation the more intricate the radio engineering and the production problems involved.

Stable and Reliable Operation

Nevertheless, the public demand has been met and even exceeded by the leading radio offerings of the present. Suitable circuits have been introduced, giving stable and reliable operation in place of the former intricate and uncertain circuits that made of radio a tinker's paradise. In the forms of the tuned radio-frequency circuit and the perfected Super-Heterodyne circuit, radio engineers found the desired combinations which could be adjusted over and over again to the same wave length by means of the same tuning adjustments, in place of the "needle-in-the-haystack" technic of former days. These circuits are ideally suited to selectivity, achieved through the use of a plurality of tuning circuits; yet with sufficient broadness so as not to filter out the side bands of radio signals, so essential for



E. E. Bucher

realistic reproduction. Sensitivity has been attained in both these leading circuits by correct design and the use of suitable low-loss material and construction.

Returning to simplicity of operation, we must give radio engineers credit for devising mechanically coupled tuning devices for group operation. In this manner a number of tuning operations are performed by a single control. Instead of adjusting one circuit after another for each wave length, the single-control method of tuning provides a procession of wave lengths as the tuning dial is manipulated, while the maximum selectivity and sensitivity is obtained by supplementary controls.

Problems of Construction

In attaining uni-control, the main problem has been one of production. It was one thing to develop the idea in the research laboratories and quite another to make the idea a tangible reality, reproduced by tens of thousands of receivers in the hands of the public. Matched units had to be produced in mass production. Condensers, with their closely meshed stationary and moving plates, had to be produced with such accuracy that when assembled for tandem operation they would maintain like capacities through their range, or, in other words, keep in electrical step. A technic closely resembling that of watchmaking had to be introduced in radio production. Coils had to be wound with the same care; yet the seemingly impossible was accomplished, and the present-day uni-control receiver, so utterly simple in outward appearance and operation, actually out-performs the multi-control receiver of a few years back.

In considering radio as a musical instrument, the buying public expects and is entitled to realistic tone quality, as well as ample volume for natural rendition. Amplifying systems capable of handling the necessary wide range of frequencies from the bass notes of the organ to the highest notes of the violin, together with the subtle harmonics and overtones without which there is no differentiating between the notes of various musical instruments and individual voices, and the power tubes, capable of providing volume without overloading, have been in the largest measure responsible for the vast strides in this direction. Loud speakers, capable of giving correct response throughout the musical scale, have completed the process.

In the congested city, where many receivers may be operated in the same apartment house, the loop-operated set is proving the most popular choice. In rural sections, however, where an antenna can be readily erected, the choice is often for the antenna-operated receiver.

Public Preference of Appearance

In the matter of cabinet, the public has not as yet made its preference clear, although it is generally agreed that the radio receiver is essentially an attractive piece of furniture rather than a laboratory layout. There are buyers who prefer radio receivers in small cabinets, to be placed on tables or other pieces of furniture already in the home. Some prefer large cabinets of the self-supporting kind, complete in every detail, including space for batteries or

(Continued on page 75)

The DAVIS "B" Power Unit



A carefully tested and fully guaranteed "B" Power Unit that is offered to the trade with the endorsement of one of the largest manufacturing organizations in the music-radio industry.

List Price \$40.

We have some valuable territory open for responsible jobbers on an exclusive territorial basis. Our jobber and dealer discounts are liberal, and our product is guaranteed to give satisfactory service.

Write today for details

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

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

Plants:
Chicago, Ill.
Kokomo, Ind.

Stewart offers You an Outstanding Opportunity

Backed by Sales-Building National Advertising

The Stewart line shown on the following pages . . . backed by Stewart advertising . . . offers you a remarkable opportunity.

The outstanding "A" eliminator . . . a wonderful "B" and an "AB" which we believe is the highest development in radio socket power units . . . head a line which seems destined to lead during the 1927-28 season.

Powerful . . . full page advertising . . . 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!

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.

The complete *plan* . . . is yours . . . for the asking. Write . . . wire . . . now . . . before Stewart representation is placed elsewhere, thereby giving your competitor a great advantage. Get the facts immediately.

STEWART BATTERY CO.
119-127 N. Peoria St., Chicago, Ill.
R. M. A. Show, space 56.

STEWART ALWAYS

Stewart

LEADS IN RADIO POWER NEEDS

The Most Advanced Power Units



Stewart
Electric "A"

**No Battery—No Tubes—No Acid
—No Liquids—No Moving
Parts—No Hum**

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.

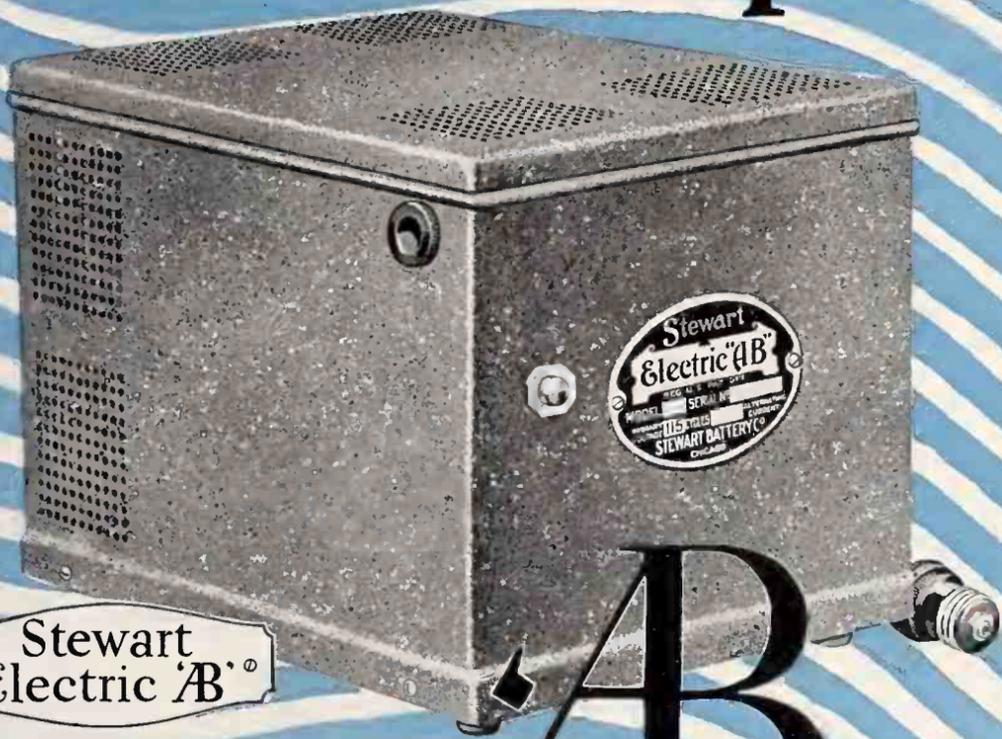
"Best in all Creation for 'A' Elimination"

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.

Sales this summer will set new records for power units. Profits will grow constantly . . . for alert dealers who push this quick-selling unit.

'A' and 'B' Light Socket Yet Developed



Stewart
Electric 'A-B'

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 power supply . . . plug into any light socket . . . a constant and permanent "A" and "B" power supply . . . without care or attention. No battery, acids, liquids, moving parts or noise. "Best designed of the socket kind." Models to meet every requirement. 6 volt 50-60 cycle model, List Price \$63.00 (without tube for B.)

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 . . . no paralyzing of tubes . . . three amplifier taps, 67½, 90 and power voltage. 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 . . . once regulated, forget it. No acids, liquids or moving parts . . . noiseless in operation. "Buy it for Quiet."

The Stewart "B" uses either type B or BH tube. Models for any and all types of radio sets. 50-60 cycle model, List price \$29.00 (without tube).



Stewart 'B'

STEWART BATTERY CO., 119-127 North Peoria Street, Chicago, Ill.

Manufacturers of Radio "A" and "B" Power Units and Radio and Automobile Batteries

"Stewart Always Leads in Radio Power Needs"

These Make the Stewart Line of Radio Power Units Most Complete



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.



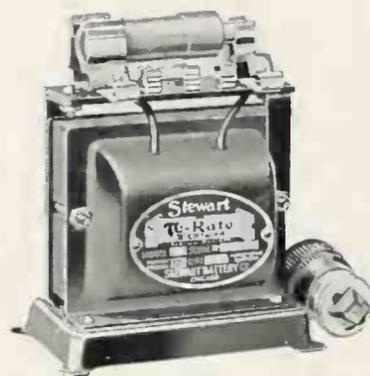
Stewart Duo-Rate "A" Unit

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 model, List price \$27.50.



Stewart Hi-Rate Automatic "A" Charger

A 2½-ampere . . . fully automatic . . . dry solid rectifier. *No tubes, acids, liquids, moving parts or noise.* 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, acids, liquids, moving parts or noise. 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 fully . . . 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.



STEWART BATTERY CO., 119-127 North Peoria Street, Chicago, Ill.

Prices slightly higher West of Rockies

STEWART ALWAYS

Stewart

LEADS IN RADIO POWER NEEDS

F. Clifford Estey Discusses Radio Situation for 1927

Radio Sales Manager of Stewart Battery Co., Chicago, Finds Public Keenly Interested in Problems Incidental to New Electric Sets

Among the important happenings in the radio field during the past month was the news of the appointment of F. Clifford Estey as radio sales manager of the Stewart Battery Co.,



F. Clifford Estey

Chicago, manufacturer of radio power units, whose experience dates back to 1906, when he first established an amateur radio station in the city of Salem, Mass. Mr. Estey is one of the most prominent sales executives in the radio field, having traveled the entire country for the past eight years as sales manager for various radio manufacturers. He numbers among his friends countless individuals throughout the entire industry, and especially in Chicago.

In discussing the radio possibilities for the coming year, Mr. Estey stated that he thought 1927 to be the best in the history of the industry, especially for those manufacturers who are able to supply either electric sets or electric equipment, and that for the past three years the radio public has been demanding some sort of an electrical set.

"Manufacturers of sets are finding the public keenly interested in the many problems incidental to the new type of electric sets or electric equipment," said Mr. Estey, "and to me the best solution of the problem seems to be for a radio set manufacturer to supply his set with a cabinet having sufficient space for the power supply, which the eliminator manufacturer, who, as a specialist in that line, can supply. A good "A" and "B" eliminator will weigh from fifty to sixty pounds, and certainly the average radio cabinet will not stand a weight of this sort, combined with the radio set and loud speaker within its cabinet, without serious damage resulting in transit.

"This makes it necessary for the radio set manufacturer to ship his power supply separate from the cabinet, and in many cases ship the chassis in the same way. The average radio set manufacturer has had trouble enough in servicing his own set, without assuming the dual responsibility of servicing both the set and power supply. I am of the opinion that most radio set manufacturers will be satisfied to let the eliminator manufacturer take care of the responsibilities of servicing the electrical end, not to speak of the transportation difficulties which arise in having an object of this weight incorporated in the radio cabinet.

"A great majority of the radio set makers are aware of the difficulties mentioned, as indicated by the tremendous number of inquiries we have had from radio manufacturers who desire to incorporate our electrical equipment

with their radio set. Many of them desire to have us establish their distributors and dealers as distributors of our power supply, in order that they may be assured that some satisfactory source of power will be available for their set.

"Many manufacturers have felt that a good product is all that is necessary; others feel that a product extensively advertised will sell regardless of its merit. In my opinion the radio manufacturer who cannot back up all he claims in his advertising and literature, this year, will not get very far. I am very happy to say that in joining the Stewart Battery Co. I found an organization wide awake to this fact, with a very good policy already established and in force for the past three years, giving the trade the type of protection it requires and giving the public what it demands in products. Such a combination cannot help but result in success."

Among the items offered by the Stewart Battery Co. this year are the electric "A," Stewart "B" and the electric "A-B." An extensive advertising campaign has been planned by the Stewart Battery Co. in the trade journals and a direct-by-mail campaign reaching some 31,000 dealers is also in force and will be continued for the balance of this year. The demand from the better distributors throughout the country has exceeded furthest expectations, it is said, and already plans are under way for equipping a new factory to take care of the demand for the Stewart electric units.

Petite Radio Corp. to Market Air-Phone Radio

Receiving Set Incorporated Within a Pair of Headphones Said to Be Highly Selective and Sensitive—Needs No Accessories

The Air-Phone, a radio receiving set incorporated within a pair of headphones, will shortly be announced to the trade by the Petite Radio Corp., New York. This new device is said to be highly selective and sensitive and requires no batteries, tubes or accessories other than a short aerial. The necessary ground may be obtained by connection to a radiator.

At a recent test of the Air-Phone in New York it is stated that most of the metropolitan broadcasting stations were clearly tuned in by merely turning a knob on one of the ear pieces, with volume equal to that of a single stage tube detector set. Although a maximum receiving range of seventy-five miles is claimed for it, it is stated that gratifying distance records have already been made with the Air-Phone on tests in various parts of the country, programs from Chicago having been received in St. Louis.

The simplicity and efficiency of the Air-Phone are said to make it available for satisfactory use by hospital patients and invalids, motorists, campers, tourists, yachtsmen, boy scouts, etc.

Radio That Appeals to the Masses of the Public

(Continued from page 74)

socket-power devices. There are others who prefer a very large cabinet, containing everything even to the loud speaker. Perhaps there will never be a clearly defined preference in the matter of radio cabinets, since there is room here for as many different tastes as there are individual buyers. However, furniture radio is certainly in the ascendency to-day, irrespective of specific design.

From all of which we fathom that the buying public seeks a finished product of the research laboratories and the engineering staffs, reduced to the simplest operating terms, capable of the best results known to the radio art, and housed in a cabinet that camouflages the intricate means to the end. No longer is the public interested in buying an experiment. It is after performance—tried, tested and perfected.

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. Polk, Inc.,
181 Whitehall Street,
Atlanta, Ga.
811 W. Broad Street,
Richmond, Va.

Rellance 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.

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

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

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



901-D.H.



1001-D.H.



1101-W.P.



1001-W.P.



901-W.H.

PRESENTING

THE new "SUPERIOR" line of quality radio cabinets. Embodying some of the most unique methods of construction—exemplifying the finest in Radio Cabinet Design.

SUPERIOR CABINETS are built for all popular makes of radio sets and are equipped with the new "SUPERIOR TONE AMPLIFYING CHAMBER and BALDWIN UNIT."

Jobbers and Dealers write for our catalogue and price list.



901-W.P.



701-W.

SUPERIOR CABINET CORPORATION

206 Broadway
New York City



401-W.



901-C.P.

Milwaukee Saleswomen Form Record Club and Meet to Discuss Sales Plans

Managers and Saleswomen of Victor Record Departments of Milwaukee Stores Meet Each Month, Hear New Records and Discuss Best Methods of Stimulating Business

Women managers of record departments in Milwaukee music and department stores together with their co-workers in these departments have formed the Victor Record Girls' Club, which meets once each month for a buffet luncheon. Sales methods regarding the new records being introduced are discussed.

The meetings are held in the display room of the Badger Talking Machine Co., distributor of the Victor line in Wisconsin, when the members gather for a 6:30 supper, after which they spend a few hours in listening to the new records to be introduced for the following month, and discuss selling points, sales methods and relative topics.

In organizing the club the members felt that hearing records during their leisure hours would be more beneficial to themselves as well as enjoyable, and they would be free from the interruptions necessary if this is done in a shop. After the new records are played each member gives her reaction to it, and points out what she would believe to be a good selling point, and as some twenty-five or more of these are given the benefit resulting from this procedure is clear. The girls then select the three records which they believe will be outstanding for the month, and agree to push these in their sales. They select all the sales possibilities of the records and discuss them thoroughly from every point of view.

Sales tests are an important part of the meetings. While the class acts as a customer, and presents that point of view a member gives a selling talk for the observation of the other girls. After she has finished, other members are privileged to suggest additions or improve-

ments in the talk, or bring out points which they believe would be more forceful if substituted in it.

An interesting feature of the meeting is the period devoted to learning the correct pronunciation of the names of artists and of great selections, as the members point out that an intelligent music lover is disgusted if she asks for certain music and the sales girl does not recognize the correct pronunciation of the name. It also enables them to present the records correctly and with a certainty which adds to their background.

The exchange of ideas at the meetings proves most valuable, it is stated, as the girls benefit by the varied selling experiences of each other and they are able to add to their own stock of information. For instance, some of the members have fine systems of telephoning, others use personal approach, and they are happy to discuss their methods. This arouses interest in all the others and opens up new avenues of business to them.

Plans Big Ad Drive

PHILADELPHIA, Pa., June 6.—J. M. Skinner, vice-president of the Philadelphia Storage Battery Co., of this city, at the close of the recent annual sales conference, announced that the consumer advertising for the coming year will greatly exceed that of last year. It is announced that the greater part of an appropriation of \$1,000,000 will be spent on newspaper advertising. Six hundred thirty-three cities throughout the country will be covered.

New Merchandising Plan for Spartan-Murdock Products

Radio Products of the Spartan Electric Corp. and William J. Murdock Will Be Merchandised by M. S. Despres and J. M. Jacobs

The radio products of the Spartan Electric Corp., New York, and William J. Murdock, Chelsea, Mass., will be nationally merchandised henceforth by Maurice S. Despres and Julian M. Jacobs, according to a recent announcement. Mr. Despres and Mr. Jacobs have been sales executives of the Spartan and Murdock organizations, respectively, and are well known in the radio industry throughout the country.

The Spartan speaker lines include a new cone unit which will be used exclusively in conjunction with a unique patented cone diaphragm, in three models. A seven-tube, single control, completely shielded chassis has been developed by the Murdock organization, and under an arrangement with the Adler Mfg. Co., of Louisville, Ky., Adler Royal cabinets will be sold by Murdock to their distributors. Four console models will be offered with the same chassis. A table model will round out the Murdock line.

Mikiphone Phonograph Is Awarded First Prize

The Mikiphone pocket phonograph, said to be the smallest portable in the world, was awarded first prize at the International Exposition of Music, held recently at Geneva, Switzerland, according to an announcement from the New York headquarters of Mikiphone, S. A., Inc. This attractive little instrument has met with a splendid reception since its introduction to the United States, and its popularity is steadily growing, both with the retail trade and the public.

FLASH



Light OFF!

Your Way to
Extra
HOHNER
Profits!



Light ON!

LIGHT!—COLOR! MOVEMENT!—

these are the eye-catchers and sales-makers of modern retailing. Start this handsome electric flasher sign working for you right away to increase the general attractiveness of your store and swell your sales of Harmonicas.

25,000,000 Hohner Harmonicas were sold last year. Let people know you carry them—and get your share of that easy, profitable, rapidly growing business.

This Hohner flasher will do it

Set it up in your window, plug in on a light socket, and let it go! Day and night it will flash its selling message to new customers. Beautifully colored, electrically illuminated, substantially built, convenient in size (14x17 inches,) it is REAL sales stimulator.

This flasher costs you NOTHING! You get it FREE, with the No. 800 special assortment of Hohner Harmonicas—"The World's Best" both as musical instruments and as profit-making merchandise.

Order now from your jobber or from us—we will supply you through him.

How to Get This Flasher—FREE		
Order No. 800 Special Assortment of HOHNER Harmonicas:		
You Receive	Assortment of Styles	To Retail at
7 pcs.	No. 34B "Old Standby"	.50 3.50
8 "	" 1896 "Marine Band"	.50 4.00
2 "	" 605 "Echo"	.60 1.20
2 "	" 254 "Sportsman"	.75 1.50
2 "	" 3CND "World Renown"	.75 1.50
2 "	" 152 "Marine Band Tremolo"	1.00 2.00
2 "	" 105 "Auto Valve"	1.00 2.00
2 "	" 3101 "Harmonette"	1.00 2.00
1 "	" 453 "Goliath"	1.50 1.50
1 "	" 146 "Marine Band Tremolo"	1.50 1.50
1 "	" 608 "Echo"	2.00 2.00
1 "	" 46½ "Up-to-Date"	2.00 2.00
1 "	" 260 "Chrononica"	2.75 2.75
32 pcs.		\$27.45
	YOU INVEST	\$19.50
	for these Harmonicas AND the flasher	
	YOU GAIN	
	Over 40% Cash Profit	
	PLUS a valuable attention-getter for your window . . .	\$7.95

M. HOHNER, Inc.

Dept. 72

114 East 16th St.

New York

Canadian Address: Hough & Kohler, 468 King Street, W., Toronto



Convention of Atwater Kent Distributors

First Showing of New Products Made by Company Featured Fourth Annual Gathering Held at the Hotel Ambassador in Atlantic City

ATLANTIC CITY, N. J., May 23.—New Atwater Kent products, which consisted of two new sets, a new type of radio speaker, a "B" power unit and a rectifier tube, aroused great enthusiasm at the opening business session of the fourth annual Atwater Kent radio distributors' convention, at the Ambassador Hotel, in this city.

The gathering of the distributors took place on Tuesday, May 17, and each arriving train added additional numbers. The hours from 4 to 6 P. M. on Tuesday were devoted to the registration of the guests, greetings and handshakes, and at 7 o'clock a get-together dinner took place in the Renaissance Room of the hotel. The entrance of A. Atwater Kent, president of the company, the generous host of the week, was accompanied by a spontaneous roar of greeting. Major Frederick Hickman, president of the Atlantic City Chamber of Commerce, welcomed Mr. Kent, his organization and the visiting conventionites to the world's playground and presented President Kent with a huge key to the city.

On Wednesday morning after the taking of the group picture on the beach, the convention was called to order by Vernon W. Collamore, sales manager of the Atwater Kent Mfg. Co. This convention took on particular significance, due to the fact that it marked almost to the day the twenty-fifth anniversary of the founding of the business.

Mr. Kent presented to his distributors the Atwater Kent line for the 1927-28 season. The model 20 compact, the only three-dial set in the line of the previous season, is discontinued. Model 30, six tubes, one dial, was retained at the revised price of \$80, with panel only \$70. Model 32, seven tubes, one dial, was also retained from last year, at a new price of \$110, and model 35, the familiar metal cabinet model, was included in this year's line at \$65. The popularity of the models retained is evi-

denced by the sales figures, not from the factory, but actually to the consumer, for the past season. Of the model 35 there were sold 222,435; No. 30—122,000; No. 32—40,000.

The two new models presented were designated as Nos. 33 and 50. The No. 33 is somewhat similar in appearance to the 32, with the difference that it has six tubes instead of seven,



Ernest Ingold Presenting Silver Service to Atwater Kent, Left

and has a vernier adjustment to operate a condenser, compensating for the antenna tube, as is found in the models 30 and 32. The list price of the 33 is to be \$90, with panel only \$80. In the model No. 50 is found a set markedly different in both appearance and wiring from any other heretofore appearing in the line. While the height and width of the front panel retains the Atwater Kent characteristics, the depth of the set is about twice that of the others. No. 50 is a shielded set, three condensers, seven tubes and single dial, and has both long and

short antenna posts, the same as No. 33. A distinguishing feature of this set is its super selectiveness. It has been designed particularly to meet the demand of radio owners so situated that they find difficulty in tuning out nearby stations. It has been found in many instances that the turn of only $\frac{1}{4}$ notch on the dial is enough to completely eliminate the interfering stations. The Model No. 50 has been listed at \$150.

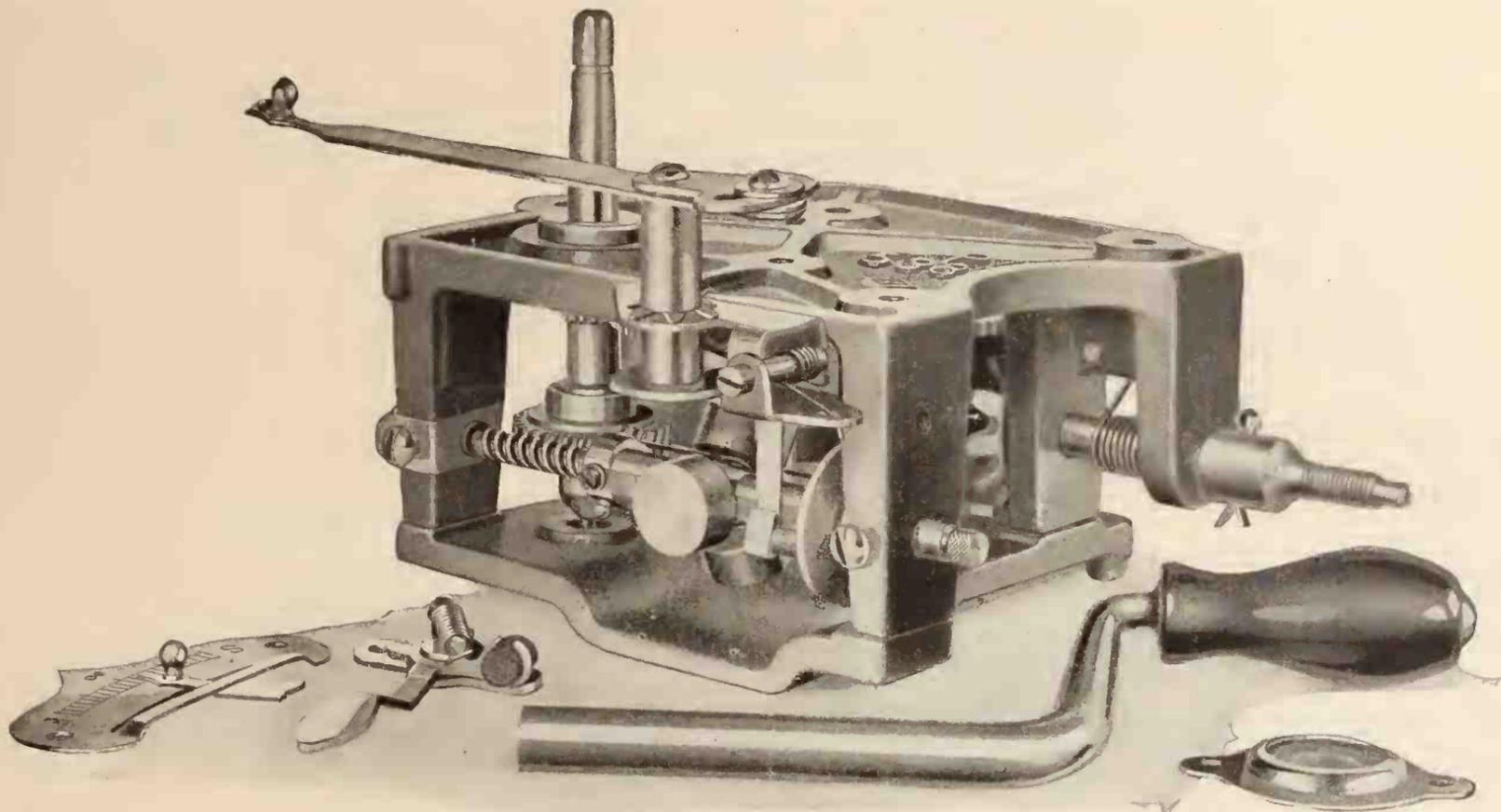
It was announced that the horn type radio speakers, "L," "H" and "G" were retained, with the same design and prices as last year. Model "E," a new speaker, was then presented. This is an elaboration of the cone idea but will not be called a "cone." It is encased in metal with an ornamental grille and pedestal and is very attractive in appearance. Mr. Kent pointed out that the speaker unit was different from those used in other speakers now on the market. The price of the model "E" speaker is \$30. The new product was received with enthusiasm.

The "B" power unit was next introduced. Mr. Kent explained that experimentation and production of the "B" power unit had been going on for many years in the laboratories of the company and that it had now reached the point of perfection where it was ready to be marketed. The Atwater Kent Mfg. Co. makes its own rectifier tube for use in the unit, and also for separate sale. No rheostats appear on the panel, but there are individual binding-posts for each purpose. Another feature of the "B" power unit is the incorporation of a relay which may be tapped for the operation of a trickle charger and "A" battery, thus making it necessary for only one wire to be plugged into the house wiring circuit. The new "B" power unit has been priced at \$50, including rectifier tube, and the cost of extra tubes is placed at \$5 each. It was also announced that in the future

(Continued on page 80)



Illustrations at Top and Bottom of Page Show Large Attendance at Atwater Kent Convention in Atlantic City



Makers, Dealers, Buyers All agree on the Flyer—

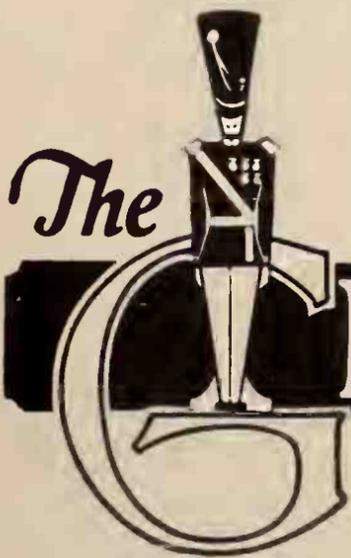
Of all portable phonographs sold, the country over, the vast majority are equipped with Flyer motors.

THAT'S because the Flyer is made with the precision of a fine watch, carefully inspected at every stage of manufacture, and passed only when it is 100% perfect.

The Flyer is made with a cast iron frame, a remarkably tough athletic spring, precision-cut governors and gears, everlasting bronze bearings—made in every part to stand years of hard steady use.

Manufacturers of portables know the Flyer, and use it because it helps the sale of their machines. Dealers know the Flyer, and demand it because it means easier sales, more sales and *no returns*. Buyers know the Flyer from reputation and past experience, and never question the portable that's Flyer-equipped.

The Flyer leads in sales because it leads in quality and dependability. Insist on Flyer-equipped portables, 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

Fourth Annual Convention of Atwater Kent Distributors in Atlantic City

(Continued from page 78)

there would be packed with each set a cap to be placed over detector tubes where necessary to prevent oscillation being reproduced in the nearby loud speaker.

Discussion on Radio Cabinets

In the afternoon the meeting was opened by Lee White, of the Bankers Commercial Security Co., Inc., who spoke on "Financing." Following this talk Mr. Kent again took the floor and after a general discussion about the new products spoke upon the subject of radio furniture. He clearly set forth that the Atwater Kent Mfg. Co. specialized entirely in the manufacture of radio, and stated that it was his opinion that furniture was a decidedly separate proposition. He told of his ideas regarding furniture and how several manufacturers, well equipped for the work, had adopted these ideas and incorporated them in a set which he displayed on the platform. The cabinet displayed contained no unit, either radio or speaker. An important change of policy was announced, in that hereafter distributors would get their cabinets direct from the furniture factory, and their radio chassis, and speakers from the Atwater Kent Co., thus eliminating much lost motion. The cabinet displayed served as an illustration of how within five minutes the distributor could slip the radio chassis into place at the top and the model "E" speaker in the front panel. The model "E" speaker in this case is produced without a metal pedestal and has four ears welded on with accompanying bolts and nuts for quick assemblage.

Publicity Plans Outlined

The Thursday morning session was opened by D. M. Bauer, advertising manager of the Atwater Kent Mfg. Co., who described and displayed a new series of cut-outs and window trim displays which the company has prepared for the use of its dealers. The subject of advertising was still further expounded by Roy Durstine, of Barton, Durstine & Osborne, Inc., New York City, advertising agents and counselors, and Thomas R. Shipp, of Thomas R. Shipp, Inc., Washington, D. C., publicity agents for the Atwater Kent Mfg. Co. Perhaps the greatest event of the morning was the announcement by Roy Durstine regarding the Atwater Kent Foundation, a corporation established for religious, charitable, scientific and educational purposes, and which is described in detail elsewhere in this issue of *The World*.

The Thursday afternoon session opened with a presentation and discussion of furniture for Atwater Kent sets. Three manufacturers, who have specialized in producing furniture for sets and chassis, made by the company, presented their respective lines. B. R. Stauffer, treasurer and general manager of the Pooley Co., Philadelphia, Pa., assisted by J. S. Dagney, exhibited and described the Pooley line and its new models for the coming season. J. B. Sechrist and J. S. Coleman presented the Red Lion Cabinet Co. models for 1927-28. President Conner, of the Conner Furniture Co., New Albany, Ind., described his line. The subject of credits was ably handled by Eli Dyson, of the Atwater Kent organization.

Address On Merchandising

Sales Manager V. W. Collamore then proceeded to deliver what might be described as the keynote speech of the convention. It was an inspirational message on merchandising touching upon quotas for the coming year and the future of radio, comparing it with the accomplishments of other trades.

Dr. Willis A. Sutton, superintendent of public schools, Atlanta, Ga., who was instrumental in having Atwater Kent radio placed in every class room in the public schools of Atlanta, Ga., spoke on "Radio as a Means of Education." He told of its value and effectiveness in education

and dwelt upon its even wider influence in drawing nations together.

On Friday morning the speaker was Dale Brown, director of the Cleveland Better Business Bureau, after which the convention business was concluded and individual round table conferences were held.

A. Atwater Kent Honored

The Atwater Kent Mfg. Co. was host to the distributors at special luncheons and dinners served each day. At dinner on Thursday evening, May 19, an event of unusual interest took place. As has been stated before, this convention also marked the twenty-fifth anniversary of the founding of the business, and this particular phase was featured at the Thursday evening dinner, the details of which were a complete surprise to Mr. Kent. As the meal was nearing completion, there was brought into the dining room a huge birthday cake, after which followed a mysterious package. This contained a beautiful silver service over one hundred years old, which was presented to Mr. Kent by the Atwater Kent jobbers. The presentation was made by Ernest Ingold, of Ernest Ingold, Inc., San Francisco, Cal., assisted by J. Ernest Millen, of John Millen & Co., of Canada. Mr. Kent, expressing his pleasure at the gift, replied to Mr. Ingold's address, and traced the history of the organization from its inception, only twenty-five years ago in a small upstairs room down on Seventh street, Philadelphia, to its present factories which cover over 15½ acres of ground.

The entertainment features provided were numerous. On Wednesday evening all attended a theatre party at the Apollo Theatre to witness "The Vagabond King." The procession down the boardwalk in some two hundred wheel chairs was an impressive sight in itself. Upon returning to the hotel "A Night in Hawaii," in the Renaissance Room, was given. Elaborate tropical decorations and the costuming of the guests and a Hawaiian troupe provided a colorful aspect.

On Thursday evening, May 19, a special exhibition of aquatic sports was given in the Ambassador pool, which was followed by a private Atwater Kent cabaret held at the Palais Royal.

On Friday evening a Bal Masque was held and the activities for Saturday included the second annual Atwater Kent golf tournament, fishing and sailing away on the yacht Princeton, baseball game—distributors vs. sales department—and grand finale in the Renaissance room.

In addition to the general program, special entertainment was provided for the ladies of the party while Convention sessions were on, which included fortune telling, bridge and tea.

During the entire convention period the Atwater Kent, Pooley, Red Lion and Conner lines were displayed in the sun parlor adjoining the convention room. The Atwater Kent Mfg. Co. presented each lady with an attractive colored glass bureau set and each distributor and guest with a Parker Duofold desk set.

Delegates to Convention

Among those present were: E. A. Jackson and J. H. Spears of the Asheville Battery Co., Asheville, N. C.; Matt Jones, of the Auto Electric & Radio Co., Ft. Wayne, Ind.; H. A. Barter, Barter-Oppenheim, Inc., Newark, N. J.; J. A. Bennet and Leighton Elliott, Bennet & Elliott, Toronto, Ont., Can.; J. O'Donnell, Bertram Motor Supply Co., Boise, Idaho; W. M. Ewing, Jr., and Edward Henley, Birmingham Electric Battery Co., Birmingham, Ala.; P. B. Bowman and R. Bowman, Bowman Bros., Ltd., Sask., Can.; W. W. Gambill, Braid Elec. Co., Nashville, Tenn.; E. Hagenlocher, F. Hagenlocher and H. Illes, Briggs-Hagenlocher Co., Erie, Pa.; N. S. Brown and Fred Wiebe, Brown & Hall Supply Co., St. Louis, Mo.; Louis Buelm

and Charles W. Miller, C. S. Sheppard, Louis Buehn Co., Philadelphia, Pa.; J. H. Burke and T. Burke, J. H. Burke & Co., Boston, Mass.; H. B. Burr and R. B. True, Burr-True Corp., Syracuse, N. Y.; F. M. Bultman, Cain Radio Co., Jacksonville, Fla.; H. L. Mathews, Canadian Fairbanks-Morse Co., Winnipeg, Man., Can.; R. Bechtol, Charles Smith, A. L. Madon, R. Q. Semrad and Thos. Chadwick, Cleveland Ignition Co., Cleveland, O.; H. J. Shartle, Cleveland Talk. Mach. Co., Cleveland, O.; W. W. Bennett, Robert Gargett, Columbus Ignition Co., Columbus, O.; O. Crowell, Crowell Bros., Ltd., Halifax, N. S.; D. C. Birdsell, Dec. Lamp & Shade Co., Philadelphia, Pa.; C. A. D'Elia, D'Elia Elec. Co., Inc., Bridgeport, Conn.; C. W. Edmond, E. J. Edmond Co., New York City; E. R. Hardy, Electric Equipment Co., Phoenix, Ariz.; F. C. Elliott, Elliott Eng. Co., Binghamton, N. Y.; M. T. Elliott and B. E. Pollard, Elliott Radio Co., Suffolk, Va.; A. A. Buehn and Harry Swartz, Esenbe Co., Pittsburgh, Pa.; R. E. Stueber, H. Gunn, 555, Inc., Little Rock, Ark.; O. E. Royal, Flat Top Auto Supply Co., Bluefield, W. Va.; T. B. Wildermuth, the Fromar Co., Harrisburg, Pa.; Louis T. Ganster, L. T. Ganster Co., Reading, Pa.; C. S. Glover, Chas. J. Schaefer, Garrett, Miller & Co., Wilmington, Del.; John Embleton, A. D. Wall, Gas Engine & Elec. Co., Charleston, S. C.; H. Gee, Gee Elec. Co., Wheeling, W. Va.; Earl B. Goodin, C. U. Price, Goodin Motor Service, Wichita, Kan.; Harger, Bliss and H. B. Sixsmith, Harger & Blish, Des Moines, Ia.; Harrison Smith and Ray Vaughn, Harrison Smith Co., Oklahoma City, Okla.; Thomas Wrenn, C. E. Smith, Harrison Smith Co., Dallas, Texas; J. H. Hearn, Trenton, N. J.; E. H. Edwards, W. D. V. Hopkins, Hopkins Equip. Co., Atlanta, Ga.; L. R. Howe, F. M. Sperry, Howe & Co., Boston, Mass.; F. R. Law, A. H. Wagner, H. T. Electric Co., Indianapolis, Ind.; Ernest Ingold, Ernest Ingold, Inc., San Francisco, Cal.; S. R. Elliott, W. J. Stroud, Interstate Elec. Co., Shreveport, La.; George L. Brown, Harry Hosmer, P. M. Price, Johnstown Auto Co., Johnstown, Pa.; C. C. Keyes, Keyes Supply Co., Ottawa, Ont., Can.; D. T. Lansing, D. T. Lansing Co., Scranton, Pa.

Walter Cohen, L. E. Latham, E. B. Latham & Co., New York City; J. H. Bonham, Lee M. Ross, C. M. McClung & Co., Knoxville, Tenn.; I. R. Browd, E. A. Hoffman, P. C. Ford, H. A. McRae & Co., Troy, N. Y.; J. G. Timmerman, Mid-West Timmerman Co., Dubuque, Ia.; J. E. Millen, Leslie Millen, John Millen & Son, Inc., Montreal, Can.; W. S. Stiles, W. E. Bodart, Morley-Murphy Co., Green Bay, Wis.; F. Edwards, Motor Car Equipment Co., Salt Lake City, Utah; L. A. Cavanaugh, Motor Car Supply Co., Calgary, Alt., Can.; J. C. Marden, R. S. Davis, E. P. H. Allen, A. Wilkening and Carl Wilkening, Motor Parts Co., Philadelphia, Pa.; H. A. Lines, Lee Williams, New Haven Electric Co., New Haven, Conn.; Nat. Elin, B. J. Oppenheim, New Jersey Radio Co., Newark, N. J.

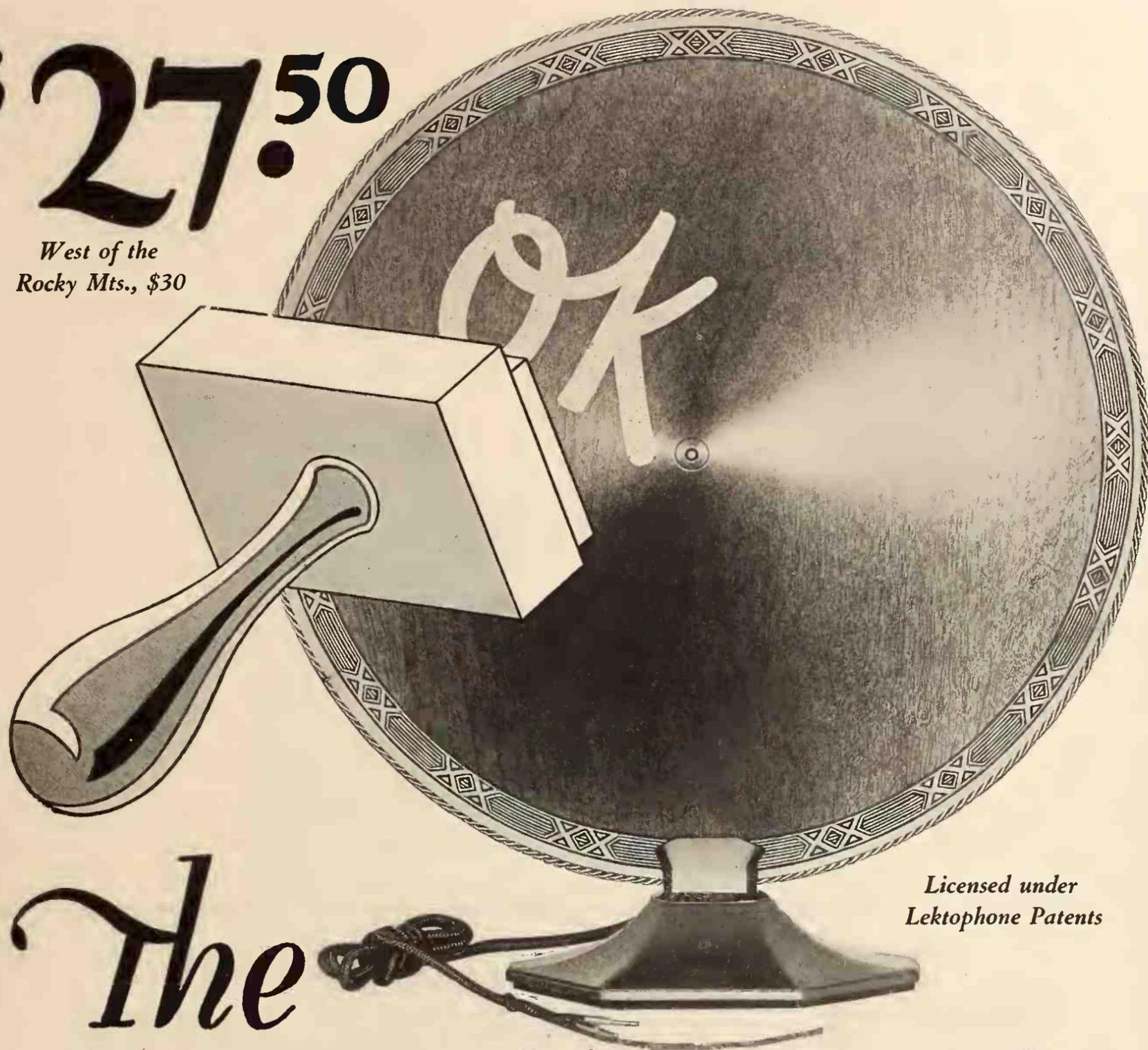
J. B. Harrison, H. C. Noll, Noll Electric Co., Omaha, Neb.; C. A. Campbell, Northwestern Auto Supply Co., Billings, Mont.; Robert B. Green, George Hull, Gordon T. Parks, Parks & Hull, Inc., Baltimore, Md.; Wade Owens, Parks & Hull, Inc., Richmond, Va.; Jas. H. Bradford, S. N. Roche, H. M. Price Hardware Co., Mobile, Ala.; F. W. Boynton, C. N. Tobias, Radio Distributing Co., Syracuse, N. Y.; D. W. Burke, Radio Dist. Co., Detroit, Mich.; Louis Marks, G. A. Zanone, Radio Sales Co., Memphis, Tenn.; J. A. Nelson, Thomas Savage, Radio Sales Co., Denver, Col.; J. Cristadoro, W. R. Roth, Percival Stern, Radio Specialty Co., New Orleans, La.; A. Van Antwerpen, Radio Specialty Co., Milwaukee, Wis.; Mark Smith, R. Thomas, Ray Thomas, Inc., Los Angeles, Cal.

A. C. Reinhard, H. H. Reinhard, C. T. Stevens, Reinhard Bros. Co., Minneapolis, Minn.; F. E. Roth, G. Zillig, Roth & Zillig, Inc., Buffalo, N. Y.; B. D. Greenhouse, Peter Sampson, Sampson Elec. Co., Denver, Col.; P. H. Oelman,

(Continued on page 82)

\$ 27.50

West of the Rocky Mts., \$30



Licensed under Lektophone Patents

The Stamp of Approval

WHEN Sandar, the new cone speaker, was introduced some months ago both dealers and fans all over the country hailed it as a notable contribution to refinement in radio reception and immediately labeled it with the stamp of enthusiastic approval.

Sandar richly deserves their favorable verdict, for its perfect performance, distinctive design, and remarkably low

price, \$27.50 — lower than that of any other speaker of its size — have made it outstanding in its field and brought it substantial success.

Dealers everywhere have experienced a steadily growing demand for Sandar and have re-ordered from us frequently. You too have the opportunity to cash in on Sandar

success, so write today for terms and full information.

SANDAR SPEAKER

SANDAR CORPORATION · Crescent Plaza Building · Long Island City, New York

Fourth Annual Convention of Atwater Kent Distributors in Atlantic City

(Continued from page 80)

B. W. Smith Corp., Cincinnati, O.; F. C. Ferber, W. E. O'Connor, Southern Wholesalers, Inc., Washington, D. C.; Carl Hartman, Charles Hohman, Starter & Ignition Service Co., Rochester, N. Y.; C. W. Clare, A. G. Stiefvater, E. G. Stiefvater, Stiefvater Electric Co., Utica, N. Y.; R. Duquesne, E. Murphy, J. Murphy, M. Steinert & Sons, Boston, Mass.; Gordon Prentice, G. L. Sammis, Sunset Electric Co., Portland, Ore.; D. B. King, A. K. Sutton, A. K. Sutton, Inc., Charlotte, N. C.

Sam Crawford, Toledo Ignition Co., Toledo, Ohio; G. W. Benware, C. G. Taylor, True & Blanchard Co., Newport, Vt.; C. L. Van Zandt, Van Zandt, Leftwich Auto Co., Huntington, W. Va.; W. H. Ramsey, Vermont Hardware Co., Burlington, Vt.; H. H. Hays, Western Battery & Mag. Co., El Paso, Texas; L. B. McCreary, Oscar Mehorney, Western Radio Co., Kansas City, Mo.; E. A. Wildermuth, Ray Hoefler, E. A. Wildermuth, Inc., Brooklyn, N. Y.; W. W. Huffman, Williams Hardware Co., Clarksburg, W. Va.

Guests at Convention

Among the guests were A. H. Kelleher, of Kelleher & Co., and E. G. Ten Eyck, Ten Eyck & Tatham, both of New York City, connected with the export of Atwater Kent merchandise; Charles A. Jayne, advertising consultant; Henry Canda, Nat Hufnagle, Roy Durstine, Ben Duffie, James Adams and T. Cronyn, of Barton, Durstine & Osborn, Inc., New York City; Prof. Willis A. Sutton, superintendent, Atlanta Public schools, Atlanta, Ga.; Clayton Irwin, promotion manager of Radio Shows, New York City; Sheldon Fairbanks, Boston Chamber of Commerce, Boston, Mass.; A. A. Grinnell, director Cleveland Talking Machine Co., Detroit, Mich.; J. A. Kennedy, Edwin A. Hill, George Harper,

Malcolm-Hill, Ltd., Kitchener, Ont., Can.; J. B. Sechrist, C. S. Coleman, Miss M. Finkbinder, Red Lion Cabinet Co., Red Lion, Pa.; Thomas R. Shipp, Oliver P. Newman, Harry B. Hunt and M. J. Murphy, Thos. Shipp, Inc., Washington, D. C.; R. W. Larence, M. Lee White, G. Ray Hock and A. R. Freligh, Bankers' Commercial Security Co., New York City; E. F. Pooley, R. W. Pooley, B. R. Stauffer, J. S. Dagny, R. E. Hunting, A. A. Fair, H. P. Humphries, A. M. Doty, G. D. Phillips and T. T. Warren, the Pooley Co., Philadelphia, Pa.; Dale Brown, Cleveland Better Business Bureau, Cleveland, O.; Mr. and Mrs. D. S. Brigham, New Haven, Conn.; Mr. and Mrs. H. L. Bissett, Watertown, N. Y.; Mr. and Mrs. M. O. Crowell, Halifax, N. S.; Mr. and Mrs. J. W. Williams, Clarksburg, W. Va.;

The following large staff of the Atwater Kent

Mfg. Co. were also present: President A. Atwater Kent, V. W. Collamore, D. M. Bauer, R. E. Smiley, L. A. Pratt, Holger S. Stockholm, James C. Pancoast, A. R. Casslein, W. J. Avery, P. A. Ware, H. R. Carlisle, E. H. Kester, L. A. Charbonnier, Charles Craig, Frank Miller, H. A. Arany, W. E. Richards, W. L. Calt, John E. Delp, William Geiser, Edward F. Meany, C. S. Hebden, J. A. Prestele, John McGuigan, George H. Jaud, Frank J. Foley, Eli Dyson, J. W. Laufer, Jos. Graham, Donald McKay, G. P. Blake, Leroy Hauser, J. H. McKee, John F. McCoy, E. L. Hollingsworth, Fred C. Hall, George E. Hallowell, R. B. Gamble, E. H. Hatton, Warren Milne, R. W. Pigeon, H. Blumer, J. G. Keech, L. M. Willis, J. N. Coady, A. M. Dilkes, A. G. Coogan, Bert Henry, Franklin Atlee, Martin Vogt, Ray Speicher, J. G. Hultz, Miss A. K. French, Miss Caroline Kurz, L. Depkins, G. A. Moffitt, James M. Kelley, J. A. O'Brien, W. Hayes Clarke, F. C. Auten, W. F. Bell, L. F. Hock, C. Weisser, J. H. Rector, Frank Aiken, G. I. MacLaren, Frank Mayhew, R. F. Perrott, Robert DaCosta, James L. Schwank and W. E. Batchellor.

Harry G. Russell Appointed Bosch Divisional Manager

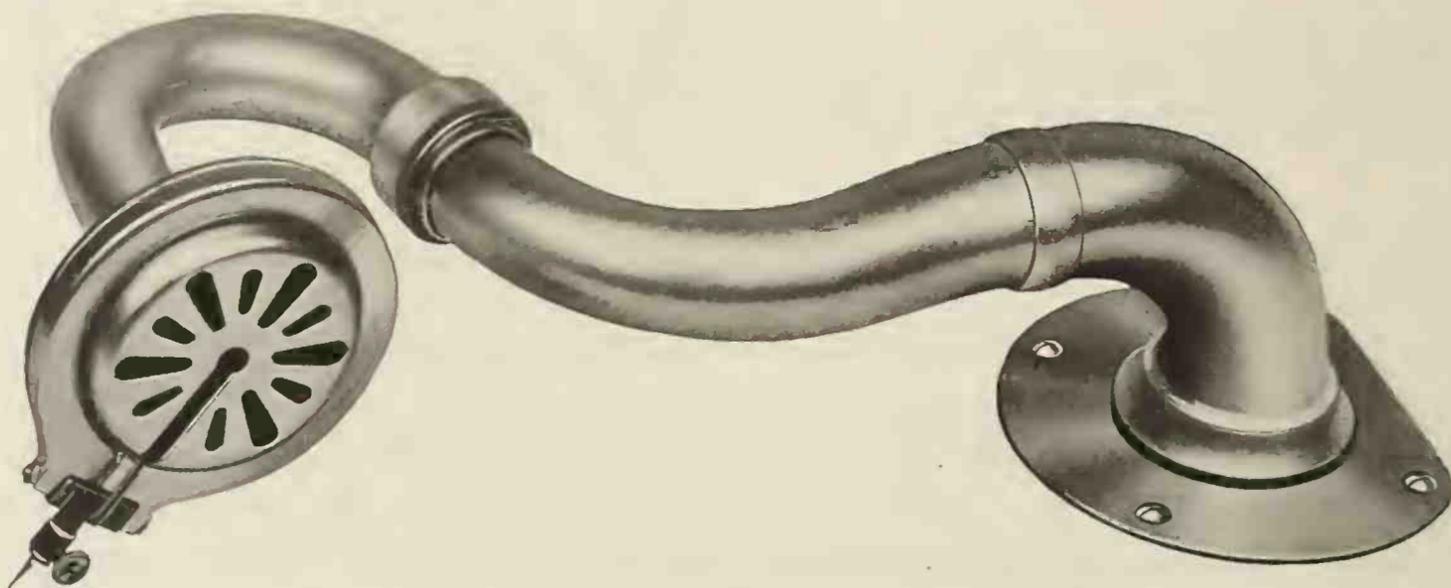
Harry G. Russell, widely known executive in the music industry, has been appointed radio divisional manager in the Eastern territory for the American Bosch Magneto Corp., with headquarters in New York. Mr. Russell was associated for many years with the Victor Talking Machine Co. and Victor distributors, and latterly has been merchandising executive of the phonograph and radio sections of various department stores in the East and Middle West.

Mr. Russell's activities with the American Bosch Magneto Corp. will involve the supervision of Bosch distributive operations from Maine to Florida and westward to the Ohio River.

Warford Electric, Inc., Appoints Distributors

Distributors and jobbers throughout the country are now being appointed by Warford Electric, Inc., New York, to handle the Warford radio power unit and the Warford phonograph reproducer. The power unit when connected between a receiving set and a loud speaker is said to increase the volume as well as improve the tone. It also serves as an adequate supply of B current. The reproducer is an electrical pick-up and is used in phonographs in connection with a radio set and a loud speaker. It is said to replace the ordinary mechanical reproducer and is adaptable for use on the leading makes of talking machines and phonographs.

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.

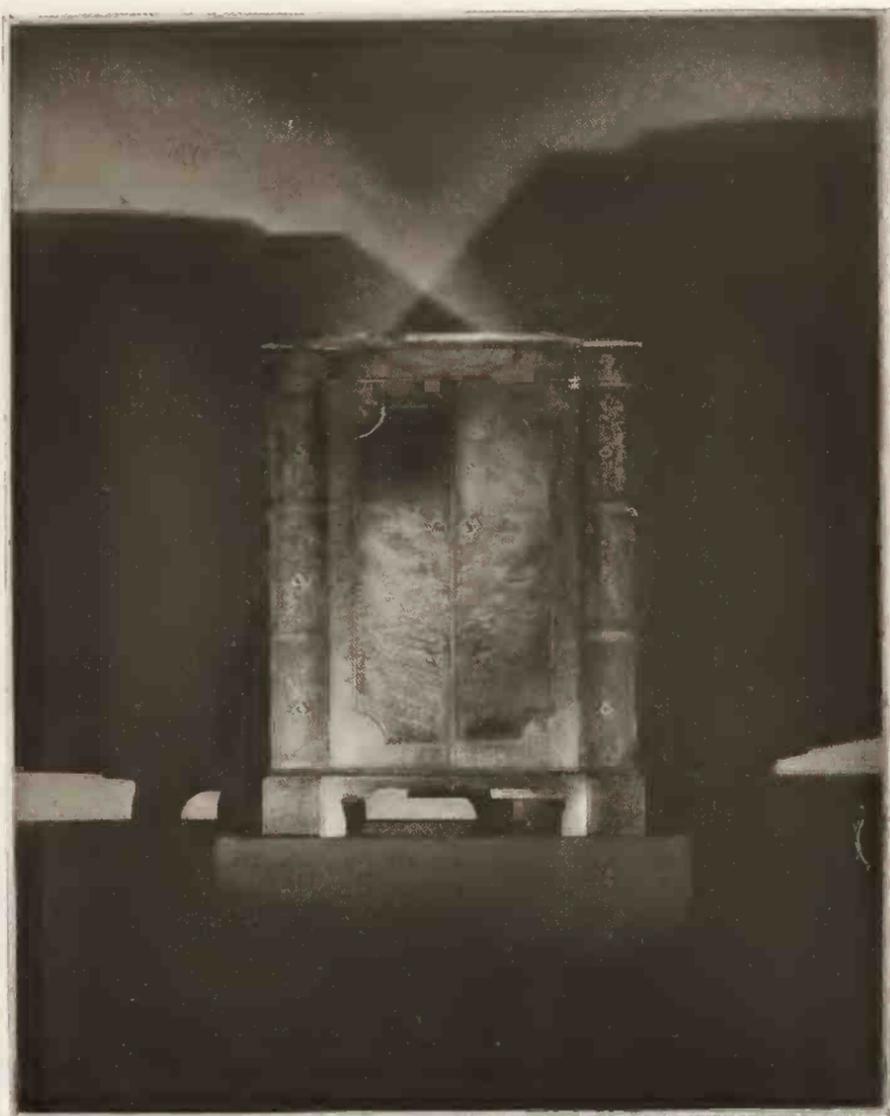
We also manufacture attachments for the Edison, Victor and other old style phonographs

JEWEL PHONOPARTS CO.

510 NO. DEARBORN ST.

CHICAGO

The Tonalic
SONORA



THERE IS NOW A PHONOGRAPH THAT GIVES FULL MAJESTY AND
GRANDEUR OF ORCHESTRATION BUT WITH A LIVING ROOM TONE

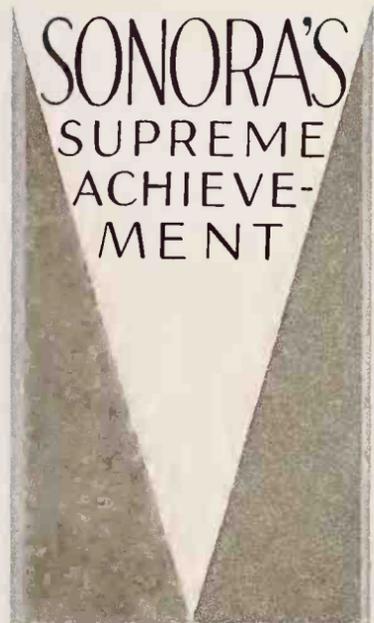


STEIGEN
MORRILL

PORTRAYED
HERE IS THE
PHILHARMONIC

DESIGNED BY
THE GREAT
RICHARD
SON

PRICE
315
DOLLARS



WHEN the acoustic engineers developed the new type of reproduction there came a new life in the phonograph industry. These instruments for the first time in history of the phonograph reproduced the entire musical register. But today the acoustic engineers have made another great stride forward and brought to the world a new achievement that is comparable to the new reproducing phonograph itself—it is the TONALIC SONORA—a phonograph that not only encompasses the entire musical register, but reproduces all color tones—and with a living room tone.

In the new TONALIC SONORA even the most delicate overtones are clearly defined. The public has shown great enthusiasm over the deep bass notes which have come within the last year to the phonograph and to radio, and rightly, too, for formerly these notes were absent—but there awaited the improvements of all the notes by the proper balance of overtones—color tones—to make the rendition truly musical and to make unmistakable the identification of various musical instruments.

In a symphony orchestra, for instance, are many instruments which may be made to play the same note, but with marked difference in tone, and this difference is largely due to the differing proportions of overtone. Therefore, Sonora's achievement in capturing the elusive overtones is quite comparable in value to the re-creation of the lost and vanished bass—which so recently has been achieved.

The Tonalic SONORA
designed by RICHARDSON

The Tonalic SONORA

An opportunity for Sonora dealers to gain the greatest volume of profitable business ever realized on a quality product

SONORA DEALERS throughout the country will soon be called upon by thousands of those who have heard and read of this superb achievement to make the most amazing demonstration even known in the musical world.

Every music lover will want to hear the new instrument that not only reproduces colortones—gives full majesty and grandeur of orchestration—but has a living room tone.

It is by the faithful reproduction of overtones at their true value, that one can with certainty distinguish one instrument from another. When the Symphonic march is played on the TONALIC SONORA, the musician can immediately tell when the bassoon or the French horn, or the clarinet or the viola is brought into play. He can almost see the conductor's baton calling now the wood wind, now the strings, now the brass to play their respective parts.

The Philharmonic, the supreme achievement in

the acoustic world, has also the distinction of being the most artistic cabinet ever designed.

Many months ago, Richardson, the great designer, was commissioned to design the most unusual and artistic phonograph cabinet ever created; this magnificent example of furniture art and craftsmanship is indeed a fitting shrine for the magnificent tonal output of the new TONALIC. The name Sonora, always connected with fine musical merchandise, will now have an even greater significance to the music dealer, for the TONALIC is destined to be supreme in the quality field which inherently belongs to Sonora. Dealers featuring this new Philharmonic will not only get a great volume of profitable business on a high unit sale, but will also find a greatly increased demand for the lesser priced TONALIC SONORAS at \$95, \$125, \$165 and \$250. The Philharmonic retails at \$315—with electric motor \$350.

The advertising campaign behind the TONALIC SONORA will be in keeping with the instrument itself—the Highest Quality Phonograph in the World. Soon the news of this great instrument will be read by discerning music lovers everywhere.

Pittsburgh Music Dealers Plan to Keep Sales Volume Up During Summer

Columbia Sales Satisfactory During May—Stieff Victor Department Opened—Joseph C. Roush on European Tour—Kaufmann's Celebrates Fifty-sixth Anniversary—Other News

PITTSBURGH, PA., June 10.—Talking machine and radio dealers in the Steel City are planning a campaign to keep their sales up to normal and above it, if at all possible, this Summer. Theodore Hoffmann, treasurer of the J. M. Hoffmann Co., Brunswick dealer, in speaking of this matter, said: "In my judgment the time to go after business is when it is dull and listless. I believe that the music dealers have gotten into the unfortunate habit of permitting themselves to be lulled into the fallacy that because July and August are rather warm months there is no business to be secured. I am more than convinced that a systematic campaign to stimulate the talking machine and record trade during the two months in question will result in some good business being handled."

May was a good Columbia month in the Pittsburgh district, according to reports from the local distributing offices. Model 810 Columbia Viva-tonal is said to be in fine demand, while the Columbia portables also find a brisk market at this time.

The latest Victor Shop to be opened in Pittsburgh is that of Chas. M. Stieff, Inc., at 819 Liberty avenue. The Stieff store is a branch of the well-known firm of Stieff piano manufacturers, of Baltimore, the local representative being T. B. Newberne. K. M. Nevins is manager, and he is ably assisted by Miss Hilda M. Wehrle. Joseph C. Roush, president of the Standard Talking Machine Co., Victor distributor, will sail on June 22, on the steamer "Aquitania" of the Cunard Line for a tour of Europe. He will be gone several months and plans to visit some of the salesrooms in the Old World.

"Our business is moving along at a satisfactory rate and the indications are that sales rec-

ords in our establishment will be broken this month," said I. Goldsmith, president of the Player-Tone Talking Machine Co. "The Saxophonic instruments have made their impress felt on the music-loving constituency of the communities in which they are sold."

Brunswick dealers in Pittsburgh are using considerable advertising space to call the attention of the public to the Brunswick Prisma-tone, Cortez and Madrid models, and the Brunswick Prisma-tone and Radiola, Cordova model. Much interest was aroused in this city by the nation-wide \$5,000 prize contest, especially when the announcement was made of the winning name.

Kaufmann's (The Big Store), which handles the Victor line, the week of May 30 celebrated the fifty-sixth anniversary of the founding of the business.

Boggs & Buhl, Northside Victor and Brunswick dealers, on June 6 started the observance of the fifty-eighth anniversary of the founding of the business.

W. Barry Hamilton, general manager of the C. C. Mellor Co., Victor and Brunswick dealer, spent several days in New York on business the latter part of May.

George H. Rewbridge, manager of the Victor distributing department of the W. F. Frederick Piano Co., after a survey of the field, stated that he was looking for a marked improvement in the Victor business here.

Arthur E. Winter, who for many years was part owner of the Winter Music House at Altoona, Pa., has purchased all the interests of the firm, according to a deal whereby his brothers and sisters have relinquished all hold in the concern.

Radio Trade Association of Northern Ohio Formed and Officers Elected

A. H. Baier Elected President of Organization—Euclid Music Co., Cleveland, to Move to New Quarters—A. L. Maresh Retires—H. C. Schultz Co. Opens Branch—New Bosch Jobber

CLEVELAND, O., June 7.—The Radio Trade Association of Northern Ohio held several meetings during last month and formally adopted its official name as just stated. At the last meeting, which was held at the Chamber of Commerce building, the following officers and directors were elected: President, A. H. Baier, of the Cedar Lee Radio Co.; vice-president, H. W. Seabury, Republic division of Lake States General Electric Co.; secretary, G. B. Bodenhoff; treasurer, Louis N. Talkes, Cleveland Storage Battery Co. Directors, A. O'Connor, of A. O'Connor Co.; R. M. Poole, Kinney & Levan; William Bowie, Dreher Piano Co.; H. Lesser, H. Lesser Co.; Warren Cox, Radio Apparatus Co.; Ray Johnson, Erner Electric Co.; R. H. Bechtol, Cleveland Ignition Co.; R. G. Sidnell, M & M Co.; R. A. Lais, Acme Elec. & Mfg. Co.; N. C. Henger, Henger-Fairfield Co.; R. H. Landry, Radio Installation Co.

For the present meetings are being held every two weeks and it is expected that the Association will make application to become affiliated with the national body, The Federated Radio Trades Association.

Euclid Music Co. to Move

The Euclid Music Co. closed its downtown store, situated at East Ninth street, near Euclid avenue, on June 15. They expect to open in a new location on Euclid avenue in about sixty days. In the meantime they will enlarge their wholesale department and go into the small goods business on a more extensive scale. They are to open separate offices for this department, which will be on Chester avenue in all proba-

bility. The company will still retain neighborhood stores in various parts of the city.

A. L. Maresh Retires

A. L. Maresh, president of the Maresh Piano Co., has resigned from active participation in the company, and retired. He has been active in the music business for the past thirty years, and from now on will devote his time to the management of a number of farms that he owns, but will still retain his office at the store. A manager is to be appointed to take charge of the business, which will be operated along the same lines as heretofore.

Opens Local Branch

The H. C. Schultz Co., Inc., distributor for the Sonora line of radios and phonographs, has opened a Cleveland branch at 1743 Chester avenue. H. H. Price is general manager. He was formerly connected with the Pennsylvania Phonograph Distributing Co., and has had a number of years' experience in the field.

Halle Bros. Co. to Expand

The Halle Bros. Co. will enlarge its phonograph and radio department this Summer when the store is remodeled. The company opened a new six-story addition on Huron Road on May 31, and a number of departments were moved into it, thus leaving room for expansion of those in the main building.

D. N. Wyre in New Home

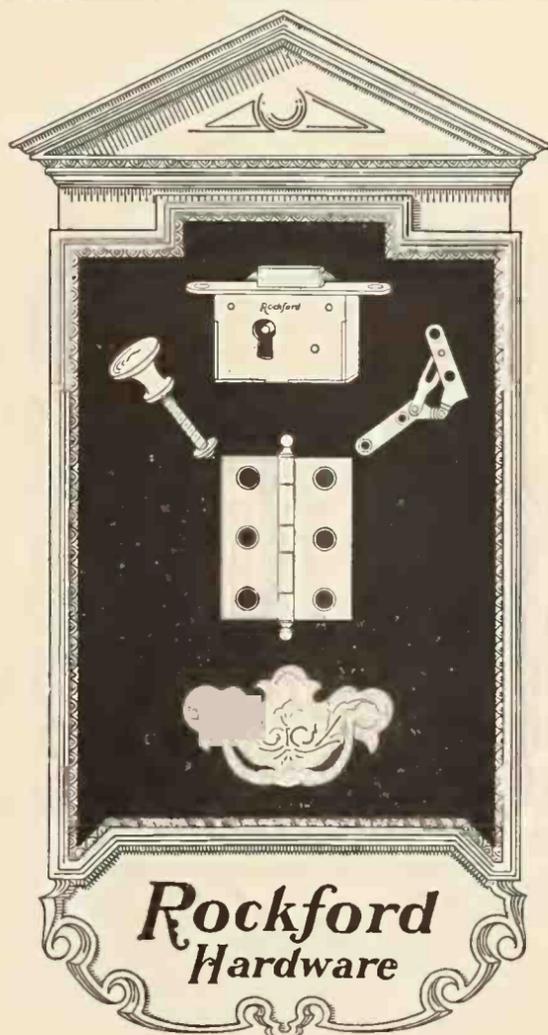
D. N. Wyre has been appointed manager of the radio department of William Taylor Sons Co. He was formerly connected with the Lion store at Toledo and has a number of years' experience in this field. His predecessor was

Harry Russell, who is now connected with the radio division of the Bosch Co. The department handles a complete line of nationally known receivers, including Atwater Kent and other makes.

Appointed Bosch Distributor

The new Bosch distributor for Cleveland is the Lake States General Electric Supply Co., located at Chester avenue and East Eighteenth street. The manager of the radio division of the company is W. H. Seabury, who is well known in the trade, and who was elected this month vice-president of the new radio organization, the Radio Trade Association of Northern Ohio. The company will distribute the Bosch line not only in Cleveland but throughout northern Ohio as well, where there is quite an extensive dealer organization.

The Victory Electrical Supply Co. has taken on the Sleeper line of electrically operated radio receivers for distribution in Brooklyn, Long Island and Staten Island, New York.



Rockford Hardware is made to stand up under wear and tear. In beauty, workmanship and finish it is designed to give the utmost in service and satisfaction.

Actual samples of any items you use gladly sent on request. Write for the Catalog, No. 18, and keep it handy.

**National Lock Co.,
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| Grand Rapids, Mich. | Milwaukee, Wis. |
| High Point, N. C. | Seattle, Wash. |
| | Sheboygan, Wis. |

Additions to Pooley Cabinet Line Mark Company's Entrance to Lower Price Market

Four New Models in 1927-28 Line Are Popularly Priced—First Showing of New Products at Atlantic City Atwater Kent Convention—Several Popular Models Are Retained

ATLANTIC CITY, N. J., May 28.—The new Pooley line of radio cabinets for Atwater Kent radio made by the Pooley Co., Philadelphia, had its premiere in this city, at the recent convention of Atwater Kent distributors, held at the Ambassador Hotel during the week of May 16. While several of the big selling numbers from last year are retained, the Pooley line for 1927-28 includes a number of new and attractive models.

Not only has the new Pooley line a variety of designs, but the price range is equally wide, ranging from \$35 to \$250. Four models in the new line have been priced at very popular figures, \$35, \$47.50, \$50 and \$57.50. This entrance of Pooley into the lower price market was enthusiastically received and it is pointed out by B. R. Stauffer, treasurer and general manager of the company, that despite the prices these cabinets contain all the quality characteristics of Pooley construction.

What will probably be one of the most popular numbers during the coming season is the model 2700 R-2, which is a new type of Pooley radio cabinet, made especially to accommodate the model 30 panel type Atwater Kent receiving set, and the model "E" Atwater Kent radio speaker. This model is made to exact measurements to take the receiving set chassis and speaker, as it will be received by the distributor from the factory and the installation of both set and speaker is a simple matter, requiring less than five minutes' time.

A companion model is to be found in the model 2700 R-1, which provides for the model 30 set, but has a built-in horn of its own.

Another model of this type is No. 2400 R-1, which has a drop lid covering the front of the receiving set.

A new feature presented in Pooley cabinet construction is the double tone chamber which is built in accordance with the modern method of sound reproduction familiar in the new type of phonographs. The length of the wooden horn provides greatly increased amplification and the fact that one horn is larger than the other provides for the natural amplification of both the high and low notes of the scale. The new large Pooley double tone chamber is featured in three models. In the model 2800 R-2 is found an attractive cabinet with doors covering the tone chamber and equipped with an Atwater Kent receiving set and speaker unit. In the model 2500 R-2 the wooden doors are supplanted by an attractive grill. In the model 2300 is found a cabinet speaker with grill and space for batteries, upon the top of which may be placed any model of receiving set desired. The Pooley Armchair model 2030 R-2 is retained from last year with the improvement of a grill over the tone chamber, which was formerly open. This popular model is also to be

found in lacquer decoration as model 2030 R-2D. This type of furniture decoration is also to be found in the Pooley model 1700 R-2D which has been retained from last year only in lacquer finish. Model 1600 R-2 is carried into the 1927-28 season for its third year. This popular model continues to be a heavy seller. Another model from last year is the 1900 R-2.

The three popular Pooley speakers from last year were also retained, model 2100, 2600 and 2200, the latter two having battery compartments, in addition to Pooley built-in horn.

B. R. Stauffer in presenting the Pooley line described all details and stated in part: "The Pooley Co. has now made radio cabinets for three years. Letters that we have received, reorders, and the steady increase of Pooley business show that dealers throughout the en-

tire country are well pleased with Pooley cabinets. They are standing up in wonderful shape. The trade has confidence in Pooley's ability to build cabinets. With this confidence established, we are able to also produce a popular-priced line this year and the assurance of Pooley quality in these popular-priced numbers means a lot." Mr. Stauffer stressed the new Pooley double horn which tapers out of a bell, 9x16 inches in one model, and 13x16 in another model, and explained how the wide horn adequately amplified the low notes while the narrow horn took care of the high notes. In conclusion, he said: "Last year witnessed a big increase in the demand for cabinet type radio. The outlook for this year is even better and I believe that the Pooley Co. will have one of the biggest years in its history."

President E. F. Pooley, B. R. Stauffer, J. S. Dagny, Frank Pooley and others from the Pooley organization were present, as well as L. W. Batten, of the F. J. Ross Co., New York City, advertising agents for the Pooley Co. During the course of the Convention, the Pooley Co. presented each guest with an attractive pocket cigar lighter.

Basco Light Socket Power Units Placed on Market

Briggs & Stratton Corp. Announces Its Line of Power Units Including a Combination "A" and "B"; "A" Unit, "B" Unit and Charger

MILWAUKEE, Wis., June 8.—The Briggs & Stratton Corp., prominent radio equipment and automotive manufacturer, is announcing to the mu-



Basco A and B Combination Unit

sic-radio trade this month the complete line of "Basco" light socket radio power units. The Basco line includes a combination "A" and "B" power unit, and "A" unit, "B" unit and a 2½ ampere charger.

The featured product, the combination "A" and "B" power unit, is adapted for operation with any six-volt radio set of from one to 10 tubes. This unit as well as the "A" power independent unit employs a glass jar Exide "A" battery which is charged during idle radio periods by an automatically controlled integral charging unit. Power is delivered to the radio set from the battery only, the power line being automatically shut off from the filament circuit during operation of the radio receiver, thus eliminating the possibility of line noises or rectifying hums. Neither the combination "A" and "B" power nor the independent "A" unit employs a trickle charger, and the charging unit is automatically turned on when the radio switch is turned off. Charging continues until the used voltage has been fully replenished and the charging unit then automatically shuts off. The glass-jar "A" battery enables the user to note the condition of the battery at all times. Two colored balls, floating in the electrolyte solution, further simplify the checking of the battery's condition.

A new feature of the Basco combination "A" and "B," and "A" unit is a special emergency switch used only for reconditioning the battery after it has stood idle for a considerable period of time. This emergency switch is said to eliminate the need for the usual servicing when a unit has been permitted to stand idle.

An oil film is placed on top of the electrolyte solution in the cells to eliminate gassing and

spraying of the solution and providing at the same time a protection for house furnishings, floors and rugs.

The Basco "B" unit has among its distinctive features a new exclusive hook-up that prevents "motor boating" and furnishes storage capacity in the filter circuit that is said to bring out the maximum performance of which the receiver itself is capable. Wire-wound resistors and choke coils of exceptionally high inductance are used in this product. There are no moving parts in the Basco "B" unit and a standard type rectifying bulb is used. A switch in the power cord permits the user to turn off the power without disconnecting from the light socket. The same "B" unit is employed in the combination "A" and "B" power supply with the exception that when so employed its operation is controlled by the double-acting automatic relay, an integral part of the combination outfit.

The Basco charger is said to be one of the most unique devices, and one of the smallest, of its kind. It uses 40 watts, is silent and has no moving parts. The rectifier is of the cartridge type, held in a clip, a Raytheon product. Because of its high charging efficiency and



Basco B Power Unit

small size the Basco charger is also recommended for individual use as an automobile battery charger.

Buys Viva-tonal Columbia

A few days ago Baron Henri De Rothschild, of Paris, stopped in at the executive offices of the Columbia Phonograph Co., 1819 Broadway, and asked to see the various models of the new Viva-tonal Columbia. After listening to the Viva-tonal Columbias, Baron De Rothschild decided upon the "800," one of the two big models. The Baron also made up a list of records, prominent among them a Columbia Masterworks recording.

Summertime is portable time. Push portables at this time of the year.

SALESMEN — Double Your Income!

No conflict with your regular lines. Piano, musical instrument, talking machine and radio salesmen will find our lines of

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

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

Excellent opportunity for real hustlers to make permanent connection with large organization. Reply immediately by mail only to

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206 Lexington Avenue, New York

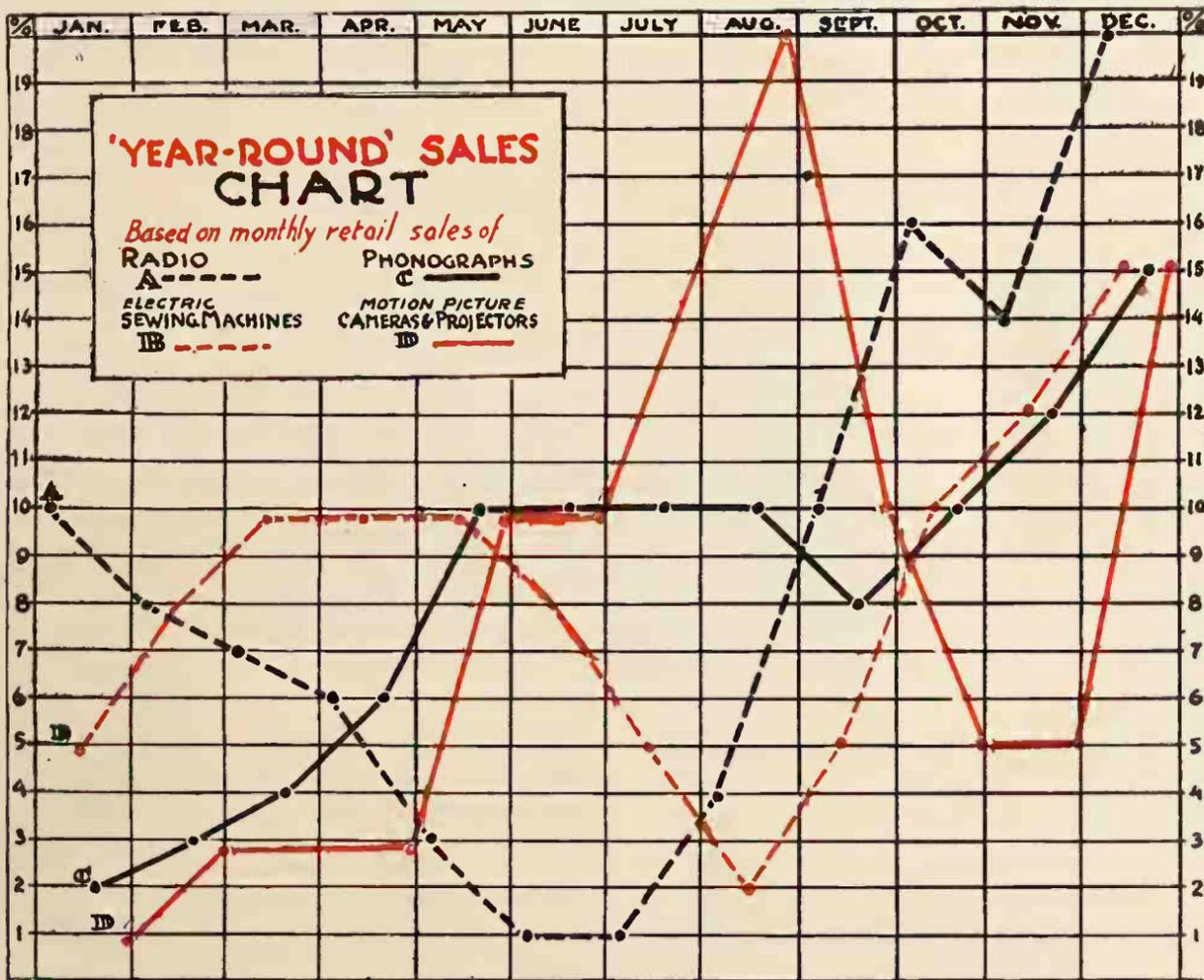
Announcing

A Great Array of Products for Year-Round Profits

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

- RADIOS AND PORTABLE PHONOGRAPHS
- ELECTRIC SEWING MACHINES
- MOTION PICTURE CAMERAS AND PROJECTORS

Slack seasons have meant reduced profits for the retailer. Standard Home Utilities, Inc., means a permanent year-round sales-volume for the retailer.



THE MANUFACTURERS OF THESE PRODUCTS ARE LEADERS IN THEIR RESPECTIVE FIELDS

STANDARD HOME UTILITIES, Inc.

A. D. GEISSLER, President

One Park Avenue

NEW YORK CITY

NOTE:

A cordial invitation is extended to the trade to attend the initial exhibition of these products at the new show-rooms on Monday, Tuesday, Wednesday, June 27-28-29.

Improvements in Flood Conditions in Missouri Reflected in Dealers' Sales

Rapid Comeback Reported From Sections Visited by Flood—T. H. Condon Reports Good Demand for Panatrope Models—H. L. Todd in Important New Post

KANSAS CITY, Mo., June 8.—Kansas City and the surrounding trade territory are in fairly good condition at this time, and talking machine dealers report that May has shown an improvement over April, with every indication that conditions through the Summer and into the Fall will be satisfactory. With flood conditions passed in Kansas and Oklahoma, there has been a rapid comeback in those areas, and some portions of Kansas, especially northern Kansas, are expecting a good crop for the first time in several years.

Retail activity in Kansas City has been spotted. Although dealers will not say that business has been good, they report that they are selling machines and that the volume is not far below normal. Business has come in spells, without any apparent cause for the slumps in between. Stores selling machines on an installment basis find that their business is very good at this time. Activity in portables is brisk here, and record business is also good.

T. H. Condon, manager of the phonograph department of the Brunswick-Balke-Collender branch, reports a good activity in all lines during April and May, showing that, in spite of flood conditions in spots through the territory, business is holding its own. The big numbers in the Panatrope line are P 13, priced at \$575, and PR 148 C, priced at \$1200, according to Mr. Condon, while the new Panatrope models, P 14, priced at \$525 and PR 138 C, priced at \$1100, are rapidly gaining popular favor. All the models in the mechanical line are moving in good volume. Mr. Condon reports unusual success with the new portable model 104, \$25, which, he says, bids fair to be the most popular portable instrument Brunswick has ever had.

H. V. Zimmerman, who has been with the wholesale branch of the Brunswick Co. here, covering the Joplin territory, has severed his connection with the wholesale department to go with the Brunswick Shop.

W. B. Ockenden, manager of the Columbia wholesale office in this city, is very optimistic about conditions. Mr. Ockenden reports that they are receiving good orders from dealers. His observation is that the dealers who are going out aggressively after the business are getting it.

North Mehornay has enlarged its phonograph department considerably. H. L. Todd is the new manager of the department, which is located in the basement, and is reached by an ornamental stairway from the front of the first floor. Five large display and demonstration rooms enclosed in glass and ivory woodwork make up the main part of the department. Atwater Kent radios have been added.

Mr. Todd reports business very good at this time. May was an unusually good month with the department. Mr. Todd finds that the moderately priced machines are moving in greatest

volume. The department carries Brunswick and Columbia machines.

Oscar F. Mehornay, president of the North Mehornay Furniture Co., died here on May 29, as a result of a cerebral hemorrhage. He was 49 years old. In addition to his connection with the North Mehornay company, Mr. Mehornay was president of the Western Radio Company, distributor of Atwater Kent and R C A lines.

Miss J. M. Poynter, of the phonograph department of the Jones Store, says that business has been good. All the models of the Edison have moved well with this company, and Miss Poynter says that Edison records are going fine. Jones' have been selling a large volume of portables, with a special portable campaign in progress. The new Sonora models are moving well, according to Miss Poynter.

Standke's find that business has made a complete recovery from the slump during the bad weather here. Records and portables are very active with this store, and they find the demand for larger machines normal.

According to J. D. Mahaffey, of the W. W. Kimball Co., here, the Kimball Reproducing phonograph is moving in good volume.

A large crowd attended the demonstration of the operation of the Victor Automatic Orthophonic, by remote radio control, in the J. W. Jenkins Sons new store at 1217 Walnut street.

Fred D. Williams, Dubilier Head, Sees Bright Prospects

Executive Predicts Busy Fall and Winter Season With Battery Eliminators, Socket Power and Electrified Sets in Favor

Bright prospects for the Fall and Winter radio trade ahead are predicted by Fred D. Williams, president of the Dubilier Condenser Corp., if orders for manufacturers' parts may be taken as a barometer of the radio atmosphere. Mr. Williams states: "From orders already on hand for condensers going to radio manufacturers, it looks as though 1927 will be a phenomenal year for the radio industry. Of course, condenser business is on the ascendency since radio power units are coming more and more into favor. It should be a big year for battery eliminators and for socket power and electrified receivers in general. New loud speakers are certain to make their appearance, not only for the purpose of producing still better tone quality in conjunction with the excellent power amplifiers now available, but rather to handle the vastly increased power of radio receivers without audible overloading. Above all," concludes Mr. Williams, "I cannot emphasize too strongly the growing appreciation for radio engineering and better radio components. We sense a growing demand for better condensers by most manufacturers."

"The Dubilier Condenser Corp.," states President Williams, "will sell its industrial products direct to large manufacturers, industrial plants and electric utility companies, since this business is highly specialized and largely in the nature of engineering service and specification work, with virtually no two jobs exactly alike. Radio condensers and other allied Dubilier products, on the other hand, will be sold direct to radio set and radio power unit manufacturers, while the demands of the retail trade will be met through jobbers who specialize in radio parts."

"We have appointed George Palmer as sales manager of the radio division, in charge of all sales to manufacturers and jobbers alike. Joseph Freed, who has had some six years of experience with Dubilier industrial condensers

and their application, has been appointed sales manager of the industrial division, which is rapidly increasing in importance and volume as the various industrial uses for reliable condensers are becoming known."

Swanson Dan-Dee Portable Finished in Four Colors

Latest Addition to Swanson Line of Portable Phonographs, Finished in Leatherette, and Weighs But Eleven and a Half Pounds

The latest addition to the line of Swanson portable phonographs, manufactured by the Consolidated Talking Machine Co., Chicago, is the

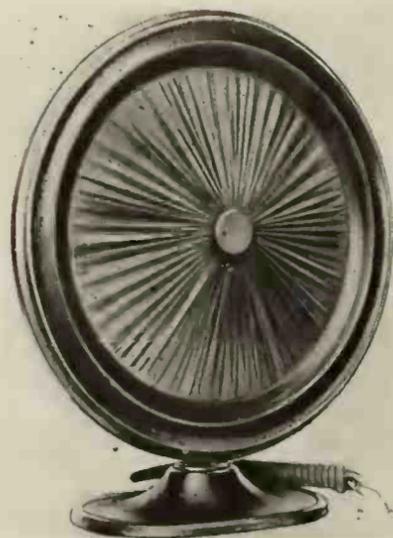


Swanson Dan-Dee Portable

Dan-Dee, a product which made its appearance a few weeks ago. The Dan-Dee is finished in leatherette in four different colors, black, blue, brown and maroon. It is equipped with a motor which plays two selections, and since it weighs only 11½ pounds, it is said to form an ideal addition to outing and vacation equipment. The Dan-Dee, which retails for \$15, has for its companion models in the Swanson line the Nifty, the King and the De Luxe portable phonographs.

Four Models of Sonochorde Cone Speakers in New Line

CHELSEA, MASS., June 6.—The Boudette Mfg. Co. has announced its new line of Sonochorde speakers for 1927-28, which includes four models,



Sonochorde Cone Speaker

two in table design, a wall type and a floor standard type, with a range in price from \$15 to \$35. All of the speakers are of the cone type.

The newest addition to the line is the Sonochorde Junior, Model J-28. Although popularly priced, it is said that this model possesses all the characteristic Sonochorde features.

Automatic in Display

M. Steinert & Sons, Boylston street, Boston, Mass., recently featured the Victor Automatic and the line of Stromberg-Carlson radio receivers in a very attractive window display, and good results were reported as a result of the interest aroused.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY
NONE LOWER IN PRICE

The Rene Manufacturing Co.
Montvale, New Jersey

UTAH SETS THE PACE

Utah "No. 100" Cabinet Speaker \$70.00

Dimensions—36 in. high, 27½ in. wide, 17 in. deep. Finished in walnut. Equipped with 9 ft. air column and Utah DeLuxe Unit. Weight 100 lbs. Packed 1 to a crate.



Utah "No. 101" Cabinet Speaker, designed especially to accommodate the Standard Philco Power Unit, is 2½ in. deeper than the "No. 100" Speaker.

\$75.00

Watch for next month's announcement of the complete new sensational Utah Line—the fastest selling and most complete line of radio loud speakers and units in the world.

UTAH RADIO PRODUCTS CO.

1615 S. Michigan Avenue, Chicago



UTAH STANDARD \$22.50

Utah Junior \$12.50



CONE SPEAKER

\$10.00



REG. U. S. PAT. OFF. SUPERFLEX \$10

New 1927 Model. Equipped with Utah DeLuxe Unit. Walnut Finish.



PIANO SPEAKER \$10

Makes a radio reproducer out of any piano.

The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager
324 WASHINGTON ST., BOSTON, MASS.

Boston Store of Chas. M. Stieff, Inc., to Add the Complete Brunswick Line

Appearances of Several Brunswick Recording Aggregations Aid Record Sales—Phonograph Society Formed at Lawrence—Columbia May Sales Volume Shows Increase—Other News

BOSTON, MASS., June 9.—One of the best pieces of work for many a moon was closed this week when it was decided that the wareroom of Chas. M. Stieff, Inc., 114 Boylston street, would install the complete Brunswick line in the near future. It has been the policy in the past for the Stieff stores to handle pianos only, but this idea has been abandoned in many of the Stieff branches throughout the East. Mr. Spencer closed the deal, and, in connection with Manager M. N. Levy, will have one of the finest Brunswick displays in the city. Mr. Levy will have excellent audition booths made, and will make way for window displays of the beautiful Brunswick products. The Stieff wareroom is one of the best known in the city.

Tie Up With Artists' Appearance

Hal Kemp and his North Carolina University Orchestra played at Loew's State Theatre recently and made a big hit while in the city. They are a Brunswick outfit, and while here appeared at the talking machine department of Jordan Marsh Co. A fine window display was arranged as a tie-up with their appearance at this large department store. Another Brunswick artist who visited Loew's State Theatre in the past month was Wendell Hall, banjo-ukulele exponent and composer. He visited many of the Brunswick dealers about this city.

Carl Fenton's Brunswick recording orchestra appeared at Nuttings-on-the-Charles, one of Greater Boston's most patronized dance emporiums. They played there Memorial Day.

Chester Gaylord, radio announcer connected with Station WBAT, at Worcester, Mass., recently made a record for Brunswick, which, according to Harry Spencer, is in demand.

Demonstration of Panatrope-Radiola

A demonstration of the Panatrope-Radiola is being held this week at the Biltmore Hotel, Providence, R. I. This demonstration is under the direction of Platt R. Spencer. At the Hotel Bancroft, Worcester, another demonstration is under way with A. J. Shepard in charge. Demonstrations will be held later in the Hotel Kim-

ball, Springfield, and the Congress Square Hotel, Portland, Me.

During the entire present week, while the Big Convention is in session at Chicago, the local Brunswick headquarters will have a display that will be the same as the one to be had at Chicago. The same lines will be shown.

George E. Donahue, of the Radiola service department, has returned from his vacation, which was spent in a visit to the Pittsburgh, Pa., branch.

Manager Spencer reports a wholesome record condition, and also states that the new Parisian model portable machine is one of the most successful of the portable line.

Columbia Trade Activities

"Bill" Parks, Columbia manager here, thought that business was not up to snuff until he looked up the figures for the month of May last year. The search revealed the pleasing fact May, 1927, was ahead of last year by a goodly margin of percentage. W. C. Fuhri, vice-president and general sales manager of the Columbia Co., spent a few days with Manager Parks last week. Mr. Fuhri is scheduled for a trip to the Pacific Coast after leaving New England.

Frederick M. Sard, manager of the trade promotion department, dropped in at the local Columbia office for a few hours last week. He will sail for Europe in the immediate future.

John Moore, representative for Columbia in southeastern Massachusetts and Rhode Island, has resigned his position to take another with the Stromberg-Carlson interests. G. L. Donnelly, who has been covering Maine and New Hampshire for the company, has been shifted to take charge of the territory left vacant by Mr. Moore's resignation.

G. P. Donnelly, who does special work on the city sales end of the business, is spending a few days in New York on business.

To Feature Sonora and Atwater Kent

The beautifully appointed warerooms of the J. H. Burke Co., 221 Columbus avenue, will soon be complete, as the new models from the At-

water Kent factory will have arrived. These, together with the Sonora line, which this company handles exclusively in New England, will make the rooms of the company a dwelling place of things beautiful.

Joseph Burke, president and treasurer of the company, and Thomas Burke, general manager, are in Chicago at the convention. They will then be in Chicago for the Sonora jobbers' convention, which takes place June 10-11. After this they will remain on for the Radio Show in Chicago, which is scheduled to open June 13.

A valuable addition to the office staff of the company has been made in the person of J. F. Pringle, formerly of the Sonora Co., and later with the Magnavox people on the Pacific Coast. He will be office manager of the J. H. Burke Co., leaving Joseph Burke free to handle other important things that come up.

News Brieflets

The formation of a Phonograph Society was launched a short time ago at Lawrence, Mass. The first meeting was held in the wareroom of Kneupfer & Dimmock.

William E. Titus, manager of the talking machine department of the Jordan-Marsh Co., has severed his connection with that company.

Red Lion Desk Cabinet Is Shown at A-K Convention

ATLANTIC CITY, N. J., May 27.—The familiar desk cabinet, equipped with Atwater Kent radio, made by the Red Lion Cabinet Co. of Red Lion, Pa., was carried forward into the 1927-28 line of this company. The Red Lion Cabinet Co. displayed its line for the new season at the Ambassador Hotel, this city, during the Atwater Kent Convention, which was held here during the week of May 16. This desk model, which is known as No. 35, was also shown as model E-30, the lower panel of the desk accommodating the model E speaker of the Atwater Kent Mfg. Co. The Red Lion Cabinet Co. is producing this year a console model known as the console E-30, providing space for the Atwater Kent 30-panel and model E radio speaker.

J. B. Sechrist and J. S. Coleman, of the Red Lion organization, were present, and during the course of the convention presented cigarette cases to visitors as a memento of the occasion.

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

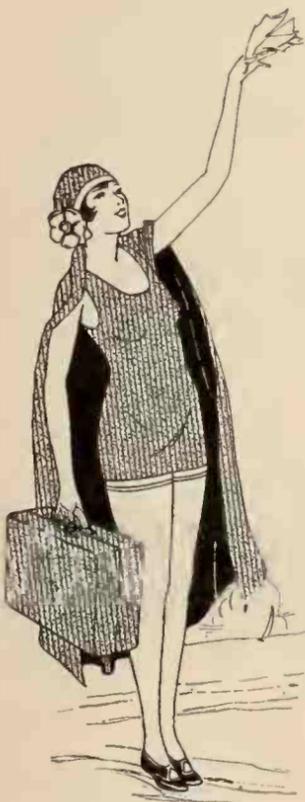
Oliver Ditson Co.
BOSTON

Chas. H. Ditson & Co.
NEW YORK



In popular colors

to match the Bathing Suit



The sensation of 1927! A "Nifty" portable to match the beach costume!

The "Nifty" is equal to the standard \$25 portable in everything but price. Full sized case, in all popular colors, is specially braced for hard outdoor use. The special motor will never wear out. The reproducer and tone-arm produce full, rich tone and plenty of volume. Equipped with tilting, expanding record pocket—an exclusive feature.



"Nifty" portable phonograph

\$15 List

The most popular portable on the market. No beach or auto party this Summer will be complete without a "Nifty."

Name your color!

The "Nifty" has it — blue, green, red, tan, maroon, — or whatever you wish.



CONSOLIDATED TALKING MACHINE CO.

Consolidated Bldg.

227-229 W. Washington St. CHICAGO

Minneapolis: 1424 Washington Ave., South
Detroit: 2949 Gratiot Ave.

"Every Month for Over Two Years Has Shown an Increase" Says Baltimore Jobber

W. H. Swartz, Vice-President of Columbia Wholesalers, Inc., Makes Interesting Statement Regarding Columbia Phonograph Sales—New Music Store Opens—Other News

BALTIMORE, MD., June 10.—"Business for the month of May was very good and shows the same splendid increase that Columbia has enjoyed in this section for the past twenty-seven months," declared W. H. Swartz, vice-president of Columbia Wholesalers, Inc. "It is interesting to note that in this period of well over two years there has been no month which has not shown at least some increase in Columbia business over the same month of the year before.

"A new plan has just been announced whereby dealers can get rid of unsalable stock and use up their credit very quickly in the purchase of some of the most saleable records on the whole Columbia list. This has greatly stimulated trade and is but one of many reasons why Columbia sales have been growing so splendidly.

"Columbia dealers are moving large quantities of the larger models No. 80810 and are going particularly after trade-in business. The fact that Columbia dealers can offer substantial allowances on customers' old models has brought hundreds of sales.

"Officials of the Columbia Company were shocked to hear of the sudden death of H. J. Addington, of the Addington Jewelry Co., of Coeburn, Va. Mr. Addington had established a wonderful reputation for unusual business ability and energy, and although located in a town of only a few hundred people, had been able to do a tremendous business on Columbia products such as is seldom equaled by larger city dealers.

"Dealers are still feeling the benefit of the Beethoven Centennial. Several school conferences, recently held, arranged special Beethoven programs, using, of course, the material supplied by the Columbia Co.

Record sales continue to show an increase each month over the previous month, and the hardest job of the retailer is keeping stocks on hand of the more popular records. Radio business, while generally reported fair, is also slightly behind April, also total sales during May showed increases of from 10 to as high as 50 per cent over May, 1926.

Stewart & Co., Howard and Lexington streets, have just finished remodeling their talking machine department on the fifth floor, and today have one of the most up-to-date and complete departments in the city, under the direction of John Berry, manager. Handsome demonstration booths have been installed. A complete line of the high-grade Victrolas and combination instruments are carried.

Louis T. Haebler, B. Lee Anderson, and Anthony J. Haebler, Jr., well-known in the music trade here, have opened a music shop at 752 North Gay street, under the firm name of Haebler-Anderson-Haebler, Inc. The company is capitalized at \$15,000 and Louis T. Haebler is president of the corporation.

Trade in Salt Lake City Territory Continues Good

Granite Furniture Co. Opens Phonograph Department Carrying Brunswick Line—Two Idaho Stores Expand Businesses—Other News

SALT LAKE CITY, UTAH, June 6.—The talking machine business continues good. Retailers are looking for a good portable business as soon as the weather improves, as may be gathered from the reports from the wholesalers regarding activity in this department.

The Granite Furniture Co., of the Sugar House district of Salt Lake City, and one of the largest furniture concerns in the state, has opened a phonograph department which will handle the Brunswick Co.'s products. R. G. Thomas, formerly assistant manager of the Browning Bros. Co., of Ogden, and for four years in charge of the Brunswick department of that company, will be in charge of the new department.

Marcellus Smith, sales manager of the Glen Bros.-Robert Piano Co.'s Ogden store, is no longer with that company and is now in the real estate business. His successor is R. D. Harriger, member of the sales staff of the company, who is an able merchandiser.

Two Idaho stores are developing their music business. The Chesbro Music Co., of Idaho Falls, is building an addition to provide for a showroom for his phonographs and pianos. The Falk Mercantile Co., of Boise, is building a three-story addition on the second floor, on which will be located a department for carrying phonographs, pianos and radios.

The J. H. Umbaugh Jewelry Co., of Twin Falls, Idaho, has been appointed a Brunswick dealer.

Miss Joyce Townsend, sister of Jack Townsend, associated with the Eastern office of the Brunswick Co., gave a highly successful Panatrace demonstration before a large audience in Park City recently.

The Victor Talking Machine Co. is taking more records of the Mormon Tabernacle Choir at an early date. The big Choir has been putting in special rehearsals for these records during the past few weeks, and interest in the proposed recordings is intense.

Gennett to Feature Stars of Broadway Musical Hits

G. H. Keats, in charge of recording at the New York headquarters of the Starr Piano Co., states that the new electrically recorded Gennett records are selling in a most satisfactory fashion. One of the best sellers is the coupling of "Play Gypsies-Dance Gypsies" and "Blue Skies," sung by Walter Woolf, assisted by the Hungarian Gypsy Orchestra. Both Mr. Woolf and the orchestra are featured in "Countess Maritza," from which the first selection is taken. The Starr organization is making special efforts to record show numbers with the artists who appear in the original casts. Another production number which is in high favor with the public is the coupling of "Hallelujah" and "Sometimes I'm Happy," sung by the Locus Sisters, who appear in "Hit the Deck," the musical show entrenched so strongly on Broadway.

Mr. Keats also reports that the new Isonic models XXX and XXXII are selling well, as are the new portable models, using the new Isonic principle.

Columbia Artists Aid Sales

Columbia dealers throughout the metropolitan territory report a decided increase in record sales during the past month, particularly those recorded by Ted Lewis and His Band, and Al Lentz and His Band. Both of these orchestras appeared in local theatres, Ted Lewis at the Brooklyn Mark Strand, during the week of June 4. Al Lentz is making a tour of the Loew chain of theatres throughout the subway circuit. The introduction of his act is a decided boost for Columbia. On a drop the motion picture camera projects a greatly enlarged reproduction of a Columbia record, the tone arm descends and as the needle fits into the groove the orchestra and the drop ascends. Dealers profited by increased sales through tie-ups.

Mackenzie Radio Corp. to Distribute Radiotrons

The Mackenzie Radio Co., distributor, of 1225 Broadway, has completed the lines which it will distribute for the coming season. The Zenith line of radio receivers continues as the leader and the Mackenzie Co. has the exclusive distributing rights for this product in New Jersey, Bronx, New York State, up to and including Kingston, and Connecticut. New lines added include the RCA line of Radiotrons, Peerless cone speakers, made by the United Radio Corp., and Sentinel power units.

The Canarsie Musical Instrument Corp., Brooklyn, N. Y., was recently incorporated with a capital stock of \$5,000 to deal in musical instruments.



The Double Sales Punch

EVERY model of the Viva-tonal Columbia presents the dealer with a double sales punch. Not only is it a perfect instrument for playing records, producing results that are almost unbelievable, truly "like life itself," but each

model is an outstanding example of the cabinet-maker's art. It is a piece of fine furniture.

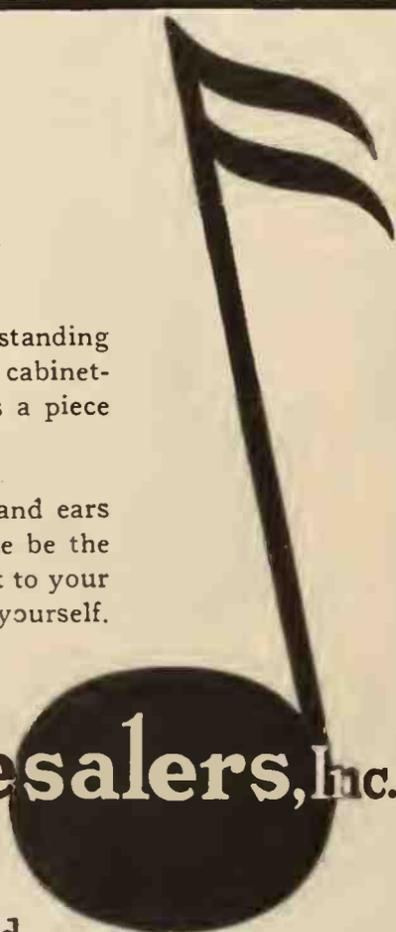
Let your eyes and ears and sense of value be the judge. You owe it to your customers and to yourself.

Columbia Wholesalers, Inc.

L. L. Andrews — Wm. H. Swartz

Exclusively Wholesale

205 W. Camden St., Baltimore, Md.



Third Annual R. M. A. Convention Most Successful in History of Radio

Tremendous Interest in Event at Hotel Stevens, Chicago, Indicated by Unprecedented Attendance—C. C. Colby Elected President—D. MacGregor, Treasurer—Addresses by Trade Leaders

CHICAGO, ILL., June 17.—The third annual convention of the Radio Manufacturers Association, known throughout the industry as the R. M. A., was held in Chicago the week of June 13 with headquarters at the Stevens Hotel, taking place in conjunction with the First Annual R. M. A. Trade Show and also the annual convention of the Federated Radio Trades Association.



C. C. Colby, New R. M. A. President

The third R. M. A. convention was not only the most successful in the history of the radio industry, but from the viewpoint of trade interest it represented what was probably one of the most noteworthy gatherings that have been held in any industry in the past decade. It had been expected that this convention would attract a considerable number of jobbers and dealers in addition, of course, to the R. M. A. membership itself, but even the most optimistic members of the industry had not taken into consideration the tremendous interest sponsored in R. M. A. affairs by the untiring efforts of its officers, directors and individual members.

Starting on Friday, June 10, the jobbers and dealers from all parts of the country started to register at the Hotel Stevens, and by Tuesday, June 14, over 11,000 jobbers, dealers and their organizations had been registered, in addition to 3,000 manufacturers and their employes and over 200 members of the press. Nearly 300 manufacturers exhibited their lines at the trade show in conjunction with the convention, and special trains reaching from New York in the East to Los Angeles on the Coast arrived at the convention with enthusiastic jobbers and dealers.

Too much praise cannot be given to the officers of the R. M. A. and the directors for the accomplishments of the Association during the year, for it is generally recognized throughout the industry to-day that the Radio Manufacturers' Association has been the most important single factor in the

steady, consistent growth of the industry and the marked progress toward stabilization which has been consummated in the past two years. The R. M. A., through its unceasing efforts in behalf of every phase of the industry, has built up a confidence and good will in the business itself which will undoubtedly broaden and develop as years go on. Manufacturing, marketing and engineering have all been given proper and deserved recognition by the Association, and under the leadership of men who have studied carefully the individual phases of the trade's history, problems of considerable benefit and advantage to all concerned have been solved. Confidence in the industry and faith in one another have been developed through R. M. A. activities the past three years, and any petty jealousies or discords which may have existed a few years ago have disappeared completely as the manufacturers learned to regard each other as members of an industry qualified to serve the public to the highest possible degree in the realm of entertainment and education. The R. M. A. has accomplished wonders during its three years of existence and, with a membership to-day of over 300 manufacturers, is being accorded general recognition as one of the finest and best-conducted trade associations in the country.

At the opening meeting on Tuesday morning the grand ballroom of the Hotel Stevens was filled to capacity when the Honorable William Hale Thompson, mayor of Chicago and himself a keen radio enthusiast, extended a welcome to the R. M. A. members and the jobbers and dealers present. Mr. Thompson paid tribute to the tremendous strides attained by

radio in the past four years, commenting upon the fact that he was quite familiar with the activities of the R. M. A., as he numbered several of its members among his personal friends. Fol-



D. MacGregor, New R. M. A. Treasurer

lowing Mayor Thompson's address of welcome, Arthur T. Haugh, president of the Association, reviewed his year's tenure of office.

Arthur T. Haugh, Retiring President, Reviewed Activities of Association

Arthur T. Haugh, president of the R. M. A. during the past twelve months, reviewed on Tuesday morning, at the opening meeting of the convention, the Association's activities for the past year. Mr. Haugh pointed out briefly the legislative activities in which the R. M. A. had participated and which had led to the creation of the Federal Radio Commission. He stated that the results of the Commission's ac-

tions to date had been very satisfactory and that the clearing of the air this week was anticipated when the new allocation of wave lengths would be in force. Mr. Haugh also discussed the progress in engineering, power devices, tubes and chain hook-ups, which had necessitated the creation of an engineering division of the R. M. A. and which had already proved one of the outstanding phases of the Association's work during the past year.

During the twelve months just closed the R. M. A. had affiliated with the National Association of Broadcasters and the Federated Radio Trades Association, together with some twenty other local Associations. This affiliation had broadened materially the scope of the R. M. A. and had enabled the members of the Association to be in close contact with every factor in the radio industry.

Accomplishments of Committees

Mr. Haugh reviewed briefly the accomplishments and activities under the direction of capable committees headed by some of the leaders in the industry, comprising the following

(Continued on next page)



Hotel Stevens, Where Conventions and Show Were Held

Good Products, Sane Merchandising, Keys to Success, Says A. T. Haugh

(Continued from preceding page)

committees: Credits, Fair Trade Practice, Finance, Foreign Trades, Freight and Traffic, Installation and House Wiring, Interference, Legislative, Merchandising, Membership, Pat-



Arthur T. Haugh, Retiring President, Elected Director, R. M. A.

ents, Standards and Statistics. On the subject of membership Mr. Haugh pointed out that the R. M. A. now includes in its membership over 300 manufacturers, showing a growth far beyond all expectations and paralleled by very few associations over a period of only a few years. Continuing, Mr. Haugh said:

"Perhaps somewhat topical as this review may seem to those most intimate with the efforts of the R. M. A., stepping back and viewing the picture, I am reminded of the last words of Cecil Rhodes, that great Empire builder of the Nineteenth Century. I think he must have sighed heavily when he exclaimed 'So much—so little done.'

"It is idle to review this history, intriguing as it is, unless we make use of it, and if I may, before I step down to give way to other and more interesting speakers, I should like to attempt to point out a few of the avenues along which it seems to me our future work lies and where we may utilize this history just recounted.

Power of Co-operation

"Perhaps the outstanding thing of the past year is that the radio industry got together through the medium of the National Radio Coordinating Committee. The power of such union as was accomplished in this body is verified by the fact that the Radio Act of 1927 which now stands upon the statute books was passed in record time and proves to contain 90 per cent of the suggestions brought forth by the radio industry.

"This lends itself readily to the wisdom of maintaining in the future some organization or machinery whereby the three great groups which comprise the framework of our endeavors, viz.: The National Association of Broadcasters, Radio Manufacturers Association and the Federated Radio Trades Association, may always be found in perfect unison in all matters relating to the entire industry.

Importance of Broadcasting

"We should take a leaf from the advertisers' book and support the hand that feeds us. Broadcasters are the basis of our triangle, for, indeed, broadcasting is the life-blood of the radio industry. We, ourselves (the R. M. A.), comprise one side of the triangle, while the whole is built by the dealers and jobbers who make the tangible contact with the public, whose favorable opinion is the bed-rock of the entire structure.

"The past year marks a turning point in radio. It has been a year in which the radio market definitely ceased to be a seller's market. Heretofore it has been a question of production. By this I do not mean in any manner that the saturation point has even been approached, and if there is doubt of this statement, we may well turn to the history of the automotive business.

"We are all crying for stabilization. What is it? I dare say no two of you gentlemen will even approximately agree with your definition. Therefore, let us think in terms of progress, and forget stabilization.

"For a parallel let us again turn to the automotive business: (a)—You say the design and apparatus is continually changing—so it is with automobiles. (b)—Broadcasting is unsatisfactory—they are still building good roads. (c)—Distribution structures are indefinite. It is the same in the automotive business, after twenty-five years, and they are selling more cars today than at any time heretofore.

Good Products—Sane Merchandising

"Let us stop getting excited about what the ultimate set, the ultimate distribution, the ultimate broadcasting condition may be. Let us make good products, merchandise them sanely and aggressively, and we may be sure in the knowledge that such progress will practically guarantee all of us success.

"While it is true that a major share of the radio business has been given to a few large institutions, some because of technical achievement, and the others because of merchandising, nevertheless, in these instances, progress has been the cause.

"Not every manufacturer can spend millions of dollars for research laboratories, nor can every manufacturer spend equal amounts in advertising and merchandising. The salvation of the smaller and newer concerns lies squarely in justifying their activities by technical

achievements. There is not and there never has been any monopoly of brains.

Back to First Principles

"Added to this must be a return to normal, sane merchandising methods. We must rediscover the first principles of practical merchandising and their application. So fine has been the progress of the R. M. A. in its colorful history that I urge upon you the thought that we must be even more vigilant and jealous of our success by looking to the enlargement of our structure and the building of new arches in it within the coming months and years. Let us



H. T. Melhuish, Elected Director, R. M. A. live up to the calls which will be made upon us!"

Mr. Haugh's address, which presented to the delegates to the convention so clearly the important work that had been accomplished and the progress planned for the future, was received with enthusiasm. Mr. Haugh himself has been one of the most indefatigable workers in the interest of the R.M.A. and has done much to make this a successful organization.

O. H. Caldwell's Address on the "Big Job to Be Done in Radio" Read to Convention

Following Mr. Haugh's address, the convention was privileged to hear the reading of a splendid address made by O. H. Caldwell, member of the Federal Radio Commission, at the



V. W. Collamore, Elected Regional Second Vice-President, R. M. A.

banquet of E. T. Cunningham, Inc., on Saturday, June 11. Using as his subject "The Big Job That Remains to Be Done in Radio," Mr. Caldwell traced briefly the history of radio broadcasting since 1921 when the first station, KDKA started operating. He called attention to the

chaos which started in July, 1926, when the Attorney General rendered his opinion that the Secretary of Commerce, under the radio law of 1912, was without power to control the broadcasting situation or to assign wave lengths.

This chaos existed until February 23 of this year, when Congress passed the new radio law of 1927 and the Federal Radio Commission came into being. Mr. Caldwell stated that better radio reception was assured for this Fall because of the activities of the Commission in its efforts to determine the most desirable method of giving efficient service to radio set owners. Mr. Caldwell pointed out that radio was yet to be sold to sixteen million homes and that therefore the saturation point in radio was far from an actuality, in fact it was only a fantasy.

He also requested that every branch of the industry and trade, manufacturers, jobbers and dealers, lend every possible effort, and provide whatever co-operation is in their power to the Federal Trade Commissioners in their stupendous task of "cleaning-up" the air, so that every branch of the radio industry and trade will benefit.

Concluding, he said, "On the radio industry and trade, on you manufacturers, jobbers and dealers, rests the responsibility for the job of the next few years. The job of selling radio to sixteen million homes yet unequipped, the job of putting radio into every American home."

Mr. Caldwell's address emphasized the broad opportunities in the radio industry both from the viewpoint of the manufacturer and that of the distributor and dealer, and he stressed the point that only by co-ordination of the entire industry may maximum benefit result.

Interesting and Instructive Talk on "Merchandising" by Herbert H. Frost

On the subject of "Merchandising," Herbert H. Frost, vice-president of E. T. Cunningham, Inc., and former president of the R. M. A., presented a number of important and informative ideas which were received enthusiastically by the manufacturers, jobbers and dealers. Opening his address, Mr. Frost, as chairman of the Show Committee of the R. M. A., expressed his keen gratification at the large attendance, stating that this attendance and the interest manifested by all factors of the industry was conclusive proof of the faith of the trade in the radio business. Discussing briefly the vicissitudes through which radio had passed in recent years, Mr. Frost expressed the belief that radio was now ready and on the way to permanent progress, taking advantage of the experience gained in the past.

Discusses Reception

Natural reproduction as a sales quality for radio receivers and not the possibilities of long distance reception was advanced by Mr. Frost as the most powerful consideration in the sale of receivers; the various chains of high-class stations having made this condition possible. Mr. Frost emphasized the value and necessity of service on sets in the home in order to keep the set owners happy, and quoted the recent statement of a finance house which suggested that the automobile and radio as well should be removed from the so-called luxury class and placed in the "necessity" class.

Knowledge Is Necessary

The dealer's radio knowledge, according to Mr. Frost, is a very vital factor in instilling confidence in the minds of the purchasers. In discussing the points which dealers must regard with care and consideration, Mr. Frost mentioned window displays, turnover and a proper knowledge of the merchandising of radio receivers whereby the dealer could explain the limitations of the particular set which interested the prospect, the proper type of installation, the adoption and utilization of time payments to the sale of higher-priced machines to customers of substantial incomes and a suggestion that

the dealer eliminate the waste of advertising materials by using the material efficiently and advantageously.

In his message to the jobbers Mr. Frost suggested that they serve and work their territories intensively, building good will with the dealers and giving them a service which they could use



H. H. Frost, Elected Director, R.M.A.

in the building of a permanent and profitable business.

Warns Against Overproduction

To the manufacturers Mr. Frost warned against overproduction, emphasizing the necessity of getting a fair return on the capital invested. He stated that manufacturers should advance soundly and slowly and be absolutely certain of their cost of doing business. Small manufacturers should concentrate their activities on a comparatively small amount, for the door is open to all manufacturers, as illustrated by the rise of the Chrysler automobile to fourth place in the motor world in three years.

arrange an exchange of patents or cross licenses; you may determine proper methods of accounting or the best methods of disposing of your product, and in all of these and other ways you may carry on an association highly beneficial to your trade, without in any manner acting contrary to the principles of your government and to the rules of fair play that your fellow citizens have established through the medium of legislative bodies."

Hon. Fred L. Maytag Delivered Talk Before R. M. A.

At a closed meeting of the R. M. A. on Wednesday morning a feature was an informative address by the Hon. Fred L. Maytag, president of the Maytag Washing Machine Co., who is one of the outstanding figures in the business world. Senator Maytag discussed the methods and policies utilized by his company in bringing it in the short space of a few years to the present position of leadership in the washing machine field. In his address Mr. Maytag said:

It has taken the radio industry four exceedingly busy years to catch up with the demands of the public insofar as the production of radio equipment is concerned. The consensus of opinion at this national meeting of all the radio interests seems to be that in the future the radio market is a buyer's market.

No small amount of consideration was given to this feature to-day. Both the proposed code of ethics presented to the Convention and the feature address of the day delivered by the Hon. Fred L. Maytag touched at some length upon the need to take radio to the public in the future. With very few exceptions radio sets have to date been sold in radio stores. In the future the majority of radio sets are very likely to be sold in homes. Every housewife is familiar with methods employed in the sale of household electrical appliances during the past two or three years and most of them will be found ready to agree that it is difficult to properly appreciate the advantages of devices in this classification when on display or demonstration at a point remote from that wherein use is to be made of the device.

As one of the leaders in the washing machine industry, the frank discussion of Senator Maytag was listened to by the R. M. A. members with interest. His experiences have been varied with respect to marketing household electrical devices and some of his methods will without question be generally adopted in the near future.

Code of Ethics

A feature of to-day's discussion which should result in decided and direct benefit to the public was the proposed "Code of Ethics" of the

Legal Phases of Trade Associations, Subject Discussed by J. W. Van Allen

An instructive and interesting talk on the legal phases of trade associations by John W. Van Allen concluded the Monday session of the R. M. A. convention. Mr. Van Allen touched on

prevent restraint of trade and maintain free competition and his address developed many important points in law by which the industry should profit.

Mr. Van Allen continued, saying in part: "So long as any person engaged in business acts alone in the sale of his products to his customers without a suggestion, agreement or understanding with others, his freedom remains unimpaired, and he may sell or refuse to sell, or sell at such prices as he may determine." He also said that these persons may join with others in the same industry or trade for the purpose of acquiring wider knowledge or disseminating information and other matters," so long as there is total absence of agreement or concerted action actually reached, or attempt to lessen production or arbitrarily raise prices beyond the level of production or prices which would prevail if no such agreement or concerted action ensued."

In conclusion, Mr. Van Allen said:

"There are many things which this Association can and will do that will redound greatly to your credit and help you in the rapid development which is bound to come to your industry.

"You may meet and discuss conditions; you may devise means of increasing the use of your productions; you may exchange knowledge of the kind of products which your consumers desire; you may examine and determine the utility of new features and inventions which may be exhibited or brought to your attention; you may



H. H. Eby, Elected Director, R.M.A.

the doctrine of free competition, but said that history has demonstrated that without some regulatory laws the greatest development of the greatest number cannot take place. He cited several laws, the functions of which are to



Alex Eisemann, Elected Director, R.M.A.

Radio Manufacturers' Association. This code covers the matter of statistics, standards, mutual relations in the trade, the duty of the industry to the public, piracy of design and ap-

(Continued on next page)

pearance, and other details designed to get the industry to a bed-rock basis at once. It is not at all unlikely that the seal of the Association may be depended upon as a trade-mark guaranteeing standard merchandise of approved pattern. A great portion of the public feels deeply the need for something of this character. Election of officers, the results of which appear in the middle column, followed this address.

Committee Meetings

Wednesday afternoon was given over to meetings of the various committees as follows: Advertising and Publications, John C. Tully, chairman; Cabinet, F. B. Ward, chairman; Contact, George C. Furness, chairman; Credit, D. MacGregor, chairman; Engineering Division, H. B. Richmond, chairman; Fair Trade Practice,



Paul B. Klugh

C. C. Colby, chairman; Finance, P. C. Lenz, Jr., chairman; Foreign Trades, Harry Freed, chairman; Freight and Transportation, G. W. Knight, chairman; Installation and House Wiring, H. H. Frost, chairman; Interference, T. K. Webster, Jr., chairman; Legislative, Godfrey Gort, chairman; Merchandising, S. B. Trainer, chairman; Patents Information, C. C. Colby, chairman; Show, H. H. Frost, chairman; Standards, A. J. Carter, chairman, and Statistics, J. B. Hawley, chairman. A luncheon meeting of the Fourth Annual Radio Industry Banquet committee was held, with Paul B. Klugh as chairman, to discuss matters regarding the New York Trade banquet to be held next September.

**Dr. Alfred N. Goldsmith
Makes Interesting Address**

The technical education of the man in the street has progressed to a surprising degree in things electrical since the advent of radio. Notwithstanding this fact, there is still much of confusion in his mind concerning that which he reads in the daily press about radio. To date there has been no general acceptance of certain desirable key terms. For example, most folks talk about radio in terms of wave lengths while most engineers and technical men talk about the wave bands in terms of kilo-cycles. Within the past few days considerable publicity has been given to this particular point by the Federal Radio Commission, it having been requested that newspapers in the future, or as rapidly as may be practicable, use kilo-cycle instead of wave length to lessen the confusion in the public mind.

The hot spot in Thursday's sessions of the Radio Manufacturers' Association Convention here came when 500 engineers and 1,000 distributors, jobbers and dealers from all sections of the United States and Canada got their coats off in an effort to agree upon standardization of design practice and terminology. That much heated discussion ensued was no surprise to anyone and the general feeling is that a very great deal of good has been done for everyone. Indica-

tions are strong that certain questionable technical practices will now suddenly lose favor, even in those quarters where they seem to have been favored in the past.

Dr. Alfred N. Goldsmith, secretary of the

**Officers and Directors of
the R. M. A. for 1927-28**

Election of officers was held at the closed meeting of the R.M.A. Wednesday morning and resulted as follows: President, C. C. Colby, president of the Samson Electric Co., Canton, Mass.; Treasurer, D. MacGregor, vice-president of the All-American Radio Corp., Chicago, Ill.; Regional 1st vice-president, T. K. Webster, Jr., president of the Ekko Co., Chicago, Ill.; Regional 2nd vice-president, Vernon W. Collamore, general manager of the Atwater Kent Mfg. Co., Philadelphia, Pa.; 3rd Regional vice-president, J. B. Hawley, secretary-treasurer of Newcombe-Hawley, Inc., St. Charles, Ill. Each of these officers automatically becomes a director for a period of three years.

The following members were elected to serve as directors at large for a period of three years: Arthur T. Haugh, general manager of the United Radio Corp., Rochester, N. Y.; Herbert H. Frost, general sales manager of E. T. Cunningham, Inc., New York; A. J. Carter, president of the Carter Radio Co., Chicago, Ill.

The following members were elected to serve as directors for a two-year period: H. T. Melhuish, manager of sales administration of the Radio Corp. of America, New York City; H. B. Richmond, treasurer of the General Radio Co., Cambridge, Mass.; Alexander Eisemann, treasurer of the Freed-Eisemann Radio Corp., Brooklyn, N. Y.; Hugh H. Eby, president of the H. H. Eby Mfg. Co., Philadelphia, Pa.; L. E. Parker, of the Stewart-Warner Speedometer Corp., Chicago, Ill.; L. G. Baldwin, manager of the Willard Storage Battery Co., Cleveland, O.; Henry C. Forster, president of the Utah Radio Products Co., Chicago, Ill., and W. L. Jacoby, president of the Kellogg Switchboard & Supply Co., Chicago.

The following directors were elected to serve for a one-year term: Philip C. Lenz, Jr., of the Runzel-Lenz Electric Mfg. Co., Chicago, Ill.; Carl D. Boyd, vice-president of the Apex Electric Mfg. Co., Chicago, Ill.; Lester E. Noble, president of the Federal Radio Co., Buffalo, N. Y.; L. K. Marshall, president of the Raytheon Mfg. Co., Cambridge, Mass.; Morris Metcalf, vice-president of the American Bosch Magneto Corp., Springfield, Mass.; Ronald Webster, secretary of the Fansteel Products Co., Inc., North Chicago, Ill.; F. B. Ward, president of the Radio Master Corp. of America, Bay City, Mich., and William Sparks, president of the Sparks-Withington Co., Jackson, Mich.

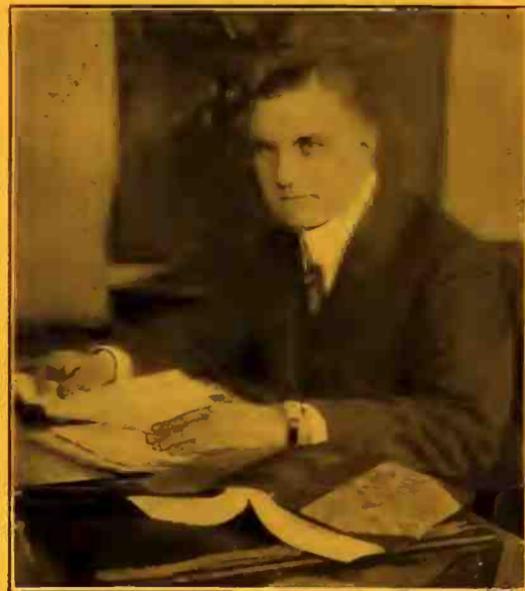
At a meeting of the newly elected directors of the R.M.A., L. S. Baker was re-elected executive vice-president and M. F. Flanagan was again selected to occupy the post of executive secretary.

Institute of Radio Engineers, came on from New York City to deliver a very interesting address on the evolution of power supply for radio receivers. As is well known, this matter of power supply for the radio receiver is still in its evolutionary period, although the end of this period is in sight. The work of the convention on this matter of standards will contribute in no small way toward this goal.

Dr. Goldsmith pointed out in highly commendable manner that the lighting supply company, as well as the designer of the radio re-

ceiver, has certain very definite obligations to the public. But, that which is of the greatest immediate interest seems to be the fact that the more progressive public service lighting companies had some time since come to a realization of these obligations, with the result that in many quarters of the country there has already been established new divisions designed to bring about a freedom from electrical noises caused by power lines, as well as the uniform maintenance of pressure in these power supply lines, to the end that radio owners may receive the sort of service which their requirements demand. His address, in part, follows:

"As is well known, the amount of power received by the average radio set, even for a fairly acceptable signal, is very small in terms of every-day power levels in the electrical indus-



Dr. Alfred N. Goldsmith

try. In fact, it can be measured in hundred-millionths of a watt and is capable, in itself, of producing only very trifling acoustic effects. Nevertheless, one of the present requirements for most radio receivers is not merely weak loud speaker operation, but such loud speaker operation as will produce sounds of very considerable intensity, quite capable of giving a fair illusion of the presence of the original musician or speaker. Using loud speakers of the efficiency available to-day, this requires a practically undistorted electrical input to the loud speaker of the order of tenths of a watt of power or even more.

"So that, among the various other functions (such as selecting the desired signal to the exclusion of all others), the receiving set must be capable in the instance mentioned of producing a power amplification running into the millions or even the billions. The only physical agency commercially available at the present time for this purpose of so greatly amplifying minute quantities of power is the vacuum tube. And the requirements of its operation are therefore of the utmost importance to the radio designer and must, in considerable measure, control the development of the radio industry. Previous examination of vacuum tube circuits discloses the necessity for two sources of power, together with a third source of voltage (rather than power under normal operation). These have been called respectively the filament, plate and grid supply. The function of the filament or 'A' supply is to heat the negative element or 'cathode' of the tube (generally called the filament), causing it to emit a cloud of tiny electrical charges, or electrons as they are called. The purpose of the plate or 'B' supply is to propel a stream of electrons across the space between the filament and the plate within the tube (by means of electrical phenomena which we need not consider in detail in this discussion) and to continue this electrical current flow through the outside plate circuit, from some portion of which the useful output of the vacuum tube may be withdrawn. The object of the grid or 'C' voltage is to maintain the grid member between the filament and plate in such condition that a certain average electric current in the plate circuit will exist, the variations of

which will occur in a convenient manner suitable for the proper operation of the vacuum tube system considered as a whole.

"It will be noted that the 'A' supply actually has nothing to do directly with the input or output of the tube, but is really an indispensable auxiliary permitting the operation of the tube. It is the foundation of the structure of vacuum tube amplification, but not the structure itself. The 'B' supply, on the other hand, is very definitely a part of the output circuit of the tube and its elimination is not conceivable in such devices, with due regard for the law of the

"A second and more basic matter which is encountered in the development of A. C. socket power-operated receivers is 'hum' elimination.' Alternating current may be classified as nothing but hum and, when used in connection with highly amplifying and sensitive devices, such as high-grade radio receivers, it is but natural that the 'fangs of the serpent' should occasionally be visible (or perhaps we should say audible).

"A third matter which arises whenever radio receivers are operated with vacuum tube power supply obtained directly or indirectly from lighting lines is 'silence of the line.' A lighting or power circuit may not be altogether 'electri-

Merlin H. Aylesworth, president of the National Broadcasting Co., and an outstanding figure in the radio industry, was the next speaker and he gave a splendid address on "Fine Broadcasting the Life Blood of Radio."

W. H. Lynas, managing director of Graham-Amplion, Ltd., London, Eng., controlling the various Amplion interests throughout the world, spoke next, bringing a message to the radio industry in the United States from the British Broadcasting Co., and the radio manufacturers of Great Britain. Mr. Lynas, who made the trip to America in order to be present at the



Leonard Parker
Elected Director, R. M. A.

conservation of energy. The 'C' supply furnishes little or no power to the vacuum tube circuit but is a control means, whereby satisfactory operation of the vacuum tube system is secured.

"It is customary in certain forms of publicity to refer to a receiver as 'electrified.' The term 'electrified receiver' is not a particularly attractive one in some respects, since every receiver is, after all, operated by electricity and therefore 'electrified.'

"Leaving the subject of classification of power supply devices for vacuum tubes, we may next consider a few questions connected with the design and performance of socket power devices operating from alternating current lighting circuits.

"The first question is encountered whenever we touch a lighting circuit, and involves the requirements of the Underwriters. As is well known, the Underwriters' rules prescribe a number of definite practices on 110-volt circuits. Similarly precise rules have not yet been devel-



Carl D. Boyd
Elected Director, R. M. A.

cally silent,' but is sometimes subject to transient disturbances arising from the operation of electrical devices connected to these lines.

"A fourth matter which arises in connection with the use of lighting circuits as a source of power for vacuum tubes is 'voltage regulation.' If a user of electricity is located near the end of a fairly long supply line, it is likely that the voltage supply at times of heaviest load, for example mid-evening, will be lower than the voltage supply at times of light load, for example, in the late morning.

"Certain requirements are therefore presented alike to the lighting supply company and the designer of the radio receiver. The lighting company (which is benefiting from the use of power by the radio listener) is called upon to maintain as reasonably constant a voltage at the consumer's residence as feasible and, conversely, the radio designer should devise his circuits so that tube life and receiver performance will not be unduly affected by normal variations in the supply voltage of the lighting circuit."



William Sparks
Elected Director, R. M. A.

convention, congratulated the R.M.A. on its initiative and the progress it has made.

Following the addresses an interesting and diversified entertainment program was provided by a galaxy of well-known artists, including: Carroll and Gorman, who appeared through the courtesy of the Philadelphia Storage Battery Co.; Allen McQuhae, famous concert broadcasting and recording tenor, who appeared through the courtesy of A. Atwater Kent; Marjorie Garrigus Smith, pianist, who appeared through the courtesy of the Crosley Radio Corp., and Irene Pavloska.

Directors Meet

A meeting of the directors of the National Association of Broadcasters was held at the Hotel Stevens Thursday, and after an interesting discussion it was decided that a code of ethics for the constructive development of the broadcasting industry be prepared. The



H. B. Richmond
Chairman, R. M. A. Engineering Division
oped to cover socket power devices in all the types previously mentioned. Boiled down, however, the requirements of the Underwriters simply spell safety to the user and the elimination of any undue hazard. It is not believed that these requirements are or will be any source of trouble to qualified electrical manufacturers who are willing to study the situation carefully.

R. M. A. Banquet Voted Success by Great Gathering

The third annual R.M.A. banquet was held at the Hotel Stevens on Thursday evening and attracted the largest attendance of personages ever gathered at a radio industry dinner. More than 2,000 were present, crowding the huge ballroom of the hotel, with an overflow crowd unable to gain admittance. The program was under the direction of Major J. Andrew White, who acted as master of ceremonies, and who in turn introduced Paul B. Klugh, toastmaster. Mr. Klugh then introduced the newly-elected officers of the Radio Manufacturing Association.

The Hon. Frank D. Scott, legal representative in Washington of the R.M.A., was the guest of honor and he delivered an entertaining address in a semi-humorous vein which was enthusiastically received by the diners. Ex-Congressman Scott briefly reviewed the tremendous progress made by the R.M.A. on behalf of the industry during the past year and also outlined the legislative activities in which the Association had taken a prominent and constructive part.



L. S. Baker
Re-elected Executive Vice-President, R. M. A.
status of legislative activities was also discussed and keen interest was manifested in the plans of broadcasters for the coming year.

Conclave Closes

The convention came to a close Friday morning when a closed meeting of the R. M. A. was held, at which reports of the various committees for the past year were read and discussed and a schedule of new committees for the coming year was prepared. The personnel of the new committees will be announced in the near future.

Radio Trade Show Dominates the Convention Activities in Chicago

More Than 300 Manufacturers Exhibit Latest Products at R. M. A. Trade Show at Hotel Stevens—Thousands of Jobbers and Dealers Present — New Trends in Radio Designs Arouse Greatest Enthusiasm

CHICAGO, ILL., June 17—With an attendance of over 5,000 dealers and jobbers from all parts of the country, and with exhibits from more than 300 manufacturers, the first annual trade show of the radio industry, sponsored by the Radio Manufacturers' Association, was opened on June 13 at the Hotel Stevens, Chicago, and continued throughout the week. To say that the show was a tremendous success is hardly doing it justice, for the success of any exhibition of this kind is usually gauged by the attendance, the number of exhibitors and the volume of business placed during the show. In the radio trade show, however, there was something far more important than all of these requisites, for there was an optimism, a confidence and an interest in the industry itself which symbolized the creation of a permanent foundation for the industry.

Exhibits Drew Vast Throng

Each and every exhibitor at the First Radio Trade Show was more than enthusiastic at the end of the week as to the reaction of the jobbers and dealers who visited the exhibition. The trade show itself on the exhibition floor at the Stevens drew capacity audiences during the hours it was open daily and the room exhibits throughout the hotel were crowded day and night by jobbers and dealers who evinced the keenest interest in the products displayed and who placed orders commensurate with this interest and confidence. The trade show served to emphasize the fact that the radio industry has finally reached a period of permanent stability and the jobbers and dealers who attended the show were unanimous in their comments as to

the future prosperity of the business and the strength of every factor of the trade. Special trains from many of the important trade centers brought jobbers and dealers to the show and from morning till night the manufacturers and their representatives were busy demonstrating their products and outlining their sales plans for the coming season.

Displays Attractive and Complete

The exhibits themselves were noteworthy for their attractiveness and completeness. The manufacturers had worked untiringly to bring to the trade show their complete lines for the 1927-1928 season and their efforts were rewarded far beyond their highest expectations. The products displayed were indicative of the present trend of radio, a trend toward simplicity and convenience of operation and attractiveness of design.

Interest in New Products

Probably the most outstanding feature of the trade show was the keen interest evinced in A-C operated receivers; the new types of speakers, new types of power equipment and the new types of tubes. On all sides it was predicted that the introduction of these new products would bring to the radio industry this season a far more substantial prosperity than at any time in the history of the trade. It was the consensus of opinion that not only would the industry outdistance all previous years in volume of sales, but that each and every sale of a radio product this season would build for satisfaction and confidence with the consumer. The products displayed at the first annual trade show were far beyond comparison with the radio products

which were on the market only four years ago, and the tremendous strides made throughout the radio industry during the past few years were reflected in the exhibits presented by the manufacturers in their booths and in their demonstration salons.

Praise Due R. M. A.

Too much praise cannot be given to the Radio Manufacturers' Association for its vision and foresight in introducing and sponsoring the first annual trade show. The officers and directors of this association have pioneered in the introduction of a trade exhibit which cannot fail to bring stability to the industry, for, with the presentation of a trade show in early Summer, radio is on its way to an all-year-round business instead of a seasonal one. Only last year manufacturers, jobbers and dealers had no thoughts on the manufacturing or marketing of products in June, but were in the throes of Summer stagnation. With the trade show, however, this stagnation is removed completely and every factor of the industry is participating in a business stimulation that cannot be valued in terms of dollars and cents. The R. M. A. is responsible for this far-reaching and invaluable development in the merchandising of radio products.

The true value of the trade show cannot be estimated until the season is over, but with the week of June 13 as a background it is a certainty that the R. M. A. trade show is here to stay and that it is not only one of the most vital contributions toward the stability of the radio industry, but an outstanding development in the modern merchandising world.

New Products of Leading Manufacturers Displayed at First R. M. A. Exposition

Abox Co., Chicago, Ill., displayed the Abox "A" battery eliminator and the Abox filter, also component parts available to other manufacturers. The display featured the "A" eliminator, containing a new rectifier and Abox filter in one complete unit. In attendance were C. E. Penny, F. H. Redmond, E. F. Andrews, Laurens Hammond, C. F. Thompson and A. L. Mitchell.

Acme Apparatus Co., Cambridge, 39, Mass., displayed "B" power supply units, chargers, parts, speakers, power amplifiers, power transformers and choke coils. In attendance were C. F. Cairns, P. W. Mack, H. F. Tideman and Messrs. Bockius and Whetter.

Acme Electric & Mfg. Co., Cleveland, O., displayed the Acme trickle charger, trickle charger and control switch, Universal charger, automatic control switch, Acme Universal "B" supply units, "A" power unit and socket power units. In attendance were R. A. Lais, J. T. Curtis and C. H. Bunch.

Acme Wire Co., New Haven, Conn., displayed a complete line of coils, condensers, loop-antenna wire, battery cables and other products. In attendance were O. Dale and E. C. Winkenweder.

A-C Dayton Co., Dayton, O., displayed the complete line of A-C Dayton receivers, comprising seven models, three five-tube, two six-tube and two seven-tube sets, including five-tube receivers, XL-25 Standard table model, Console model and Console Grand; six-tube receivers XL-60 Standard and Console Grand; seven-tube sets XL-70 Standard and Console Grand. The "A-B-C" Power Pack was also exhibited. In attendance were C. R. Strassner, R. J. Sides, R. S. Copp and members of the sales staff.

Adler Mfg. Co., Louisville, Ky., displayed a complete line of radio cabinets, with special cabinets made for nationally prominent set manufacturers; also new lacquered-colored cabinets. In attendance were N. P. Bloom, Allan Strauss and R. J. McCloy.

Aero Products, Inc., Chicago, Ill., displayed the new Aero coils adaptable to all circuits and to all commercial tubes; several kits of coils featured the new Aero-Seven, seven-tube, one dial set, the new Aero-Dyne,

six-tube two-dial set, the Aero short-wave receiver and short-wave transmitter. In attendance were Thomas H. Brennan, Edward J. O'Hara, David J. Lipsey and Ernest McMann.

Aerovox Wireless Corp., New York City, displayed a complete line of filter blocks, paper and fixed condensers; also resistances. In attendance were S. I. Cole, Walter Bowes and the staff of Hawthorne & Stemm.

Algonquin Electric Co., New York City, displayed the new Thermodyne receiver and the Algonquin speaker cone. The display featured the new Thermodyne remote control. In attendance were Leo Potter and H. R. Fletcher.

All-American Radio Corp., Chicago, Ill., displayed a new style six-tube battery operated receiver in both table and console model, with enclosed speaker; also six-tube AC operated receiver and table in console model; new model "B" battery eliminator new trickle charger and new loud speaker model, combining both horn and cone acoustic properties. In attendance were E. K. Marshall, W. V. Gathany, O. N. Wilton, Earl Freese, C. M. Rhodes and J. E. Loeber.

Allen-Bradley Co., Milwaukee, Wis., featured a new product, a radio receiver; also on display were the Bradley-ohm, Bradley leak, Radiostat, Bradley resistance unit and the Bradley unit A fixed resistor. In attendance were Harry Bradley, D. S. W. Kefley and M. Russell.

Aluminum Co. of America, Pittsburgh, Pa., displayed various samples of aluminum used in radio receivers, parts and accessories such as shields, condensers, etc. In attendance were L. S. Green, W. Brown, W. E. Reynolds, H. E. Richards and R. A. Anderson.

American Bosch Magneto Corp., Springfield, Mass., displayed its model 57, seven-tube receiver cabinet type; model 76, six-tube receiver cabinet type; model 66, six-tube receiver table type; Ambotone reproducer, cone type, table reproducer; Nobattery-A power; Nobattery-B power; Powertol, preventing direct-current passing from radio receiver into reproducer and preventing distortion

and destruction to speaker; Recreator, a three-unit device for providing electric production of phonograph records, utilizing any style phonograph and reproducing through a radio receiver and loud speaker. The display featured two unusual Chassis designs. In attendance were A. T. Murray, Morris Metcalf, G. J. Lang, A. H. Bartsch, Roy Davey, Carl Braesser, H. E. Russell and H. Shumaker.

American Electric Co., Inc., Chicago, Ill., displayed eliminators, loud speakers, loud speaker units, fixed condensers and power amplifiers. The display featured the Burns "B" eliminator and the new Burns loud speakers. In attendance were H. B. Malloy, L. E. Marholz, N. K. Wellington and V. O. Tresidder.

American Mechanical Labs., Inc., Brooklyn, N. Y., displayed five types of variable resistances, the Midget, Standard, Heavy Duty, Power Clarostat and Super-Power Clarostat. In attendance were C. Golenz, John J. Mucher and L. S. Cushing.

Amplex Instrument Laboratories, New York City, displayed the Model A Amplex Lectro Sonic six-tube, one-dial, A-C-operated receiver in two models, a table set and a console with built-in speaker. In attendance were A. G. Landres and members of the engineering staff.

Amplion Corp. of America, New York City, displayed Amplion loud speaker products, featuring the new Amplion cone with new Amplion unit; the Amplion Grand A-C 15 model, a combination instrument with air column, cone and piano sounding board; the Amplion Patrician (A-18) cabinet speaker and the A-C-12 Amplion cabinet cone. In attendance were S. B. Trainer, Lloyd L. Spencer, A. W. Harris and F. W. Piper.

Amrad Corp., Medford Hillside, Mass., displayed four-battery-operated receivers, the Berwick, a six-tube console; the Warwick, a six-tube table model; the Windsor, a seven-tube table-type receiver, and the Hastings, a seven-tube console. Four A-C-operated receivers were also displayed in the same cabinet styles. In attendance were Major J. E. Hahn, Albert D. Ayers, P. E. Carter and W. L. King.

Amsco Products, Inc., New York City, displayed rheostats, invariable condensers, orthophone duostat, monostat, sockets, resistors and other parts. In attendance were Benjamin H. Price, William Burgoyne and Charles Harvey.

- F. A. D. Andrea, Inc., New York City, displayed the Fada Special 6-tube, two-dial, antenna-operated receiver; Model 475-A, seven-tube, two-dial, loop-operated receiver; Model 45/75 console, 7-tube, two-disk, loop-operated; 480-B, 8-tube, two-dial, loop-operated receiver; 50/80B, 8-tube, two-dial, loop-operated receiver, also Fada 17-inch cone and 22-inch cone. In attendance were L. J. Chatten, R. P. Van Zile and J. B. Church.
- Apo Mfg. Co., Providence, R. I., displayed a new type of automatic trickle charger. In attendance were C. D. Pettingill and E. W. Scott.
- Apex Electric Mfg. Co., Chicago, Ill., displayed the complete line of Apex receivers, including one six-tube, one-dial control, table model receiver; one seven-tube, one-dial control, table model; one seven-tube, one-dial control, "Lowboy" console and one nine-tube, one-dial control, "Highboy" console. In attendance were Carl D. Boyd, Michael W. Mitchell, H. E. Bristol, Jack B. Hess, Chas. W. Hofman, William J. Browne, W. Royce Beamish and P. E. Nichols.
- Arcturus Radio Co., Newark, N. J., displayed the complete line of Arcturus A-C radio tubes manufactured for every stage of the circuit—detector, amplifier and power amplifier. In attendance were C. H. Braselton and L. P. Naylor.
- Aristocrat Corp. of America, New York City, displayed the Aristocrat Lamp Speaker in four finishes, glazed, and matt onyx, and glazed and matt jade with crackled parchment shade. John Pantou, Jr., was in charge of the exhibit.
- Argus Radio Corp., New York City, displayed its complete line of 1927-28 Argus electric receivers, including new models B-25, C-125 and B-395. In attendance were Ira Greene and Frank A. Holman.
- Atwater Kent Mfg. Co., Philadelphia, Pa., displayed the complete line of Atwater Kent products, Models 33 and 50 receivers, the new E speaker and "B" power unit, and also on display were models 30, 32 and 35 Atwater Kent receivers, and Models L, H and G horn speakers. In attendance were V. W. Collamore, R. E. Smiley, T. Wayne MacDowell, P. A. Ware, George Jaud, M. L. Willis, Joseph Graham, J. H. Hickey, L. A. Pratt, H. S. Stockholm, J. J. McGingon, Edward Meany, James Kelly, John Delp, Frank Miller and J. H. McKee.
- Audiola Radio Co., Chicago, Ill., displayed its shielded circuit, six-tube table model, console model and baby grand receivers; shielded circuit, eight-tube table model, console model and baby grand receivers. In attendance were M. Frankel, F. J. Marco, H. E. Anderson, J. H. Ambrose and A. L. Neurauter.
- Balsa Wood Reproducer Corp., New York City, displayed Balsa loud speakers and units, and Balsa Wood knocked-down kits. A feature of the display was an aeroplane loud speaker, which was a reproduction of Lindbergh's plane. In attendance were E. Howard Figg, Harry Postal and Louis Rifkin.
- Baritone Mfg. Co., Chicago, Ill., displayed loud speaker units, horn and cone types; cone speakers and cabinet speakers; featuring its double twenty-inch cone speaker. In attendance were Maurice Lynch, J. L. Lynch, W. F. Kelley, A. J. Macy and L. H. Greenwood.
- Belden Mfg. Co., Chicago, Ill., displayed a complete line of accessories and parts, featuring aerial kits, lightning arresters, loud speaker extension cords, battery cables, etc. In attendance were H. W. Clough, G. B. Finch, H. Howe, G. Aikin, E. C. Allmquist, Whipple Jacobs and F. J. Sapper.
- Benjamin Electric Manufacturing Co., Chicago, Ill., displayed the complete line of Benjamin parts, including radio sockets, battery switches, transformers, straight-line frequency condensers and variable condensers. In attendance were E. R. Peel and R. V. Stephenson.
- Borkman Radio Corp., Chicago, Ill., displayed its complete line of products of the outside speaker line, including number three and six units, number nine lantern, number twelve and fifteen horns, number eighteen coniform and number twenty jewel cases, all marketed through the Zinke Co., the sales department for the company to the jobbing trade. Also on display were inside air columns and speaker units, sold to manufacturers of speakers, consoles, etc., by the Borkman Radio Corp. direct. In attendance were the Borkman and Zinke organizations, including Messrs. Zinke, Hopkins, Raetz, Jacobs and others.
- Bosworth Electric Mfg. Co., Cincinnati, O., displayed the Bosworth model B-5, A-C electric receiver; model B-6 battery receiver and Bosworth console table with built-in loud speaker. In attendance were E. P. Bosworth, G. T. Desjardins, Norden Daubenbis.
- L. S. Brach Mfg. Co., Newark, N. J., displayed the complete line of accessories, featuring the Brach Controlit, new antenna outfits, radio arresters, aerial outfits, filament control, etc. In attendance were Godfrey Gort, G. S. Pritchard, Frank T. Faeth, Frank Le Preua, Frank Le Piver and Walter H. Dyer.
- Brant Radio Power Co., Terre Haute, Ind., displayed the complete line of Hoosier power units with Hoosier remote control. In attendance were A. L. New and G. A. Schull.
- Bremer-Tully Mfg. Co., Chicago, Ill., displayed its Counterphase eight and six-table and console receivers; Bremer-Tully "B" power unit and speaker. In attendance were Gilman Anderson, Cliff Sleining and Fred A. Hill.
- Briggs & Stratton Corp., Milwaukee, Wis., displayed Basco "A" and "B" unit combination; "A" power; "B" power and two and one-half amp. charger, featuring the new Basco power unit. In attendance were W. W. Carroll, W. V. Hallar, C. F. Crane, William Quick, L. W. Maynard and J. W. Fitzgerald.
- Brooklyn Metal Stamping Corp., Brooklyn, N. Y., displayed crystal sets, magnetic pick-ups, phonograph reproducers and a line of parts, including dials, jacks, plugs, etc. The display featured the crystal sets, and in attendance were J. C. Fishel, D. H. Engelson and M. Hirsch.
- Brown & Caine, Inc., Chicago, Ill., displayed a complete line of fixed condensers, including By-Pass filter and compact types. In attendance were C. H. Caine, A. Houser, S. H. Feigley and Z. S. Myers.
- Buckingham Radio Corp., Chicago, Ill., displayed the complete Buckingham line of radio receivers, comprising four console models and one table model, all containing a one-dial control, six-tube chassis, and featured the Orthophonic tone chamber. In attendance were I. B. Freed, R. T. Anderson, H. O. Berger and W. H. Sorg.
- Burgess Battery Co., Chicago, Ill., displayed the new Super-"B" battery, No. 21308, two forty-five-volt "B" batteries, four twenty-two and one-half "B" batteries and two "C" batteries. In attendance were R. J. Koehr, C. A. Lindevall, J. A. Day and members of the sales staff.
- Bush & Lane Piano Co., Holland, Mich., displayed the Bush & Lane single-dial A-C receivers, including the Model 6, Model 6 "C" Console Grand and Model 7 table-type receiver, and a line of battery-operated receivers, including Model 4 table-type receiver, Model 4 "C" Console Grand, Model 1 table set, Model 1 "C" Console and Model 3 "C," a console with two speakers. In attendance were W. Winstrom and W. A. Norton.
- Buckwalter Radio Corp., Chicago, Ill., displayed its complete line of receivers, including a six-tube, single dial control model; eight-tube, two-dial, control battery operated model, eight-tube, two-dial control A-C operated model, and ten-tube two-dial control A-C operated model. Exhibited in cabinets of table and console designs. In attendance were C. J. Buckwalter, M. M. Eells, Robert Winston, M. A. Selsor and L. McDermaid.
- Camfield Manufacturing Co., Chicago, Ill., displayed condensers, coils and the Camfield super-selective nine-tube circuit. In attendance were R. W. Camfield and J. B. Turner.
- Cannon & Miller Co., Inc., Springwater, N. Y., displayed its number two Cannonball cone speaker; number four table and wall-cone speaker; pedestal type-cone speaker and head sets. In attendance were Elmer E. Mills and J. A. Hunt.
- Carter Radio Co., Chicago, Ill., displayed its complete line of parts, featuring wall jacks, and including rheostats, resistance units, etc. In attendance were A. J. Carter, Theodore Sheldon, H. D. Evert, A. C. Lopez and the entire sales organization.
- C. E. Mfg. Co., Providence, R. I., displayed Ceco radio tubes and featured motion pictures of the Ceco plant. In attendance were H. H. Steidle, George Coby, Eli Egnatoff, Edward R. Fiske and Ernest Kaner.
- Celeron Co., Chicago, Ill., featured radio panels, machine specialties, sub-panels and parts for radio sets. In attendance were J. B. Rittenhouse, W. S. Millener, B. B. Steele and E. C. Musgrave.
- Central Radio Labs., Milwaukee, Wis., featured its line of parts, including variable resistances and its line of accessories, comprising a station selector, Modu plug and tone amplifier. In attendance were Dr. E. R. Stokle and H. E. Osmun.
- Cheltenham Cabinet Makers, New York City, displayed consoles and wall-hutch cabinets of various designs. In attendance were J. N. Andrew White and Victor A. Edwards.
- Chicago Nipple Mfg. Co., Chicago, Ill., displayed a desk model loop-operated, table model with folding loop and high-boy model with fixed loop, all three receivers having single-dial control, and equipped for A-C or D-C operation. In attendance were R. Rochester, Jr., and E. Hogan.
- Claravox, Inc., Canton, O., displayed the Claravox modified cone-type speaker and unit for use with electric phonograph pick-up. In attendance were J. H. Kenney, C. H. Knight, C. E. Semple, Jr., Philip Valk and O. P. Smith.
- Cleartone Radio Co., Division of the Cincinnati Time Recorder Co., Cincinnati, O., displayed the Cleartone five-tube, one-dial receivers, embodying the Model 110 electric chassis, which supplies current to Kellogg-McCullough A-C tubes, including the Congressional and Senator, both console models, Mayflower Compact, 110 Compact and 110 Standard table models, Cleartone 110-C Standard and 110-T standard consoles. Also displayed battery-operated sets in same models, and a table speaker. In attendance were A. B. Idesen, J. F. Keel and sales staff.
- Continental Fibre Co., Chicago, Ill., displayed sheets of Dilecto and fibre; sub-panels, coil tubes and insulation parts. In attendance were Arthur J. Schmitt, A. G. Rosnes, Andrew Fisher, E. W. Scheuer, E. N. Newell, L. M. Rogers and H. P. Weldon.
- Cornell Electric Mfg. Co., Newark, N. J., displayed a complete line of "B" and "A-B" current supply devices, also eliminators manufactured under private brand names. In attendance were O. Blake, E. G. Egloff, J. F. McCabe and Mr. Dale.
- Cornish Wire Co., Inc., New York City, featured its complete line of wire products and the Corco antenna kits. In attendance were W. F. Osler, Jr., W. M. Spear and S. B. Darmstader.
- Crosley Radio Corp., Cincinnati, O., displayed the complete line of Crosley radio products for the 1927-1928 season, featuring the Band Box 601 and the Band Box 602 receivers; the 601 being a six-tube battery-operated set and the 602 a six-tube set equipped with an A-B-C power unit, using the new A-C tube. There were also on display three art models, available with either the 601 or 602 chassis. Three types of the Musicone speaker completed the display, the Ultra, Super and the Pedestal models. In attendance were Powell Crosley, Jr., A. C. Sherwin, L. A. Kellogg, Jack Dalton, J. W. Chadwick, Byron Besse, O. T. Thorson, R. P. Crawley, H. F. Jaax, R. H. Langley, J. J. Limes, J. J. Hoak, Jr., H. F. Brown, Ross Amos and C. H. Corey.
- Crowe Name Plate & Engraving Co., Chicago, Ill., displayed a complete line of metal panels, escutcheons and name plates. In attendance were Winslow Goodwin, A. F. Nosek and C. F. McLaughlin.
- E. T. Cunningham, Inc., New York City, featured the complete line of Cunningham tubes, including the new type of tubes recently introduced. In attendance were Herbert H. Frost, M. F. Burns, C. R. King, F. H. Larrabee, F. E. Harding, R. M. Wise and H. C. Briggs.
- Daven Radio Corp., Newark, N. J., displayed Daven Hi-Mu tubes, Daven coils resistors and other products, featuring Daven amplification. In attendance were C. B. L. Townley, Fred Garner and E. H. Wilkinson.
- Richard T. Davis, Inc., Chicago, Ill., displayed the Model 10 speaker, Model 12 cone speaker, Model 13 pedestal speaker, Model 14 cone speaker, and Model 18 cabinet speaker. In attendance were Richard T. Davis and C. B. Cleveland.
- De Forest Radio Co., Jersey City, N. J., displayed a complete line of audion tubes for all purposes, and in attendance were H. L. Lloyd, A. D. Lord, L. M. Purington and R. C. Reinhardt.
- DeJur Products Co., New York City, displayed a complete line of rheostats, condensers and other parts and in attendance were D. R. Bittern, Harry DeJur.
- Tobe Deutschmann Co., Cambridge, Mass., displayed Tobe condensers, interference filter and other products. In attendance were Tobe Deutschmann, William J. Halligan and Ralph S. Drummond.
- Diamond Electric Specialties Corp., Newark, N. J., displayed "B" and "C" dry-cell batteries. In attendance were F. M. Rosenfeld, A. E. Simon, G. Azeling and J. Schneider.
- Diamond Vacuum Products Co., Chicago, Ill., displayed a complete line of Diatron radio tubes, featuring the new A-C tube. In attendance were Franklin Mayo, J. M. Sharpe and G. D. McCabe.
- Diamond T. Radio Mfrs., South Bend, Ind., displayed its line of receiving sets, comprising five models and a Duo-tone cabinet speaker, featuring a super-special model receiver and its new type of speaker. In attendance were C. L. Smith, B. J. Schmidt, A. J. Tillman and R. P. Neville.
- Dongan Electric Mfg. Co., Detroit, Mich., featured transformers and chokes for "A" and "B" eliminator requirements; also audio transformers. In attendance were C. Sam Swanson, Leroy Eshner and Robert Osborne.
- Dubilier Condenser Corp., New York City, displayed Micadons; Dubilier light socket aerial; Carrier current condensers and by pass condensers. In attendance were Fred D. Williams, Fred Damarin, W. A. Vockius, George Palmer and H. F. Tideman.
- Eagle Charger Corp., Philadelphia, Pa., displayed "B" battery eliminators, "A" and "B" battery eliminators; radio battery chargers and service station chargers. In attendance were I. A. Margolies, Maurice F. McCarthy and Henry C. Forster.
- H. H. Eby Mfg. Co., Inc., Philadelphia, Pa., displayed binding posts and sockets. In attendance were H. H. Eby, F. C. Trimble and representatives of the Ekko Co.
- Ekko Co., Chicago, Ill., displayed the Ekko ground clamp and Ekko phonograph connectors. In attendance were H. O. Larson, L. F. Randolph and Frank Watt.
- Electrad, Inc., New York City, displayed a new line of fixed and wired variable resistances for power work; also variable wire voltage control (not tapped), also the Phasatrol, Toneatrol and other parts. In attendance were Arthur Ross and Wm. Boyd.
- The Electrical Research Laboratories, Inc., Chicago, Ill., displayed a complete line of Erla receivers comprising nine models, table sets and consoles, five tube two dial, six tube two dial, six tube one dial and seven tube one dial models. Also on display were the Erla A converter, B-C eliminator and A-B-C converter. Also the concert grand cone speaker, output filter and speaker unit. In attendance were J. F. Quinn and P. W. Herman.
- Elkon Works, Weehawken, N. J., displayed its new one-ampere trickle charger; three-ampere charger and a new all-dry "A" eliminator. In attendance were Al Gressner, J. R. Casper, Robert Williams, A. O. Braun, M. K. Franklin, C. I. Fetzner and F. J. Kysela.
- Excello Products Corp., Cicero, Ill., displayed its complete line of radio, consoles and cabinets with A. R. Johnson in attendance.
- Fansteel Products Co., Inc., North Chicago, Ill., displayed a complete line of Balkite power units and trickle chargers, featuring the new B-135 "B" power unit; B-180 "B" power unit; A-B-6-180 "A & B" power unit; model N trickle charger; A-6 "A" eliminator; also the B-W power "B" unit, the A-B-6-135 six-volt "A & B" power unit, the A-B-4-180 and the A-B-4-135 four-volt power units; model K trickle charger and the model J charger. In attendance were T. K. Webster, Ronald Webster, E. H. Wilder, J. C. Baker, C. E. Stryker and J. Coltrip.
- Farrand Mfg. Co., Long Island City, N. Y., displayed the complete line of new 1927-1928 Farrand cone speakers, oval shaped, the Senior and Junior models; also on display was the Farrand "B" eliminator. In attendance

- were C. L. Farrand, Geo. H. Kiley, W. E. Dermody, S. H. Kehoe and C. H. Griffith.
- John E. Fast & Co.,** Chicago, Ill., displayed fixed condensers and condenser blocks for Raytheon current supply sets, with John E. Fast in attendance.
- Federal-Brandes, Inc.,** New York City, featured the complete line of Kolster receiving sets and speakers, "A" power supply and "B" power supply. Nine receivers were shown, featuring the new Kolster six H, a six-tube receiver, with built-in power cone, electrically or storage battery operated, and the console power cone providing B supply to the set, with twenty-foot cable to allow moving of speaker. In attendance were D. S. Spector, H. H. Southgate, M. C. Rypinski, Carroll Van Ark, F. J. Kahn, A. C. Forbes, J. J. Reilly, J. J. Stanley and W. J. Thinn.
- Federal Radio Corp.,** Buffalo, N. Y., displayed twenty Federal Ortho-Sonic receivers in two general types; six regular models and four Deluxe models, similar to last year's designs, and six regular A-C operated sets and four Deluxe A-C operated sets. There were also on display the new Ortho-Sonic speaker cupler and the new cabinet speakers. In attendance were Lester E. Noble, K. E. Reed, C. J. Jones, L. W. James, A. C. Stearns, Jr., and L. C. F. Horle.
- J. B. Ferguson, Inc.,** New York City, displayed five receivers, including models 10, 10-A, 12 and 14 cabinet designs and model 12 console; all featuring the Technidyne circuit. In attendance were T. H. Wickwire, Jr., J. W. Weber, Jr., and H. O. Becker.
- Ferranti, Inc.,** New York City, displayed three types of Audio frequency transformers, and in attendance were G. F. Chellis, J. M. Thompson and F. S. Martin.
- Formica Insulation Co.,** Cincinnati, O., displayed a complete line of insulation panels, sub-panels and tubing. In attendance were W. G. Steiner, F. J. LaClaire, H. W. Hainsfurth and A. J. Wikser.
- Freed-Eisemann Radio Corp.,** Brooklyn, N. Y., displayed its complete line of radio receivers, including the new types of electric receivers, as well as Caswell Runyan cabinets and several accessories. In attendance were Alex Eisemann, Arthur Freed, A. A. Trostler and R. I. McClellan.
- French Battery Co.,** Madison, Wis., displayed a complete line of Ray-O-Vac dry "A" and "B" batteries, and in attendance were W. A. Brennan, Geo. A. Shipley, Frank Foster and a complete sales force.
- Charles Freshman Co., Inc.,** New York City, displayed the 1927-1928 line of Equaphase receivers, including A-C operated and battery-operated models. Also Freshman combination phonograph and radio instruments, one model with electrical pick-up and one with power amplifier. The "A-B-C" power supply unit was on display and several models of the Masterpiece line of receivers. In attendance were H. A. Beach, S. Freshman, Martin Zatulove and William H. Allen.
- Herbert H. Frost, Inc.,** Chicago, Ill., displayed its complete line of parts, including jacks, plugs, switches, lightning protectors, sockets, etc. In attendance were D. S. Hill, E. J. Lovett, Pat Kiley, F. C. Best, N. C. Schellenger and W. D. Scott.
- General Instrument Corporation,** New York, N. Y., displayed "A" eliminators and line of parts. In attendance were Carl Hawthorne, Roy Stemm, Samuel Cohen and Mr. McConnell.
- General Radio Co.,** Cambridge, Mass., displayed "B" eliminators, power amplifiers and a complete line of parts. In attendance were Melville Eastman, H. B. Richmond, F. G. Smith and C. T. Burke.
- Gold Seal Electrical Co.,** New York, N. Y., displayed a complete line of radio tubes for general purposes, including detector, power and rectifier tubes. In attendance were Edward E. Eagle, William E. Duff, William J. Bowles and W. R. Davis.
- Gould Storage Battery Co., Inc.,** New York, N. Y., displayed the new Gould Unipower type A-C Six U; A-C 6 UM; type A-C-4 and Gould radio "A" battery, featuring the new Gould Kathanode assembly for power unit construction. In attendance were C. J. McKenna, Roy B. Graham, R. A. Clock, F. E. Booss; Sidney Gane, L. H. Hobbs and H. R. Strang.
- Gray & Danielson Mfg. Co.,** San Francisco, Cal., displayed a complete line of Reimler parts, including dials, condensers, sockets, etc. E. G. Danielson was in attendance.
- A. H. Grebe & Co., Inc.,** Richmond Hill, N. Y., displayed the complete line of Grebe Synchrophase receivers, including Synchrophase Five, a five-tube table-type receiver, the new Synchrophase Seven, a seven-tube table model, the Grebe socket-power-type 671, supplying "B" and "C" voltage, the Grebe "A" socket power and the Grebe cone speaker, type 20-20. In attendance were Douglas Rigney, B. H. Baker, George Rhodes, L. C. Gray, H. C. Jackman and George Eckweiler.
- Greene-Brown Mfg. Co.,** Chicago, Ill., displayed the Brown "B" super power, Greene "B" 5-6-7 power units and the Greene Hi power "B" unit. The display featured the new "A" and combination "A" and "B" power units recently introduced. In attendance were Burton Greene, Edwin Mraz and Ted Davies.
- Grigsby-Grunow-Hinds Co.,** Chicago, Ill., displayed the complete line of Majestic eliminators, featuring the new Majestic Super B, Master B and Special Master B models, also the laboratory model of the new "A" eliminator to be announced shortly, also the Majestic Ace models "R" and "S" for use with the new A-C tubes. In attendance were W. C. Grunow, Duane Wannabaker, A. C. Winnan, Herbert Young, S. L. Arneson, H. E. Kraus, N. D. Patti, E. W. Macke, A. P. Hard, A. E. Bolke, J. T. Jackman, J. P. Miller and J. Rutherford.
- Hammarlund Manufacturing Co., Inc.,** New York, N. Y., displayed the complete line of Hammarlund condensers and coils, including the coupler coil, Neutrodyne coil, antenna coupler and auto-couple assembly. In attendance were Lloyd Hammarlund and L. G. Cushing.
- Howard Radio Co.,** Chicago, Ill., displayed Howard receiving sets in console and table models; Howard "B" eliminator and Howard amplifier. In attendance were R. R. Howard, Lee Hansen and J. M. Bregstone.
- Hoyt Electrical Instrument Co.,** Boston, Mass., displayed a complete line of meters for radio, featuring a new test kit; "A" and "B" eliminators volt meter; tube testers and A-B-C battery tester and other products. In attendance were C. W. Burton, L. E. Moore, W. J. Bartlett, W. C. McCabe and B. S. Church.
- Imperial Molded Products Co.,** Chicago, Ill., displayed a complete line of Bakelite parts, and in attendance were C. W. Peterson, Jas. T. Greenleaf, W. H. Hollister and Fred Werno.
- Indiana Mfg. & Electric Co.,** Marion, Ind., displayed the Case radio receivers, comprising the Case 60 line (6 tube) of five models in table, console and high-boy designs; Case 90 line (9 tube loop) comprising two models operated by DC and two models operated by AC; also model 20-A Case automatic high-rate charger and "B" control. In attendance were Arthur E. Case, O. R. Westfall, Dudley A. Forster, George L. Holmes, J. C. Roper, L. C. Herrmann, Charles Bird, J. S. Cummings, F. J. Keller and L. E. Spencer.
- International Resistance Co.,** Philadelphia, Pa., displayed Durhan metallized resistors, and in attendance were S. B. Darmstader, Charles M. Weyl and Francis R. Ehle.
- Irrington Varnish & Insulator Co.,** Irvington, N. J., displayed double Impedance units and amplifiers; coils, varnished tubing and other products. In attendance were E. E. Hiler, Charles E. Garneau and L. M. Carter.
- Jefferson Electric Mfg. Co.,** Chicago, Ill., displayed the new models of Jefferson Concertone, audio transformer and star audio transformer; Jefferson tube rejuvenator, tube charger and tester. In attendance were J. A. Bennan; J. C. Daley, A. R. Johnson, C. R. Hansen, W. S. Samuel, E. Goddard, R. Benson, C. P. Kob, A. A. Fleck, Jr., L. H. Byrne, E. J. Danigan, V. E. Leed and Y. Merryman.
- Jewell Electrical Instrument Co.,** Chicago, Ill., displayed a complete line of Jewell milliamperes; volt meters; ammeters; tube testers and service test sets, including several new portable models of these products. In attendance were Geo. Koch and E. Stolp.
- Johnson Motor Products Co., Inc.,** Chicago, Ill. displayed the standard Johnson trickle charger; new automatic trickle charger and Port-O-Vac. In attendance were H. M. Johnson, L. Dorfinger and W. E. Laidley.
- Howard B. Jones,** Chicago, Ill. displayed the complete line of Jones Multi-plugs, including 2, 3, 5, 7, 10 contact plugs for all purposes; special contact plugs for "B" eliminators and other socket power devices. Howard B. Jones was in attendance.
- Karas Electric Co.,** Chicago, Ill., displayed a complete line of parts, including transformers, variable condensers, output filters, vernier dials, etc., and in attendance were L. L. Karas and R. L. Eggleston.
- Kellogg Switchboard & Supply Co.,** Chicago, Ill., displayed the new No. 510 A-C receiver with built-in speaker, two battery-operated six-tube consoles, Nos. 507 and 508, three five-tube receivers, Nos. 502-505 Wavemaster console, No. 506 Wavemaster console and No. 504 Wavemaster table model. The new Kellogg "B" battery eliminator was shown for the first time, as well as the Kellogg-Stevens cone speakers. In addition No. 550-A horn speaker and No. 560 cabinet speaker were displayed. In attendance were H. C. Abbott, C. G. Cooke, A. D. Boal, Mac Harlan, F. A. Bremer, Jr.
- Keystone Radio Labs., Inc.,** Chicago, Ill., displayed five and six tube receivers and Chassis; single two and three dial control. In attendance were I. J. Mendels, O. P. Smith, L. C. McCarthy and G. S. Brack.
- King Electric Mfg. Co., Inc.,** Buffalo, N. Y., displayed Electron Hi-low re-charger; Junior re-charger; "B" current supply; "A" current supply (battery type); "A" current supply (no battery); "BC" unit and "ABC" unit. In attendance were A. E. Ellinger, J. E. Deasy and A. Lotz.
- King Mfg. Co.,** Buffalo, N. Y., displayed the complete line of King receiving sets, comprising models 80, 80-II, 81, 81-II, 71 and an electric set. In attendance were B. G. Close, J. W. Million, Jr., N. L. Morley, M. E. Lommon, J. G. Crowe, J. H. Mehle, R. R. Talbott, L. W. Smith and H. C. Goodrich.
- Kodel Radio Corp.,** Cincinnati, O., displayed a complete line of socket power devices, featuring "Kuprox," the new metallic disc rectifier. In attendance were J. B. Hess and Wm. H. Westphal.
- Kokomo Electric Co.,** Kokomo, Ind., displayed the Kingston "B" eliminator with and without an automatic switch, Kingston 2-A "B" eliminator and Kingston 2 C "B" eliminator; the Kingston dry charger, and a featured product just introduced, the Kingston combination "A & B" power supply. In attendance were J. J. McDowell, V. C. Johnson and W. E. Kemp.
- Lignole Corp.,** Chicago, Ill., displayed Lignole radio panels, and in attendance were A. M. Gibson, C. C. Hartzell and A. Pownall.
- Arthur H. Lynch, Inc.,** New York, N. Y., displayed Lynch resistance products, and in attendance were Arthur H. Lynch, James H. Kennedy and F. E. Wartman.
- Magnavox Co.,** Oakland, Calif., displayed the "Lo Boy" cabinet dynamic cone power speaker; Warwick table magnetic cone speaker and 60, 85, 150 milliamper full wave rectifier tubes. The display featured the new Electro-dynamic type speakers. In attendance were Heckert Parker and members of the sales force.
- Maring Wire Co.,** Muskegon, Mich., displayed magnet wire, and in attendance were F. L. Meeske and H. W. Simpson.
- Marti Electric Radio Co., Inc.,** West Orange, N. J., displayed Marti receiving sets, including table, desk console and large console, with several Chassis suitable for installation in various makes of standard console cabinets. In attendance were F. C. Manning, Charles I. Marti, H. A. Volk and Alex Weiss.
- Martin-Copeland Co.,** Providence, R. I., displayed its "A" power supply device; "B" power supply device; vernier dials and controls and other parts. In attendance were John Lossau, G. W. Bleeker, W. S. Block and V. A. Hendrickson.
- Mayolian Corp.,** New York, N. Y., displayed the Mayolian A-B eliminator, B eliminator, and A-B eliminator for the one and one-half-volt Armor tube, transformers, filters and chargers. In attendance were R. Mayo, M. C. Snyder, F. E. Wartman, Arthur H. Lynch and James A. Kennedy.
- McMillan Radio Corp.,** Chicago, Ill., displayed the complete line of McMillan Electric six-tube one-dial receivers, including the Orleans, Seville, Verdi and Ivanhoe consoles, all equipped with built-in speaker, and the McMillan line of battery receivers, including three consoles and one table model. Walter Magill was in charge of the display.
- Minerva Radio Co.,** Chicago, Ill., displayed seven new console models all six-tube single-dial control, strictly electrically-operated receivers, the instrument being interchangeable, and the difference in the models being the cabinet features. The receivers are electrically operated on either A-C or D-C current. In attendance were P. S. Billings, Chas. Cavanaugh, H. C. Mattis and E. R. Schultz.
- Mohawk Corp. of Illinois,** Chicago, Ill., displayed its complete 1927-28 line of radio receivers, comprising one table model and five consoles, four with built-in loud speaker and one without; also displayed A-C electric equipment for installation in receivers. In attendance were Gustav Frankel, Louis Frankel, Otto N. Frankfort, Douglas Demare and sales organization.
- Moulded Wood Products, Inc.,** Chicago, Ill., displayed a complete line of horns for built-in purposes, including an 8-ft. horn, also two console cabinet speakers in which this horn is mounted with a unit. In attendance were W. H. Sickinger and G. R. Haase.
- Mu-Rad Radio Corp.,** Asbury Park, N. J., displayed Mu-Rad receivers, including table model, semi-console, hattery operated and same cabinet with Mu-Rad electric units, operated by the light socket; also "B" electric unit. In attendance were A. S. Blatterman, A. M. Werner, H. L. Ley, L. M. Wood, G. E. Anderson, A. C. Lopez, E. H. Lewis and R. J. Noel.
- Wm. J. Murdock Co.,** Boston, Mass., displayed Murdock radio sets, head phones, loud speakers and plugs; featuring its new 7-tube shielded set. In attendance were Daniel R. W. Murdock and Maurice Despres.
- Leslie F. Muter Co.,** Chicago, Ill., displayed its "B" power unit and its complete line of parts, including impedance units, transformers, unit resistances, etc. In attendance were A. A. Dailey and L. F. Muter.
- National Carbon Co., Inc.,** New York, N. Y., displayed the complete line of Eveready radio batteries, including the Layerbuilt "B" battery, No. 7111-"A," dry cell battery; No. 770, heavy duty "B" battery; No. 771-"C" battery, and a complete line of dry "A," "B" and "C" batteries. In attendance were J. M. Spangler, D. R. Parker, E. E. Horvut and G. C. Furness.
- National Co., Inc.,** Cambridge, Mass., displayed a complete line of condensers, vernier dials, Impedaformers, tuning units and the National Browning-Drake transformer. A feature of the exhibit was the National Duo range charger. In attendance were W. A. Ready, Geo. Q. Hill, James Miller and Don C. Wallace.
- National Lead Battery Co.,** St. Paul, Minn., displayed a complete line of radio "A" storage batteries in composition and glass cases, also automatic "A" and "B" power sets, featuring in its display, automatic power supplies. In attendance were A. P. Wood, F. M. Brown and Niel Burchard.
- Neutrowound Radio Mfg. Co.,** Homewood, Ill., displayed the complete line of Neutrowound receivers and speakers, including the Junior, a four-tube table-type receiver, Tone King, five-tube, and Super-Power, six-tube table receiver; the Allectric four-tube table receiver, Super-Allectric five-tube table receiver and Master Allectric six-tube console, Standard speaker and super-speaker. In attendance were W. W. Murray, J. G. Sperling, W. H. Paynter, J. P. Mathews and W. G. Hall.
- Newcombe-Hawley, Inc.,** St. Charles, Ill., displayed the full line of Newcombe-Hawley reproducers, including cabinet models Nos. 55, 56, 57, the new Drum speaker, all equipped with Nathaniel Baldwin units. Baldwin headsets, units and phono speakers were also shown. In attendance were C. Duntley, F. W. Will, W. Pressinger and Harvey McClumpha.
- Northern Manufacturing Co.,** Newark, N. Y., displayed the new No. 608-A-C tube, which transforms battery sets to electrically operated receivers, when used with a step-down transformer and all types of D-C tubes. In attendance were R. H. Amberg, E. A. Tracey, J. Beers and George Gordon.

O'Neill Mfg. Co., West New York, N. J., displayed the O'Neill cone speaker with the O'Neill unit and showed also the component parts of the unit. In attendance were R. L. O'Neill, A. O. Braun, A. F. Nelson, H. W. Gebbard, R. J. Noel, Robert Williams, J. B. Hess and C. B. Myers.

Operadio Corp., Chicago, Ill., displayed the Operadio portable radio receiver No. 7, power amplifier, six-tube shielded chassis to be operated with outside aerial and the complete line of Operadio speakers. The national distribution of these products is handled by the Zinke Co., Chicago. In attendance were J. M. Stone and L. A. King.

The Oxidite Battery Co., St. Paul, Minn., displayed the Oxidite A-B Compact, a complete line of wet A & B Batteries and a power speaker equipped with two tone chambers. In attendance were H. L. Mills and A. L. Burgan.

Pacent Electric Co., New York City, displayed the Pacent cone speaker, Pacent Powerformer and A-B amplifier, the Phonovox, an electric phonograph pick-up, and a Loftin-White kit receiver constructed of Pacent parts. In attendance were R. L. Lewis and E. K. James.

Paragon Electric Corp., Upper Montclair, N. J., displayed "Paragon" radio receivers and various parts; "Amco" radio receivers; battery eliminators and a complete line of parts, featuring the 1928 "Paragon" receiver with the Paragon "A-B-C" socket supply unit. In attendance were R. T. Hungerford, P. A. Petroff and N. Barberie.

Pausin Engineering Co., Newark, N. J., displayed the complete line of Pausin "Octacone" speakers, comprising table and pedestal models, featuring the demonstration of Octacone speakers on an instantaneous switch from a high power electric receiver and large phonograph. In attendance were H. R. Pausin, B. W. Stone, and James Mackie.

Pequot Mfg. Corp., Glendale, N. Y., displayed air cushion shipping cases, with F. S. Oppenheimer in charge.

Perryman Electric Co., Inc., New York City, displayed the new Perryman series of A-C filament-type tubes, and the regular line of Perryman tubes, including P. A. 220 amplifier tube, P. A. 229 and P. R. G. 85 rectifier tubes. In attendance were H. B. Foster and R. B. Lacey.

Pfanstiehl Radio Co., Waukegan, Ill., displayed its complete line of radio receiving sets comprising six-tube models; table model and a console model with built-in loud speaker; also seven-tube models; table model and console model in cabinet with built-in loud speaker and special output filter. The display featured a rigidly constructed shielded chassis. In attendance were N. G. Moriarty, Carl Pfanstiehl, Burton E. Ebert, J. V. Kelleher, W. O. Bell, L. A. Dodd, H. C. Leach and K. E. Rollefesson.

Philadelphia Storage Battery Co., Philadelphia, Pa., displayed a complete line of Philco "A" and "B" socket powers, available with dry chargers or Philcotron chargers. In attendance were J. M. Skinner, Sayre Ramsdell, Harry Brown, W. E. Holland and Peter Kane.

Philmore Manufacturing Co., New York, N. Y., displayed the Ajax Supertone "6" receiver in three types, chassis, table model and console, crystal sets, rheostats, plugs and spring aerial. In attendance were P. Schwartz and M. L. Granat.

Platter Cabinet Co., North Vernon, Ind., displayed radio and power speakers and radio consoles. In attendance were S. B. Brandt, W. P. Lockwood, O. R. Platter and James Martin.

Polymet Mfg. Corp., New York City, displayed a complete line of parts including filter condensers, condenser blocks, phone plugs, extension connectors, etc. In attendance were Nat C. Greene, Otto Paschkes, R. H. Meade, John J. Foy and Mr. Graubard.

The Pooley Co., Philadelphia, Pa., displayed a complete line of Pooley radio cabinets, featuring the new 2,700 models, and the new double tone chamber; also on display were the complete line of Pooley cabinets for Atwater Kent radio sets, Models 2700 R-E, 2700 R-L 2400 R-1, 2500 R-2-D, 1600 R-2, 2800 R-2, 1700 R-2, 1900 R-2, 2000 R, 2300 R-2, 2700-2-D, 2600, 2100 and 2200. In attendance were Russell E. Hunting and George Phillips.

Potter Mfg. Co., North Chicago, Ill., displayed the Potter By-Pass and filter condensers, and in attendance were E. F. Potter, G. P. Lee and A. G. Burt.

Precision Products Co., Ann Arbor, Mich., displayed the complete Arborphone line of receivers, including three five-tube models, a table set and two consoles; four six-tube models, one table set and two consoles, and a combination radio and phonograph; two models of the Arbor cone speaker and the Arborphone "B" eliminator. In attendance were C. A. Vershoor, W. Keene Jackson and H. H. Faulkner.

Premier Radio Corp., Defiance, O., displayed Premier radio receivers, featuring a console seven-tube set, A-C-operated, with built-in loud speaker, and the same model either battery-operated or with the "B" eliminator furnished by the factory; also a seven-tube table set in two models. In attendance were G. R. DeVeaux, E. J. Allen and K. A. Burk.

Prest-O-Lite Storage Battery Sales Corp., Indianapolis, Ind., displayed its "A" power unit and "B" socket-power unit. In attendance were V. Yearang, R. J. Kryter and E. C. O'Connor.

Q R S Music Co., Chicago, Ill., displayed the full line of Q R S amplifying, rectifying and detector tubes, including the glow-type and high-voltage tubes, rectifying tubes for "B" eliminators and A-B-C power units.

In attendance were Earl Holland, C. M. Pletcher and Philip Lasher.

Radiall Co., New York City, displayed the Amperite self-adjusting rheostat and in attendance were W. L. Liebovitz and S. B. Darmstadter.

Radio Cabinet Co., Indianapolis, Ind., displayed as the featured product the Orchestrion power loud speaker unit with built-in filter coil, Orchestrion cabinet speakers with battery compartment and Orchestrion horn speakers, all equipped with the new Orchestrion unit. In attendance were F. W. Wood, James J. Ryan and A. M. Keeley.

Radio Corp. of America, New York City, displayed the complete line of R. C. A. receivers, including Radiola 30-A for A-C or D-C operation, Radiola 32 for either A-C or D-C operation, Radiola 20 table-type receiver, Radiola 26 portable receiver, Radiola 17, and A-C receiver, Radiola 28 and Radiola 16. R. C. A. Loud speaker 104 and 100-A were also exhibited. In addition the complete line of Radiotrons was shown, including two new tubes, Radiotron UX-280 full wave rectifier and UX-281 half-wave rectifier. Two new A-C Radiotrons, UX-226 and UX-227, were also exhibited for the first time. The display was under the supervision of George H. Clark, assisted by members of the New York and Chicago office sales staff.

Radio Master Corp., Bay City, Mich., displayed a complete line of radio cabinets and in attendance were F. B. Ward, H. S. Hyde, H. Granse, H. P. Emerson, N. E. Hill and F. S. Griffiss.

Radio Receptor Co., New York, N. Y., displayed the Powerizer, an A-B-C power supply, equipped with the new RCA A-C tubes, a two-stage power amplifier, using UX-226 and UX-210 tubes, and a one-stage power amplifier, using UX-171 and UX-213 tubes. Ludwig Arnson was in charge of the exhibit.

Raytheon Mfg. Co., Cambridge, Mass., displayed a complete line of Raytheon rectifier tubes, including the B-60 M-A; BH-85 M-A and the BA-350 M-A, and also displayed the Raytheon A cartridge. In attendance were L. K. Marshall, M. P. Pennypacker, E. S. Riedel, J. J. Downey, D. E. Replogel, R. Scott and G. H. Kratsch.

Red Lion Cabinet Co., Red Lion, Pa., displayed the line of Red Lion cabinets built exclusively for Atwater Kent receivers, including Model E-30 desk, Model 35 desk, Model 33 desk and Model E-30 console. In attendance were C. S. Coleman and J. B. Sechrist.

Reichmann Co., Chicago, Ill., displayed Thorola loud speakers, cone and horn types; four Thorola receivers, comprising three seven-tube and one five-tube sets and a loud speaker unit for consoles (manufacturers' model). In attendance were H. L. Lanphear, L. L. Kelsey, M. P. Fox, C. H. Hanson, James A. Ago, C. J. Smith and G. P. Granberry.

Robertson-Davis Co., Chicago, Ill., displayed electrical coils, radio frequency and audio frequency transformers, Melo-Heald fourteen single point and Melo-Heald eleven-tube circuits and wire-wound Melo-Vac resistors. In attendance were Geo. W. Robertson, Leonard P. Finley, Dean W. Davis and Merwyn Heald.

Runzel-Lenz Electric Mfg. Co., Chicago, Ill., displayed cords for loud speaker units, battery cables and radio set wire. In attendance were P. C. Lenz, J. M. Lenz and H. F. Racine.

Samson Electric Co., Canton, Mass., displayed a complete line of parts including "B" eliminator parts, variable condensers, etc., power amplifiers and featured a public address system which furnished the amplification for the programs at the Show. In attendance were C. C. Colby, R. W. Cotton, and E. L. Bowles.

Sandar Corporation, New York City, featured the complete line of Sandar cone speakers in Junior and Senior models. In attendance were George H. Kiley, Frank Evans and S. H. Kehoe.

Sangamo Electric Co., Springfield, Ill., displayed the complete line of Sangamo mica condensers, and in attendance were M. W. Kenney, E. E. Williams and C. L. Rossiter.

Schickler Products Co., Newark, N. J., displayed five 100-watt tubes, five 100-milliamper rectifying tubes and featured the A-B-C power pack. In attendance were G. H. Vathuer and E. R. Byck.

Scovill Mfg. Co., Waterbury, Conn., displayed a complete line of radio metal parts for set manufacturers, including condensers, switches, decorated metal panels, etc. In attendance were Maurice Bennett, A. P. Cowperthwaite, Philip Davidson, G. G. Grant and C. J. Kalbfell.

Sentinel Manufacturing Co., Chicago, Ill., displayed the complete line of Sentinel automatic power units, including the featured Beverly model A-B-C unit, the Sentinel A-B-C unit, Automatic Control, Automatic "A" unit, B-C power unit, Automatic control and Charger, and the Beverly model B-C power unit. In attendance were E. J. Dykstra, J. T. Beatty, J. F. Morrison, V. F. Fraenckel and J. Kahn.

Shamrock Manufacturing Co., Newark, N. J., displayed the complete line of Shamrock six-tube one-dial receivers, comprising two electrically operated receivers and three battery sets, Model A, a table model, Model C console and Model B console for battery or "A" and "B" eliminator operation, Model "BL" and Model "CL" electric, both consoles. In attendance were Nate Hast and Herman Rose.

Showers Bros. Co., Chicago, Ill., displayed radio receiving sets, "A-C" operated; an electrical reproducing phonograph; radio cabinets; cabinet and cone type speakers; "A" and "B" eliminator. In attendance were H. T.

Roberts, Allen Caubler, W. E. Showers, M. E. Samuels, F. R. Doherty and Harry Schoenwald.

Signal Electric Mfg. Co., Menominee, Mich., displayed Signola radio receivers and Signal radio cabinets. In attendance were W. E. Hopper and W. J. Tideman.

Silver-Marshall, Inc., Chicago, Ill., displayed two "uni-pacs" adaptable for use with radio receivers or phonographs, jewelers' time signal, Push-Pull transformer and step-down transformer. In attendance were McMurdo Silver, Harold C. Bodman, James E. Rend, Jr., and members of the sales staff.

Slagle Radio Co., Ft. Wayne, Ind., displayed the complete line of Slagle A-C and battery-operated radio receivers, including the following six-tube one-dial sets: Model A, table-type receiver; Model B, console with built-in speaker; Model C, console with built-in speaker complete with A-B-C power supply, and Model D, a console with built-in speaker. In attendance were P. K. Romey, H. Schryver, L. S. Slagle and W. L. Swindler.

Sonatron Tube Co., Chicago, Ill., displayed the complete line of Sonatron radio tubes and amplifiers, featuring A-C tubes and gas-filled tubes for "B" eliminators. In attendance were Harry Chirelstein, D. J. Quinn, A. E. Rodriguez, L. P. Mack, E. C. Austin and T. Goldstein.

Sonora Phonograph Co., Inc., New York City, displayed Sonora radio receivers comprising three six-tube models and one seven-tube De Luxe console model with speaker and loop; also power unit for seven-tube set and the complete line of Sonora phonographs. In attendance were S. O. Martin, Joseph Wolff, Frank B. Goodman, Warren Keyes, Lloyd Coulter, Charles Henry, W. Thomas, F. W. Schnirring, Ray Reilly and A. B. Creal.

Specialty Appliance Co., Cleveland, O., displayed Rectubes, one, two and six-ampere rectifying tubes. In attendance were B. M. Lewis and E. C. Sterling.

Sprague Specialties Co., Quincy, Mass., displayed Sprague Midget condensers and Sprague Tone Control. Julian A. Sprague was in charge of the exhibit.

Splitdorf Radio Corp., Newark, N. J., displayed twelve models of the Splitdorf six-tube receiver, including the Lorenzo, Warwick, Buckingham, Winthrop and Maestro period models, the RV-560, RV-580, RV-695 table-type receivers, the Abbey, a featured table-type model finished in two-tone walnut, the Intermezzo, Concerto and Virtuoso, console models with built-in speaker, the Cone Tone speaker and the Splitdorf Bell Tone horn speaker. In attendance were Walter Rautenstrauch, R. W. Porter, N. S. Dunbar, O. W. Smith.

Sparks-Withington Co., Jackson, Mich., displayed the complete line of new Sparton A-C one-dial control receivers, including Console A-C-7, a seven-tube receiver, with built-in speaker, Cabinet A-C-6, six-tube table-type receiver, Model 6-26, a six-tube table model, Model 615, a six-tube table-type receiver and the Sparton Console, a speaker-table, furnished with or without built-in cone speaker, adaptable for use with Cabinet A-C-6, Model 6-26 or Model 6-15. In attendance were Harry G. Sparks, Earl Brower, Louis Gruen, Professor Glasgow and Professor Seeley.

Standard Piano Bench Mfg. Co., Chicago, Ill., displayed radio reproducers, cabinets and tables. In attendance were Gordon L. Aston, Addison H. Brown, N. A. Corbridge, G. A. Storm, H. V. Johnson, A. E. Oswald and T. O. Longager.

Standard Radio Corp., Worcester, Mass., displayed one-dial, six-tube chassis in various models of consoles. A feature of the exhibit was the six-tube power set using regular 201-A tube working directly off current. In attendance were B. W. Fink, J. Woods, Larry Fink, M. Miller and M. Scott Gardner.

Steinite Laboratories, Chicago, Ill., displayed Steinite electric, battery and crystal sets; interference, aerial and noise eliminators. In attendance were Oscar Getz, Fred W. Stein, Guy D. Elwell, Lester S. Abelson, Harry Alexander, Jacob Ahelson and F. W. Joggberg.

Sterling Mfg. Co., Cleveland, O., displayed "A" power supply units for six and four volt sets; "B" and "B-C" power supply units for all types of sets; "A-B-C" combination units; battery chargers, tube testers and reactivators; panel and pocket meters. In attendance were W. W. Dowdell and L. E. Honeywell.

Stevens & Co., New York City, displayed five models of Stevens speakers. In attendance were Clifford E. Stevens, J. B. Price and Harry S. Elkan.

Stewart Battery Co., Chicago, Ill., displayed Stewart electric "A," "B" electric "A-B" and super "A" socket power; Stewart Duo-Rate "A" socket power; Ili-Rate automatic "A" charger. Tu-rate "A" charger, power controller, automatic relay switch and radio "A" storage battery. The display featured the Stewart electric "A," electric "A-B" and "B" power units. In attendance were E. J. Stewart, E. S. Fisher, P. V. Galvin, F. C. Estey, H. R. Fuller, W. J. Bauman, Wm. T. Vollborth and C. L. S. Holmes.

Stewart-Warner Speedometer Corp., Chicago, Ill., featured four complete new receivers (chassis only) and two new reproducers; the sets comprising two console models and two table models and the reproducers being of the cone type, one large and one junior. The display featured a moving picture film showing dealer policy, etc. In attendance were factory sales executives.

Superior Cabinet Corp., New York, N. Y., displayed several models of the Superior radio cabinet line, all equipped with Baldwin unit and tone chamber, including style No. 901 W. II., 701 W. P., 1001 W. P., 401 W. and 901 D. H. In attendance were George Seiffert and B. Greenbaum.

Sunlight Lamp Co., Newton Falls, O., featured a complete line of Crusader reinforced radio tubes and in attendance were James W. Reagan, W. R. Pike, Leon C. Herrmann and C. R. Gilpin.

Superior Cabinet Co., Muskegon, Mich., displayed a complete line of radio cabinets featuring a line of special art type cabinets. In attendance were the members of the Studner-Cumming Co., sales agent: Myron M. Studner, Jack M. Studner, Fred Stieffer, Wm. Holland, Wm. Depray and W. E. Johnson.

Super-Ball Antenna Co., Green Bay, Wis., and Yahr-Lange, Inc., Milwaukee, Wis., displayed the Yahr True-Tone pedestal speaker, Super-Ball antenna and Super-Ground clamp. In attendance were Fred A. Yahr, J. W. White, C. F. Smith and B. Colburn.

Sylvania Products Co., Emporium, Pa., displayed a complete line of radio tubes, featured in a scene resembling a hunting camp in the western Pennsylvania woods near the Sylvania factory. In attendance were B. G. Erskine, Geo. L. Rishell, W. H. Hetznecker and Fred H. Strayer.

Symphonic Sales Corp., New York City, displayed the Symphonic Globe speaker, radio unit, phonograph reproducers and tone arms. In attendance were Lambert Friedl and E. H. McCarthy.

Symphonic Sales Corp. and Presto Machine Works, New York City, played the Symphonic Globe Speaker, a felt-rimmed cone in a spherical tone chamber with the outer surface of the globe bearing a post-war map. In attendance were Lambert Friedl and E. H. McCarthy.

Swan Haverstick, Inc., Trenton, N. J., displayed a new automatic "A" power unit, and aerial kits, lightning arresters, insulators, lead-in strips, ground clamps and battery switches. In attendance were C. E. Swan, D. F. Haverstick, Jno. F. Meyn, E. C. Hearl and H. L. Sage.

Teletone Corp. of America, Long Island City, N. Y., displayed cone speakers, cone cabinet speakers, cone units, cabinet speakers, loud speaker units and Baffle Board cone speakers, featuring the Tip Top end table speaker. In attendance were E. J. Madden and G. L. Bailey.

Temple, Inc., Chicago, Ill., displayed its cabinet-type speaker with 75-inch air column, drum-type speaker with 54-inch air column and manufacturers-type speaker. A feature of the exhibit was the unique one-piece Temple horn ten feet long. In attendance were A. Marcbev and P. G. Andres.

Timmons Radio Products Corp., Philadelphia, Pa., displayed its new Elliptical off-center cone speaker: B-Liminator power supply units. In attendance were J. S. Timmons, C. A. Malliet, R. S. Fisher and E. B. Loveman.

Tower Mfg. Corp., Boston, Mass., displayed the complete line of Tower Speakers, including Model 28, Castle, Adventurer, Pirate Ship and Meistersinger; Tower headsets, Tower "B" Socket Power, "A" Socket Power and "A-B" Socket Power. In attendance were G. C. Bennett, E. N. Pease, S. C. Bennett and Robert Cullen.

Trav-Ler Mfg. Corp., Chicago, Ill., displayed the Trav-Ler five-tube, one-dial control portable receiver. In attendance were F. A. McGee and Richard Pickering.

Trim Radio Mfg. Co., Chicago, Ill., displayed its complete line of headsets, horn speakers and cone speakers, featuring two new cones with balanced armature units. In attendance were P. S. Pfeifer, S. J. Helsper, G. H. Cohn, B. Murphy and K. Murphy, and Arthur Rocke.

Triple-A-Specialty Co., Chicago, Ill., displayed Silver Beauty "A" power for four and six volts, combination charger, five and two ampere chargers for "A" batteries and for "A and B" batteries. In attendance were A. A. Abrams, A. M. Callman, S. H. Clark and L. G. Clark.

Tyrman Electric Corp., Chicago, Ill., displayed radio and audio frequency transformers; vernier dials and tube sockets. In attendance were E. Tyrman, R. G. Fishel, and A. Hintze, Jr.

Udell Works, Inc., Indianapolis, Ind., displayed a complete line of radio cabinets and tables; the cabinets accommodating all the leading radio receiving sets. In attendance were H. T. Griffith and Ralph D. Morris.

United Radio Corp., Rochester, N. Y., displayed the Peerless reproducer in table and console models and the Peerless power supply. In attendance were A. T. Hough, M. F. Bickford, John P. Minton, S. E. May, Geo. W. Dodson and I. G. Maloff.

Universal Battery Co., Chicago, Ill., displayed a complete line of storage batteries and "A," "B" and "A-B-C" socket power units. In attendance were R. O. Watkins, E. A. Semert, William Thomas, H. E. Cleveland, Robt. D. Mowry and Charles A. Sberman.

U S L Radio, Inc., Niagara Falls, N. Y., displayed USL radio receiving sets; "A" and "B" power devices; "A" and "B" storage batteries, USL Niagara, "A," "B" and "C" dry batteries and USL "A" and "B" battery chargers. In attendance were H. A. Harvey, J. A. White, E. D. Koopping, A. T. Hineckley, E. D. Giauque and A. W. Donop.

Utah Radio Products Co., Chicago, Ill., displayed the complete line of Utah loud speakers, including two feature models which were introduced at the show, the Utah Screen containing a ten-foot air column and a new speaker made of Baffle board. Other Utah speakers shown were the cone, Junior, Superflex, Standard, drum, No. 100 cabinet speaker, No. 101 Philco cabinet speaker and the Utah piano speaker. In attendance were Henry Forster, W. D. Pack and members of the sales force.

Valley Electric Co., St. Louis, Mo., displayed two models of the Valleytone radio receiver, Valley "A" socket

power battery eliminator, "B" power unit in two models; automatic charger and "A-B-C" charger; the display featuring the "A" and "B" power units and the new Valleytone seven-tube set. In attendance were Herbert Elder, James B. Hardie, Walter Ehmon, P. D. McCullough, A. A. Kastner, L. T. Niblo, E. Elliott Levy, R. C. Merchant, Chas. W. Finch, David Halliday, C. L. Krentz, F. H. Moody and W. Viet.

Van Horne Co., Franklin, O., displayed the complete line of Van Horn tubes, including types 3-VB, 5-VAN, 5-VCN 6-P amplifier, 5-R rectifier and A-C detector amplifier. In attendance were J. S. Van Horne and R. E. Swope.

Vesta Battery Corp., Chicago, Ill., displayed the Vesta "A" socket power unit; "B" socket power unit, trickle charger, "A" and "B" batteries and tubes, featuring the new construction of these products. In attendance were W. S. Perry, A. H. Townsend, J. J. Walsh and J. H. Roberts.

Victoreen Radio Co., Cleveland, O., displayed Victoreen parts, including audio transformer units, transformers, control units, rheostats, etc., featuring the new Victoreen hook-up. In attendance were E. V., J. A. and C. J. Victoreen and E. A. Benson.

Walbert Mfg. Co., Chicago, Ill., displayed the Walbert batteryless light socket receivers, operating on the Isorad circuit, six-tube, two controls, incorporating power amplification, and a specially designed A-C tube. In attendance were E. N. Hurley, Jr., W. H. Huth, B. B. Minnum and J. M. Dorband.

Webster Co., Chicago, Ill., displayed the Webster Bone-Dri "A" socket power units and chargers including "A" and "A-B" units, the Webster Super-B and Economy-B eliminators; also the Webster Popular-B transformer.

Webster Electric Co., Racine, Wis., displayed transformers, chokes, power packs, etc. In attendance were R. Ferda and W. H. Hutter.

Wells-Gardner & Co., Chicago, Ill., displayed Arcadia receivers, comprising one-dial six-tube sets and three-dial five tube sets. In attendance were G. M. Gardner, A. S. Wells, H. A. Johansen and Frank Dillbahrner.

Western Coil & Electric Co., Racine, Wis., displayed four models of the Radiodyne receivers, and in attendance were W. H. Murphy, R. E. Barclay and W. Turner Lewis.

Westinghouse Union Battery Co., Pittsburgh, Pa., displayed Westinghouse radio "A" batteries, "A" auto-power and "A" socket power, featuring the DeLuxe "A" autopower. In attendance were C. H. Smith, J. L. Rupp, G. B. Cushing, R. J. Cook, Roger Chauveau, and O. S. Jacobsen.

Weston Electrical Instrument Corp., Newark, N. J., featured a complete line of electrical measuring instruments, including a new line of two-inch and three-inch "A-C" panel instruments, together with other showings of new developments in the portable instrument line. In attendance were C. B. Denton, L. C. Nichols, W. N. Goodwin, Jr., H. L. Gerstenberger, and P. A. Westburg.

Julian M. White Mfg. Co., Sioux City, Ia., displayed

the White "A" Power unit, the White "A-B" power unit and the White "B" power unit, the latter equipped with the Raytheon B-H tube. In attendance were Julian M. White, Emil Rosenstock, N. D. Patti, Lee Conover and Harry Kamen.

Wilcox Laboratories, Inc., Charlotte, Mich., displayed the Cathedral six-tube one-dial receivers in three cabinet models, the Armchair, Standard console and De Luxe console, the last two named equipped with built-in speaker. In attendance were C. M. Wilcox and G. R. West.

Willard Storage Battery Co., Cleveland, O., displayed Willard "A" and "B" batteries, "A" and "B" power units and a combination "A and B" power unit. In attendance were L. G. Baldwin, Robert Van Cleeve and others.

Wise McClung Co., Ltd., New Philadelphia, Pa., displayed Compo socket power units, comprising "A," "B-C" and "A-B-C" models. In attendance were H. G. Seaber, H. Z. Benton and W. J. Wise.

W-K Electric Co., Kenosha, Wis., displayed Oriole radio receivers and in attendance were C. C. Smeltzer, W. J. Bracken, and Mark Kindt.

Wolf Mfg. Industries, Kokomo, Ind., displayed the complete line of Wolf radio cabinets, finished in walnut, and equipped with built-in speakers and battery compartments, including Model 35, Model 109-A, Model 98-A, Model HB-10, HB-11 and 94-C. In attendance were Fred A. Wolf, Paul Wolf and H. L. Coombs.

Workrite Mfg. Co., Cleveland, O., displayed Workrite receivers, comprising two six-tubes sets (table and floor console) and one eight-tube set; also console table to match eight-tube set. In attendance were V. H. Myer, A. J. Raetz and L. P. Zinke.

Yale Electric Co., Brooklyn, N. Y., displayed Yale "B" batteries, storage "A" batteries, "A" power units, "B" power units, flashlights and flashlight batteries. In attendance were C. G. McQuaide, L. T. Breck, Ben A. Lyon, S. M. Campbell, Charles Knox, Earl Bonsall, Joseph Parnham and M. L. Samis.

Yaxley Mfg. Co., Chicago, Ill., displayed a complete line of Yaxley parts, including rheostats, switches, automatic power controls, etc. In attendance were R. F. Sparrow and Fred R. Ellinger.

Zenith Radio Corp., Chicago, Ill., displayed its complete new line of 1927-1928 table and console models, including DeLuxe ten-tube electrically operated receiver, eight-tube electrically operated loop set, seven-tube electrically operated set, six-tube battery-operated and eight-tube battery-operated receivers. In attendance were E. F. McDonald, Jr., Paul B. Klugh, Wm. J. Gainor, Hugh Robertson, N. A. Fegen, J. J. Callahan, S. P. Gunter and Oscar H. Hulberg.

Zetka Laboratories, Inc., Newark, N. J., displayed the complete line of Zetka clear glass tubes, featuring ZP-201-A Power Tube. Z-112 power audio amplifier and Z-200-A power detector were also shown. A one-tenth ampere all-socket power tube for A-C receivers was shown for the first time. In attendance were F. W. Bartlett and Addison Brown.

Installed Mohawk Receivers on the Twentieth Century

Eastern Visitors to the R. M. A. Convention Entertained by Mohawk One-Dial Sets Installed by Mohawk Corp. of Illinois

Several sections of the New York Central's crack train, the Twentieth Century, which was



Paul Chamberlain and His Assistant used by a great many of the radio jobbers and dealers in Eastern cities to the R. M. A. Convention and Trade Show in Chicago, were equipped with Mohawk one-dial radio receivers, made by the Mohawk Corp. of Illinois. This company has secured very gratifying results from the

installation of radio receivers on trains for some time past.

More than a year ago the Pan-American, running between Cincinnati and New Orleans, was equipped with Mohawk receivers, and they were so well received that they are now a permanent addition to the train's equipment. A short time ago the Northwestern Flyer operating between Chicago and Omaha was equipped with Mohawk sets. In both cases the installation was under the personal supervision of Paul Chamberlain, chief engineer of the Mohawk organization.

The one-dial feature has been the outstanding reason for the success of the Mohawk set on board trains. The simplicity of operation and the compactness of the set are decided advantages. Officials of the Mohawk Corp. and of the railroad companies have expressed surprise that stations hundreds of miles away were received with fine volume. The lack of interference is another factor that causes gratification.

The Mohawk Corp. of Illinois gave a breakfast on board the Century to radio men who were convention bound.

Ben S. Witlin in New Post

Ben S. Witlin, for some years connected with the Gennett record division of the Starr Piano Co., Richmond, Ind., as Eastern representative, was recently appointed sales director of the Gennett record division with headquarters in New York.

The North American Auto Supply Co., Cleveland, O., has been appointed a Freed-Eismann distributor for Cleveland and vicinity, according to announcement made by Arthur R. Freed.

Federated Radio Trades Ass'n Holds First Convention in Chicago

Jobbers and Dealers of Fourteen Associations Gather at Hotel Stevens, Chicago, in Conjunction With R. M. A. Convention and Trade Show—Important Trade Problems Discussed in Sessions

CHICAGO, ILL., June 17.—The first annual convention of the Federated Radio Trades Association, comprising jobbers and dealers in fourteen local trade associations, was held at the Hotel Stevens, Chicago, June 14 to June 17, in conjunction with the third annual R. M. A. Convention and the first annual R. M. A. Trade Show. Although it has only been in existence since February, 1926, the Federated Radio Trades Association has attained something definite and tangible in its effort to bring together representative jobbers and dealers from various trade centers. This has been accomplished through local trade associations which, as members of the National Association, contribute an invaluable knowledge of local conditions to the solution of problems affecting the jobber and dealer.

At a meeting of delegates held in February of this year, twelve associations were members of the Federated Radio Trades Association, but when the meeting opened Tuesday evening of this week, the member associations numbered fourteen; New York and Chicago having joined the ranks of members Tuesday morning. From four to eight additional memberships from various cities are now pending before the membership committee and in all probability will be acted upon before the convention closes Friday night.

A community of interest between radio dealers and jobbers has been sponsored and endorsed by this National Association, and at the convention this week it was readily apparent that the problems of the industry as affecting retailer and distributor would receive deserved recognition by the associations and their individual members.

The program prepared for the annual convention was exceptionally worth while, presenting prominent speakers and vital topics, and capac-

ity audiences demonstrated the interest in which this dealer and jobber organization is regarded by its members as well as by manufacturers.

The Federated Radio Trades Association not only provided a very wonderful attendance for its own convention, but, of course, was a most important factor in bringing to the general R. M. A. convention representative dealers and jobbers from key cities.

The meeting opened on Tuesday evening with a splendid address by Harold J. Wrape, president of the Association since its formation, and



Harold J. Wrape

one of the most untiring workers in behalf of the organization's principles and ideals, and an experienced radio executive and a successful merchandiser as well. Mr. Wrape, in the course of his very interesting address, said, in part:

H. J. Wrape, President, in Opening Address, Outlines Association Work

"Every man in the radio industry should be seeking the truth about his business and its position relative to the industry of which it is a part. To have his judgment influenced by groundless rumors, incorrect information, or to be without information altogether, is to build the foundation of his business on shifting sands. Men may know the facts about their own business, but it is extremely difficult for them to secure trustworthy information of the industry as a whole without the help of a radio trade association.

"It is impossible for men to guide their future course of action in safe and wise direction unless they have reliable information regarding the changing conditions of production and consumption, not only within their own individual locality, but nationally, as such facts indicate the economic trend of the industry.

Knowledge Is Necessary

"The knowledge of market conditions in the radio industry over a period of several years will do much to overcome the market fluctuations in value. When the manufacturers have clearly before them a knowledge of the condition of the stocks in the market and know the relation of the supply to the demand, the supply should adjust itself accordingly. A reduction in

the fluctuation of the values in the radio industry would help the general credit standing of the industry and benefit the public through the stabilization of values.

"It was the opinion of the founders of the Federated Radio Trade Association that there was real need for a national organization composed of dealers, jobbers, and others identified with the trade, but not otherwise represented, to aid in the protection, promotion and advancement of their industry. That this opinion was justified is evidenced by our growth and this meeting here, to-night, which has striking significance. From a small sectional group, we have added appreciably to our membership, greatly broadened the field of activities, and secured creditable representation throughout the country.

Recent Changes in Membership

"To provide for the conditions existing, we have recently decided to add the associate form of membership to our Association. This new class of membership is open to reputable members of the trade in good standing in districts where no local or district Trade Association now exists. The purpose of establishing this new form of membership is intended to broaden our influence and better acquaint the trade with our

Association work with the definite aim in view that by seeing what our members are doing in other localities they will be encouraged and able, with our assistance, to organize local Associations for their territory that will carry out our work in the same spirit our other local Associations are now doing, and join this Association to help in its work, which can obviously only be accomplished through the organized efforts of all those interested in this field.

Important Work Started

"The study of radio legislation as it affects our industry. To act as a clearing house to disseminate ideas and information for the benefit of the industry. To study and recommend standard trade practices and policies in selling and merchandising, and generally for the benefit of the industry. To oppose misrepresentation and exaggeration in advertising and use our influence to discourage publicity unfavorable to our industry. To encourage an improvement and urge the exploitation of radio programs and to educate the public to a greater use and enjoyment of radio. To study ways and means for lengthening the radio season and to endeavor to minimize the fluctuation of values. To study the problem of radio interference and aid in its solution. To aid in promotion of local public radio shows. To encourage and assist the training of radio service men. To educate the trade to appreciate the value of co-operation and to maintain close contact and extend full co-operation to other Associations in our industry. To standardize our membership and adopt uniform dues. To arrange for financing and extension of our Association work.

Future Work Recommended

"To provide a Board of Arbitration, to which may be referred for amicable adjustment questions arising within the industry, methods of competitors, and other problems arising in the industry, and any disputes arising between its members or in the industry.

"To study, formulate and recommend a practical cost system, to learn a wider knowledge of costs and the proper remuneration for services.

"To study traffic and transportation problems, particularly classification of rates, to prevent discrimination in our industry. To study the question of insurance in an effort to reduce risks and hazards, and to lower our rates, and oppose any discrimination among members. To study and encourage among members the right attitude toward labor and employes, and establish broad principles for industrial relations. To study the cost and advisability of the use of joint or pooled advertising and its benefits. To establish a credit committee to study the credit situation for the benefit and promotion of the industry. To encourage and promote the discussion and study of the economic principles and to study other features affecting the industry. To study and recommend ways and means of increasing the demand for and use of our products. To have field representatives to work with the local Association to co-ordinate our efforts."

Continuing, Mr. Wrape called attention to the meetings scheduled and urged co-operation in Association activities.

"In closing, I wish to say it is a pleasure and honor to appear before you for the second time as president of your Association," he continued.

(Continued on next page)

"I want to thank all members for their splendid support and co-operation during the past year. I sincerely hope that you will find this meeting fulfilling the expectations of the industry,

and that it will be the most profitable and pleasant meeting from every viewpoint that we and our joint hosts and inspiring leaders, the R. M. A., have ever had."

William M. Webster Gives Interesting Talk on Trade Association Practices

At the close of his address Mr. Wrape introduced Wm. M. Webster, Commissioner of the Automotive Equipment Association and a man who is generally considered the foremost authority on trade association practices. Mr. Webster's experience covers more than twenty-five years in association work, and he was the organizer of the Automotive Equipment Association, being responsible primarily for this organization's outstanding success. Mr. Webster, with the subject "Benefits of Trade Association and Their Industries," gave the members of the Federated Radio Trades Association the benefit of his exceptional experience in various industries, pointing out not only the activities and accomplishments of the Automotive Equipment Association, but discussing as well the history of

the National Brass Manufacturers Association, the Chicago Lighting and Fixture Council, and the Chicago Association of Wood Industries, with all of which he had been associated at one time or another.

Mr. Webster drew a close analogy between the radio industry and these other industries, emphasizing that the major problems to be solved by the radio trade association are similar in a great measure to the problems confronting these other industries in the first year of their activities. Mr. Webster discussed in detail the material and indirect benefits received by jobbers and dealers through trade associations and congratulated the Federated Radio Trades Association on the progress and strides it had made in the past year.

help most, some names are missing at roll call. There is always the fellow who leaves the grand stand when the home team is one run behind. A most important thing in your scheme of organization, next to your membership, is your objective goal."

Mr. Frost urged the laying aside of petty jealousies and all sorts of personal gain or advantage, declaring that each problem must be looked at in its broadest sense. He emphasized the need for concentrating on the major issue and pointed out that nothing worth while is accomplished by excelling in worthless things.

"As chairman of the R. M. A. Show Committee," concluded Mr. Frost, "I am gratified at the way you have responded to our efforts and wish to say that your organization will at all times have a voice in determining trade show policies and other activities of the R. M. A. In closing, let me stress this point, build your organizations for one purpose, and that is, to serve the public. Select your executives and adapt your policies and programs. Once having done this, grasp each problem, hang on to it, and never let go."

At the close of his address Mr. Frost presented to the Federated Radio Trades Association a resolution passed Monday at a directors' meeting of the R. M. A., whereby the Federated Radio Trades Association was given the hearty endorsement of the R. M. A. This resolution was as follows:

"RESOLVED, that the Radio Manufacturers Association hereby endorses most heartily the aims and work of the Federated Radio Trades Association, accords full recognition to the Federated Radio Trades Association as the organization representing the interests of the jobbers and dealers of the radio industry and assures the officers and members of the Federated Radio Trades Association of its heartiest good wishes at all times and of its practical co-operation, whenever the occasion offers, in the work in which the Association is engaged."

Herbert H. Frost Urges Dealers to Build Their Associations for Service to Public

The next speaker on the program was Herbert H. Frost, former president of the R. M. A., chairman of the R. M. A. Show Committee, and one of the foremost members of the radio industry as a whole. In connection with his subject, the need for a stronger radio and dealer-jobber association, Mr. Frost emphasized the progress made by the Association, and declared that the difference between an army and a mob is organization, and one is constructive for the protection of the people, and the other is destructive in its entirety.

Mr. Frost dwelt at some length on the reasons for the need of a strong national dealer and jobber organization and what it can accomplish. "The very nature of radio is such that conditions affecting our business vary to some extent in almost every section and community," he said. Amplifying this point, he declared that the variations and conditions consisted of different reception conditions in various localities, the attitude of newspapers towards the industry and trade, local broadcasting situation, interference problems, both radio and otherwise, different types of house electric current, distributing problems peculiar to each territory having a marked effect on the cost of doing business, net profits, etc., type of broadcast programs most desired in each particular community, and many other things along the same line which complicate the situation locally for the trade.

"All new industries come before our legislature, and we now have Federal law as demonstrated by the Federal Radio Commission, which is doing excellent work in clearing up the chaotic conditions existing in broadcasting," said Mr. Frost. He also pointed out that while it is to be expected that local legislative bodies and state legislative bodies will for one reason or another attempt to legislate radio, impose taxes and take other action, such program, if not prevented, might do untold injury to the industry. "From what I have said," he continued, "you can see that as individuals you are more or less powerless to do more than make a feeble protest, but as members of the national organization you have the means of studying all of these situations and compiling an intelligent program. The affiliation of the Federated Radio Trades Association and the R. M. A. gives the Federated Association the opportunity of using the R. M. A. as a clearing house. The R. M. A. cannot hope to do the thing that I have outlined without your co-operation. It stands ready and willing to handle your problems insofar as it can and once they are made known."

He said that any organization, to be national in scope and effective in what it does, must have

a membership which is representative in numbers in the field it serves and must treat large and small dealer alike. He urged the organization and its individuals not to become discouraged because of lack of support from some jobbers and dealers who, although they are willing to benefit by the efforts of the association, withhold their support until success is assured. "Neither should you be discouraged because all members do not manifest the same interest, and you will find that in many cases, when you need

Hon. Frank D. Scott Addresses Dealers on Subject of "Local Radio Legislation"

Following Mr. Frost, the Honorable Frank D. Scott, former member of Congress, and now legal representative for the R. M. A., Washington, D. C., gave a timely and vitally interesting address under the heading of "Local Radio Legislation," in which he said in part:

"Pioneer industries, from the inception of civilized endeavor, have had a positive appreciation of their rights, but a regrettable lack of vision as to their responsibilities. They fairly appraise their public valuation, but fail to consider the inevitable public depreciation. The illustrations are many, but their respective histories are almost identical.

"Few industries have had the contact with the public as that effected by radio communication and the deepest zeal for your welfare prompts me to implore your continued appreciation of your responsibility to that body which is the support and maintenance of your existence. It is distinctly more difficult to avoid an injustice from this source than to insure justice on the part of the industry. Let not your feet falter even though the public may stagger and stumble. Unfortunately our new industry has arrived at a time when the public has come to understand the possibilities of resentment and their power to control. Although the new industry ought not to be charged with the acts of its predecessors, we should profit by their experience and must accept the prevailing conditions.

"Let us for a moment consider the detailed afflictions to which this new child is subject, and attempt to diagnose the seriousness of these diversified epidemics. The one affliction which I cannot attempt to embrace is legislation adroitly conceived by the ambitious politician who seeks to perpetuate his memory by placing on the statute books some law which will carry his name. I question if even a prophet could outguess these self-appointed champions. Therefore, I

pass this field of possibilities and probabilities, which only time can encompass, and devote attention to those phases of local legislation which are already present or within reasonable expectation.

Limitations to Legislative Action

"Although the legislative authority of the several States is absolute, encompassing both the persons and property within such State, there are two legal limitations to general legislative action. First, the Constitution of the United States and, second, the Constitution of the several States. Therefore, it can be expected that State legislation will be largely founded on the police power because this in some measure escapes the constitutional limitations. Up to the present there have been a few attempts at State legislation, but I do not know of an instance where the courts have passed final judgment on such efforts. This is likewise true of municipal ordinances enacted for the purpose of regulation or asserted protection. However, it would seem prudent to utilize the experience of industries similar in character to radio rather than suffer our own experience to regulate our future conduct. Local legislation up to the present has been directed at: Interference, to determine the location of stations, to determine the hours during which a station may be operated, to regulate the remote control station, to license the operation of the station, special taxes.

"Interference might be divided into four classes: Interference occasioned by a local force other than another station, interference between two or more local stations, interference between a local station and a station outside the locality, interference occasioned by a force outside the locality other than another station.

A Difficult Problem

"There seems little doubt that States and municipalities possess authority to largely control

interference within their respective boundaries. This is particularly true when the interference can be removed by applying corrective methods to such interference force, regardless of its character. The problem is more difficult, but not impossible of solution, when the interference is occasioned by a force in another State. The Radio Act of 1927 permits the abatement of such interference between stations, but an additional Federal or State law seems necessary where the interference is occasioned by a force other than a radio station. Several States have already undertaken to regulate and control interference. I direct attention to a recent enactment in Michigan. Although the Michigan law only relates to interference between stations, it has one outstanding merit which deserves both comment and commendation. I refer to Section 5, which reads as follows: 'It is the intention of this act to make reasonable State regulations within the power of the State to control interference caused within the State of Michigan, and no order shall authorize the doing of anything in contravention to the regulations of the United States.' If the Radio Act of 1927 is sustained there is no necessity for State legislation to prevent interference between stations, because this is amply covered by the Federal statute, but State laws can do a useful public service in preventing interference by a force within the State other than a station. This is important to both manufacturers and retailers of radio equipment, because interference can be caused by receiving sets. The suggestion should need no elaboration.

Removal of Stations From Cities

"Without filing a brief of the cases bearing upon the right of a municipality to determine the location of an industry, I venture the thought that municipalities in most, if not all, States possess this power and will be able to enforce their mandates, provided such restrictions have any degree of reasonableness. I, therefore, suggest to the industry the wisdom of removing their stations from congested areas of cities; in fact, I recommend to your consideration the future location of stations outside the

city limits of the various municipalities. There are instances where this cannot conveniently be done, but it should be kept in mind because stations in congested areas, and within the city limits, are sitting on a keg of dynamite.

"The attempt to regulate the hours of operation is venturing into a field which the courts are bound to carefully limit, particularly as to stations whose programs extend beyond the boundaries of the State. It is my judgment this will cover all stations.

"I have no fear of the attempt to regulate remote control stations where the station itself is outside the city limits.

"Some few efforts have been made to license the operation of stations. These failed before birth and can be catalogued with the attempts to regulate remote control.

Special Taxes on Radio Apparatus

"I seriously question the authority of North Carolina, Tennessee, or any other State, to impose special taxes on radio apparatus. Such laws would seem to fall within the recognized inhibition of class legislation or double taxation. This character of legislation directly affects the radio trade and the manufacturers of radio equipment, but I am certain the retailers, manufacturers and broadcasters realize that their interests are common. Legislation injurious to one has a damaging effect on all.

"Wise business interests for years have realized that legislation and business have become inseparable. Therefore, they have united in organizations for the purpose of utilizing concerted efforts against improper encroachments. I cannot urge too strongly the virtue and value of unity of action to combat a common peril.

Suggests Legislative Committee

"I suggest for your consideration the creation of a joint legislative committee, similar to the co-ordinating committee, made up of representatives of the radio trade, radio manufacturers and broadcasters; such committee would insure equal participation, equal knowledge of the problems and a concerted, intelligent plan of action."

"Some Problems of the Radio Jobber" Are Outlined by Sidney Neu to Meeting

At Wednesday's session of the annual convention of the Federated Radio Trades Association a group of papers was presented to the dealers and jobbers based on subjects of timely interest to the entire industry. One of the features of the meeting was an address by Sidney Neu, of the Julius Andrae Co., Milwaukee, Wis., chairman of the Association Trade Relations Committee, under the heading, "Some Problems of the Radio Jobber." Mr. Neu, who is one of the leading wholesalers in the Middle West, gave an interesting and informative talk, during the course of which he said in part:

"The jobber stands at a midway point between the manufacturer and the dealer. He is the distributor, and as such has to take the brunt of many of the dealer's troubles on the one hand and the manufacturer's troubles on the other. As a first step toward an understanding, let us examine the functions that a radio jobber performs with respect to the dealer.

The Jobber and the Dealer

"What I consider the most important service performed by a jobber for the dealer in any line of business is the selection of merchandise. And by merchandise I mean more than simply the goods themselves. Good merchandise means good goods plus a reliable source of guarantee, plus a ready acceptance on the part of the public due to consistent advertising and good repute, past and present, plus a sales policy that gives the dealer reasonable assurance of a realized profit—not an imaginary one. The jobber, on account of his position in the trade, is in possession of facts bearing on these various details.

"The second important function of the jobber is the securing and stocking of the merchandise of many manufacturers, so that dealers may

carry a diversified stock without making enormous purchases. I shall refer to this later on.

Extension of Credit

"Next in importance among the jobber's functions is the extension of credit. Owing to the nature of the business, a greater amount of moral risk credit is accorded in the radio business than in any other line. The wise jobber, however liberal he may be in extending the credit limit of a dealer, will insist on payment of all invoices when due and will refuse shipment of further merchandise to overdue accounts, regardless of whether or not the credit limit has been reached.

"Closely connected with credit is the accounting system in use by dealers. The jobber can be of inestimable service in recommending a sound system of accounting whereby the dealer may know from week to week and month to month exactly what his profits are. The dealer who knows the financial details of his business is a far better credit risk than the one who goes 'by guess and by gosh.' Jobbers should therefore insist upon sound accounting as a basis for credit.

How Jobbers Can Aid Dealers

"The jobber's assistance to the dealer in making sales must not be overlooked. By this I do not mean the actual making of sales for the dealer, but the help he can render by suggesting means for getting business, providing additional accessory apparatus to be sold, arranging of group advertising, devising special merchandising plans, and in a hundred and one other ways.

"And finally, the radio jobber must be in position to render technical service to the radio dealer where the dealer is unable to render such service.

"Radio jobbers who were in the business several years ago invested thousands, perhaps millions, of dollars in free service to dealers, as a matter of necessary education. They paid out of their pockets, not out of profits, because there were none. Fortunately, as a result of this help rendered by the jobbers, most dealers have been enabled to equip themselves to render technical service. The time has approached when a radio jobber will refuse to recognize as a dealer any



New York Delegation Arrived in Chicago for Trade Show and Conventions in 164 Automobiles
concern that cannot qualify to render technical service.

"To illustrate the technical service burden that is still placed on the radio jobber I have compiled the results of tests of sixty-three of a certain type of receiver returned as defective by so-called 'authorized' dealers who had been supplied with full technical information by the manufacturer.

33 of these 63 receivers or 51.3 per cent required less than ten minutes work to put them in perfect condition. Of these, 19 had no discoverable defect whatever, 4 had weak tubes, two had defective grid leaks, one required the tightening of a dial, while seven needed minor adjustments.

7 of the 63 receivers or 11.1 per cent had broken connections.

9 or 14.1 per cent had broken or defective parts, very easily replaced.

7 or 11.7 per cent required slight refinishing.

3 or 4.8 per cent had to be returned to the manufacturer.

"The jobber's margin on radio apparatus is no greater than it is on specialties requiring no technical service to dealers. Therefore, while the jobber must stand ready to render technical service where required, he is justified in making a charge to the dealer to reimburse himself for labor, handling and transportation, where the service involved is not made necessary by some inherent defect covered by the manufacturer's guarantee.

Jobber and the Manufacturer

"With respect to the manufacturer, the jobber's most important function is judging demand. The jobber's second service for the manufacturer is the carrying of stocks of merchandise. This would be a simple matter if radio sets were staple merchandise. Or if all radio dealers showed loyalty to the lines they profess to represent. Under present conditions the stock a jobber carries is an asset for, at most, three months in the year, before and after which it becomes a distinct liability. Third, the jobber pays for his merchandise, in doing which he acts as collector and guarantor for the manufacturer. A number of direct-to-dealer manufacturers are realizing the great help of the jobber in this direction. Fourth, the jobber establishes retail trade channels for the manufacturer, and endeavors to keep these channels active. Fifth, the jobber must maintain the manufacturer's guarantee. The dealer is justified in looking to the jobber, rather than the manufacturer, to make good any defects that may be present in any apparatus sold to him.

"There is, however, an element of risk inherent in the radio business which every branch of the industry should recognize with a willingness to stand its share of the grief when it occurs. Competition forces manufacturers to market new models after fewer tests than would be permissible in any other industry. As a result, mistakes happen. They should be expected by dealers and jobbers alike, who should

(Continued on next page)

stand ready to assist the manufacturer as quickly as possible to rectify them and thus save for themselves a market that they have helped to create.

"Nevertheless, the cost of rectifying such unavoidable mistakes should be borne entirely by the manufacturer. He has the opportunity of providing a margin for such contingencies in fixing the list price of his products; whereas the margins of the jobber and the dealer are definitely fixed by established discount schedules."

The Jobber's Difficulties

Mr. Neu, in speaking of the jobber's difficulties, touched on the following topics: 1, the matter of judging demand; 2, the failure of franchised dealers to co-operate with the distributor;

3, the difficulty of maintaining the manufacturer's guarantee, made so at times by extravagant claims of the manufacturer; 4, the disposal of reconditioned merchandise; 5, the endorsing of dealers' paper at the request of finance companies, and 6, the disposal of obsolete merchandise.

In conclusion Mr. Neu made a plea for loyalty from dealers to their jobbers, saying that under those conditions the jobber's service would bring much more profit to the dealer and the problem of technical service would be considerably simplified. He also asked that dealers be loyal to their manufacturers and to the industry as a whole for the benefit of all concerned.

A. M. Edwards Tells How to Stage Radio Shows and Their Advantages

Following Mr. Neu, A. M. Edwards, chairman of the show managers' committee of the Federated Radio Trades Association and secretary of the Michigan Radio Trade Association, gave a talk under the heading of "The Conducting of Successful Radio Shows." He said, in part:

"There are no secrets and nothing mysterious about running a successful radio show. The idea that an association cannot run a radio show is the bunk and if they don't do it and let private enterprises step in and cash in on their collective value it is because they are too lazy or indifferent to look after their own interests."

Mr. Edwards then divided radio shows in two classes, regular and "cheesecloth" shows. The latter class, he said, "can be held by any small group of merchants in towns of less than 100,000 people, and as they involve little expense, return or interest, will not be considered further."

The first problem, Mr. Edwards continued, is to select the time for the show. Regarding this, he said:

"The smaller the town the nearer the show should be to the Christmas buying season. The best time for the larger cities is during October, and for smaller towns November will be better. September shows are not as a rule good from the standpoint of the gate receipts, but some groups of dealers think that an early show starts off the buying season earlier. A compromise must be made here between the gate receipts and the good done the radio trade. The show must have the people in for their gate money, and to work on as prospects for sales. Perhaps the best way for a start is to guess at the time within the above limits and try it out. Local conditions and other show endeavors in the same town will govern the exact time to a great extent."

The next steps are the selection of the hall and the decorations. Mr. Edwards dismissed these by saying that the selection is usually a simple matter and that there is usually little choice. Regarding decorations, he stated that the usual procedure is that they should cost about one-half of the rent, except in rare cases a sum equal to three-quarters or even the same amount of the rent must be expended. He then continued,

stating that floor plans should be worked out with the decorator, adding that, in most cases, the erection of booths and the decorations are given on one contract.

Regarding the floor plan, Mr. Edwards stated that the safest plan is to set aside one-half the space for exhibitors and the remainder for the visiting public. The average unit booth space, he said, is 10 by 10 feet, but this can be varied, depending on the amount of room available.

The speaker then touched on the important item of price to be charged exhibitors, saying:

"The formula for working this out is to add the rent, booths and decorations, entertainment, advertising and operating expense together and divide this sum by the number of square feet available for sale. The result is the base or average selling price per square foot.

"To use this figure, consider the size, location and desirability of the various spaces and add or subtract from the average until a true value is arrived at for each booth. Do not have too many prices, however. The net result should be that the total sales prices of your space should equal 120 per cent of your total expenses, thus allowing you a 20 per cent leeway for lack of sales, etc., or a 20 per cent profit in case full sales are made.

"Your 'gate' now becomes your net profit and here the public pay you for your collective value, and if you have done a good job they will pay well and gladly."

The best way to market the space, continued Mr. Edwards, is by direct word of mouth to prospects by members of the Association. The material facts and floor plans are, of course, sent to prospects as soon as they are ready.

Other details touched upon in the address included the refreshment concessions, for which 20 per cent of the gross sales are collected; the warning to have the exhibitors' list clean; the necessity of having newspaper men on the show committee to secure proper publicity, and advertising by means of the entertainment which will be heard at the show. The programs, Mr. Edwards advised, should not be continuous or so long as to prevent exhibitors from talking to visitors.

Practical and Successful Selling Ideas Embodied in Address of George Kamens

George Kamens, of Chicago, furnished the dealers and jobbers with a series of excellent selling idea in an address on "Methods of Radio Retailing," in which he said:

"Our mail and our trade journals are filled with countless suggestions as to how we can improve and increase our businesses. We have heard and will continue to hear how advertising or proper store arrangement, or sound financing, or properly dressed windows, or any one of a dozen other ideas is the open sesame to success.

"Each of these various plans is good and, taken together, they form an excellent prescription for an ailing business. But, while many of

them work out to the greatest possible advantage for one dealer, it is an established fact that they work to disadvantage for another.

"There is one only and only one principle of merchandising that is universally applicable to all stores large or small. That one cardinal principle is SELLING—SELLING—SELLING. The success or failure of all other methods varies with the individual establishment.

"Rather than to picture ideal and perfect selling, however, the purpose here is to give a short résumé of various merchandising methods, which have worked out profitably and successfully in various types of business. The one-man

shop occupies a rather large place in retail 'radioing.' The sales volume of this type of store is necessarily limited, but the sales possibilities and the diversity of ideas is limitless.

A Conservative Merchant

"Two 'one-man shops,' which were entirely different from one another, were recently visited. One was a masterpiece of physical beauty. A store front so magnificently designed that it has secured attention from architectural journals; concealed lighting fixtures; private audition rooms of walnut and plate glass; hardwood floors polished to the highest degree; a truly beautiful store and one that could easily double its present volume by judicious use of one or more of the many business ideas which are constantly available.

"In this particular case the proprietor is content to be buyer, salesman, deliveryman, porter, service technician, bookkeeper, financier, or what have you. He is happy in the fact that he makes a fair living, and that he is able to save a few dollars at the end of each year. His overhead presents no unsolvable difficulties for other than light, insurance and his own salary (he owns the building and charges himself no rent). There actually is no overhead. A wonderful situation, an ideal Utopia to those of us who face an overhead that is a constant bugbear.

"This particular man is an expert technician and he sells only standard, nationally advertised merchandise, and only merchandise in which he himself believes implicitly. For a long time he sold one line only. At present he is concentrating on two receivers, one of which he sells and one of which fills up space.

"He is so thoroughly sold on his number one line that no other has a fair chance with him. He is not particularly anxious to increase his present volume; nor to increase his profits, for he would have no way of disposing nor spending this additional money.

Live-Wire Merchandising

"The other 'one-man shop' is approximately nine by twelve. There are no booths and floor space is limited to that occupied by two receivers. The store walls are painted red and black, the awning black and red, the business cards carry out the same color scheme. This particular chap, of course, is operating on less than a shoestring, but his ideas are so progressive, his ideals so sound, that he is bound to succeed. His dugout is located near and around several hotel apartment buildings. Inasmuch as he was originally a service man, he has canvassed these buildings for repair work. Whenever he makes a call he is careful to leave his very unique business card in all of the other mail boxes in the building. His total overhead, including his own salary, is \$9.17 a day. You can readily see that not much business is required to operate this store at a profit. Despite cut-price competition, he sells only at list price. The owner is alive, he is ambitious, he has ideals. His striking personality combined with his technical knowledge is his greatest asset. The progressive young man is quite different from our conservative friend. His profits, if any, will be put back into his business in an endeavor to build something out of nothing. He will never be satisfied, but will constantly seek new fields to conquer.

A House Built on Sand

"There exists a concern which operates profitably in a manner different from that pursued by most of us. A cheap set is marketed under its own firm name. Through consistent use of dominant newspaper space a demand for the product is created. Since they are not selling a standard receiver, they need not be content with the all too meager standard profit. They depend on super-advertising and high-pressure salesmanship to get the business.

"They are not particularly interested in personal contact or repeat sales. If the receiver works—fine—if it doesn't—well, that's just too bad. Some service, of course, is given. They depend principally on the fact that the customer

can be made to pay, rather than so satisfying the customer that he wants to pay. They make money, and so it can be said of them that they are successful. I am of the opinion that their success is a temporary one, and that they cannot continue to operate in this manner over a long period of time.

Some Cold Facts

"The price-cutter has found this to be true, he has learned his lesson, he knows that honesty is the best policy. That in addition to building sales volume, he must first, last and all time build confidence. He knows that his success will be a very temporary one unless he can get repeat business.

"The dumping method has a very definite place in the present situation. A situation which in the course of time will naturally correct itself.

Success Through Follow Up

"A certain dealer has been most successful in operating under the so-called 'outside method.' This particular man was for years an outside manager for one of the largest tea and coffee houses. He, therefore, knows this method of selling better than any other. He does practically no advertising, but his men follow up every inquiry, secure prospects from every customer, canvass every building into which a set is delivered, use any and all means of obtaining names of those who might be interested in purchasing a receiver. He has found the telephone to be a prolific source of prospects. He attempts to sell service in this manner, but in addition to securing some service work he obtains numerous prospects. That this policy is a wise one is revealed by his growth.

"One local dealer gives such excellent service that his customers are thoroughly sold on his ability to deliver the goods. The result is that fully 70 per cent of his business is recommended and sent to him by customers he has already sold. He secures the other 30 per cent through consistent direct-by-mail advertising and other forms of publicity.

Advertising Wins

"One prominent successful dealer uses still a different method of securing business. He consistently advertises and displays in his store windows a leader at a most attractive price. He buys this receiver in large enough quantities so that his price can be kept down. The resulting sales interest people in radio. He informed me that fully 60 per cent of the sets sold were returned within 60 days in favor of better and higher-priced merchandise. The leader, however, had accomplished its purpose. It aroused interest in a radio of some kind; it had stimulated a demand."

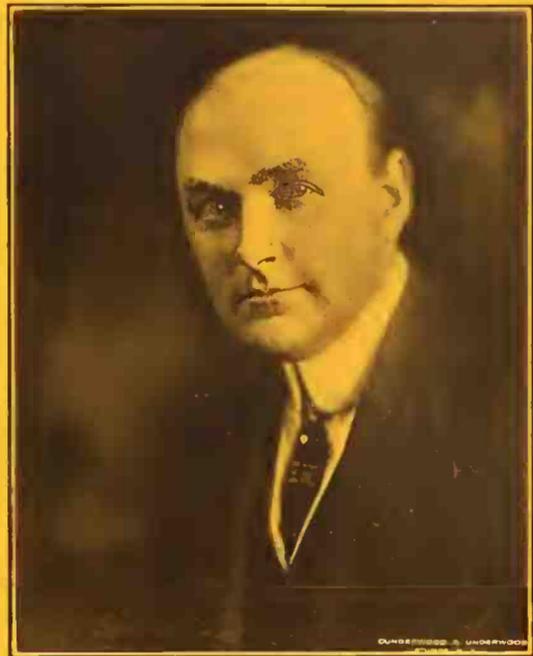
How Many Lines

Concluding his interesting and informative address, Mr. Kamens declared that no one can say definitely the number of lines a dealer should handle. Local conditions and other factors must determine the variety of products. He emphasized the need for dealers figuratively "rolling up their sleeves" and "selling" the customer on the merchandise handled, advised against switching the customer from the product asked for, if it is handled, and urged more attention to window displays and advertising, illustrating his remarks by relating concrete instances where unusual methods resulted in tremendous increases in sales volume.

nite price policy saves your customer as well as you from considerable worry.

Your Financing Plan

"Every merchant knows that the difference between profit and loss may depend upon his ability to take all cash discounts. If you find it necessary to sell 'on time,' and have enough capital to carry the paper yourself, or can get enough from your bank to take the discounts and do all the business you want to do—fine! You need no assistance. But a great many dealers find it necessary to go outside to turn



Richard W. Lawrence

Richard W. Lawrence Gives Interesting Facts in Address on "Time Payments"

Richard W. Lawrence, president of the Bankers-Commercial Security Co., Inc., former president of the Music Industries Chamber of Commerce and one of the leading figures in the music and financial world, under the head of "Time Payments" gave a talk which was received enthusiastically by everyone present. In his address Mr. Lawrence said in part:

"Whether you like it or not, the partial payment system is a fact and the merchant who doesn't have to meet it is the exception. Most radio merchants have met it. A great share of radio sales are time sales.

"The trend is plainly indicated by a national survey. In 1925, 75 per cent of the dealers interviewed told us they sold radio on time. In the 1926 survey the percentage had risen to 84.6, and it appeared that time sales made up three-quarters of the average dealer's business. Some of you like this condition, some don't. One dealer tells us: 'You bet! I sell on time every chance I get. There's more money in it.' At the other extreme is the dealer who said with a world of feeling, when asked if he had a deferred payment plan: 'Yes, doggone it.'

Common Sense Selling

"From experiences of merchants come these hints, which I pass along for what they may be worth to you: Always sell for cash when possible. The salesman who springs 'easy terms' on the customers at the outset is doing you no service. Instalment terms should always be reserved for those who find immediate cash payments inconvenient. Sell on time only when it will benefit the customer. Get as large a down payment as possible.

"Where some dealers fall down,' said a radio merchant, 'is in selling terms instead of merchandise. I sell radio, with terms incidental.'

"Doesn't that sound like good sense? And it's right in line with the advice recently given by Curtis C. Cooper, president of the General Motors Acceptance Corporation, to his organization. 'Without in any way restricting the salesman's ability to close a sale,' said Mr. Cooper, 'an effort could be made to secure the most conservative terms adapted to the pur-

chaser's circumstances. . . . It would increase the general average of all down payments . . . reduce the average term of all outstanding notes and therefore require less money to carry them. The loss experienced would be lower. There would be fewer repossessions. Less collection effort would be required. There would be more satisfied customers, and sales would stick. The dealer's credit line would be greater in proportion to his capital, increasing his turnover and increasing his ratio of profit.'

Mr. Lawrence urged dealers to make the terms as short as possible, make a complete investigation, state your terms and stick to them and sell the radio that stays sold.

Who Are the Best Credit Risks?

"Dealers give various answers to this question. You best know your own communities. All people whose money comes in regularly are regarded as better risks than those with fluctuating incomes. Married people are, generally speaking, regarded as safer than the unmarried. One authority says they are five times as dependable. Single men and women are more likely to flit from place to place, from job to job. Home owners are classed as better risks than renters.

"You may be interested in this rating, based on the replies of 400 dealers interviewed by The Music Trade Review: 1. Property owners. 2. Farmers. 3. Skilled laborers and mechanics. 4. Small merchants. 5. Clerical workers. 6. Women workers. 7. Professional workers. 8. Municipal employes. Municipal employes were rated lowest, because, as a rule, they get small salaries and are inveterate instalment purchasers. Professional workers were far down in the list because of their alleged tendency to live up to or beyond their incomes. Farmers as a class are good risks, but not the best instalment prospects. They like to pay cash or when their crop money comes in.

Where You Have the Advantage

"If you must sell radio on instalments be sure you sell a set that stands up, upon which the price is certain not to be slashed. A defi-

their instalment paper into immediate working capital."

R. W. Bennett's Talk Closed Session

The Wednesday session came to a close with a brief talk by R. W. Bennett, president of the St. Louis Radio Trade Association, under the heading, "The Field of the Manufacturers' Agent," wherein he told some of the co-operative measures adopted by the manufacturers' agent to serve all factors of the industry.

Important Resolutions Adopted by Convention

At Thursday's meeting of the Federated Radio Trades Association interesting discussions were held in open meeting relative to various phases of the industry and during the course of the meeting five resolutions were presented wherein the Association outlined its viewpoint on matters of pertinent interest to the entire industry. The resolutions were as follows:

WHEREAS the R. M. A. is holding at present a pre-season radio trade show in Chicago with the idea in view of advancing the trade season as well as stabilizing the industry, and

WHEREAS we, the Federated Radio Trades Association, look upon this movement with commendation and favor and with the desire that this early showing be made a permanent feature of our merchandising year, be it therefore,

RESOLVED, that the R. M. A. be notified of our approval and support of their venture and at the same time serve notice on them that no backward steps are expected.

That manufacturers hereafter must have their lines, new radio sets and merchandise ready for showing to the distributing trade not later than June of each year.

That manufacturers, through their distributors, must be ready to show these items to the retail trade not later than the last of July of each year, thus giving time for consolidating the efforts of manufacturers, distributors and retailers and making ready for the season's business in proper time.

That manufacturers, distributors and retailers are expected to combine to sell the public through advertising and the association radio shows held throughout the country.

(Continued on next page)

That, in order to insure stability and confidence in the working out of these plans, manufacturers must agree in the case of each order taken from a distributor to allow full credit on return of goods on hand in case said manufacturer makes any change in his model subsequent to the delivery of goods as shown in June and to provide that his distributors make the same contract with the retail trade.

That copies of this resolution be sent to the R. M. A., to the radio press, other associations and to our members.

WHEREAS, Congress at its last session passed a Radio Control Law which law met with the general approval of the public and the trade; and

WHEREAS, acting under the provisions of this law, the President of the United States appointed a commission of five members from various sections of the country; and

WHEREAS, this commission has been functioning since its appointment; and

WHEREAS, in our opinion, the commission has been functioning wisely, has cleared the air materially, and is working along the right lines.

NOW, BE IT RESOLVED, that we, the Federated Radio Trades Association, congratulate the commission upon the work which it has thus far done;

BE IT FURTHER RESOLVED, that we urge the commission to continue the work along present lines to the end that permanent wave lengths be definitely established at the earliest possible moment; and

BE IT FURTHER RESOLVED, that we deprecate the attempt of a few radio stations who because of the fact that they have been compelled to divide wave lengths or to remove to less desirable wave lengths threatened to attack the legality of the law.

BE IT FURTHER RESOLVED, that for the good of the public and the industry as a whole, we strongly urge that no radio station make any attempt to have the present Radio Law declared unconstitutional; and

BE IT FURTHER RESOLVED, that the Federated Radio Trades Association and all its constituent groups urge upon the radio stations in their sections to accept the rulings of the radio commission without any court proceedings.

BE IT FURTHER RESOLVED, that a copy of these resolutions be sent to the Radio Commissioners, the radio broadcasters and the press.

WHEREAS, syndicated stories have appeared in the various newspapers about the country from time to time, announcing some new discovery or radio invention that, upon investiga-

tion, has been found to be fraudulent or unpractical.

BE IT THEREFORE RESOLVED that both the newspapers in various cities throughout the country as well as the Associated Press offices in the various cities, be requested to thoroughly confirm any such new discoveries or inventions by referring the stories to competent radio engineers or radio editors of their own publications before publication.

RESOLVED that the Federated Radio Trade Association urges for the immediate consideration of the Radio Industries Committee, if and when formed, the compilation by an independent organization such as the Harvard Bureau of Research of statistics covering all phases of the radio industry; and to that end hereby offers the full cooperation of all the members of this association in the furnishing of such data as may be required by the organization selected to compile the statistics.

RESOLVED that the Federated Radio Trade Association urges for the immediate consideration of the Radio Industries Committee, if and when formed, the problem of eliminating interference; that the Radio Industries Committee undertake the further distribution of the R.M.A. committee interference report as the most complete treatise on the subject now available and that in urging this action the R. M. A. hereby assures the Radio Industries Committee of the fullest cooperation in all future efforts which it may undertake in dealing with the problem of interference.

Friday's Meeting of the Federated Association

A general discussion by members and non-members as to the most important phases of the radio business was scheduled and subjects brought before the meeting comprised manufacturing and marketing problems of keen interest to everyone present. The convention came to a close at the end of this meeting, much important business having been accomplished.

Federated Officers to Be Elected on February 15

At a meeting of the Board of Directors of the Federated Radio Trades Association in Chicago it was decided to hold the annual election of officers together with the election of directors at Milwaukee, February 15. At this meeting, which marks the close of the Association fiscal year, a large attendance of jobbers and dealers is expected, for a general invitation is being issued to members of the Association to attend.

Crosley Distributors and Dealers in Cincinnati and Chicago Meetings

CINCINNATI, O., June 10.—Two hundred and fifty distributors for the Crosley Radio Corp. attended the annual convention of the wholesale representatives held at the Hotel Gibson, this city, on Tuesday and Wednesday, June 7 and 8. The feature of the convention was the introduction of a new line of merchandise, including a six-tube set to be furnished in two types for battery or lamp socket operation and known as the "Bandbox." Other new products introduced included a Musicone loud speaker, mounted in a frame resembling a tilting table, called the "Tilt Top Musicone," and three new console cabinets made by the Showers Bros. Co., to contain Crosley sets. It was also announced that the Crosley Super Musicone had been reduced in price.

The outstanding feature, however, was the showing of the new receivers, the design of which was influenced considerably by the recent patent arrangements made by the Crosley Corp. with the Radio Corp. of America. The "Bandbox" receiver is built into a compact metal cabinet with a crystalline finish and has a single tuning control, together with power switch volume control. Both AC and DC sets are mounted in the same type of cabinet.

Powel Crosley, Jr., in an interesting address, emphasized the fact that the Crosley Radio Corp. is driving ahead to new heights in manufacturing achievement. He stressed the recent acquisition of the rights to more than one hundred basic patents of the Radio Corp. and allied companies.

H. E. Sherwin, general sales manager, outlined the program of close co-operation which the Crosley Corp. will follow with its jobbers and dealers for the coming year.

The annual convention of Amrad distributors was held to-day on the roof garden of the Hotel Gibson. Powel Crosley, Jr., was the principal speaker. Shortly before midnight to-night the Crosley "Special," a private train consisting of eight Pullmans and an observation car, will leave this city, bringing the Crosley aggregation to Chicago for the R. M. A. activities.

Crosley Meeting in Chicago

CHICAGO, ILL., June 15.—A convention of authorized Crosley radio dealers was held in the gold room of the Congress Hotel to-day. The Crosley Radio Corp., taking advantage of the

large number of dealers from all over the country who are attending the radio trade show and convention, took over the second floor of the hotel. The feature of the meeting was an address by Powel Crosley, Jr., president of the Crosley Radio Corp., who gave his impressions on the Crosley line for 1927-28 and explained the importance of the recent acquisition of more than one hundred basic patents resulting through an agreement entered into with the Radio Corp. of America. In addition to the display of Crosley products at the Exhibition Hall, Hotel Stevens, demonstrations of electrically operated Crosley receivers are being given in Suite 712, North American Building.

Harry E. Sherwin, general sales manager of the Crosley Radio Corp., directed the activities here and in Cincinnati. He was assisted by John L. Limes, Leonard A. Kellogg, John J. Hope, Jr., and Henry W. Chadwick.

Kellogg Distributors and Dealers Luncheon Guests

Two hundred distributors and dealers were the guests of the Kellogg Switchboard & Supply Co. at a luncheon held June 15 at the Blackstone Hotel, during the R. M. A. trade show and convention. H. C. Abbott, sales manager of the radio division, acted as chairman and toastmaster, introducing W. L. Jacoby, president of the Kellogg organization, to the guests.

Mr. Jacoby in a short address stated that the Kellogg Co. had been in the electrical manufacturing field for over thirty years, an experience and preparation which now stood the organization in good stead in radio manufacturing. Among the other speakers were Fred C. Oliver, of Boley & Oliver, Kellogg sales representatives of New York City; John Ziemann, Standard Radio Co., Milwaukee, Kellogg distributor, and J. S. Shields, general manager of Landay Bros., New York City.

Entertainment after the luncheon was furnished by Dr. Harlan Tarbell, a magician and sleight-of-hand performer. Each guest was presented with a handsomely engraved paper knife as a souvenir of the luncheon.

A Sure-Fire Method of Increasing Record Sales

Pushing the records of an artist through his appearance at a store has always been a "sure-fire method" of increasing record sales and Max Tittel, proprietor of the Morris Music Shop, New York, will subscribe to this statement. On Wednesday, May 11, Perry Bradford and His Band, Okeh artists, made a personal appearance at the Morris store, and played a number of the selections which they had recorded for the Okeh catalog, featuring their latest release, "Lucy Long." For some days previous placards had announced the event and a novel window display consisting of a miniature barrel out of which dice came tumbling had attracted attention. Crowds gathered and naturally read the posters in the window which announced the coming concert. On the night of the concert and for some days following sales of Bradford records continued strong, totaling more than 2,000 records.

Oscar F. Mehorney Is Dead

Oscar F. Mehorney, president of Western Radio, Inc., Kansas City, Mo., Atwater Kent distributor, died recently from hemorrhage of the brain. Mr. Mehorney was well known in talking machine circles as a member of the firm of Stout, Mehorney & Smith, and also as the manufacturer of the Strand phonograph.

The Cline Music Co., of Staunton, Va., has opened a branch store at Lexington, Va. A complete line of Brunswick Primatones and Victor Orthophonic models are carried. Charles O. Taylor is manager of the new branch.

Apex Elec. Mfg. Co. Convention, Held in Chicago, Marked by Enthusiasm

The sales convention of the Apex Electric Mfg. Co., held in Chicago, June 9, 10, and 11 under the direction of Carl D. Boyd, vice-president and general sales manager of the company, was an outstanding success, for the convention program provided interesting and informative data for the Apex representatives. The meetings were held at the Shorelands Hotel, one of Chicago's newest and finest hostelrys, and the members of the sales organization at the close of the three days' meeting were keenly enthusiastic and thoroughly sold on the outstanding merits of the Apex line.

The meeting opened on June 9, with M. W. Mitchell, assistant sales manager of the company, as chief announcer, who introduced O. G. Nilson, president, and J. F. Prince, secretary, of the Apex Electric Mfg. Co., who gave a cordial address of welcome to the Apex sales representatives. The meeting was then turned over to Mr. Boyd, who presided as chairman during the three days, and whose exceptional experience as an executive in the radio and electric industries served to make the Apex meeting noteworthy for the practical character of the program.

Mr. Boyd's address on Thursday morning was entitled "The Year Ahead," wherein he briefly outlined the Apex plans for the coming season, calling attention to the distinctive characteristics of the Apex sets for the new year and the manufacturing and merchandising program which had been completed in behalf of Apex products. S. Bronski, auditor of the company, gave an interesting talk on "Figures," and on Thursday afternoon the speakers were Ross Cumming, representing the publication, "Jobbers' Salesmen," and whose subject was "The Electric Jobber in the Radio Field"; Lee Robinson, business manager of The Talking Machine World, with the subject, "The Part the Music Trade Plays in the Radio Field"; Henry Schaeffer, of the Apex organization, with the subject, "The Apex 'B' Eliminator"; Arthur T. Haugh, vice-president of the United Radio Corp., Rochester, N. Y., "Why the Cone Speaker Is the Ideal Running Mate for Apex Receivers"; W. A. Brannon, research engineer, French Battery Co., on "B Batteries." On Friday, E. K. Oxner, Apex engineer, outlined some of the constructional and mechanical features of the Apex line, and other speakers on Friday's program were H. M. Dine, president of the Dine-De Wee Co., Canton, O., Apex jobber; William Bender, Jr., of the Howard Cranfill Co., South Bend, Ind., Apex jobber; Howard L. Bodamer, of the Apex engineering staff; Roger Wise, of the engineering staff of E. T. Cunningham, Inc.; Lester Jones, well-known engineer of the Technidyne Corp.; Harold J. Wrape, president of the Federated Radio Trades Association, and Bob Walker, of Bailey, Walker & Tuttle, Inc., advertising agency, sponsoring the Apex advertising campaign.

On Friday evening a banquet for the Apex sales representatives was held at the Chicago Athletic Club and at this gathering the members of the Apex sales staff were shown for the first time the Apex line for the coming year. The introduction of the models was received with tremendous enthusiasm and the attractive cabinet design, as well as the constructional features of the chassis, were given a hearty endorsement by everyone present. The featured speaker at this banquet was Roy R. Bailey, president of Bailey, Walker & Tuttle, Inc., and one of the leaders in the advertising world. Mr. Bailey talked on "Visibility," and the message he gave to the Apex sales staff was one of unusual interest and of real help to the men on the "firing-line." Arthur T. Haugh, president of the Radio Manufacturers Association, vice-president of the United Radio Corp., delighted the audience with some of his inimitable stories and then, in a more serious vein,

showed just how radio manufacturers such as Apex were doing everything possible to give jobbers and dealers a product and a service beyond the slightest criticism. Wm. Thommen, president of the Plymouth Phonograph & Radio Co., Plymouth, Wis., designer and producer of the Apex cabinets and connected with the furniture industry for many years, told the Apex representatives something of the care and consideration which had been spent upon every detail of the new Apex products for the coming year.

H. E. Bristol, advertising and sales promotion manager of the Apex Electric Mfg. Co., gave the representatives a very interesting talk on what the jobber and dealer expects from the manufacturer and what, in turn, he has prepared to give the representatives. The meeting came to a close with a very important and excellent talk on the advertising program for the coming year by Bob Tuttle, of Bailey, Walker & Tuttle, Inc., and a recognized authority in the advertising world.

The new Apex line for the coming year comprises six handsome models, including a six-tube table model, the "Lyric," \$75; seven-tube table model, the "Milan," \$105; seven-tube console low-boy with built-in loud speaker, the "Minstrel," \$225; nine-tube table model, the "Corsair," \$225; nine-tube high-boy console with built-in loud speaker, the "Troubadour," \$295; and nine-tube deluxe console with built-in loud speaker, the "Diplomat," \$400. All of the nine-tube sets are loop-operated and all of the receivers but the table models have a built-in cone speaker. The complete Apex radio receiver line for the coming year, with the exception of the "Lyric" uses the Technidyne circuit, invented and designed by Lester Jones. The Apex line for the coming year also includes the Apex "B" power unit listing at \$37.50.

The sales representative in attendance at the convention were the following: W. Royce Beamish, Minneapolis, Minn.; Graham O. Davis, Buffalo, N. Y.; Walter H. Dyer, St. Louis, Mo.; J. B. Hess, Hinsdale, Ill.; Charles H. Hofman, Kansas City, Mo.; Harry Merrithew, Dallas, Tex.; Robert G. McFarland, Philadelphia, Pa.; R. R. Nichols, Chicago, Ill.; Charles I. Peterson, Meriden, Conn.; S. N. Spector, San Francisco, Cal.

Complete Line of Ortho-Sonic Receivers Presented at Federal Radio Corp. Conclave

A complete line of Ortho-sonic receivers, comprising twenty models, of five, six and seven tubes, operating from either direct current or the alternating current of the light socket, was greeted with enthusiasm at the convention of wholesale distributors and sales representatives of the Federal Radio Corp., held at the Hotel Statler, Buffalo, N. Y., on Wednesday, Thursday and Friday, June 8, 9 and 10. The Federal Ortho-sonic line for 1927-1928, which comprises both table and art console models, is designed to meet the needs and requirements of every type of customer, with a price range of \$100 to \$1,100.

A new art model console speaker, listing at \$125, power operated, also received favorable comment from those present at the convention. A power-tube coupler designed for use between the set and speaker, thus preventing damage to the speaker from high-current voltages as well as improving the tone quality, is another addition to the Federal line of radio products.

The convention was devoted to an exposition of Ortho-sonic products and detailed discussion of wholesale and retail merchandising problems. Kenneth E. Reed, sales manager of the Federal Radio Corp., presided at all sessions.

In his address of welcome Lester E. Noble, president, predicted a satisfactory increase in radio business in both the domestic and foreign markets in 1927 and 1928. He pointed out that the basic principles of radio embodied in Ortho-sonic receivers have proven so satisfactory in performance that Federal engineers had found it necessary to make only a few minor changes in the product, but that the line had been broadened to permit of light-socket operation if desired, and all cabinets and consoles had been improved from a standpoint of beauty and attractiveness. Mr. Noble stated that all problems of factory production had been satisfactorily solved, and he assured the assembled wholesalers that the Federal facilities are now at a point where it was possible to promise prompt shipment of all orders throughout the year, with the closest possible co-operation from the entire Federal organization.

Various executives were introduced, each giving a short talk on the function and operation of his department and the way in which it dovetailed with other departments of the company.

Of particular interest was the address of L. C. F. Horle, chief engineer, who explained in detail the design and operation of Ortho-sonic

products, particularly the new Federal power-pack unit, which operates direct from house current through the light-socket, with no A, B or C batteries.

A. C. Stearns, advertising manager, held the interest of the distributors present in his address, outlining the exhaustive advertising and sales promotional plans of the Federal company for 1927 and 1928. Single pages and double-page spreads will be used in a list of national magazines selected with a view to reaching the greatest possible number of consumers. The estimated circulation of these publications was placed at between four and five million readers. A unique feature of Federal's advertising campaign will be a co-operative publicity tie-up with dealers, and under this plan the dealers will pay 60 per cent and Federal will pay 40 per cent of the cost of a series of newspaper advertisements in all the principal trading centers throughout the country. In this way, the dealer will be able to tie-in locally with the national advertising running in magazines. Mr. Stearns stated that the Federal Co. would increase its advertising appropriation during the forthcoming year by 33 1-3 per cent over the previous appropriation. A vast amount of dealer-help literature, window and counter displays, motion picture slides and electric signs were in process of preparation, according to Mr. Stearns, who said this material will be of great assistance to Ortho-sonic dealers in carrying the Federal message to the consumer.

At the close of the convention it was announced that arrangements had been made to install an art console Ortho-sonic in the Summer home of President Coolidge in South Dakota.

A delightful program of entertainment was arranged by Federal executives throughout the convention for the visiting wholesalers and sales representatives and their ladies. On Wednesday the entire convention was taken to Niagara Falls, Ontario, by automobile, and after dinner the visitors enjoyed the world-famous spectacle of the color illumination of the Falls by powerful searchlights, said to be of one billion candle-power. On Thursday the ladies were transported to the Roycroft Inn and workshop at East Aurora, N. Y., and in the evening everyone was entertained at a dinner in the Terrace Room of the Hotel Statler, followed by dancing. On Friday the visitors were guests at the Transit Valley Country Club, where a golf tournament with prizes was the feature of the day.

Sonora Jobbers Gather in Chicago for the Annual Meeting of Distributors

The annual meeting of the distributors of the Sonora Phonograph Co., Inc., was held on June 10 at the Blackstone Hotel, Chicago, and was attended by Sonora jobbers throughout the country. As usual a very interesting and timely program had been prepared for the jobbers and the day's activities were accorded keen interest by everyone present.

A feature of the Sonora distributors' meeting was the introduction of the new Sonora radio receiver line for 1927-1928. This line will comprise three 6-tube models and one 7-tube model, the 6-tube sets being a table model listing at \$99.50; console with loud speaker, listing at \$175; De Luxe, highboy with speaker, listing at \$275. The 7-tube model is a beautiful de luxe cabinet with speaker and loop listing at \$395. These models were received with great enthusiasm by the Sonora distributors, all of whom were delighted with the cabinet designs as well as the constructional features of the product.

It is expected that a little later in the season details will be available regarding electric equipment, and the console models will all be equipped with relay switches for handling different kinds of radio equipment which may be desired by the purchaser. The sets were demonstrated for the distributors and splendid results were obtained during the course of the demonstration.

There were also exhibited and demonstrated to the Sonora distributors the new Sonora cone speakers.

Sonora radio receivers are now being manufactured and merchandised under an R. C. A. licensing agreement.

The Sonora phonograph line for the coming

season comprises the Tonic line of phonographs recently perfected in the Sonora factory, comprising the "Prelude," console listing at \$95 and four consoles, the "Concert" at \$125, the "Minuet," \$165, "Intermezzo," \$250, and the "Philharmonic," \$215, and three models of Sonora portables listing at \$25, \$35 and \$50.

The program during the convention proceedings opened with a splendid and thoroughly comprehensive address by S. O. Martin, president of the Sonora Phonograph Co., Inc., and widely known in commercial and financial circles. Mr. Martin welcomed the distributors to the meeting, outlining the plans for the coming year and giving full details as to the various activities recently announced by the company.

The afternoon was given over to the merchandising presentation, with practical discussions by Joseph Wolff, vice-president in charge of manufacturing; Charles Henry, radio sales engineer, and W. A. Thomas, of the radio sales engineering division. F. V. Goodman, sales manager of the company, and one of the most popular executives in the phonograph industry, gave the distributors a complete outline of Sonora merchandising plans, and in the course of the afternoon F. W. Schnirring, advertising manager of the company, told the distributors just what was being planned for the company advertising campaign for the coming year.

The distributors were entertained at dinner Friday evening with a theatre party following. In addition to the distributors, there were also represented at this gathering the district sales managers of the company, who are in touch with jobbers and dealers throughout the year.

Sparks-Withington Plant in Jackson, Mich., Scene of Successful Convention

One hundred and forty guests, representing sixty-five distributing organizations, were present at the annual Sparton radio distributors convention, held at the Sparks-Withington Co. factories, Jackson, Mich., on June 9 and 10. The most important feature of the two-day gathering was the first showing of the new Sparton radio receivers on June 9.

The convention centered about the Hotel Hayes, official headquarters, and the Sparks-Withington Co. automobile horn and radio plants. On Thursday, June 9, practically all of the guests arrived, and after a luncheon at the hotel were guided through the Sparton horn plant. The climax of the convention was reached at the dinner and entertainment that evening at the Jackson Country Club, which preceded the presentation of the new Sparton receivers. Captain William Sparks, acting as chairman and toastmaster at the dinner, introduced Major P. H. Withington, who welcomed the distributors in the name of the company. Major Withington was followed by W. S. French, of Brooke, Smith & French, Inc., Detroit, advertising counsel to the Sparks-Withington Co., who stated that the Sparton organization had produced a radio product for a market which lends itself to intensive selling. He congratulated the Sparks-Withington Co. on the progress it had made since its entrance into the radio field one year ago, pointing out that the organization had deliberately planned to be a leader in the radio field. He advocated the selling of radio as a means of entertainment and not as an electrical apparatus. Other speakers who addressed the gathering were: L. C. Wiswell, president of the Wiswell Radio Co., Sparton distributor in Chicago; Earl Poling, of Windsor, Poling, Inc., music-radio dealer of Akron, O.; Harry Michels, of the Michels Radio Co., Muncie, Ind.; Lee Whistler, of the Herring-Whistler Co., Des Moines, Ia.

Entertainment throughout the dinner and the meeting was furnished by artists from broad-

casting station, WCX, Detroit; Mrs. Leslie C. Wiswell, soloist; Francis J. Cook, an impersonator, who is a regular feature at each Sparton party, and Miss Genevieve Dunn-Smith, soloist.

The presentation of the new Sparton receivers was made by Captain Sparks, who described each receiver as it was separately shown to the distributors. The showing of the feature model, a seven-tube A-C console, employing two-power tubes and listing for \$375 complete, was the signal for a burst of applause as the set was tuned in. Other models in the new Sparton line are as follows: Number 615, a six-tube, one-dial, battery-operated table-type receiver, \$68; number 626, a six-tube, one-dial, battery-operated console, \$88; number 626, A-C, a six-tube, A-C receiver, \$215; number 615, A-C, a six-tube, one-dial table-type A-C receiver, \$188; a console \$35, and a console equipped with a built-in speaker, \$55. All of the new Sparton receivers are operated by single control and are six-tube receivers, with the exception of the large seven-tube A-C console mentioned above. Immediately after the presentation of the receivers, the distributors inspected them and were given information regarding the technical details of the receivers by the Sparton engineering staff.

The Friday program opened with a breakfast at eight o'clock in a special dining room of the Hotel Hayes, immediately after which the distributors were conducted through the Sparton radio and cabinet factories. At noon a meeting was held in the ballroom of the Hotel at which was discussed the Sparton radio advertising and merchandising plans for the coming year. Among the important sales promotional helps which were presented to the distributors was a most effective window display program for the dealer. A sequence of window display equipment, comprising four different sets, will be furnished free to Sparton dealers and they will be allowed to keep the window displays permanently. A de luxe window trim, mechani-

cally operated, will also be furnished to the dealer at half of its actual cost.

The Sparks-Withington Co. radio advertising campaign includes full-page space in the Saturday Evening Post throughout the year, the first advertisement having appeared on June 9, the opening day of the Sparton distributor convention. Other national magazines will also carry the Sparton radio message to millions of consumers. A liberal newspaper policy will be placed in effect with Sparton advertising appearing in newspapers in every distributing center. The name of every dealer in the territory affected by the circulation of the newspapers will have his firm name and address listed in the advertisements without charge. Another division of the dealer-newspaper campaign will be an equal sharing of the advertising cost with any and all dealers by the Sparks-Withington Co. as long as the dealer wishes to continue such a campaign. The company will furnish mats, copy and other material for this advertising.

A complete Sparton radio portfolio was also presented to the distributors, the plan being to standardize the selling arguments of the manufacturer's sales force, distributor's salesmen and dealer's salesmen. The portfolio is so arranged, written and illustrated as to allow its use by all three types of salesmen, and it will be exceptionally valuable to the dealer and those salesmen who attempt to sell radio in the home through canvassing and outside selling.

After a luncheon at the Hotel Hayes, the distributors divided into two groups, one being composed of golfers, and the others enjoying a ride through the Irish Hills, a scenic spot near Jackson. Dinner was served at the Jackson Country Club in the evening, immediately after which a special train carrying the distributors left for Chicago and the R. M. A. Trade Show and Convention.

Cunningham Distributors Stage Chicago Meeting

The first annual distributors' convention held by E. T. Cunningham, Inc., New York City, was held at the Palmer House, Chicago, June 11, two days before the R.M.A. Trade Show and Convention. The gathering of Cunningham distributors from all sections of the country was climaxed by a banquet in the evening in the Red Lacquer room of the Palmer House, which was attended by 300 guests.

Herbert H. Frost, vice-president and general sales manager of E. T. Cunningham, Inc., who acted as toastmaster, prefaced the evening's entertainment with the announcement that Russell King, formerly Chicago district manager of the Cunningham organization, had been promoted to the position of general sales manager with headquarters in New York City. Each guest at the speakers' table was then called upon for a short humorous talk, after which former Congressman Landis, a humorous after-dinner speaker, addressed the guests on the benefits of radio which, he stated, "makes the world a neighborhood."

The guest of honor and speaker, Hon. Orestes H. Caldwell, a member of the Federal Radio Commission, told his listeners that the chaos in the air in the past would soon be remedied with the Radio Law of 1927 and the rearrangement of station wave lengths which would take place on June 15. He predicted that the Federal Radio Commission, after a two-month test of new wave length allocations, would probably issue only 60 and 90 day licenses throughout the Winter in order that the new plan may be thoroughly tested. Mr. Caldwell stated that at the present rate of one and three-quarter million sets sold each year, it would take fourteen years to equip every American home with radio apparatus. He urged the sale of the better type of receivers, advancing the argument that the public is now using 1923 model receivers instead of modern sets to receive present-day broadcast programs, emphasizing that there is a large field awaiting exploitation by aggressive retail dealers.

M. Steinert & Sons Co. Store Managers and Salesmen Attend Annual Convention

Approximately Sixty Representatives of Sixteen Steinert Stores Attend Meetings in Steinert Hall and Hear Interesting Talks by Manufacturers' Representatives

BOSTON, MASS., June 6.—Steinert Hall, in the building owned and occupied by M. Steinert & Sons Co., was the scene of that company's convention of store managers and the executives and sales staff late in May. Close to sixty representatives from the sixteen stores that dot New England were in attendance at the convention that shed much light on the present business situation in New England, especially the situation from the music trade standpoint.

Announces Sales Competition

Alexander Steinert, general manager and treasurer of the company, opened the convention. The most important part of Mr. Steinert's speech was the announcement of a contest between the Steinert stores in New England, said contest to close on December 31 of the present year. A silver loving cup will be given to the store that shows the greatest percentage of net profit in that time. The cup idea will be an annual affair, and when won by any store for three consecutive years it will become the permanent possession of that store. Even in the case of the cup becoming the permanent possession of one store, Mr. Steinert added that another cup would be put up for a new contest.

Acting as chairman of the meeting on Thursday, Robert S. Steinert first introduced Frederick Vietor, of Steinway & Sons, New York, who took for his topic the manufacturing process necessary in the production of the world-famed Steinway instrument. The next speaker was Leon Lang, manager of the Oakland, Cal., branch of Sherman, Clay & Co.

At the afternoon session, following luncheon served at the new Eks Hotel, two authorities on the reproduction side of the piano industry analyzed and placed their conclusions and deductions before the attentive delegates—C. B. Amorous, sales director of the Aeolian Co., and his co-worker, F. E. Edgar. Dinner was enjoyed at the University Club, and in the evening the entire party was present at one of the musical comedies here.

Discuss Trade Situation

Friday morning the talking machine and radio situations came in for much enlightenment at the hands of Messrs. Hopkins and Hutchins, of the Victor Co. and Kolster Corp., respectively. Mr. Hopkins was most enthusiastic about the talking machine business outlook for the rest of the year, and Mr. Hutchins told just what could be expected of radio for the remainder of the season. Both talks were instructive and invigorating.

The final meetings of the day were more of a closer nature, departmental problems being the main items of discussion. These departmental talks were sponsored by Jerome F. Murphy, Arthur C. O'Leary and E. P. Jenks. The convention was most successful from every point. The speeches and talks were ably handled and the information given was such that it can be of use to each store manager. The social side of the gathering showed that there is much spirit for good-will in the Steinert organization, the largest and one of the most successful of its kind throughout the entire New England States territory.

Stieff store May 2, featuring "Brown Sugar," one of their Brunswick records.

Goldberg Bros., distributors of Lyric and Ar-tone lines, announce the addition of W. G. Lowry to their sales staff. Mr. Lowry will travel Kentucky and parts of West Virginia and Tennessee.

James Y. Branch, Inc., operating a retail hardware and sporting goods store in Petersburg, and handling several lines of talking machines, went into bankruptcy recently, listing liabilities of \$18,989 and assets of \$12,890.

Max Schutze, president of the Columbia Furniture Co., Victor dealer and also handling Atwater Kent radio, was elected president of the Southern Furniture Dealers' Association at its recent annual convention held in Lynchburg.

Business in the Fifth Federal Reserve district, including the Carolinas, Virginias and the State of Maryland and District of Columbia, is picking up, according to the monthly report of the Federal Reserve Bank of Richmond.

Dubilier Condenser Corp. Was Host to Journalists

The Dubilier Condenser Corp., New York City, was host to a gathering of trade journal and newspaper men at its factory, 4377 Bronx Boulevard, on Friday afternoon, May 27. The occasion was announced as a "condenser vaudeville."

Fred D. Williams, president of the company, welcomed the guests and interestingly outlined the progress of the company from its beginning on Canal street back in 1915 up to its own large factory building at Woodlawn, which it now occupies. Mr. Williams told of the "humanness" of the organization, how it worked with the various manufacturers whom it serves. He also described the quality of manufacture and how the various Dubilier condensers were found to have approximately five times the capacity which was claimed. The importance of the latter property would be appreciated, he stated, in the high-power sets expected this season.

After Mr. Williams' address all repaired to the laboratories, where interesting experiments were conducted, after which an inspection of the plant was made. In addition to the making of condensers for all purposes, much interest was manifested in the manufacture of the Ducon, a device for the electric light socket, which takes the place of an antenna.

Levy-Page Co., Norfolk Victor Dealer, Holds Formal Opening of New Quarters

Establishment Which Suffered Fire Losses Some Months Ago Opens Remodeled Store—Clarence E. Tinchler Is Manager of Charles M. Stieff Music Store—Other News

RICHMOND, VA., June 7.—Levy-Page Co., of Norfolk, Victor dealer, who was burned out several months ago, held the formal opening last week of its remodeled store at the same site. Although it has the same floor space, the new store is much more commodiously arranged than the old one. It was estimated that upward of 10,000 people visited the store during the day. Many beautiful floral designs were sent by Norfolk merchants with good wishes. Max Levy, general manager, expressed himself as highly pleased at the reception given the firm in its new quarters. Miss Florence Biscoe, of the educational department of the Corley Co., Richmond, was present at the opening as representative of that firm. Fred R. Kessnich, wholesale manager of the Corley Co., was unable to be present, but he found time to call a few days later and extend his best wishes.

Mr. Kessnich says that he has no complaint to make of the business being done by his department, May business exceeding that of the same month of last year by a considerable margin.

John W. Graves, Jr., proprietor of the two stores in Danville and one in Martinville, Va., handling the Victor line, visited Richmond this week for the purpose of placing additional orders with the Corley Co.

Clarence E. Tinchler, formerly a branch manager for the Rudolph Wurlitzer chain in Chicago, is the new manager of the Charles M. Stieff music store here, which recently took on the Brunswick line of phonographs and records. Arthur E. Dikeman, formerly with the Wurlitzer chain in Buffalo, is also a new addition to the Stieff store, as is Louis Gruner, formerly manager of the phonograph department of the Biggs Music Co., of this city, which handles

the Columbia line. Joseph H. Steinbrecher, Jr., continues as manager of the phonograph department of the Stieff store. Miss Grace Page, formerly with another firm, is in charge of records.

Hal Kemp and His Orchestra from the University of North Carolina gave a concert in the

The Silver Electro-plated Needle

THE HUMAN VOICE

Especially adapted for electrically
recorded records

Attractive prices for jobbers

WALL-KANE NEEDLE MFG. CO., Inc.

3922—14th Avenue, Brooklyn, N. Y.

Wall-Kane, Jazz Concert, Best Tone, and Petmecky Phonograph Needles.

The Trade in PHILADELPHIA and LOCALITY

Radio Dealers and Distributors Form Philadelphia Radio Trade Association

Newly Formed Organization Plans to Stage Radio Show Early in September—Philadelphia Victor Dealers' Association Holds Outing—Other Trade News of Quaker City Territory

PHILADELPHIA, PA., June 9.—While the Spring months have been actively occupied with many sales of talking machines, the dealers have been enjoying the betterment that set in with the closing days of the seasonal business. Now that the Summer months are approaching the trade is settling down to the quieter demand natural to the season.

Records have been well bought, with the dance numbers the most active of the list. Portable talking machines are the main stocks of interest in the preparation for the coming Summer sojourn sales campaign. The more expensive models of machines are not as active as could be desired but still hold fairly well in view of the lagging demand for all commodities in the other manufacturing trades of the Quaker City.

Victor Dealers Enjoy Outing

While the dealers are enjoying the brighter days of business with the closing of the Spring, a day in the wide open spaces brought together the Victor dealers of the city who are enrolled in the membership of the Philadelphia Victor Dealers' Association. With a diversified program of sports and wide range in choice of pastimes for the outdoor season the dealers came to the Delaware river resort of the Kugler Mochican Club on May 25, and with sportsmanship and amity mingled in the fun-provoking fea-

tures on schedule. There was dinner of planked shad and many funny antics in the potato races to which the games were confined because of the soggy ground. Despite the rainy weather the members mingled in the races and enjoyed the outdoor games of baseball, with keen competition between the retailers and wholesalers, which was called by the umpire, Walter Linton, when tied 7 to 7, on account of the rain. Those who scored in the races were Barkley Azpel, Jack Mean, of the Joseph Heim Co., and Charles Carson, of the Carson Co. The Lucky Door prize went to Charles Baron, of Baron's. Harmonica contests terminated in awards for a solo to M. A. Goetz and a duet prize to Herbert Weymann and his brother and business associate, A. C. Weymann. Those who served on the entertainment committee were Homer Davis, A. C. Weymann, H. Royer Smith, J. R. Wilson, George Witney, M. Grass, and Raymond Boldt, while the races were conducted by J. Ralph Wilson. Richard Ertelt supplied the humorous, brief talk that gave an added zest for the appetizing dinner at the Club House.

Form Radio Association

With a view to uniting the radio industry in the Quaker City in organized effort in the various branches of the allied trades and distribution end of the business, several meetings of associates interested were held in the closing days

of May and early June. With more than 100 representatives of the Philadelphia radio manufacturers, jobbers and dealers present, plans were perfected on Friday, May 27, at a luncheon served in the Crystal ball room of the Benjamin Franklin Hotel for the organization session of the Radio Trade Association of the Philadelphia district.

Laurence A. Nixon, of New York, general secretary of the Radio Industries' Banquet Committee, opened the meeting and presented the temporary chairman, Hugh H. Eby, Philadelphia radio manufacturer, who presided throughout the program of discussions on organization. Following an open forum discussion on the means and methods of the organization of the industry and with the unanimous approval of the members present, an Executive Committee was appointed and immediately went into session for the election of temporary officers. These were elected under the temporary ruling for the organization of the trade: Chairman, J. T. Pierce; Vice-Chairman, Fred Winthrop; Treasurer, Charles Gumprecht; Secretary, A. Irving Witz, and Executive Secretary, L. A. Nixon.

Plan Radio Show

At this meeting announcement was made that a Radio Show for the Philadelphia District would be held and on June 2 a further discussion of the plans for the forthcoming exhibition was held. At the June gathering tentative plans for the Radio Show were laid and bright prospects for the displays in the Fall of the year were evident from the general approval of the members assembled.

At this meeting of the newly formed Philadelphia Radio Trade Association
(Continued on page 94)

Demonstrations

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

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

Philadelphia Victor Distributors, Inc.

835 Arch Street, Philadelphia

A DEALER FRANCHISE

Backed by a
NEW RADIO STANDARD

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

This means close cooperation with our jobbers and dealers—and in back of it all a radio set unique in the industry.

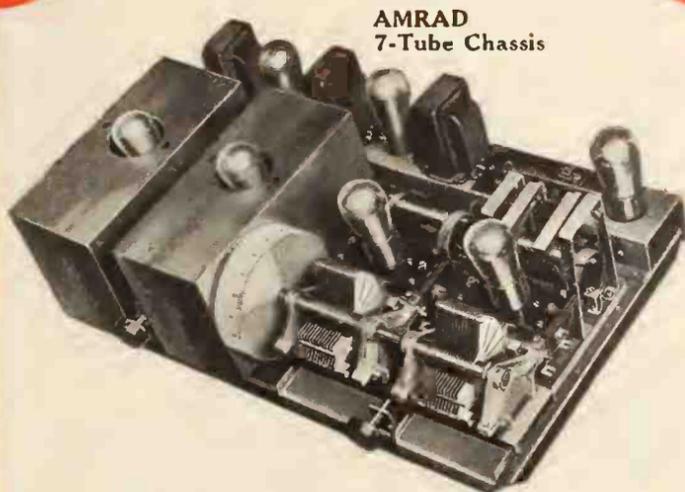
For we have created, as a result of four years of engineering progress, a heavy-duty, 6, 7 and 8 tube chassis, pure single-dial, solid copper shielded, so selective, so exquisite in tone, so rugged in construction that it fully deserves the praise it has met with wherever it has been shown.

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

For full information regarding open territory, address

The Amrad Corporation
Medford Hillside - Mass.

(Manufacturers of Amrad Sets under R.C.A. and Neutrodyne Licenses, for the Crosley Corporation)



AMRAD
7-Tube Chassis

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

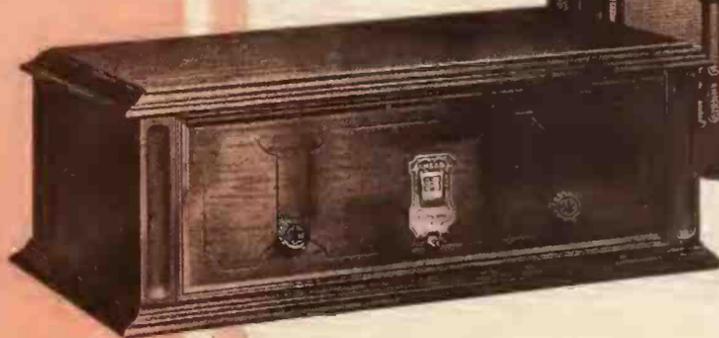
THE BERWICK
6-Tube Console

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



THE WINDSOR
7-Tube Compact

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



Royal Series

AMRAD

NEUTRODYNE

A Sign of Utmost Quality!

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 92)

delphia Radio Trade Association, a number of leading manufacturers, jobbers and dealers voted favorably for the Radio Show to be held in advance of the New York Radio Show. It was decided that the final plans for staging the Show in the Commercial Museum during the second week in September be formulated at the next meeting in mid-June. It was stated that besides having the majority of large manufacturers participate in this exhibition other attractions consisting of personal appearances of the National Broadcasting Co.'s most popular broadcasters would be additional features. Options on these radio stars already have been secured.

The temporary Board of Directors as announced by Mr. Eby to plan out the development of organization of the Association were; H. H. Eby, H. H. Eby Mfg. Co.; L. I. Hepburn, Gardiner & Hepburn Co.; A. Irving Witz, Gray Sales Co.; Ben Bernstine, Standard Radio Co.; Leon Levy, Radio Station WCAU; J. T. Pierce, Pierce Phelps Co.; D. H. Shallcross, D. H. Shallcross Sales Co.; W. C. Hooven, Electric Storage Battery Co.; Charles Gumprecht, Trilling and Montague, and Lewis Lyons, Lyons Radio Sales Co.

Everybody's Quarters Nearing Completion

When the newly renovated quarters of the Everybody's Talking Machine Co., at 810 Arch street, are completed in the current month, the firm will be provided with modern headquarters and service facilities for its nationally known accessories, parts and supplies of the Honest Quaker make. There will be provided a modern display and sales floor on the ground entrance where will be shown the line of portables in the Quaker and Quakertone styles, the Okeh and Odeon records and the line of Honest Quaker mainsprings and supplies.

Orthophonic Concert for Children

T. Connelly, who conducts the talking machine store at 2633 Girard avenue, gave the public an opportunity of enjoying a concert on the Orthophonic Victrola when the Twenty-ninth Ward Recreation Center celebrated its May Day Festival. During the outdoor festivities folk song and dance numbers and other records were featured, while the children accompanied the programs by singing.

Alex Munchweiler Adds to Duties

Alex Munchweiler, who has been for some time identified with the talking machine depart-

The Supreme Achievement

The Introduction of

The AUTOMATIC ORTHOPHONIC VICTROLA

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



Automatic Orthophonic Victrola, Open

H.A. WEYMANN & SON, INC.

1108 Chestnut Street - Philadelphia, Pa.

Victor Wholesalers

ment of Lit Bros., as its manager, has been given the supervision of the radio department with the duties of manager and buyer.

Adds Victor Line

With the acquisition of the Victor agency for the Allan's Radio Sales & Service, located at 8515 Germantown avenue, the title of the company has been changed. Under the new policy the store is to be known as Alexander Allan's Sons and the emporium will be devoted to the sales of Victor machines and records, as well as radio and supplies.

H. Royer Smith Remodels Store

With the aid of the painters and decorators attractively arranged store facilities have been supplied to H. Royer Smith, secretary of the Philadelphia Victor Dealers' Association and head of the firm conducting the talking machine business at Tenth and Walnut streets and Sev-

enteenth and Walnut streets. Newly decorated walls and modern furnishings have brightened up the Tenth and Walnut street home.

H. A. Pope in New Post

H. A. Pope, formerly with the Music Master Corp., of Philadelphia, is now identified with the St. Louis branch of the Columbia Phonograph Co., as assistant manager. Before the dissolution of the Music Master Corp., he was manager of one of the divisions combining the radio and record jobbing departments.

Reports Growing Demand for Portables

With the advent of the warmer weather the Pennsylvania Phonograph Distributing Corp., with offices in the Jefferson Building here, is disposing of a larger quantity of its portables in the \$25 and \$35 models. John L. DuBreuil, of the company, is now in the Western section of the State and will leave shortly for the Music Industries' Convention to be held in Chicago this month where he will supervise the Sonora display of 1927-1928 talking machines and radios.

A. Platt Again in Field

Having recovered from his recent operation for the removal of tonsils, A. Platt, Philadelphia salesman for the Columbia Phonograph Co., 40 North Sixth street, is now back in the field looking after the needs of the Up-State district.

Bright Outlook in Mine District

Manager J. J. Doherty, of the Columbia Phonograph Co., 40 North Sixth street, has returned from a visit to the dealers in the anthracite region, where he found business very gratifying as result of the steadier working situation among the miners. The dealers have been running heavy on the sale of the Columbia records of "Lucky Lindy," the song sung in praise of the noted air hero and sung by Vernon Dalhart.

Val Phonic Popular With Trade

With the distribution of the newest improved type of Val Phonic sound box, the J. A. Fischer Co. has been able to keep all hands well occupied in the customary dull seasonal change period. While at this time there is usually a rather quiet drifting along in the trade the Fischer Co., through the excellent demand for the improved Val Phonic, has been working along in a normal way, meeting the dealers' needs in shipments. The new catalog of the Valley Forge line, supplementing the listing of the earlier year, gives a clearly visible idea of

(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

CROSLLEY

Acme Products
Amperite
Amplion
Balkite
Brandes
Bremer-Tully
Burgess Batteries

Dubiller
Eagle Chargers
Exide Batteries
Farrand
General Radio Co.
Hammarlund
Hartford Battery

Heath
Jewell Meters
Majestic Eliminators
Mar-Co
National Products
Pacnet
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.

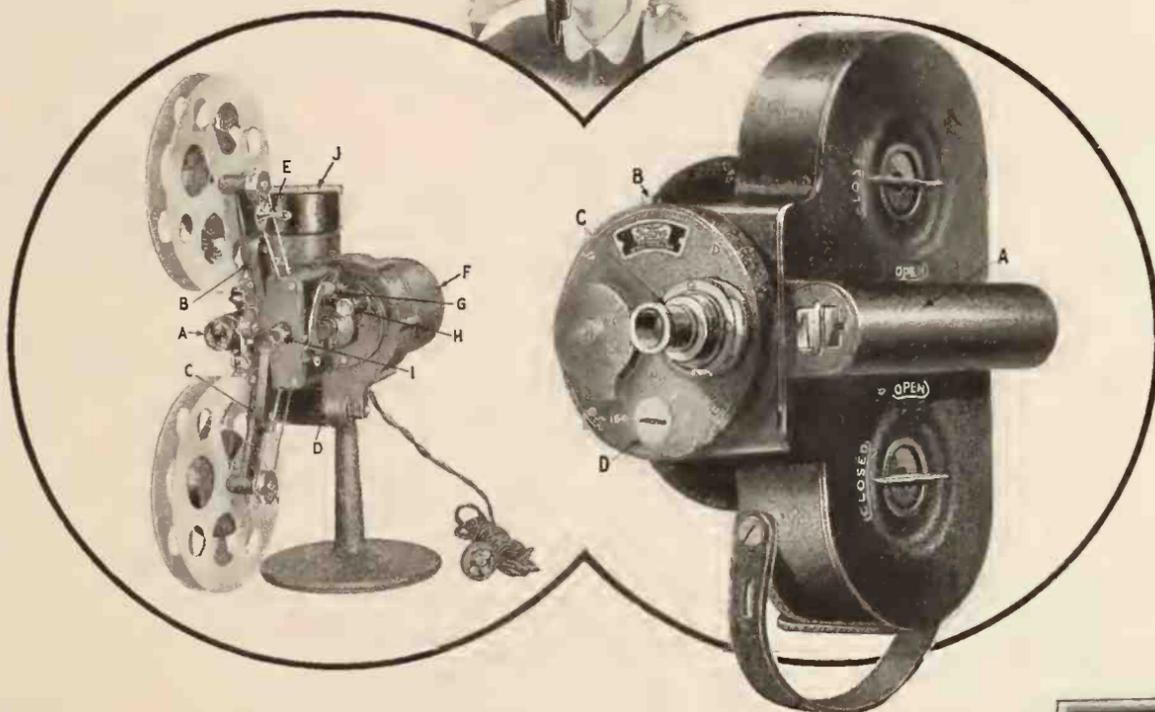
A few very important sales points cover

Filmo Automatic Camera and Projector for home movies

Then Filmo Library and the many optional Bell & Howell accessories for camera and projector bring in repeat business even greater than that you are accustomed to on phonograph records.



BELL & HOWELL
Filmo
Automatic
PROJECTOR



BELL & HOWELL
Filmo
Automatic
CAMERA

HERE are the features which make Bell & Howell equipment the outstanding buy to anyone interested in amateur motion pictures. Thousands have bought—and new millions are being interested in this fascinating recreation through Bell & Howell's powerful National advertising. Pick up nearly any leading magazine and look for the Bell & Howell ad. Appearing in *The Saturday Evening Post* in full colors every month. Tie up with this advertising and make money. The original sale nets you a handsome profit. And there's no end to the repeats on Filmo Library of 100-foot reels (sold outright), and the long list of Filmo accessories. Note these selling points and mail the coupon for today's biggest opportunity for Music Dealers of high standing.



Filmo Camera

- A. The spy-glass viewfinder locates your scene instantly, excluding all the light except that coming from the exact scene to be photographed. The iris diaphragm dial, also seen in the finder, permits lens-stop setting and viewfinding in *one movement*, while camera is in operation.
- B. Button controls spring motor. Can be locked to keep camera in operation or used for single shots.
- C. The regularly furnished Anastigmat Taylor-Hobson Cooke 25 mm., F 3.5 aperture lens. A lens of superior quality with which *twelve others*, up to 6-inch telephoto lens, can be *quickly* interchanged.
- D. Variable Speed Control, now set at normal speed [16 exposures per second]. Turn slot in line with [8] and mechanism slows to half normal speed for taking pictures on dark or rainy days. Double speed and super-speed mechanisms for s-l-o-w movies available with same variable features.

Filmo Projector

- The Projector, too, is evidence of the superior workmanship developed by Bell & Howell's 20-years' experience in making most of the professional cameras and equipment used in leading motion picture studios the world over.
- A. Regular 2-inch lens, with which *six others*, regularly stocked, can be quickly interchanged by varying picture size to any requirement.
 - B, C, D. Joints at which Projector arms and base fold down to pack into small carrying case. *Very compact*. Total weight of projector, case, reels and films, packed, 14 1/4 pounds.
 - E. A nine to one mechanical movement with parts machined to finest precision.
 - F. Knob at rear for reversing switch and running film backward for comedy effects.
 - G. Clutch for starting and stopping projection.
 - H. Brake Control for Speed.
 - I. Shutter Shaft for projecting *single pictures*.
 - J. Variable Voltage Resistance for greater illumination may be employed here. Available as explained in free literature.

MAIL the COUPON

For complete information on this new source of profits to Music Dealers.

BELL & HOWELL CO.
1810 Larchmont Avenue Chicago, Illinois
New York, Hollywood, London ESTABLISHED 1907

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 92)

the many new accessories and parts which have been featured by the firm. The illustrated catalog contains the various Val Phonic tone arms, reproducers, springs, screws and other supplies of the brand, with a complete list of the parts summarized in the last pages. Benjamin Krupnick, of the sales organization, is now in the extreme Southern field representing the firm. Irvin Epstan is in the State of Tennessee enjoying his business itinerary of the trade in his new automobile. Julius Fischer, of the firm, returned from a tour of Canada where he visited the Canadian headquarters in Montreal.

Plans European Trip

Miss Cecel Kohen, who conducts the Cecel Phonograph Shop, 2011 South street, where are retailed the Columbia machines and Okeh, Columbia and Vocalion records and the race recordings of the Victor, is now preparing to sail in mid-June for a three-months' tour of Europe, the Orient and Palestine. Before opening her own shop she was identified with the Goldman Co., in charge of the talking machine and piano store. While she is rounding out the sight-seeing places across seas the business is being conducted by her sisters, Hilda and Rose, who are both experienced.

S. Fingrutd Engaged

Once more Cupid has visited the headquarters of Everybody's Talking Machine Co., 810 Arch street, Philadelphia, Pa. This time his darts found no less a mark than Samuel Fingrutd, treasurer and general manager of the company. The announcement of the betrothal of Miss Estelle Kohler and Samuel Fingrutd was made recently.

Mr. Fingrutd is one of the best-known executives of the talking machine trade, and he has been in receipt of many congratulations from his host of friends throughout the industry.

Conner Radio Cabinet Is Shown at A. K. Convention

ATLANTIC CITY, N. J., June 3.—The Conner Furniture Co., of New Albany, Ind., is the manufacturer of a radio cabinet especially designed to fit model 30 panel of the Atwater Kent radio receiving set and the new model "E" speaker

PENN PHONOGRAPH COMPANY, Inc.

Radio Distributors

913 ARCH STREET, PHILADELPHIA, PA. Wholesale Exclusively



FADA
Radio

Prices \$85.00 to \$400.00

ZENITH

Prices \$100.00 to \$2500.00

Standard Radio Accessories

SPEAKERS	Fada - Utah - Amplion
TUBES	Cunningham - Raytheon
ELIMINATORS	Majestic - Philco - Abox
CHARGERS	Elkon - Philco
BATTERIES	Ray-O-Vac - Philco

MISCELLANEOUS—Cords, Cables, Plugs, Aerial Equipment, Super Auto Control, Brach Controlit, Hydrometers, Tube Caps, Phonovox, Dubilier Ducon, Jewell Instruments, Powerizer, Totem Pole

Pathex

Distributors

for

**AUTOMATIC
MOTION PICTURE
CAMERA
AND PROJECTOR**

Films and

Accessories

"PENN YOUR ORDERS TO PENN"

of the Atwater Kent line as well. The Conner Furniture Co. displayed its cabinet at the recent Convention of Atwater Kent distributors at Atlantic City and the merits of the line were presented by President Conner.

Introduce Double Impedance System of Amplification

Created by Paragon Electric Corp., to Take Place of Transformers in Radio Receivers

The Paragon Electric Corp., Upper Montclair, N. J., one of the pioneer manufacturers of radio products, has recently introduced "a double impedance amplification system," which has already met with success and is receiving in-

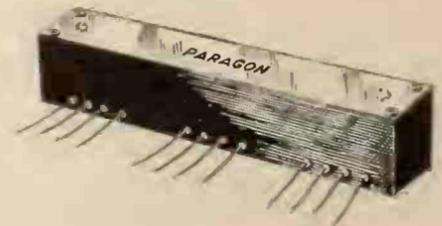
creased recognition in trade circles, as well as with the purchasing public.

The Paragon "double impedance amplification system," which was created to take the place of transformers in radio receivers, is manufactured under two basic patents and with other patents



Paragon No. 101

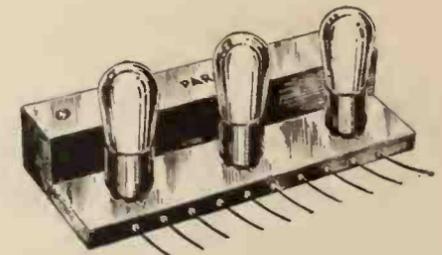
pending under the Hiler license. Among the outstanding features claimed for this system is the elimination of foreign sounds and distortion, a high standard of tone quality, the regula-



Paragon No. 202

tion of modulations and bass notes, the giving of clear and powerful signals and making unnecessary the use of power units.

The Paragon amplification system is available for manufacturers, set builders and laymen, for



Paragon No. 300

operation with ordinary tubes and 201A type, which will produce sufficient volume for a large auditorium. There are three units produced by

(Continued on page 98)



Guarantee Special

Furnished in

- COBRA GRAIN BLACK
- CROCODILE BROWN
- SPANISH BLUE
- SPANISH GREEN
- SPANISH RED

Made to meet the popular demand

COSTS YOU \$8.50—RETAILS FOR \$15.00

GUARANTEE TALKING MACHINE SUPPLY CO.

35 N. NINTH STREET

PHILADELPHIA, PA.



Write for our latest Main Spring Chart

New!

A strictly DeLuxe
Portable Phonograph

*with 53 in. tone column, special "S" tonearm and
Artone DeLuxe Reproducer - remarkable per-
formance and striking appearance.*

\$ 35



Most Complete Portable Line
\$15 to \$35
Nine Models

Six Console and
Consolette Models
\$65 to \$125

In a variety of designs
and beautiful color ef-
fects.



No. 80, two tone brown finish \$95
No. 81, gilt finish \$110



No. 2 Model
\$25



No. 5 Model
\$20



No. 8 Model
\$15

BERG A. T. & S. CO., Inc., Long Island City, N. Y.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 96)

3 1/2 inches diameter
Patented 1922**Velvaloid Record Brush**

Ideal for advertising purposes or resale. Write us for full information.

PHILADELPHIA BADGE CO.

Manufacturers

942 Market Street

Philadelphia, Pa.

the Paragon Co., No. 101 is a single double impedance unit, three of which constitute three stages of double impedance amplification. The 202 unit is of triple double impedance caliber, contains three audio amplification devices in one block. No. 300 is also triple double impedance in character, containing three audio amplification devices in one block, and is provided with complete wiring sockets and resistances all shielded and tested.

Besides the above, the Paragon Corp. produces an "output filter," designed to eliminate direct current from the loud speaker, thus

preventing it from becoming demagnetized.

The Paragon Corp. is a member of the Radio Manufacturers Association and showed these products at the recent radio show in Chicago, together with a new 1928 model radio receiver. This set is automatically operated by socket power unit, housed in a separate compartment in the new radio receiver. It is beautiful in design, contains the most modern devices, including tuned audio amplification, special arrangement of one-dial control operation, completely shielded, and is offered to the radio purchasing public fully equipped.

Foster & Waldo Co., Twin Cities Dealer Celebrates Its Fiftieth Anniversary

Columbia Portable Phonographs Enjoy Good Demand—Victor Record School Attracts Fifty-five Dealers—Annual Leedy Drum Show at Hausner Instrument Co.—Other News

MINNEAPOLIS AND ST. PAUL, June 8.—May has been an unusually cold month, even for the late Minnesota Spring, and the pulse of business is a little subnormal as a result. Everyone looks for better business in June.

A Big Selling Record

Mrs. Helen D. Beggs doesn't mind the weather so long as the supply of "The Two Black Crows" holds out. This Columbia record is enjoying phenomenal sales. Columbia will have the first record of the new song, "Lucky Lindy," which honors the famous Minnesota airman. It is sung by Vernon Dalhart.

Columbia is doing a fine business in portables and will soon have the Harmony, Jr., to retail at \$15.

C. C. Hicks, manager of the George C. Beckwith Co., Victor distributor, says that the shipping room knows no respite from the Automatic Orthophonic orders. June looks very favorable. The record school conducted at the Victor offices in May was a great success. There were fifty-five dealers present from all over the territory.

A. W. Deas, who came to this territory from Cincinnati and Kansas City as factory representative, and has now made his headquarters in the Twin Cities, just returned from his honeymoon. He married Miss Beatrice M. Boegin, of Minneapolis.

Phil. Meyer, of Bismarck, North Dakota, was a recent visitor to Victor headquarters.

Quite a large number of the members of the Northwest Radio Trade have signed up for a golf tournament on June 7 at the Bloomington course. It will be followed by a beefsteak dinner and the entire group will go to the program at the new Municipal Auditorium, which is to be opened for the first time that week.

Arranges Interesting Exhibit

The Hausner Instrument Co., with headquarters at the Cammack Piano Co., had two especially interesting features the past month. The first was the annual Leedy Drum show which was put on by Geo. Hamilton Green, world-famous Victor record star, and Jack Koop, sales manager of the Leedy Co. They particularly featured marimbas and xylophones played by Green. This was in connection with the Hausner Co. and was held at the Radisson Hotel.

The annual clearance sale of the Metropolitan Music Co. has been very fair. E. R. Dyer, president of the company, is on an extensive trip to New York, Boston and Chicago and other points.

Anniversary Sale a Success

The fiftieth anniversary sale of the Foster &

Waldo Co. has been very satisfactory. The best sales have been of phonographs and player-pianos and Brunswick combinations. Lawrence Trudeau, in charge of the musical merchandise department, says that "ukes" have returned to popularity and the sales have been very good. He has had a special ad featuring harmonicas, and the results are eminently pleasing from the standpoint of sales.

Seven-Tube Kellogg AC Receiver Added to Line

Kellogg Switchboard & Supply Co. Announces New Model, Inductively Tuned Set—Will Operate From House-Lighting Socket

The latest addition to the line of radio receivers manufactured by the Kellogg Switchboard & Supply Co., Chicago, is the new Kellogg A C receiver, a seven-tube inductively tuned set, operated direct from any light socket supplying A C 110-volt, 60-cycle current. It is equipped with six Kellogg A C tubes and a Kellogg A C power tube, and has four stages of radio frequency, a detector and two stages of audio frequency. The new Kellogg receiver is completely shielded and is operated by three controls, a wave zone setting, a selector dial and a volume control. The Kellogg A C set will be sold complete with tubes, built-in A, B and C power, and the console models will contain a reproducer with extra long air column.

In addition to the new set, the Kellogg Switchboard & Supply Co. will continue to feature its model 507 receiver, a table type set, and Model 508, a console with built-in speaker.

Another new product which has just been introduced by the firm is the Kellogg "B" power unit, which is so designed that it can be adjusted to supply an adequate quantity of "B" current to any standard radio set. It is particularly adapted to sets using power tubes, and by a simple setting of adjustment knobs the unit supplies the complete range of "B" power needs. It operates from any lighting circuit which supplies 110 to 120 volts, 50 to 60-cycle alternating current. The new Kellogg "B" power unit retails for \$40.

To Feature Orthophonic

The Auditorium model Orthophonic Victrola will be a feature at the annual Rose Festival at Portland, Ore., which takes place from June 13 to 20.

Emil Schenkel in Mid-West for Conventions

Manager of Radio Division of Plaza Music Co. Looked Over Radio Lines Made by Middle West Concerns While in Chicago

Emil Schenkel, manager of the radio division of the Plaza Music Co., New York City, spent several days in Chicago during the recent conventions of the Music-Radio Industries. Besides



Emil Schenkel at His Desk

his interest in these gatherings, Mr. Schenkel was looking over various lines of radio products of Middle West manufacturers. The Plaza Music Co. this season will distribute quality lines of radio receivers and a few selected accessories. These, together with its line of Fine Arts radio cabinets, will complete its radio activities.

Mr. Schenkel, besides being manager of the radio division of the Plaza Co., also handles the sales promotion of the Pal and other portable talking machines, as well as larger instruments made by his company. He was especially interested during the Chicago meetings in the average retailer's reaction to present problems.

Will Represent Columbia Co. in Central America

John Lilienthal to Visit Colombia, Venezuela, Nicaragua, Porto Rico, Santo Domingo, Haiti and Jamaica in Interest of Viva-tonal

John Lilienthal, connected with the export trade for many years, has just left New York



John Lilienthal

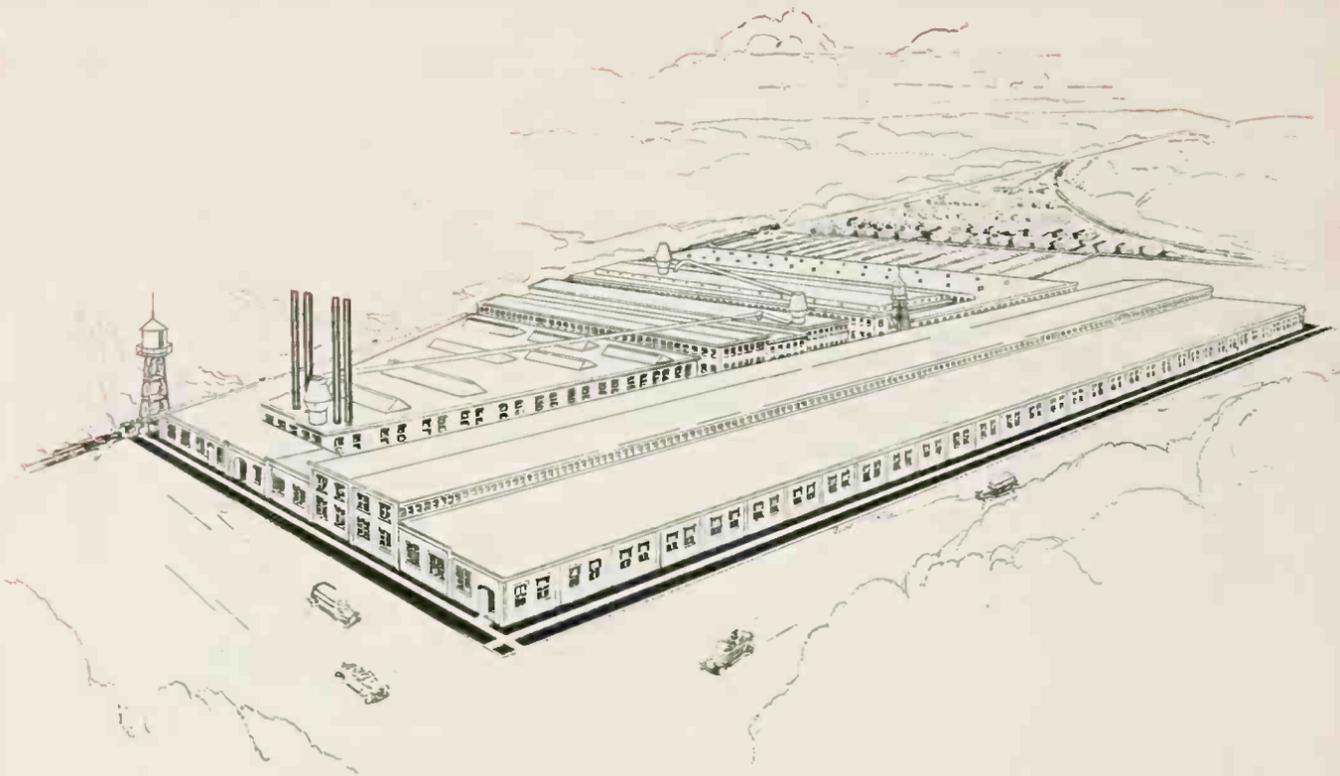
for Central America and the West Indies as the representative of the Columbia Phonograph Co. in that field.

Mr. Lilienthal will visit distributors and dealers and look into trade conditions generally in Colombia, Venezuela, Nicaragua, Porto Rico, Santo Domingo, Haiti and Jamaica, and the adjoining territories and islands. He is well qualified for this work, as he speaks four languages, and has had wide experience in the markets of the world.

*Another
Outstanding
Proof
of the
Rapidly Growing
Demand
for*



*Phonographs
and Radio Consoles...*



The Wolf Industries

Quincy Illinois
MANUFACTURERS OF



Phonographs • Radio Consoles

Announce

The removal of their
General Offices and
Factories to

Kokomo, Indiana

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

THE WOLF INDUSTRIES . . . Kokomo, Indiana

H. G. Saal Co. President Corrects Misleading News

Statement Appearing in Newspapers and Trade Publications That H. G. Saal Co. Was in Hands of a Receiver Was Misleading

CHICAGO, ILL., June 9.—A news article recently appeared in the Chicago daily newspapers to the effect that the Continental & Commercial Trust & Savings Bank, this city, had applied for a receiver for the H. G. Saal Co., also of this city, a firm which has been prominent in the phonograph motor manufacturing field for a number of years. The news article also appeared in trade publications and, according to executives of the H. G. Saal Co., the information given by the press was misleading.

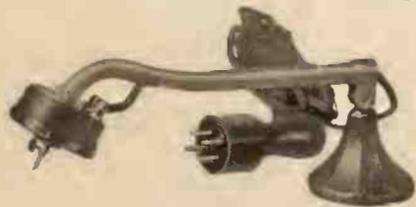
According to Leslie S. Gordon, president of the Saal organization, the company is not in receivership, nor was a receiver applied for by the company itself. There was a default in one or two of the requirements in the trust indenture and to serve the interests of the bondholders the Continental & Commercial Trust & Savings Bank felt called upon to ask for a foreclosure and the appointment of a receiver thereunder.

In accordance with the request of the bank and other interested parties the court appointed Mr. Gordon as receiver, and, at the same time, he remains as president of the H. G. Saal Co. In a recent interview Mr. Saal stated: "This receivership naturally affects certain of our fixed assets, but as the company itself has been discounting all of its bills for the past year and a half, has absolutely no unpaid accounts, and is entirely solvent, there was no occasion for receivership for the company.

"When we entered the radio manufacturing field several years ago our plant contained phonograph motor machinery valued at \$750,000, including tools, dies and jigs. While part of this machinery could be utilized in the making of radio parts, it was a great burden to carry the machinery upon our floor. From an economic standpoint the company felt that it would be wiser to use that machinery in phonograph motor manufacturing rather than in radio, where it was a burden. Accordingly, the radio department of our company was discontinued a short time ago."

Attractive New Folder Features the Magnaphon

The Magnaphon Electrical Mfg. Co., New York City, has issued an attractive four-page folder upon the Magnaphon. The Magnaphon



The Magnaphon

is an instrument that will reproduce phonograph records electrically through the medium of the radio receiving set.

The device has been on the market for only a few months, but the Tectron Radio Corp., which is sole selling agent for the Magnaphon, reports that it has met with much success. This device, while admittedly having a favorable effect on record sales, has also proved a sales stimulant for portable machines, where radio set owners did not have a talking machine. It is expected they will follow up this initial literature with further folders as time goes on.

Adds Columbia Line

Souders Music Shop, 117 South Mulberry street, Muncie, Ind., recently added the complete line of Columbia Viva-tonal phonographs and New Process Columbia records.

New Amplion Models were acclaimed at the Chicago Show

*—again Amplion led the
field in new developments
in radio reproduction.*

THE new models that were first demonstrated at the International Graham-Amplion Conference in London in May, 1927, were demonstrated to the American trade for the first time at the Music Trade Show in Chicago.

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

The new additions to the famous Amplion Line are bound to be of great interest to everyone demonstrating and selling radio equipment.

*Send for details of the complete Amplion Line,
including these new models*



THE AMPLION CORPORATION
of AMERICA

280 Madison Avenue, New York City

THE AMPLION CORPORATION OF CANADA Ltd.
130 Richmond Street West Toronto, Ontario

SNAP COVER
STAYS
OPEN
OR
CLOSED



THE VASTLY IMPROVED

Double-Action and Flat
Spring-Hinge
Covered

NONSPILL
NEEDLE CUP
Patent Pending

Already
in thousands
of portable
PHONOGRAPHS



DEALERS

"NONSPILL" Needle Cups are now available for retail sale! Get this display box of 24 at once, put it on your counter and the cups will sell themselves.

YOU PROFIT GENEROUSLY

If your jobber cannot supply you promptly, we can

H.K. Lorentzen

Mfr. Phonograph Hardware

155 Leonard St. New York, N. Y.

New Stores and Changes Among Talking Machine Dealers During the Past Month

New Stores Opened Recently Throughout Country and Changes of Management Compiled for Benefit of Talking Machine and Radio Manufacturers and Distributors

Arizona

Nogales—The Arizona Furniture Co., 136 Grand avenue, has opened a new music department through arrangement with the Redewill Music Co., of Phoenix.

California

Salina—The Anderson Music Co., of San Jose, has opened a branch store here at the Post Office Building.

San Francisco—Kohler & Chase have closed their Mission street store and have consolidated the local business in the O'Farrell street branch.

Oakland—J. P. Hale has been made manager of the local branch of Kohler & Chase, with L. P. Tenny, formerly manager of the Mission street store, as his assistant.

Pacific Grove—Miss Generva B. Merritt, formerly identified with the music department of Holman's store, has opened her own business under the name of Generva's Music Shop.

Florida

St. Petersburg—The Post Music Co. has moved from the Sever Building on South Fort Harrison avenue to 517 Cleveland street.

Fort Pierce—Solberg & Co., Inc., have been incorporated to engage in a general music business with a capital stock of \$25,000.

Georgia

Fitzgerald—Alterations have been completed in the store of the Bradshaw Music Co., South Grant street, and additional space has been acquired.

Macon—A complete music department has been opened by Silver's department store, Third street, this city.

Atlanta—The Elyea Talking Machine Co., 35 South Forsyth street, suffered a slight fire loss last month.

Illinois

Wilmette—Carleton Kaumeyer, proprietor of the Chickerling Studios, of Evanston, Ill., has purchased the business of the Wilmette Music Shop from Orian Galitz of this city.

Rockford—The American Beauty Music House, 403 Seventh street, has increased its capital stock from \$5,000 to \$20,000.

Chicago—A. L. Owen, former general manager of the P. A. Starck Piano Co., has purchased the Riviera Music Shop, 4736 North Racine avenue.

Chicago—The A. L. Owen Music Co. has been incorporated with a capital stock of \$100,000 to manufacture and deal in musical instruments. The incorporators are Alice Todriff, James H. Dutton and Thomas B. Martinsau.

Indiana

Indianapolis—The Fuller-Ryde Music Co. has filed an amendment to its charter, increasing its capital stock from \$10,000 to \$30,000.

Iowa

Algona—John Van Deest has purchased control of the Algona Music House from John Mesing, with whom the former has been associated about a year.

Muscataine—The Lohr & Chase Music Co., 102 East Second street, has been absorbed by A. C. Springborn, proprietor of the Muscatine Music House.

Burlington—The Music Shop, formerly located on Jefferson street, has moved to a new store in the Eisfeld Building on Third street.

Cedar Rapids—The Brabbit-Jenney Music Co. has been incorporated with a capital stock of \$15,000.

Dubuque—The Renier Music House has taken new quarters at 531 Main street, a few doors south of its old location.

Kansas

Columbus—Botefuhr's Music House, which has been conducted for several years in Pittsburg, Kan., has opened a branch store in the Brooks Hotel Building here.

Newton—E. A. Hoag, proprietor of the Newton Music Co., has disposed of the business to L. Dean Sands, who assumed control on June 1.

Eureka—The Bratton Music Co. has removed from the Kraus Building, 709 North Main street, to new quarters at 310 North Main street.

Leavenworth—C. H. Wentworth, who has been manager of the Carl Hoffman Music Co., 422 Delaware street, for many years, has purchased control of the business.

Maryland

Princess Anne—Thomas R. Young, who has music stores located in Salisbury and Parksley, has announced that he will open a branch to be located in Goodman's department store.

Massachusetts

Springfield—The local branch of M. Steinert & Sons, located for many years at 1342 Main street, has been moved to new quarters at 1217-19 Main street.

Michigan

Bay City—William Preston has opened a new music store at 107 Fifth avenue, featuring phonographs and radio.

Minnesota

New Ulm—Rudolph Marti has opened a general music store in the Saffert Building on North Minnesota street.

Crookston—Charles Munn has taken a new, centrally located store in the Palace Block on Second street for his music business.

Montana

Helena—H. G. Parchen, who has conducted the Montana Phonograph Co., on Broadway, for several years, has transferred the business to Ernest Nelson.

New Hampshire

Laconia—The St. Clair Music Store, located in the Cook Block on Main street, has suffered damage from fire.

New Jersey

New Brunswick—Boltin's Music Store has moved from 417 George street to larger quarters at 62 New street.

Morristown—The Griffith Piano Co., of Newark, has opened a branch store at the corner of Washington street and Schuyler place, with H. D. Young as manager.

Jersey City—The Wissner Piano Co., formerly located at 134 Newark avenue, has taken larger quarters at 171 Newark avenue.

New York

Niagara Falls—The Charles E. Campbell Music Co. has moved from 357 Third street to a location one block nearer Falls street.

Brooklyn—The Canarsie Musical Instrument Corp. has been incorporated with a capital stock of \$5,000, the application being filed by Smith, Weynberg & Rich.

Norwich—H. G. Hyde, proprietor of the Hyde Music House, of Cortland, has opened a new branch here in the Hubbard Block.

New York—The Hub Music House has been incorporated with a capital stock of \$10,000, and will deal in phonographs and records.

Dansville—Schwan Bros. have opened a new, general music store in the Mader Block here.

Clyde—Bush & Mann, Inc., has been incorporated with a capital stock of \$30,000 to conduct a music store, handling musical instruments, sheet music, etc.

Tuckahoe—The Radiola Specialty Store has been opened at 48 Main street by Jack Klein and R. S. Crockett, carrying the Victor Orthophonic and Radiola lines.

North Carolina

Charlotte—The Piedmont Music Co. of North Carolina has been incorporated in this city with a capital stock of \$30,000.

Ohio

Columbus—The University Music Shop, of which Wilbur T. Collins is manager, has been opened at 1652-4 North High street, featuring phonographs, sheet music and music rolls.

Cincinnati—The Consolidated Music Stores, Inc., this city, have been incorporated with an authorized capital of \$30,000.

Fremont—The Fremont Music Co. has opened an attractive new store on Front street, featuring talking machines and records.

Cambridge—A. A. Hellstern, who has been manager of the local branch of the Davis, Burkham & Tyler Co., has purchased control of the business and will conduct the store individually.

Toledo—The Ignaz Fischer Music Store, 707 Adams street, has suffered a severe fire loss.

Pennsylvania

Monessen—T. S. LaForte, who has conducted a general music store here for the past ten years, has moved the business to larger quarters at 470 Donner avenue.

Carnegie—A petition in bankruptcy has been filed by William F. McDay, local music dealer.

Grove City—The W. F. Frederick Piano Co., Pittsburgh, has opened a branch store in the Albin Building, Broad street, with John Graham as manager.

Rhode Island

Providence—A branch of the United Music Co. will be opened here shortly under the management of David Feldman, and will carry a full line of musical instruments.

Texas

Harlingen—The Harlingen Music Co. has been incorporated with a capital stock of \$10,000; the proprietors are M. S. Niles, C. W. Van Law and Mrs. Blanche Diehl.

Dallas—Edwin L. Sanger has opened a new, suburban music store, to be known as the Edwin Sanger Music Corp., at 3109 Oak Lawn avenue.

Utah

Brigham City—Ralph Sarager has purchased the interest of C. C. Watkins in the Watkins-Sarager Music Co. and will conduct the store under the name of the Boxelder Music House.

Ogden—Miss Lola Taylor, formerly manager of the record department of the Glen Bros.-Roberts Piano Co., has taken a similar post with the Beesley Music Co.'s local store.

Vermont

Rutland—Walter H. Curtis has opened a new music store, handling phonographs.

Virginia

Appalachia—A new music department featuring phonographs and other musical instruments has been opened by the Addington Jewelry Co., on West Main street.

Norfolk—A new music store, the Norfolk Music Center, was opened recently on City Hall avenue and Plume street by the Levy Page Co., featuring Victor products.

Washington

Everett—The Watson-Riecken Music Co. has been incorporated with a capital stock of \$9,000, the incorporators being W. D. Watson and H. M. Riecken.

West Virginia

Morgantown—The S. A. Phillips Music Co. has moved from 361 11th street to new quarters at 236 Walnut street, where two floors will be occupied.

New! **HOT!** Don't Miss It!

No batteries at all. DRY socket unit furnishes A, B and C power
 Wonderful audio amplification system—perfect tone
 Exceptional selectivity—one-dial control
 Everything you need to make a killing



HERE'S the first news on Slagle's new improved receiver. Below is a very brief summary of a few outstanding points. Read them over carefully. Compare them with anything else you choose.

See the sets, a fine, complete line of high quality at reasonable prices. Hear 'em! We'll leave it to your eyes and ears whether or not you can make real money with 'em. Let's hear from you. The whole story is worth investigating.

SLAGLE RADIO COMPANY
 Fort Wayne, Indiana

BRIEF LIST OF OUTSTANDING SPECIFICATIONS

Power Supply: This newest development in complete self-contained power is one of the most important of many advantages Slagle offers you this season. No batteries of any kind. Slagle Combination Unit (no acids, no water, no liquid) supplies correct A, B and C current from ordinary lamp socket.

(When central station power is not available standard batteries can be substituted without any alterations.)

Chassis: One piece Cast Aluminum Chassis swung on rubber lugs with drawn aluminum shielding mounted on Bakelite for each coil.

Circuit: Special Slagle design, 3 stages tuned

radio frequency, detector, and 2 audio stages. Perfect coordination of elements eliminates all internal causes of noise. Cannot squeal or howl.

Selectivity: The special Slagle circuit provides exceptional selectivity while retaining full tone qualities and distance-getting power.

Control: One dial, simplified tuning, with illuminated dial calibrated in wave lengths. Wave length markings well separated for easy tuning.

Adaptable to long or short aerial without any adjustments.

Audio Amplification: Here is the place where Slagle performance has again set a new

standard. The perfect transmission of the original broadcast material is uncanny in its fidelity of full tone coloring and natural quality.

Slagle system incorporates highest grade equipment possible to use including Ferranti transformers and large horn with extremely long air column.

Last stage wired for power tube which is recommended though not absolutely necessary.

Cabinet Work: The one console model illustrated is typical of Slagle's beautiful cabinet work. Cabinets all walnut, designed and executed by one of the leading makers of fine pianos. Each style is a beautiful piece of furniture welcome in any home.

Slagle  Radio

Metropolitan Trade Activities

New York Talking Machine Co. Buys American T. M. Co.

New York City Victor Distributing Firm Takes Over Merchandise and Assets of Brooklyn Firm—Many of Personnel Will Remain

An announcement of interest to the metropolitan talking machine trade was that of the purchase of the merchandise and many of the assets of the American Talking Machine Co., Victor distributor of Brooklyn, N. Y., by the New York Talking Machine Co. The purchasing company will continue to distribute Victor products from the same address, 356 Livingston street, under its own name. The transfer of the business was effective May 31.

R. H. Morris, president of the American Talking Machine Co., and many of the former employees will continue with the New York Talking Machine Co. G. T. Williams, one of the owners of the American Talking Machine Co., who for several years has been less active than formerly in the talking machine business, is devoting his time to other activities.

Eighteen Radio Dealers Join Talking Machine Men

On Thursday, June 2, a meeting of radio dealers located in the downtown section of New York City was held, and resulted in eighteen of the dealers signifying their intention of joining the Talking Machine and Radio Men, Inc., of New York, New Jersey and Connecticut. The meeting was held at Elliott's Chop House, Cortlandt and Greenwich streets, and a number of important trade matters were discussed. The section in which all of the new dealers are located is west of Nassau street and extends from the Battery to Fourteenth street. George Modell was elected vice-president of the section to represent the dealers on the executive committee of the Association. Among the radio establishments which have forwarded their membership applications are: Empire City Radio, 173 Greenwich street; Oscar's Radio Stores, Inc., 176 Greenwich street; Graymore Radio, Edward Rosenbaum, 142 Liberty street; Transatlantic Radio Stores, Inc., 75 Cortlandt street; Netson Radio Co., Inc., 78 Cortlandt street; Modell's Radio, 71 Cortlandt street; Retail Stores Corp., 63 Cortlandt street and Holland Radio Stores, 75 West 125th street.

Columbia Masterworks Are Steady Sellers for Beers

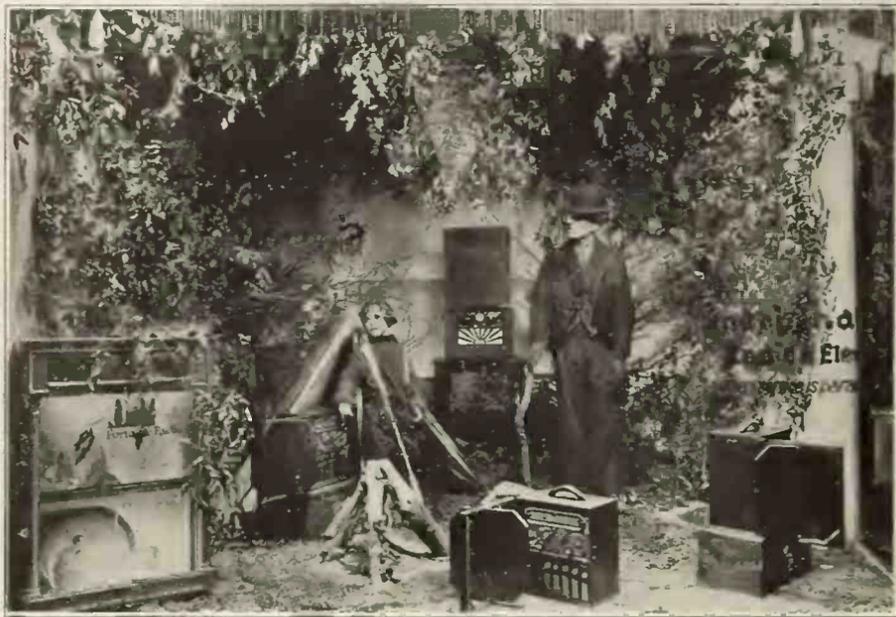
"Business during the past month has been most satisfactory," reports A. J. Beers, head of the establishment bearing his name at 81 Chambers street, New York City. "The demand has been mostly for talking machines," he continued, "largely due to the interest created by the Automatic Orthophonic Victrola which resulted in sales of all types of models."

The Columbia Masterworks records which were recently added to the merchandise carried by this store last March have proved to be steady sellers and a nice volume of this business

has been built up. In the radio department the Stromberg-Carlson line has been the most consistent mover, and at the present time Mr. Beers is waging an aggressive direct mail campaign in favor of the Stromberg-Carlson receiver. He anticipates a big Summer business in portable talking machines and small stringed instruments.

Portable Radio Window Display Brings in Sales

One of the most attractive window displays devoted to showing portable radio sets has graced the show space of the Independent Radio & Electric Co., 2386 Broadway, New York, for the past several weeks and has been most effective in bringing sales. As can be seen from the accompanying illustration, the scene depicted a woodland camping site, with a pup tent and wild-growing foliage with three models of Radi-



How Independent Radio & Electric Co. Featured Portable Radios

ola portables occupying prominent positions in the layout. An Operadio portable was also prominently shown. Realistic wax figures of Charlie Chaplin and Jackie Coogan, in the costumes in which they appeared in "The Kid," the highly successful moving picture, help arrest the eyes of passers-by. M. Lehman and M. Fleischer, proprietors of the establishment, report that sales of twelve portable radio sets and three or four other receivers resulted from the window and a great amount of other business in parts and in servicing has been brought to the store.

Charles Rothausser Becomes Partner of Broad & Market

Charles Rothausser, who for some years has been connected with the sales staff of the Broad & Market Music Co., Newark, N. J., is now a partner in the concern, holding the office of vice-president. Mr. Rothausser states that business is more than satisfactory, with radio sales exceeding all expectations. The lines in greatest demand in this store are the Atwater Kent, Freshman, Fada and the Radiola. Parts and accessories continue to sell in satisfactory fashion.

N. J. Dealers Stage Their Annual Outing

Radio dealers and jobbers of northern New Jersey put aside their business cares on Wednesday, June 8, and attended the annual outing which was held at Lake Hopatcong. A caravan of motor cars carried the holidayers to the shores of the beautiful lake and a program of athletic games and other pleasant pursuits whiled away the day in pleasant fashion.

Talking Machine Men to Hold Annual Outing in July

A continuation of the discussion on Discounts featured the last meeting of the Talking Machine and Radio Men, Inc., of New York, New Jersey and Connecticut, held at the Cafe Boulevard on May 18. Representative dealers, job-

bers and manufacturers' representatives all joined in the discussion and many suggestions were offered. It was finally decided that a committee be appointed to investigate the discount problem and report back to the Association. President Irwin Kurtz appointed Benjamin Gross, Mark Max, Joseph Mayers, L. J. Rooney and Chester Abelowitz as the committee.

The annual outing of the Association will take place at Briarcliff Lodge, Briarcliff Manor, N. Y., on Thursday, July 14. Ben Selvin's orchestra will provide the music at luncheon and the dinner dance in the evening. A program of sports is being arranged.

Di Vito Shop Adds Okeh

The Distributing Division of the Okeh Phonograph Corp., New York, recently announced that the Di Vito Music Shop, of Waterbury, Conn., has added the complete line of Okeh records, which it will sell exclusively. The Ar-tone line of portable talking machines, which is distributed by the Okeh organization, has also been added by the Di Vito establishment.

"Business Fine" Says Essex

The Essex Distributing Corp., exclusive Fada distributor of Newark, N. J., is experiencing a business that more than exceeds expectations. Harry H. Lippe, president of the company, states that the new Fada line has been enthusiastically received by dealers and the sales volume indicates that the public is likewise in favor of the Fada receivers.

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

GROWING!

It is with conscious pride that we announce another step toward the leadership in our field of service

A NEW YORK BRANCH

We have just concluded the purchase of

THE BRISTOL & BARBER CO.

3 EAST 14th STREET, NEW YORK CITY

and will continue that business in addition to our general line of phonographs, portables, repair parts and repair service.

3 BRANCHES IN LESS THAN 3 YEARS

¶ From an humble beginning less than three short years ago, to direct establishment in Pittsburgh, Cleveland and New York, three of the largest cities in our wonderful country, speaks louder for us than any boasts or claims we could make.

¶ Each forward step we take is but the concrete expression of the confidence our trade reposes in us.

¶ Customer satisfaction has always been our goal and achievement and will continue to guide us forward.

IDEAL PHONO PARTS CO., Inc.

**3 E. 14th St.
New York City**

**614-16-18 Fifth Ave.
Pittsburgh, Pa.**

**1231 Superior Ave.
Cleveland, O.**

Metropolitan Trade Activities

Attractive Window Displays a Feature of Gimbel Store

A most attractive display of portable talking machines graced a large show window of the music store of Gimbel Bros. during the past month and was successful in stimulating sales. Among the portable instruments featured in the display were Carryolas and Sonoras. The record department of this store was recently transferred from the basement floor to the main floor and William Schneider, manager of the department, states that the change resulted in an immediate increase of record sales. Another display which attracted crowds to this store was that of the Heinafone, a six-tube radio receiver for automobiles.

A. I. Ross in New Home

The A. I. Ross Music Stores recently moved the store formerly located at 333 Steinway avenue, Astoria, L. I., to 456 Steinway, the new building of the Ross organization. The new Ross Store is directly opposite the Astoria Theatre. The formal opening of the new quarters was held on Saturday, May 14, and the hundreds of patrons who attended were entertained by a galaxy of record and radio artists. A full line of Orthophonic Victrolas, records and radio sets is carried.

Masterworks Sales Increase

A greatly increased demand for talking machines during the latter part of last month was reported by Marconi Bros., Columbia and Victor dealers, at 126 East Fifty-ninth street. Paying tribute to the success of the Beethoven Week activities of the Columbia Phonograph Co., this store stated that the sale of Columbia Masterworks recordings had increased about 90 per cent during the month following the observance of Beethoven Week.

Loeser Co. Reports Increase

A. R. Filante, manager of the talking machine and radio departments of Fred Loeser & Co. department store, Brooklyn N. Y., reports a satisfactory business for the past month, considerably in advance of last year. The demand for radio receivers was heaviest, with the Atwater Kent, Fada, Stromberg-Carlson and RCA sets all selling well. A clearance sale of talking machines was most successful.

Kellogg Radio Sales Good

The Boley-Oliver Co., New York, sales agent for the Kellogg Switchboard & Supply Co., reports a satisfactory demand for the Kellogg line of radio receivers. This firm has lined up about 200 of the most prominent retail radio stores throughout the territory as Kellogg representatives, and practically every dealer has been featuring the line through newspaper advertisements and window displays.

J. Modell & Co. Busy

J. Modell & Co., occupying the store at 10 Fourth avenue, Brooklyn, N. Y., formerly used by Gibbons & Owens, Victor dealers, report a brisk radio business in the many radio lines carried. This store recently added a line of portable talking machines, and due to its location opposite the Long Island depot, has started a camera, film developing and printing department which is bringing in steady profits.

Walthal Opens New Stores

The Walthal Electric Co., Inc., operating a chain of retail radio stores throughout the metropolitan section, recently added two new outlets to its organization. The first of the new stores is located at 987 Southern Boulevard, the Bronx, and the other at 7 North Broadway, Yonkers, N. Y. Among the products carried at the Walthal stores are included those of the Victor Co., Radio Corp. of America, Stromberg-Carlson Tel. Mfg. Co., Fada, Atwater Kent Mfg. Co. and the Kellogg Switchboard & Supply Co. A vigorous drive is planned.

Newark Jobber Adds Philco

The National Light & Electric Co., Newark, N. J., has added the Philco line of storage batteries and power units to the merchandise which it distributes throughout the northern New Jersey territory. This company also placed on the market within the past two weeks a new stand for the new 100-A Radiola speaker. This stand is of wrought iron and finished to match the speaker.

Filmo Cameras in Demand

A. F. Cotton, in charge of the Eastern headquarters of the Bell & Howell Co., maker of Filmo motion picture cameras, states that business is most satisfactory, and that the upward trend in business which makes its appearance during the month of May arrived on schedule and dealers throughout the territory find a consistent demand for the product. The outlook for a big Summer business is bright.

Celebrates Anniversary

The Chambers Music Co., 77 Chambers street, celebrated its tenth anniversary last month and featured special offerings in radio and talking machine equipment during the celebration. The demand at this store inclines more heavily toward talking machines and records at the present time.

V. C. Rottkamp in New Post

V. C. Rottkamp recently joined the sales staff of the New York wholesale division of the Columbia Phonograph Co., covering the New Jersey territory. Mr. Rottkamp was formerly connected with the Gennett division of the Starr Piano Co.

To Distribute Bosch Line

The Wholesale Radio Equipment Co., 113 Leonard street, has added the complete line of Bosch products to the merchandise which it distributes throughout the metropolitan territory.

Erecting New Building

Ludwig Baumann & Co., operating a chain of furniture and music stores throughout the metropolitan district, have started work on the erection of a ten-story building at the corner of Hoyt and Livingston streets, Brooklyn, N. Y.

Incorporation

The Hub Music House, New York, was recently incorporated at Albany to deal in talking machines and other musical instruments, with a capital stock of \$10,000.

Aeolian Brooklyn Branch Moves to New Building

The Brooklyn branch of the Aeolian Co. is now occupying the main floor and basement of the six-story building which it leased for a long term recently. This new location is admirably situated, and Robert S. McCarthy, manager, hopes to be able to move the rest of the departments now being operated at 11 Flatbush avenue to the Lafayette avenue and Flatbush avenue location in the near future. He reports both radio and Brunswick Panatropé and phonograph sales in satisfactory condition.

Sells 600 Album Sets

The New York Band Instrument Co., East Fourteenth street, reports that business for the past month is considerably ahead of the same period of last year, due largely to the excellent volume of records of the better type. Since the observance of Beethoven Week the latter part of March this establishment has sold approximately 600 album sets of orchestra recordings, principally the Columbia Masterworks albums. Portables are also in popular demand at this store.

T. W. Barnhill to Go Abroad

T. W. Barnhill, president of the Penn Phonograph Co., of Philadelphia, Pa., will sail for a well-earned vacation in Europe on June 24. Mr. Barnhill will be accompanied by Mrs. Barnhill and his daughter, Miss Margaret Barnhill. They will tour the British Isles and France, after which Mr. Barnhill will return, leaving Mrs. Barnhill and daughter to continue through to Berlin, Czechoslovakia and the Mediterranean ports.

Majestic "B" Sales Increase

Herbert E. Young, Eastern district representative of the Grunow-Grigsby-Hinds Co., maker of Majestic "B" eliminators, reports that sales for May were far in advance of those made during April. Mr. Young and a large delegation of Majestic jobbers and dealers are attending the R. M. A. show in Chicago.

High-Priced Units Selling

The talking machine and radio departments of L. Bamberger & Co., Newark, N. J., report a demand for the higher-priced radio units. The Victor Electrola is also in favor with the buying public, inasmuch as the reproducing system of this unit can be used for radio amplification.

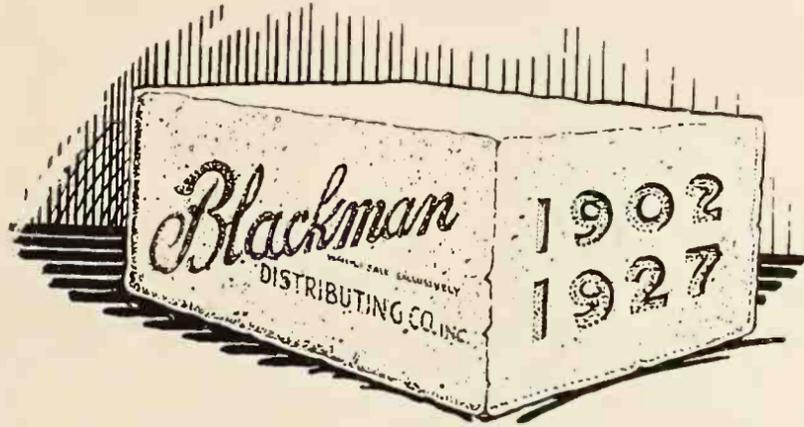
In Bankruptcy

A voluntary petition in bankruptcy was recently filed by Samuel E. Markovitz, 225 Roebeling street, Brooklyn, N. Y., who dealt in radio receivers, talking machines and other musical instruments. Liabilities were listed at \$11,834.34 and assets at \$5,825.44.

Marx Brother Buys Victrola

William M. Ross, manager of the A. I. Ross Music Stores, Astoria, L. I., recently sold a \$1,000 Orthophonic Victrola to Julius H. Marx, of the famous Marx brothers.

Milton Auster, formerly connected with the Weber-Rance Corp., has joined the sales staff of the Sanford M. Bookee organization, 221 Fulton street, New York City.



A Corner Stone in the Radio Industry

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

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

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

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

Standard Home Utilities, Inc., Enters the Metropolitan Distributing Field

Arthur D. Geissler, Hugh C. Ernst, P. A. Wilkinson and Lloyd Everdeene Associated in Firm—Distribute Radio, Portable Phonographs, Motion Picture Cameras and Sewing Machines

Arthur D. Geissler, one of the pioneers of the talking machine industry and a nationally known figure, recently formed a new distributing organization known as the Standard Home

keenly interested in the industry and particularly the problems of the retailer. He conceived the idea of organizing a jobbing business, serving the retailer, which would have as its most important functions plans and products that would create "a year-round business." Naturally, in the phonograph business there are certain months that run up large volume of sales and other months that are not nearly so active. The dealer is faced with the problem of carrying the same overhead and keeping his sales force intact. If the dull periods could be made active through the handling of high-class merchandise, that would fit admirably as off-season business and would even have an active sale during most months, a difficult problem for the retail merchant would be solved.

Mr. Geissler evolved such a plan and selected Hugh C. Ernst, who was formerly associated with him, as general manager of his new company. Mr. Ernst has had lengthy experience in

both the wholesale and retail fields. He has a thorough knowledge of the problems of merchandising and Mr. Geissler's plans struck a responsive chord.

The Standard Home Utilities, Inc., selected its first lines for an "all-year-round business," radio, portable phonographs, motion picture

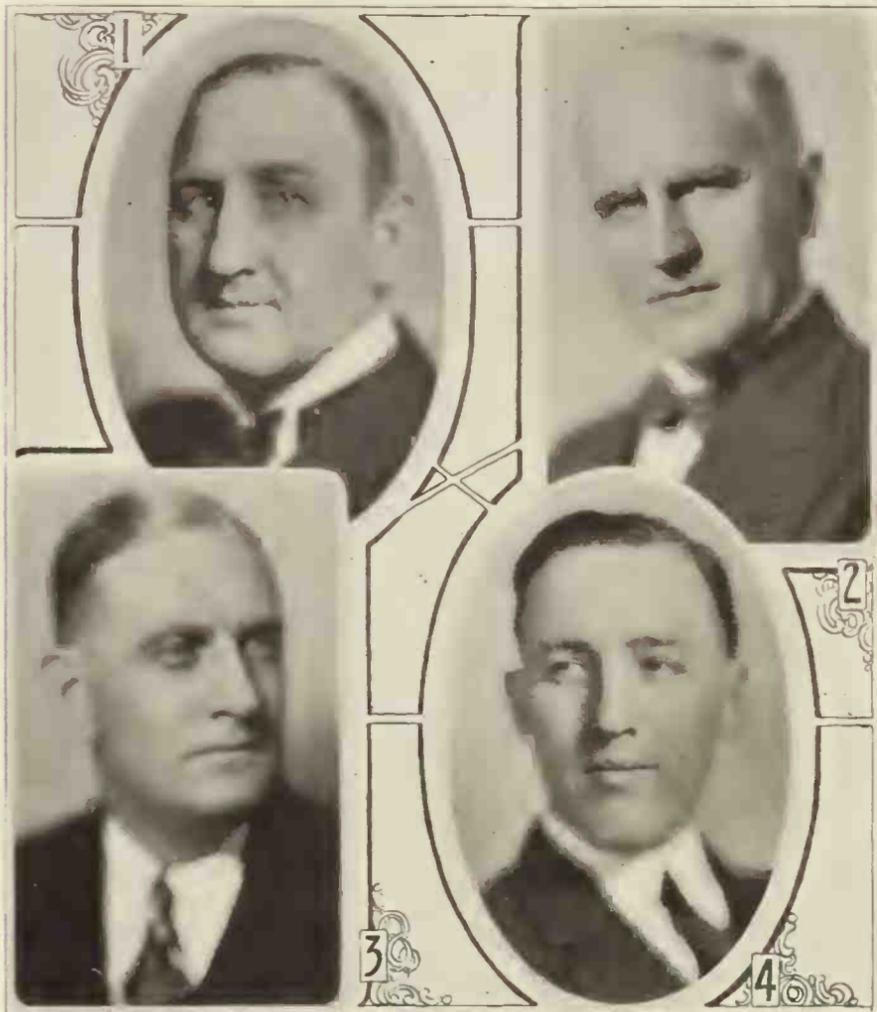
cameras and projectors and electric sewing machines.

The new company has appointed P. A. Wilkinson in charge of sales promotion of the sewing machine division. Mr. Wilkinson has had long experience in both merchandising and advertising, most of this in the metropolitan area. During the war Mr. Wilkinson was an ensign in the U. S. Navy, following which he was one of the first sales executives to enter commercial radio. Through his past experiences he has given unusual study to both the retailer and consumer problems.

Lloyd Everdeene, formerly associated with the Aeolian Co., is auditor and credit manager of the new company. His close relationship with the music dealer, extending over a period of years, qualifies him for his new activities and he brings to the company a thorough knowledge of finance and other phases of the wholesale and retail business.

The Standard Home Utilities, Inc., will have its official opening on June 20, 21 and 22, at which time the "year-round business" program will be presented to the dealers in the larger metropolitan area. It is understood that the firm will be exclusive distributor in this territory for the products selected. This will afford territorial and locality dealer protection and in other ways will make possible the very close and healthy relationship between the Standard company and its dealers.

Probably the most original product presented to the music dealer by this company is its plan to market electric sewing machines. This is not as revolutionary as it might at first seem. The sewing machines are made by one of the largest manufacturers in the country. It is a high-quality product of most modern character, set in cabinets that lend themselves readily to the atmosphere of most any room. The outward appearance of these cabinets does not give the impression of mechanical units, but the smaller cabinets have the attraction of end tables, or tea services. These goods are marketed in a way that allows the dealer a healthy margin of profit, the unit of sale is fairly large and the possibilities of sales are widespread. The close relationship of the music merchant to the people in his locality, extending generally over a long period of years, equips him ideally for the presentation of this latest acquisition for the talking machine store. Sewing machines are, at least in many homes, a necessity. There is no danger of the market becoming oversupplied, due to the fact that the younger generation is constantly opening up new homes.



One: A. D. Geissler. Two: Hugh C. Ernst. Three: P. A. Wilkinson. Four: Lloyd Everdeene

Utilities, Inc., with offices and showrooms at 1 Park avenue, New York City. Mr. Geissler retired a year ago after disposing of his interest in the New York and Chicago Talking Machine companies, two of the largest distributing outlets of the Victor Talking Machine Co.

Despite his retirement, Mr. Geissler remained

LYREPHONIC PRODUCTS



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

Our new and fully equipped machine shop in our new factory, coupled with the fact that over 90 per cent of our complete products are made in our own factory, is assurance to our customers of the highest of quality in merchandise and the very best in service.

Andrew P. Frangipane & Company, Inc.

Factory: 261 Warren St., Lyndhurst, N. J.
New York Office: 32 Union Sq., New York City

Greenwood Co. to Open Third Store on July 1

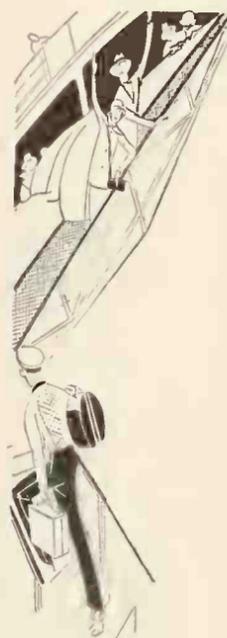
NORFOLK, VA., June 7.—A new music store operating under the name of Greenwood's, Inc., will be opened at Princess Anne road and Church street on July 1 by the Paul Gale Greenwood Co. Among the lines to be carried are the Orthophonic Victrola and Radiola, Kolster and Atwater Kent radios. The store will be equipped with five sound-proof demonstration booths and a large display space for the instruments will be provided.

This is the third store operated by this company, another branch having been opened at 440 Granby street in February, and the main store at 231 Granby street has been maintained for several years.

Radio Show for Pittsburgh

The second annual Pittsburgh radio show will be held at Duquesne Garden during the week of October 3 to 8. Many manufacturers of radio equipment have already signified their intention of exhibiting at this exposition, and J. A. Simpson, managing director, states that 75 per cent of available space has already been sold. A comprehensive program is planned as a feature of the event.

A PORTABLE *with the richness
and volume of a Reproducing*
PHONOGRAPH



*The No. 2 Sonora Portable with new reproducing
amplification system, carries thirty selections . . \$35*

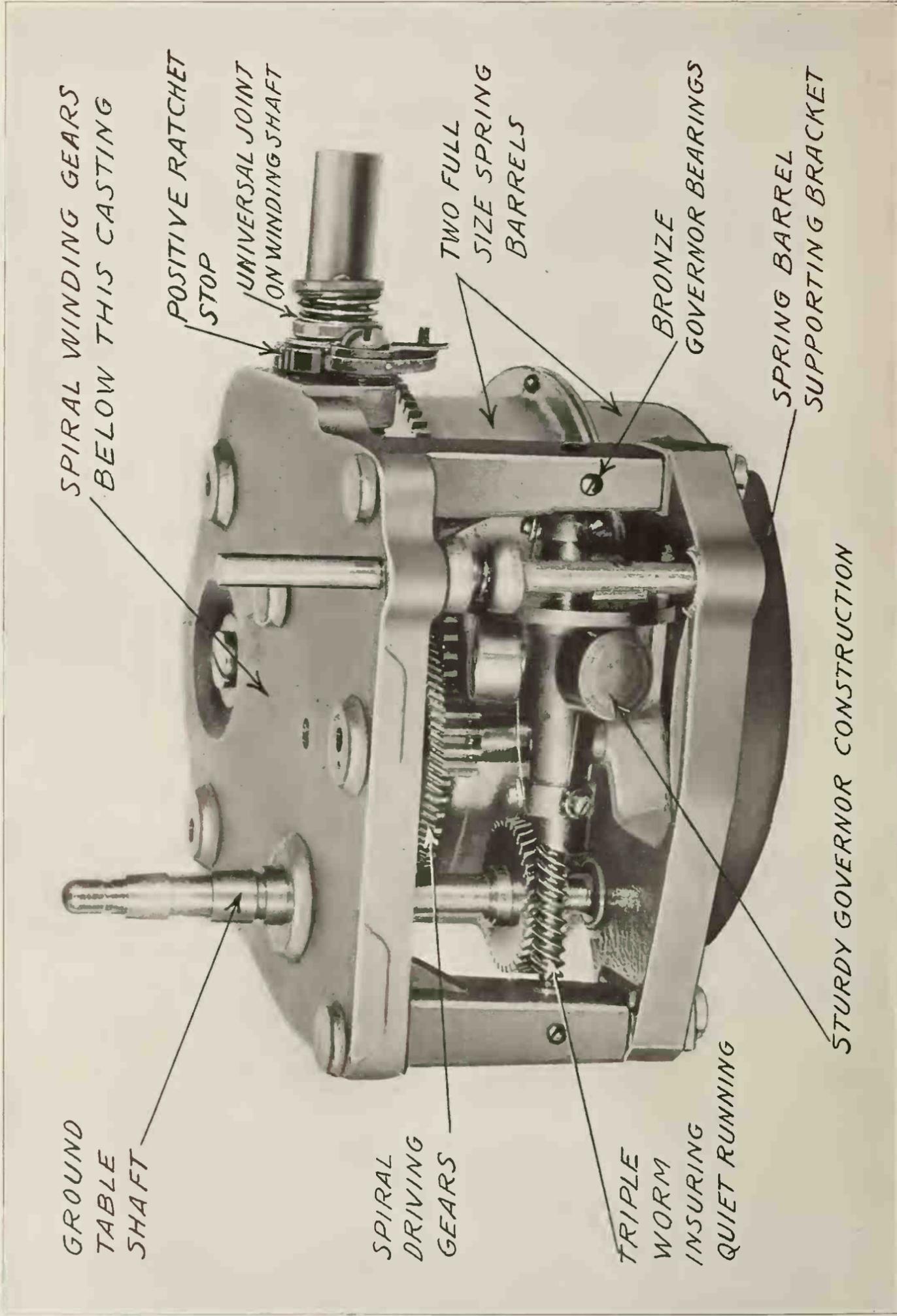
THE new Sonora Portable offers dealers a rare opportunity to do a great volume of business on a quality product . . . Everywhere vacationists are looking for the dealer who is selling the new Portable that sounds like a cabinet reproducing phonograph.

Wire now for complete line: No. 1 at \$25—No. 2 at \$35 and deluxe cowhide at \$50—and you will receive free the new Sonora humanized window display—the greatest music merchandising window ever designed.

SONORA PORTABLE

Large Motor Capacity at Small Motor Price

PLAYS SIX RECORDS WITH ONE WINDING



PLAYS SIX RECORDS WITH ONE WINDING

PHONOGRAPH MOTOR DIVISION
UNITED AIR CLEANER COMPANY, 9705 Cottage Grove Ave., CHICAGO
 Eastern Office: 32 Union Square, New York City

BOSCH RADIO

Seeing, hearing and studying the new Bosch Radio Models has started dealer action all over the country. The new Bosch Models have that completeness, simplicity, sturdiness, performance, outward good looks that you have been waiting for.

"Transportation proof"—they require no adjusting before delivery—but go to your customer with original factory settings.

The steel chassis, condenser unit assembly with its three point mounting, short solid connections, elimination of solder operations are all Bosch improvements.

All models have single station selector electrically lighted—Bosch RFL circuits, armored and shielded. The cabinets are outstanding in their beauty, good taste and honest construction.

Bosch is nationally advertised and priced for volume sale.

The dealer policy is right and reliable, offering unusual possibilities to dealers who are in business to stay. 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 CORPORATION



MAIN OFFICE and WORKS
SPRINGFIELD . . . MASS.

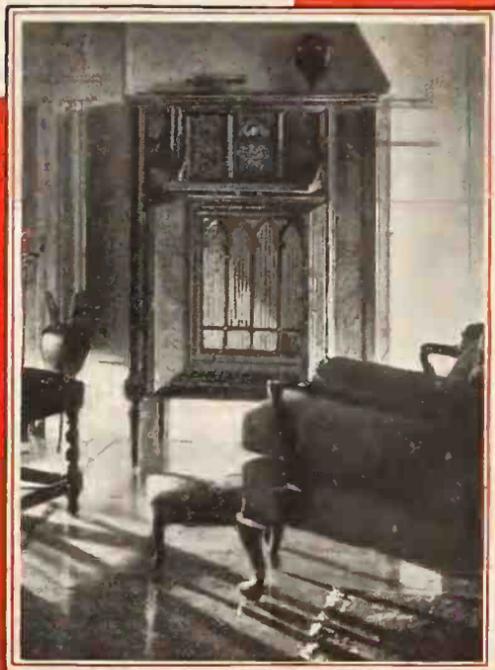
Branches: New York Chicago Detroit San Francisco



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 \$195.00. Without built-in reproducer \$175.00



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 \$99.50.



Model 57—Seven tubes, has Bosch RFL circuit, efficient built-in loop, built-in 18 in. 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 reproducer \$340.00

All these Bosch Radio Models are ready for socket power operation with the famous Bosch Socket Power Units which successfully meet the demand for the elimination of batteries. Total selling price for Bosch Nobattery "A" and the Nobattery "B" is \$100.00.

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 rewired
- 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 Receivers are licensed only for Radio Amateur, Experimental and Broadcast Reception. They are manufactured under patent applications of American Bosch Magneto Corporation and are licensed under patents of Radio Corporation of America and under applications of Radio Frequency Laboratories, Inc.

THE BOSCH RADIO —

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.

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 loudspeaker \$20.00.

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

COMPLETE DEALER LINE

Powerrol—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.

Model 57—Seven-tube Receiver, Single Dial, cabinet type, loop operated—built-in reproducer—wired for battery or socket power operation \$340.00

Model 76—Six-tube Receiver, Single Dial, cabinet type—wired for battery or socket power. With built-in speaker. \$195.00.

Without the built-in speaker. \$175.00.

Model 66—Six-tube Receiver, Single Dial, table type, wired for battery or socket power \$99.50.

Increase Profits and Prestige with Superior Radio Cabinets

BEAUTIFUL IN DESIGN—*As appropriate for the Millionaire's mansion as the humbler home.*

UNSURPASSED IN CONSTRUCTION AND FINISH—*The product of a factory nationally known for fine furniture.*

ACCOMMODATES ALL LEADING RECEIVING SETS—*Furnished with panel to fit receiver or blank panel to be cut to fit your customer's radio.*

AMPLE SPACE—*For large horn or cone, Radio set, Batteries or Power units and all parts readily accessible. Can furnish cone or horn, if desired.*

ELIMINATE COMPETITION—*Sell standard receiving sets in SUPERIOR Cabinets. Permits setting your own resale prices.*

DO NOT OVERLOOK—*The big market for cabinets for converting Table Model radios—SUPERIOR Cabinets are ideal for that purpose.*



For Catalog and Prices write our exclusive Sales Representatives
STUDNER, CUMMING COMPANY, Inc.
67 West 44th Street New York City

SUPERIOR CABINET COMPANY

Manufacturers - - MUSKEGON, MICHIGAN

High Priced Merchandise Has the Call in Toledo Territory, Report Dealers

Sales Volume Shows Increase Over Last Year—Demand Is for Quality Merchandise—Lion Store Reports Big Battery Sales—United Increases Record Sales by Stunt—Other News

TOLEDO, O., June 6.—Talking machine demand is above last year and dealers are of the conviction that orders will continue to come. The very gratifying feature of this business is that quality goods have the call.

Enjoys Good Business

At the J. W. Green Co. talking machine sales are above last year, according to Robert C. Elwell, manager. The Panatrop and the Orthophonic models, particularly the combinations and the Automatic, are selling ahead of the straight machines. The tendency, it is emphasized, is towards instruments with high musical value. During Achievement Week modern phonographs were displayed in windows in contrast to early instruments, thus bringing out the great advancement in manufacturing perfection.

W. W. Smith, president, and W. Baillie attended the music conventions in Chicago. Fred Church, of the sales staff, is in Europe as the accompanist of the Ice House Warblers, celebrated local singing quartet of quartets, who are attending the Rotary International Convention in Brussels. J. Harold Beat, also of the sales staff, is driving to the Pacific Coast.

L. S. Talbert Adds to Duties

The Lion Store Music Rooms and the radio department, jointly, are now under the management of Lawson S. Talbert. In the former sales are slightly better than last year. In the latter the sale of batteries and accessories are doing much to keep volume up. Five hundred of one type of battery were sold during May. A considerable number of sets were disposed of at that time also. Canvassers are at work lining up prospects for early Fall. A canopy display, near the elevators, of the "Doll Dance" is selling a large number of the discs. The unique trim consists of fifteen or twenty dolls, arranged in dance formation and posters of striking colors with artistic lettering.

Winning Back Old Patrons

The United Music Store is winning back many old patrons through the use of a post card invitation. The card states the customer has been missed and invites her to come to the store real soon. One new record is suggested as worth a trip downtown to hear. The card is signed by Miss Virginia Davis, in charge of records. The response has been very high, averaging about 70 per cent. The house is concentrating on portables. A window is piled high with small machines which are recommended for canoe, cottage, auto or camp. Victor, Carryola, Pal, Gypsy and Kompack are models meeting the approval of patrons here.

New Edison Records Popular

The Hayes Music Co., according to Inez Hayes, is receiving many orders for the new 40-inch Edison records. As customers become more familiar with the excellence of the long-playing discs the demand is increasing. Melody and Carryola portables are rapidly increasing their sales pace.

Quality Products Have the Call

At the Whitney-Blaine-Wildermuth Co. quality talking machines are demanded. Customers desire high-grade musical reproduction, therefore, the Automatic Victrola and the combinations are outstripping the lower-price instruments, Henry C. Wildermuth reported. The enterprise is calling back on old customers and friends for prospects instead of pursuing the regular channel of house-to-house canvassing for prospects. The method is producing far greater results, it is stated. Here records are placed upon the counter in small boxes so that the patron may have the opportunity to inspect a number of the titles at one time. Titles, it is well known, often sell records, therefore,

the plan, Miss M. Plotkin reported, is assisting sales to a very satisfactory degree.

The Frazelle Music House has been redecorated and rearranged and presents a very pleasing appearance. The color scheme is tan. The sales of Victrolas have improved considerably here of late, especially with the larger machines.

Sylvania Products Co.'s Distributors Hold Meeting

EMPORIUM, PA., June 7.—The Sylvania Products Co., of this city, maker of Sylvania tubes, held its annual distributors' meeting during this month. The site selected was Sylvania Lodge,

a hunting camp in the western Pennsylvania woods, a few miles from Emporium. It is reported about thirty distributors attended, and during the course of the Convention four new tubes were introduced, the SX210, for use in power amplifiers, SX213 and SX216-B rectifier tubes for "B" eliminators, and SX240, a high-mu tube for use in resistance coupled amplifiers. A very attractive new carton has also been developed for Sylvania tubes.

Art Gillham, Columbia Star, Records With Orchestra

Art Gillham, the "Whispering Pianist," Columbia recording and radio artist, on a recent visit to the recording studios of the Columbia Phonograph Co., New York, in addition to making eleven new recordings as the "Whispering Pianist," made six records accompanied by the Southland Syncopators. This new Exclusive Columbia organization is known as Art Gillham and His Southland Syncopators.

Greatest of All Radio Achievements Majestic "A"

The FIRST really successful "A" Battery Eliminator

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

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

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

IF YOU DIDN'T SEE IT AT THE
R. M. A. TRADE SHOW WRITE US FOR
DESCRIPTIVE CATALOG SHEETS

GRIGSBY-GRUNOW-HINDS CO.
4558 Armitage Avenue Chicago, Illinois

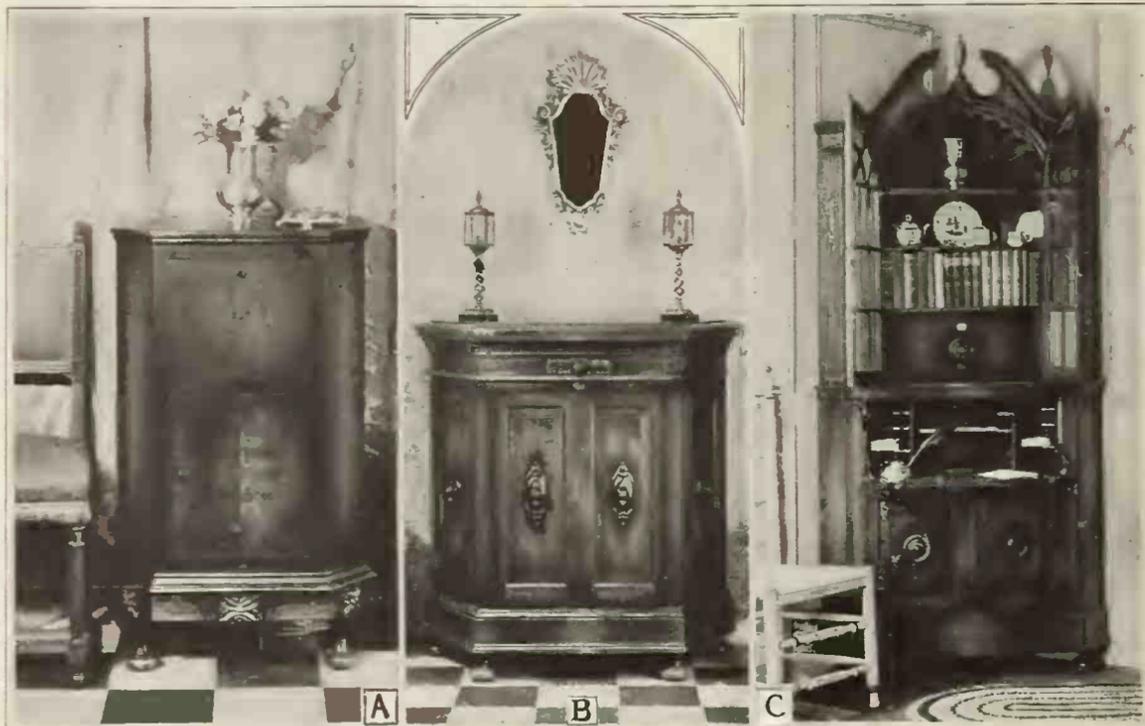
Form Splitdorf Radio Corp. as Subsidiary of the Splitdorf Bethlehem Electric Co.

Company Is Outgrowth of Increasing Radio Activities—Officers Are E. H. Schwab, Chairman of Board; W. Rautenstrauch, President; R. W. Porter, Vice-President; D. Ross, Secretary

At a recent luncheon given to its executive employes at the Hotel Commodore, New York City, the Splitdorf Bethlehem Electric Co. announced the formation of a subsidiary organization to be known as the Splitdorf Radio Corp. This is an outgrowth of the ever-growing radio activities of Splitdorf. Supplementing this announcement was presented an expansive

series of demonstrations the electrical amplification of records by the Splitdorf method aroused interest and won approval.

Robert W. Porter, vice-president and general sales manager, when interviewed with regard to the future possibilities of the Bi-Radiophone stated: "It is difficult at this point to forecast the future possibility of this device. There is



New Splitdorf Models: (A) Warwick, (B) Lorenzo, (C) Winthrop

radio program for the season 1927-28 covering a full line of radio receivers, speakers and accessories.

The officers of the new company are E. H. Schwab, chairman of the board; Walter Rautenstrauch, president; Robert W. Porter, vice-president and general sales manager, and Donald Ross, secretary and treasurer.

The Splitdorf plans call for a series of new ideas in character, style of receiving sets, a new type of dealer protection, striking cabinet designs covering a wide range of prices, including eleven models, and some commercial radio innovations.

The Splitdorf Radio Corp. recently announced a license association with the Radio Corp. of America, the General Electric Co., Westinghouse Manufacturing & Electric Co., and the American Telephone & Telegraph Co. With this arrangement, it is believed, the company, its distributors and dealers eradicate all fear of disturbing radio patent litigation. The complete line of Splitdorf receivers ranges in table models from \$45 to antique interior design at \$1,000. The purpose of this is to offer the dealer a complete line covering every taste and pocketbook. Herewith are shown the Warwick (A) taken from the Tudor period, the Lorenzo (B), the newly designed cabinet, lending itself to the average atmosphere and small space, and the Winthrop (C), the revived Colonial type of cabinet in combination secretary and bookcase. All models shown here operate with the Splitdorf cone speaker, with the exception of the Winthrop, which has the Maestro radio reproducer.

Some of the new Splitdorf receivers, particularly the Abbey, Westminster, Lorenzo, Winthrop and Buckingham models, contain radio units which are entirely new in their electrical principles. These units are the invention of Fred A. Jewell, whose technical staff was recently absorbed by the Splitdorf Co. The Splitdorf receiver embodies a system for amplifying phonograph records electrically. This connecting link between the phonograph and radio receiver is known as the Splitdorf Bi-Radiophone. A, B and C power is available in these sets. At a

no question that the public to-day demand the last word in tone quality, and as our demonstration has shown, electrical reproduction and amplification of the phonograph records yields a greater depth of tone, richer resonance and the exacting timbre which music lovers have always craved. With the Bi-Radiophone it is now possible for owners of phonographs to enjoy the heretofore unreleased beauties of the world's recorded masterpieces."

The Splitdorf Radio Corp. takes over all radio assets and licenses of the Splitdorf Electric Co. This move was made to concentrate all radio activities in one organization. The Splitdorf Electrical Co., which formerly manufactured the radio products, continues as a large manufacturer of magnetos and automotive accessories. Its history dates back to 1858.

Publicity That Is Strong and Right to the Point

Listenwalter & Gough, Inc., who have a great reputation as distributors of radio and electrical products generally in Los Angeles and San Francisco, Cal., are great believers in advertising which is noted particularly for its strength and brevity. They are real doers of things and impress those with whom they do business that they know what they are talking about at all times. A characteristic type of this kind of publicity is to be found in their advertisement in the Mohawk group in this issue of *The World*. In two lines they epitomize their ideas about this famous radio set. It is vigorous and right to the point and in keeping with their general policy that "Brevity is the soul of wit."

Acme Elec. & Mfg. Co. Has National Distribution

CLEVELAND, O., June 7.—The Acme Elec. & Mfg. Co., manufacturer of a complete line of radio apparatus from automatic switches to socket power units, has representatives in the following cities: Boston, New York City, Cleveland,

Chicago, St. Louis, Des Moines, Milwaukee, Minneapolis, Atlanta, Dallas and San Francisco.

This concern enjoys an excellent distribution from coast to coast, and from Canada to Mexico. The representatives who are located in the above-mentioned cities are men who are well acquainted with the trade, and are enthusiastic on the future sales possibilities of Acme radio merchandise to their clientele this season.

Auditorium Victrola Is Installed at Atlantic City

First Permanent Installation of Auditorium Model Victrola Is Made at Young's Million Dollar Pier at Famous Resort

The first permanent installation of the Auditorium Orthophonic Victrola in Atlantic City is now in operation at Young's Million Dollar Pier. It is located in the pier ballroom, and although a considerable distance from the boardwalk, demonstrations have proved that its music carries without distortion or appreciable loss of volume for great distances.

Taking a leaf from the Victor Co.'s own book, the pier management has decided to use the powerful instrument to attract people to the pier. It will be recalled that when the Auditorium Orthophonic was demonstrated from a yacht eight miles off shore last Summer, it was heard clearly for two blocks inland, and attracted immense crowds to the boardwalk.

Arrangements have been made to play the instrument from 10.30 until noon, and from 2.30 in the afternoon until 4.30, the program consisting of concert music. Dance music will be provided between 9 and 10.30 p. m.

Lifton Mfg. Co. Adds to Bellphonic Portable Line

Announces Two New Models of Bellphonic Portable Phonographs to Round Out Line—Each of the Instruments Has Special Features

Two new models of the Bellphonic portable phonograph have been announced to the trade by the Lifton Mfg. Co., New York, designed to round out the line which was inaugurated with the introduction of the Bellphonic, listing at \$15, a model which has proved very successful throughout the country, according to Maurice Lifton.

One model, \$25 list, is finished in alligator grain outside, and reptilian grain finish inside, in several attractive colors with a harness-sewn handle. It is gold trimmed with a set-in piano hinge, Bellphonic tone arm and reproducer, throwback S arm, spring needle cup, and a Flyer motor. A built-in record box holding fifteen records with covers is also included. The other new model, listing at \$20, has a Spanish finish and many of the features noted above.

The complete Bellphonic line was exhibited at the National Music Industries Convention at Chicago the week of June 6.

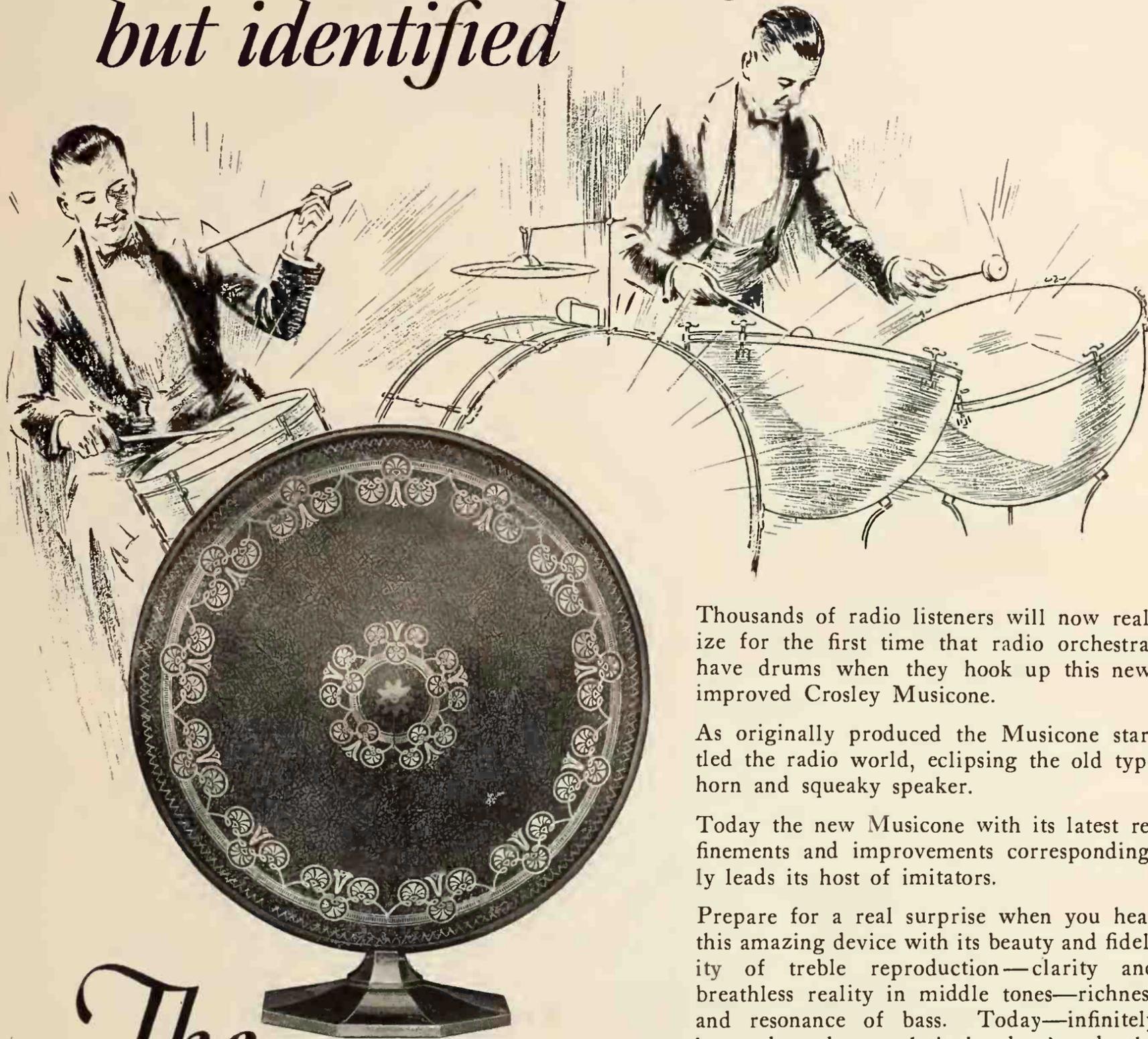
Chamberlin's Father Is Leading Victor Dealer

E. C. Chamberlin, of Denison, Ia., a successful Victor dealer, is receiving congratulations from his friends on the record-breaking performance of his son, Clarence Chamberlin, in his recent transatlantic flight.

To Feature Columbia Artists

Cass Hagen and His Orchestra, exclusive Columbia recording artists, will be one of the featured attractions at the roof garden of the Park Central Hotel, New York City, which will open this month. This orchestra's recordings of "Hallelujah" and "Sometimes I'm Happy" are among the best sellers on Columbia records.

Drum notes not only heard — but identified



Thousands of radio listeners will now realize for the first time that radio orchestras have drums when they hook up this new, improved Crosley Musicone.

As originally produced the Musicone startled the radio world, eclipsing the old type horn and squeaky speaker.

Today the new Musicone with its latest refinements and improvements correspondingly leads its host of imitators.

Prepare for a real surprise when you hear this amazing device with its beauty and fidelity of treble reproduction—clarity and breathless reality in middle tones—richness and resonance of bass. Today—ininitely bettered and superlatively developed, the Musicone is the world's finest loud speaker—and, at such extremely low prices, it's the world's greatest radio value.

The Crosley patented actuating unit (and NOT the cone) is the secret. There's nothing else like it.

Write Dept. 26 for descriptive literature

The improved CROSLEY MUSICONE

SUPER-MUSICONE 16 inch Cone \$14.75

The Crosley Radio Corporation

Powel Crosley, Jr.
Pres.



CINCINNATI,
OHIO

Prices slightly higher west of the Rocky Mountains

ULTRA-MUSICONE 12 inch Cone \$9.75
--

Radio Trades Association of Southern California Elects Board of Directors

Solicitation, Demonstration and Education Are Increasing Talking Machine Sales—Columbia Portable on Convention Train—Howard L. Brown Resigns—Other News

LOS ANGELES, CAL., June 3.—The phonograph situation continues to be in a position of "going after the business"; solicitation, demonstration and education are the requisites for sales. The majority of sales are going to the stores which have salesmen who have organized salesmen whom they intelligently direct and instruct in going after the business—following up prospects and selling them. Aggressive tactics are the great need to-day in retail establishments.

Enjoying an Excellent Demand

Ray Cook, Southern California manager of Sherman, Clay & Co., Victor distributors, reports good business for the past month. The supply of the new Automatic Orthophonics is entirely exhausted and the sales of the new 12-25 Electrola have been most encouraging. Philip Meisenzahl, formerly with the Q R S Music Co., has recently been given the position of city salesman, succeeding Fred L. Scrafield, who resigned in order to accept a special post with the Illinois Electric Co.

Train Equipped With Columbia

The "On to Chicago" R. M. A. Convention train, which was made up of special cars of the Union Pacific from Los Angeles, San Francisco, Portland, Seattle, Spokane, Denver, Salt Lake City and other Western points, bearing delegates to the Radio Manufacturers' Association Convention, June 13 to 18, in Chicago, and which consolidated at Ogden, was equipped with a Columbia portable and an assortment of Columbia records through the courtesy of W. H. Lawton, Southern California manager of the Columbia Co.

Radio Directors Elect

The annual meeting of the Board of Directors of the Radio Trades Association of Southern California took place late last month. Twelve directors were elected made up of three from the Retail Radio Division; J. W. Boothe, general manager of the radio department of Barker Bros.; T. W. Lynch, salesmanager of the radio department of the Western Auto Supply Co.; C. H. Mansfield, salesmanager of the radio department of the Fitzgerald Music Co.; three radio jobbers: C. W. Griffin, salesmanager, Ray Thomas, Inc.; Walter Fagan, general manager,

Pacific Wholesale, Inc.; L. E. Taufenbach, president, Western Radio, Inc., of California; three radio manufacturers' agents: D. N. Marshank, Marshank Sales Co.; Carl A. Stone, Carl A. Stone Co.; Lyman J. Gage, Precision Electric Mfg. Corp.; three directors at large: H. E. Sherman, Jr., Leo J. Meyberg Co.; George A. Thale, Thale Radio Co.; Don. C. Wallace, United Radio Corp. J. W. Boothe was elected president; L. E. Taufenbach, first vice-president; Carl A. Stone, second vice-president; A. G. Farquharson, secretary-treasurer.

Platt Music Co. Building

"Breaking of ground" took place last week at the new location, 832 South Broadway, of the Platt Music Co. A six-story building will be erected on this property, which is owned by the company. George B. Epstein, vice-president of the Platt Music Co., acted as speaker at the breaking of ground ceremony.

H. L. Brown in New Field

Howard L. Brown, manager of the phonograph division of the Los Angeles branch of the Brunswick Co., has resigned from his position in order that he may accept the position of executive secretary of the California Christian Endeavor Union, an organization of forty thousand members.

Visual Transmission Is Latest Phase of Radio

David Sarnoff, Vice-President and General Manager of Radio Corp., Predicts Sending of Messages in Photographic Form

The latest phase of radio development is the transmission of sight as well as sound, David Sarnoff, vice-president and general manager of the Radio Corp. of America declared in an address on "Joining Sight to Sound in Radio," before the Chicago Association of Commerce on June 8. Mr. Sarnoff predicted that the dot and dash system of transmission now universally used would eventually give way to facsimile or visual transmission, when the complete message or picture would be flashed across oceans or continents in photographic form.

A. G. Linsig Columbia Export Representative

Well-Known Foreign Trade Executive Sailed Recently for South America, Where He Will Represent Columbia Viva-tonal Phonograph

A. G. Linsig sailed recently for South America as a representative of the Columbia Phonograph Co. Mr. Linsig has had a wide experience in selling foreign markets on the phonograph and the radio and will include in his itinerary such South American countries as Chile, Peru, Bolivia and Ecuador.

Mr. Linsig has a wide acquaintance in the countries which he is visiting. Before sailing



A. G. Linsig

for South America, Mr. Linsig spent considerable time studying the Columbia products, and expressed his belief that the results already achieved by Columbia in the export field were but the beginning of a steadily increasing demand for the new Viva-tonal Columbia and the Columbia New Process records.

Mr. Linsig has a remarkable background for his new work. He was born in Alsace, attended St. Stephen College in Strasbourg for nine years; followed this with one year at Mayfield College, Kent, England, and then studied philology at Strasbourg University.

After experience as correspondent with an export firm of Alsace, Mr. Linsig became private secretary to a director of the Banque Continentale of Paris. In the latter capacity he visited nearly every part of the world in trade investigations. In 1912 he became associated with a relative in Santiago, Chile, who operated the first phonograph concern on the West coast of South America.

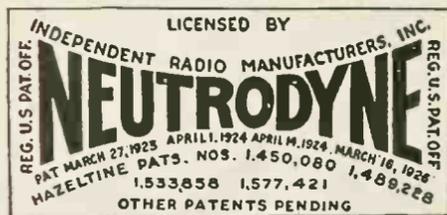
Since that time Mr. Linsig has held important executive posts in both the phonograph and radio industries. His knowledge of German, French, Spanish, Portuguese, Italian and English as well as reading knowledge of Greek and Russian have been important factors in his successful business building in the export markets of the world.

Roth-Downs Mfg. Co. Has Moved to Larger Quarters

The Roth-Downs Mfg. Co., St. Paul, manufacturer of Orpheus radio receivers, recently incorporated with capital stock of \$150,000, 1,500 shares of par value of \$100. Bertram W. Downs, Harold L. Rothschild, Fannie M. Downs and Keith D. Rothschild are the incorporators.

The firm recently moved its plant to 295 Como avenue, St. Paul, and according to H. L. Rothschild, sales and advertising manager, the larger quarters became necessary because of the rapidly increasing business. According to the manufacturer, the firm enjoyed last year a 500 per cent business increase over 1925 and sales are increasing in a satisfactory manner.

Look for this trade-mark



It is your protection against
patent infringement liability

Bellphonic



10 Reasons Why You Should Buy the Bellphonic Portable!

It will double your sales and bring increased profits
Owing to the unusual demand, our production has been doubled in order to make immediate delivery.

LIST PRICE

\$15

**Far West and South
\$17.50**

ADDITIONAL MODELS
Now Being Perfected



These 10 Features Will Convince You of the Superiority of the Bellphonic Portable

- | | |
|---|--|
| 1. BELLPHONIC Reproducer | 6. Seamless heavy leather handle, metal reinforced, in colors to match |
| 2. Nickel polished solid brass tone arm | 7. Nickel polished, double side catches |
| 3. Spring tone arm holder | 8. COLORS: BLACK, BLUE, MAROON |
| 4. GENERAL-INDUSTRIES FLYER MOTOR Junior | 9. Size 14¾" wide; 11¾" deep; 6¾" high |
| 5. Fully closed, solid record album, holding 15 Records | 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

Buffalo Radio Trades Association to Have Annual Show Early in September

Slogan of Association, "Summertime Is Radio Time," Helps to Swell Volume of Radio Sales—Talking Machine Business Picks Up—Trade Interested in Portables

BUFFALO, N. Y., June 8.—Talking machine and record sales, which dropped off about the middle of May, again are showing more activity. Radio sales volume has reached greater proportions than at this time last Summer, and it is quite evident that the slogan adopted by the Buffalo Radio Trades' Association, "Summertime is Radio Time," has been effective in building up the usual slow Summer business to a volume of worth-while proportions.

This year's radio show will be held during the week of September 12, it has been determined. John Kibler, president of the Radio Association, is chairman of the show committee, while Ed. Ball, of the Joseph Strauss Co., is vice-chairman. Other members of the show committee,

are: Emil Sommer, Eastern States Battery Corp.; Howard Funk, Bison Radio Specialty Co.; Thomas White, Wholesale Radio Equipment Co.; Ed. Healy, Sylvania Tubes; Cliff Bettinger, C. S. Bettinger Co.; Ed. Young, Cumberland Young Co.; R. H. Davison, of H. B. Alderman Co.; and Ed. Metzger, of the Medo Electric Co.

Dealers in the Buffalo and Western New York territory are showing great interest in the Crown phonograph, product of the George P. Bent Co., of Louisville, distributed here by the Iroquois Sales Corp. Okeh records are in fairly good demand, the past two or three weeks producing a greater volume of business than early in May.

Bush-Burnham Co., 1109 Lovejoy street, heretofore exclusively radio dealers, has added to its stock a representative line of Crown phonographs and Okeh records.

The Pathex motion picture machine business of the H. B. Alderman Co., has kept this house busy for the past month or so. R. H. Davison, sales manager, reports that the Pathex business has been much greater than early anticipations, and it has been found to be a paying side line for the talking machine and radio dealer.

Curtis N. Andrews is keenly interested in the new Fada special, which, at this time, he is expecting will reach his display rooms any day. This outfit, listed at \$95, will doubtless prove a Fada leader this Fall, he said. Mr. Andrews is particularly pleased with Victrola business of the past two or three weeks.

The Buffalo Talking Machine Co. also has furnished Victor dealers with a pleasing volume of Automatic instruments. The 4-40 Victrola is numbered among the most popular models at this time.

Appearance in Buffalo of Morris Gunski, Victor artist, who broadcast an interesting program from WGR, greatly helped the sale of his records.

Piano Merchants' Association of Buffalo and Western New York, recently formed here, is expected to have a very helpful influence on the entire music trade of this district. A program that will create a desire for music in the home, is being planned by the organization. It also is planned to hold joint meetings with the Victrola Dealers' Association.

Robert J. Bartley, district sales manager of the Victor Talking Machine Co., spent several days early in June, with Buffalo jobbers.

The Columbia Music Shop, dealer in Columbia merchandise, Okeh records and Crown phonographs, has opened a branch store at William street and Jefferson avenue.

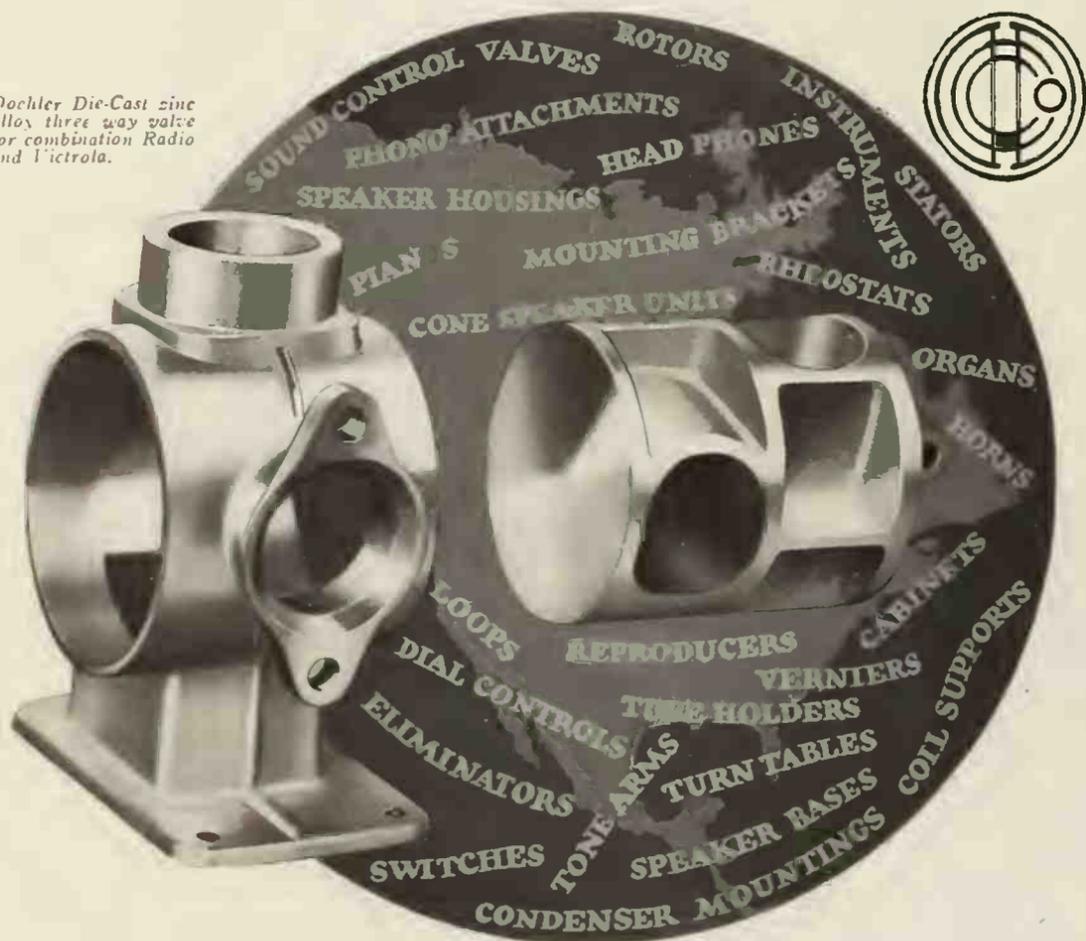
S. J. Butler, Jefferson avenue dealer, is recuperating at his home from an illness that has kept him confined for more than a month.

Harry Finestone, of the Household Outfitting Co., which recently installed a large radio department, featuring the Crosley line of radio products, has been elected president of the Buffalo Retail Furniture Association.

A reconstruction program at Denton, Cottier & Daniels, one of New York State's largest music houses, will make this store one of the finest in the entire country.

THE WORLD'S LARGEST PRODUCERS OF DIE-CASTINGS

Doehler Die-Cast zinc alloy three way valve for combination Radio and Victrola.



IF you could see the multitudinous sizes and forms of Die Castings produced in our four great plants each day. . . . If you could see the engineering and metallurgical problems involved in their production. . . . If you could see how our organization meets unusual demands with a willing readiness. . . . That would quickly convince you of Doehler capability for producing YOUR die castings—with certain satisfaction. Our booklet is interesting and informative. Your copy is free.

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.

Plaza Phonographs to Be Equipped With Ultra Units

Pal Portables and the Plaza Line of Cabinet Model Phonographs Will Be Equipped With the Ultra-Phonic Reproducing Units

The Plaza Music Co., 10 West Twentieth street, New York City, manufacturer of Pal and Pal DeLuxe portables, and cabinet model talking machines, recently announced the closing of arrangements with the Audak Co., whereby its Pal portable and higher-priced instruments will in the future be equipped with Ultra-Phonic reproducers.

The Ultra-Phonic reproducers have been used in store demonstrations of the Plaza Co.'s Banner and Domino records for the past year. The decision of the Plaza Co. to include these instruments as part of the standard equipment of its quality machines was based upon this experience and the wide acceptance of Ultra reproducers by the trade.

Exhibit Panatropes

A tower of "jewels," which will be the feature of the Cleveland O., Industrial Exposition, will house six super-Panatropes, recently perfected in the laboratories of the General Electric Co. The instruments will play recorded music and will also be used as amplifiers for radio programs.

The Greene-Brown Merchandising Plan
Insures Success for Jobbers and Dealers

Can You Qualify?

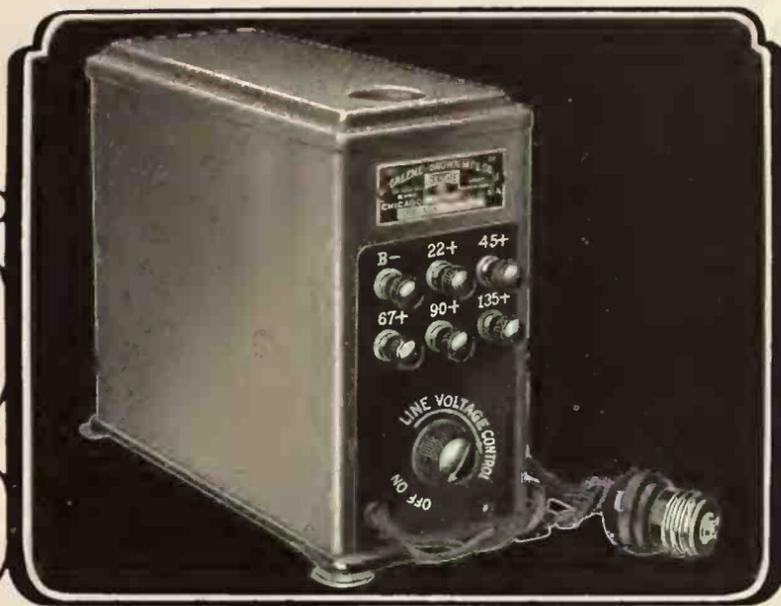
The Most Complete Line of "A" and "B" Power Units

The vastly improved, unvarying quality of program reception constantly available from any receiving set, powered by these new Greene-Brown current supply devices, is indescribable in words—almost beyond belief—until your own ears prove it.

The Outstanding Trio of "B" Power Units

The New
GREENE
"B"
5-6-7
Eliminates
Your Service
Problems

No variable adjustments. Fool-proof. All output voltages are fixed. A control is provided for line voltage fluctuations.



The New
GREENE
"B"
5-6-7
Complete
With Tube
\$27.50

Prices slightly higher west of Rockies

Designed to operate 5-6-7 Tube Sets.



The Greene Hi-Power "B"

Big Brother to Greene "B" 5-6-7. Capacity 180 volts—55 Milliamperes. No variable adjustments. All output voltages are fixed. A control is provided for line voltage fluctuations. Operates all sets having heavy current draw. Unfailing "B" Current Supply. Price complete with 85 Milliampere Tube

\$30.00

Prices slightly higher West of Rockies

Our Guarantee

All Greene-Brown Units are unconditionally guaranteed to operate receiving sets absolutely without noise—also against electrical or mechanical defects.

The new Greene-Brown Power Units insure constant, uniform "A" or "B" voltage for all receiving sets. Easily demonstrated. Easily sold.

A battery eliminator line of utmost quality. Honestly priced to sell rapidly. Filamentless Full-Wave Rectifying Tube included in all list prices.

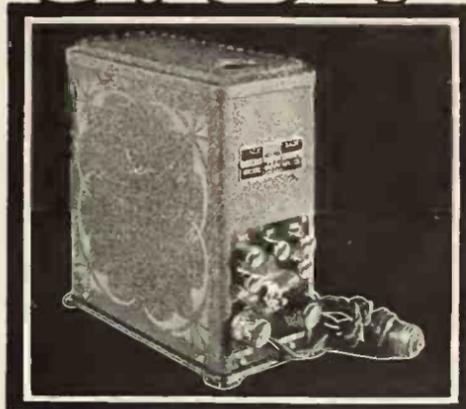
The selling franchise is open to all jobbers who can qualify.

Write or Wire

Greene-Brown Manufacturing Co.
5100 Ravenswood Ave., Chicago

The Quality Line

GREENE
POWER B UNITS
Better than Batteries



Brown "B" SUPER-Power

This well-known model is now rendering unfailing service for thousands of users. Both detector and intermediate voltages are controlled by variable adjustments. The Brown "B" is provided with a three-position switch—"high" and "low" voltage output and "off" position. New price complete with 85 Milliampere Tube.

\$33.50

Prices slightly higher West of Rockies

Jobbers and Dealers

There is a Greene-Brown Power Unit especially adapted to receiving sets of every type. You can concentrate on this line—and never lose a sale.

Orth Music Co. Has Constant Portable Display and Averages 150 Sales a Month

Carryola Dealer Attributes Major Share of His Success With Portables to Window Displays—Practically an Entirely Cash Business and Big Factor in Increasing Record Sales

One of the outstanding examples of successful selling of portable phonographs has been achieved by the Orth Music Co., prominent Milwaukee retailer, a firm which has shown the remarkable average of 150 portable phonographs



How Orth Music Co. Featured Carryola Portables in Window

each month. The Orth Music Co. handles the Carryola line exclusively and A. D. Orth, owner of the store, states that the major portion of his success in selling portables is due to the fact that he constantly has the instruments on display in his window. It is his theory that any merchandise, which is popularly priced and of general appeal, can be shown at all times to profitable advantage.

Many buyers, upon seeing the portables in the window, make up their minds on the impulse of the moment and step into the store for a quick purchase. A large part of this business is cash sales and almost without exception portable buyers bring a greater volume of record business to the store than any other part of the clientele.

The signal success that this firm has had in marketing Carryolas has naturally been brought to the attention of the entire trade on a number of occasions by the manufacturer. On the other hand, Mr. Orth modestly states that this

type of product represents a very quick, easy sale, and that his volume may be attributed to constant advertising in the windows and in newspapers, rather than to hard selling.

In reciting his experiences, Mr. Orth mentioned the fact that he purchased his first supply of portables with a certain amount of misgiving. In other words, he bought his initial supply of six without actually knowing that the merchandise would move. Within a few days his entire stock had been sold, and from that time on his purchases have been increasingly great, and sales correspondingly good. He recites the fact that this is common with all retailers and all merchandise. When the merchandise starts to move, the dealer's enthusiasm quickens with the sales.

The Orth store maintains for a yearly volume approximately 1,800 portables, and the dealer states that a part of his increasing business may be attributed directly to the effectiveness of the Carryola advertising campaign which is running in the various national magazines.

Much space has been devoted in these columns from time to time to outlining the effectiveness of portable selling in influencing record sales volume. The Orth Music Co. is one of the largest retail outlets for records in the city of Milwaukee, and its activities in portable selling have gone a long way in building this important cash end of the business.

The Detroit Electric Co., radio distributor of Detroit, Mich., recently opened its fifth wholesale branch at 210 Summit street, Toledo, O.

Percy L. Deutsch Resigns From the Brunswick Co.

Vice-President and Director of Brunswick-Balke-Collender Co. Resigns From That Company After Long Association

Percy L. Deutsch, who has been associated with the Brunswick-Balke-Collender Co. for the past twenty-four years, has just resigned his position as vice-president and director of the company, a post he has held for many years. Mr. Deutsch, who is forty years of age, is a grandson of J. M. Brunswick, founder of the company. He was largely responsible for the establishment of the phonograph and rec-



Percy L. Deutsch

ord division of the Brunswick-Balke-Collender Co. some ten years ago, and is widely known as one of the leading figures of the industry.

Mr. Deutsch was one of the first to see the future of combination phonograph and radio instruments, and negotiated the contract with the Radio Corporation of America, enabling the Brunswick company to be the first to offer the standard super-heterodyne in combination with the phonograph. It was largely through his efforts, also, that the company introduced the first purely electrical reproducing musical instrument, the Brunswick Panatrope. Mr. Deutsch will take a short vacation, and states that he will have an important announcement concerning a new connection in the Fall of the year.

W. C. Fuhri, Columbia Sales Manager, on Trip to Coast

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., left New York recently on a six weeks' business trip to the Pacific Coast, where the company has its new Western factory and important branch offices.

Mr. Fuhri stopped off at Chicago to attend the annual convention of the Allied Music Industries in company with the company's president, H. M. Cox. After the convention Mr. Fuhri left for the Far West, stopping at Denver en route. On his return trip he will spend a short time in Salt Lake City, the headquarters of one of the company's large distributors.

Victor Portables Popular

The line of portable Victrolas recently announced to the trade by the Victor Talking Machine Co. has met with a splendid reception, and sales are mounting steadily, according to Victor officials. The many attractive features of the Victor portable line are proving popular throughout the country.



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.

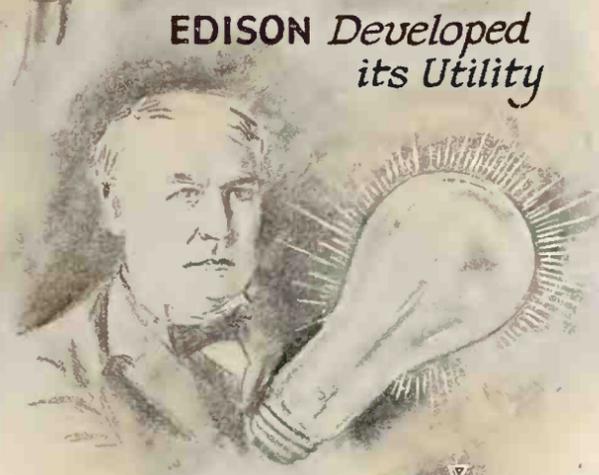
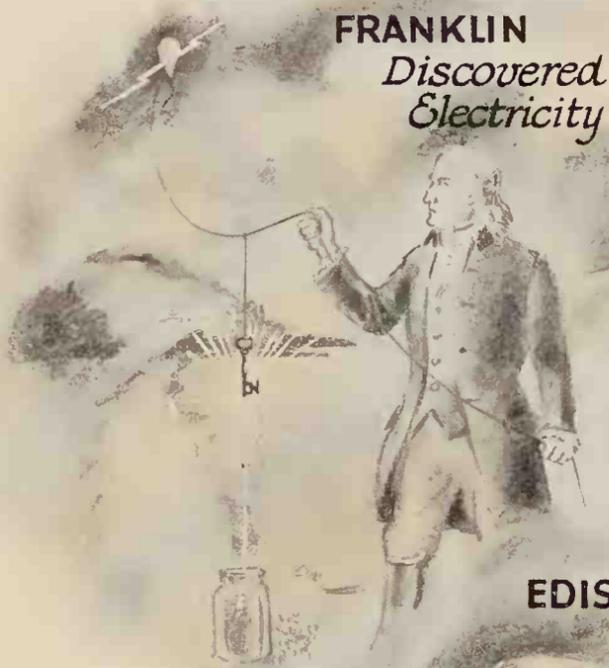
AMERICAN FELT COMPANY

211 Congress St., Boston

114 E. 13th St., New York City

325 So. Market Street, Chicago

The Pioneers



The model illustrated below uses only standard tubes for rectification and for the radio set proper. There are three stages of radio frequency and two stages of audio frequency, using a 210 power tube in the last stage, thus obtaining a tremendous volume with marvelous quality.

The set has a switch and two pin jacks in which a phonograph pick-up can be plugged in, and in connection with any phonograph—even a portable type—incomparable reproduction can be obtained.

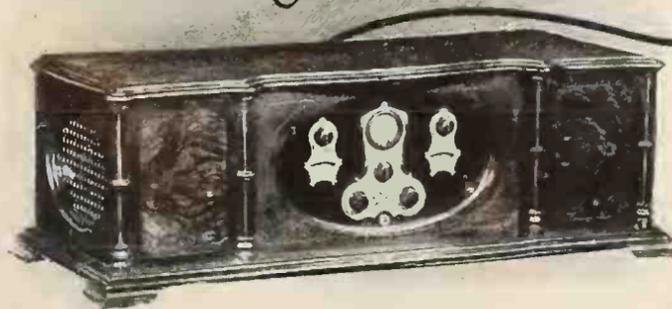
Total current consumption: 65 watts. Works on 50 to 60 cycles, 100 to 130 volts A.C.

Other models ranging in price from \$110.00 up.

SEE

ARGUS
The Pioneer
Electric Set
at the R.M.A
Convention
Room 563-564 A
Hotel Stevens
Chicago, Ill.
June 13-18

ARGUS *harnessed
Electricity to the Radio*



Model 195-B List Price \$195 00



ARGUS RADIO CORP.
257 West 17th Street,
NEW YORK CITY

Jay Grinnell Is Re-elected President of the Detroit Retail Merchants' Assn.

Demand for High-Priced Talking Machines Continues—Paul McCullough Resigns as Manager of Brunswick Co. Branch—People's Outfitting Co. Buys Talking Machine Stock of Story & Clark

DETROIT, MICH., June 9—The bulk of the demand for talking machines continues to be on the higher-priced instruments. This is the unanimous opinion of jobbers and retailers whom The World correspondent had occasion to interview during the past week. One jobber remarked that the call for the cheaper-priced talking machines was absolutely at a standstill, while on some of the higher-priced models he was unable to get them fast enough from the manufacturer. The better class of retail stores are not even displaying their cheaper models but are concentrating on the higher-priced machines, which they find easier to sell.

The matter of "servicing" combination phonograph and radio machines is still a problem of the day, and if the dealers are going to create new customers they must give more attention to this phase of their business.

People have accepted the new instruments being put out as standard, and it is nigh impossible to sell the older styles. The general public is aware that every company has brought out a new machine the past year and buyers will have only the new. Dealers are finding it

easy to get away with making small allowances on old machines when people want the newer ones.

Paul McCullough, Detroit manager of the phonograph department of the Brunswick Co., has tendered his resignation, effective June 15, and is undecided as to his future plans other than he hopes to take a much-needed rest. Mr. McCullough has been with the Brunswick Co. for the past nine years. For three years he has been in charge at Detroit.

Jay Grinnell, sales manager of Grinnell Bros., has been re-elected to the presidency of the Detroit Retail Merchants' Association, an organization comprising more than 300 of the most aggressive retailers in Detroit. This is the second time Mr. Grinnell has been so honored.

The Story & Clark Piano Co., which also handles talking machines, has sold its entire stock to the People's Outfitting Co., who are conducting a closing-out sale from the store on Washington Boulevard. Some months ago this store was sold to the Wolf Music Co., of Cleveland, which failed to keep it, thus forcing Story & Clark to take it back.

Udell Works Issue New Catalog of Their Cabinets

New Volume Illustrates and Describes Many Attractive Designs of Player Roll and Radio Cabinets—To Exhibit at the Conventions

The Udell Works, Indianapolis, Ind., one of the largest, if not the largest, manufacturers of music roll and radio cabinets in the country, have just issued an elaborate new catalog covering the company's complete cabinet line. The opening pages of the catalog are given over to the various types of player roll cabinets designed to hold various numbers of rolls from 63 to 210. Particularly impressive are the various period models, including the Victorian, the Queen Anne, William and Mary, Louis XV and Louis XVI, Spanish, and other types, some of them distinctly elaborate and highly decorated.

The Udell cabinets for player rolls are designed to fit in well with music room furnishings and to harmonize with the numerous styles of period pianos that are now so prominent in the market. The console models are in the main particularly elaborate.

The last few pages of the catalog are devoted to illustrations and descriptive matter covering the company's line of radio cabinets, some designed to accommodate the table model receivers and others designed especially to accommodate in their interiors the standard models of well-known sets, together with the necessary battery equipment.

New Schwan Bros. Store

A new music store handling a full line of phonographs and radio has been opened by Schwan Bros. in the Mader Block, Dansville, N. Y.

Andrew P. Frangipane & Co. in the Manufacturing Field

New Concern, Headed by Well-known Trade Executives, to Engage in the Manufacture of Tone Arms and Sound Boxes

Andrew P. Frangipane & Co., Inc., has recently been formed to engage in the manufacture of tone arms and sound boxes. Although a new company, it has behind it years of experience in the manufacture of these products. "Andy" Frangipane, head of this company, is an



Frangipane & Co. Plant

authority on the production of talking machine tone arms and sound boxes and has been engaged in this field since 1915. He has a wide circle of friends throughout the industry.

Andrew P. Frangipane & Co., Inc., has been incorporated with a capital of \$50,000. The officers of the new company are Victor Frangipane, president; George Marino, vice-president; Joseph Frangipane, treasurer, and A. P. Frangipane, secretary and general manager.

The factory of the new company will be located at Lyndhurst N. J., with 261 Warren street as its address. The building is of new and modern construction and has been equipped with the latest machinery for the production of tone arms and sound boxes. Two complete floors will be devoted to production purposes. Ninety per cent of the production of the tone arms and sound boxes will be under this roof and under Mr. Frangipane's experienced eye.

The trade name, Lyrephonic, has been selected, which will distinguish the products of the Frangipane factory in the future. New York City offices are located at 32 Union Square.

Raytheon Mfg. Co. Markets New Rectifiers

Raytheon A Rectifier and BA Rectifier Added to Line of Well-Known Firm

CAMBRIDGE, MASS., June 6.—The Raytheon Mfg. Co., of this city, has developed and recently placed on the market a new product known as the Raytheon "A." This rectifier is in the form of a stout metal cartridge about the size of a man's thumb, and is described as being quite free from delicate filaments, chemicals or moving parts. It is merely snapped into a clip holder, where it supplies a current of two and one-half amperes or less at six volts.

The Raytheon "A" is described as ideal for storage battery charging, providing a taper charge feature. Because of the character of its rectification, Raytheon "A" is also recommended for "A" eliminator practice, or filament supply for standard receivers.

Extensive tests indicate that the life of the Raytheon "A" will be conservatively placed at 1,000 hours when operating under normal conditions. Suitable step-down transformers have been designed by several leading manufacturers, and complete units using this rectifier are now on the market.

Another addition to the Raytheon line is the BA rectifier, which bears a strong resemblance to the Raytheon B and BH types. Experiments have proved that this unit has a life in excess of 1,000 hours. It is said that this rectifier solves the problem of operating tube filaments from socket-power and is also a complete A, B, C power unit for standard 201A and other five-volt one-fourth-ampere tubes.

An Ideal Combination

VITANOLA service and Fischer products—a combination that deserves your earnest consideration. Such a combination of quality and service assures you of the best obtainable at the right price.

WE are equipped to solve your repair and service problems. It is our sincere desire to make you a satisfied customer and we are sure that a trial of our service will be the best criterion.

Vitanola
Service Bureau

11 East Austin Ave.

Chicago, Ill.

Supplies and replacement materials for all types of phonographs



BUY THE CABINETS FROM THE MAKER

PRICE THE SETS TO SUIT YOURSELF

THAT'S the Merchandising Proposition we want for next season!

COMPETITION will be stiff next season and *we radio distributors shouldn't be asked to pay the set maker a profit on cabinets, units, speakers or other equipment he does not make.*

"That is why your 'One-Profit' Merchandising Plan will enable us, as distributors, to do a real job.

"Buckingham will be extensively advertised to dealers and the public. You sell us the guaranteed Buckingham chassis. We buy — *direct from their makers* — whatever kinds of cabinets, units, speakers, etc., we prefer. We can buy these from manufacturers cooperat-

ing with you in the plan, or from any other sources we wish.

"We can put out the particular kinds of complete Buckingham Radios that will best appeal to our customers. We can price the line according to our ideas, cash in on the Buckingham name and advertising and make good money because we aren't paying you a profit on the cabinets, units, speakers, etc.

"That sounds like a sane, up-to-date merchandising plan to me.

"You are absolutely right that the big sellers next season will be high-grade, beautiful radios at medium low prices.

"Your demonstrations proved that, for performance, the Buckingham chassis is all that could be asked.

"You have the cleverest new single control and illuminated dial arrangement I've seen. Your auxiliary vernier compensation for long distance is great.

"Your etched metal panel is beautifully new. You have a rigid metal chas-

sis and shielding. Six tubes, with three stages of radio frequency and two of audio, are the right ticket. Your chassis is certain to go big.

"I know it's quality-built. I saw that when I went through your large modern chassis-building plant. Your broad guarantee satisfies me.

"I know you are a responsible and experienced organization, from the reputation, success and growth you've enjoyed in previous years. I know you will cooperate with and protect your distributors the year around.

"You have the radio merchandising proposition we want. Let's get down to territory."

* * * * *

This is the way the Buckingham "One-Profit" Merchandising Plan appealed to the numerous distributors already signed up. Let us present it in full detail to you.

Tear off coupon below as a reminder to write us.

BUCKINGHAM RADIO CORPORATION CHICAGO



REMINDER

Write BUCKINGHAM RADIO CORPORATION
Dept. 1206
General Offices: 25 East Austin Avenue, Chicago

Without obligation, you may submit full details of the Buckingham "One-Profit" Merchandising Plan for Radio Distributors.

You may ship us a Buckingham Single Dial chassis for 10 days test, with privilege of return without obligation if we so desire.

Firm

Individual

Address

CityState

Okeh ELECTRIC RECORDS

Are You Selling Records That Were Popular When the Lame Duck Was the Fascinating Dance Measure?

Gone are the Lame Duck, the Twinkle, Butterfly and the One-Step. Gone are the dainty, quavering strains.

Those were the days when we were told to smoke "Sweet Caps"—"Ask Dad He Knows!"—and we sang, "My Mother Was A Lady"—

Now the gay, young things are lean and sinewy—their pace is fast and they crave the wild, free measures of music that throb with passion.

Okeh Records have changed with the times . . . an Okeh Dance Record is the latest tick in an up-to-the-minute fashion in music.

When good sales pile up—"Okeh Records" are generally the point of attraction. We might tell you how "Lovers of the Dance" are Okeh's first thought when the recording of a popular tune is being planned.

Then it is we choose our most ultra-modern musicians, perhaps,

FRANKIE TRUMBAUER AND HIS ORCHESTRA

On nothing else is heard such music as theirs.

**No. 40772—"Clarinet Marmalade"
and "Singin' the Blues"**

and their latest record.

**No. 40822—"Ostrich Walk" and
"Riverboat Shuffle"**

Then it may be . . .

THE GOOFUS FIVE

working out a Blues eloquence from the scores of

**No. 40817—"The Wang Wang Blues"
and "Arkansas Blues"**

It is strange, you know . . . but true . . . this Okeh ultra-modern dance music is just "the hug me tight" dance music our perfect young ladies and gentlemen are demanding from the makers of music.



If we were to tell you about increasing your income our suggestion would be, BECOME A LICENSED OKEH DEALER.

Until you are listed among our successful dealers you will not realize how great are the advantages that this Dealer's Plan gives you. We would like to tell you about it. Why not give us the pleasure of sending a representative to call on you?



Consolidated Talking Machine Co.

227 W. Washington St., Chicago, Ill.

BRANCHES: 2957 Gratiot Avenue - - - - - Detroit, Mich.
1424 Washington Avenue - - - - - Minneapolis, Minn.



From our **CHICAGO** HEADQUARTERS
 REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

LEONARD P. CANTY

**Music and Radio Conventions Feature
 of the Month in Mid-West Territory**

Allied Music Industries and Radio Manufacturers' Association Conventions and Trade Show
 Attract Dealers From All Over the Country—New Merchandise Shown for First Time

CHICAGO, ILL., June 9.—The eyes of all divisions of the music-radio industry are centered on Chicago at the present time, the city which acted as host to the Allied Music Trades' Convention this week, and which next week will witness the arrival of thousands of manufacturers, distributors and dealers, who will attend the Radio Manufacturers' Association trade show and conventions, a complete report of which appears elsewhere in this issue of The Talking Machine World. Both of the gatherings are of great importance to the allied industries, from the standpoint of the showing for the first time of merchandise which the retailer will sell in the months which follow, and because of the problems which will be dealt with in the various meetings of the two conventions.

The several new products which are making their appearance in the talking machine field are expected to furnish an impetus to the trade and public alike which will bring high sales totals throughout the Fall and Winter season. For the past few months Middle Western manufacturers have been busy perfecting new and improved talking machines and electrical pick-up phonograph units which are receiving their initial announcements at this time, and which will be in the hands of the dealers in time for early Fall business. The Middle West demand for talking machines is not as great as has been the case for the past several months, and the reason for the present lull is generally accepted to be the heavy floods throughout this section, and the excessive rainfall which has retarded Spring planting in the rural districts and seriously curtailed buying. The floods and rainfall, however, have caused the prices of grain to soar, a fact which bodes well for future business.

Portable phonographs are moving at a fast rate, despite the fact that the Middle West has had no taste of typical Summer weather, while record sales are well in advance of the figures for the same period last year. Radio sales, as far as portable instruments are concerned, are highly satisfactory, and judging from reports, few distributors and dealers are carrying on their floors, or in their warehouses, heavy stocks of radio apparatus. This is the healthy condition found in most cases, and it will allow the retailer to proceed unhampered in his sales program when the new merchandise arrives during the next few months.

Columbia Officials at Convention

H. C. Cox, president and general manager of the Columbia Phonograph Co., New York, accompanied by W. C. Fuhri, vice-president and general sales manager, was in Chicago during the Music Trades Convention. While Mr. Fuhri is a frequent visitor to Chicago, this is the first time that Mr. Cox has been here since he became president of the Columbia organization a few years ago.

Universal Battery Co.'s New Line

The new line of socket power units manufactured by the Universal Battery Co., Chicago, are now being introduced to the music-radio trade, and, according to the manufacturer, the Universal products have several distinct features of value to both the dealer and consumer.

The Universal "A" socket power unit, illustrated herewith, is permanently connected to the

A. C. line, the dry plate rectifier being controlled by an automatic switch which will also control the "B" socket power unit if one is plugged into the receptacle provided for it. A switch on the front of the unit enables the user to turn it off without removing the plug from the A. C. line.

Another of the Universal power units is the Universal "B-C," which has seven taps, two of which are for "C" voltages and all of which are variable, due to the use of wire-wound resistances throughout. This permits a very close adjustment of each tap, and after varying them to the proper place they may be set permanently. A three-way switch is the only instrument on the outside of the "B-C" unit and it controls the line voltages with "high," "low" and "off" positions. The ample plate supply and the "C" bias of 0 to 45 volts permits the use of any type of power tube. The "B-C" unit delivers 40 mls at 180 volts and is Ray-

(Continued on page 120)

**New KIMBALL
 PHONOGRAPHS**



New Style 110—Consolette (closed)

*New Styles
 of the
 NEW KIMBALL
 Construction*

*Popular Models
 Recently Added*



New Style 150 (closed)

**The comprehensive
 Kimball line offers
 variety and ready
 sellers.**

*True tone beauty of
 design and finish.*

Write or wire

W. W. KIMBALL CO.

Established 1857

306 S. Wabash Ave.

Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 119)

theon equipped and approved, according to a statement issued by the company.

The Universal "A-B-C" socket power unit is



A-B-C Socket Power Unit

a combination of the "A" and the "B-C" units, all contained in one case. The cases of all



Universal A Unit

Universal power units are very attractive and are finished in brown crackled lacquer.

Erroneous Statement Corrected

In the May issue of The World there appeared a news article dealing with the removal of the Triangle Electric Co., Chicago, to a new five-story building. An erroneous statement appeared in that news article to the effect that N. L. Cohn, head of the Triangle organization, which distributes Kolster and Brandes products, expected to do more than a million dollar business during 1927. The firm expects to accomplish a sales total of a million dollars on the Kolster line alone and in its old location has done more than a three million dollar yearly business in the past.

Minerva Electric Receiving Sets Ready

After eight months of research and development the new Minerva electric receiving sets, manufactured by the Minerva Radio Co., Chicago, have been perfected and are in readiness for introduction and demonstration. The instrument is a six-tube single-dial receiver and is entirely electrically operated with no battery equipment necessary, the "A" current traveling direct from the light socket to six "A-C" tubes. Production has been in process on the new instruments at the Minerva plant in Chicago and the first deliveries to Minerva dealers began

early in June. Those dealers who have had the opportunity of witnessing the results of demonstrations have predicted a large demand as soon as deliveries can be assured.

"The Columbia Hour of Music"

WGES, the Guyon's Paradise Ballroom, Chicago Evening Post radio broadcasting station, inaugurated on Wednesday, May 25, a series of programs known as "The Columbia Hour of Music." The latest Columbia records are broadcast between eight and nine o'clock each Wednesday and Friday, each recording being accompanied by an announcement of the name of the section and the artist.

A Model 810 Viva-tonal Columbia instrument is used during the "Columbia Hour of Music" and Columbia dealers throughout the Middle West should benefit from the invaluable publicity which such a program brings about. It is interesting to note that phonograph records were first used in radio broadcasting several years ago, and the fact that the officials of WGES arranged with A. J. Heath, manager of the Chicago Columbia district office, for this type of program, is undoubtedly evidence of the fact that recorded music has a tremendous appeal for the listening public.

Targ & Dinner Music Co. Expands

The Targ & Dinner Music Co., Chicago, wholesaler and manufacturers' representatives, late in May purchased the title, interest in, and good will of Schultz & Moenning, Inc., musical merchandise jobbers, 207 S. Wabash avenue. According to Max Targ, head of the Targ & Dinner organization, the former patrons of Schultz & Moenning will be assured of satisfaction in dealing with the new owners.

New Products of Metal Devices Corp.

The Metal Devices Corp., of Chicago, is introducing to the trade two new products, the Two-Use Fiat cone speaker and the Fiat console loop aerial. The Metal Devices Corp. completed negotiations last Fall with the Grigsby-Grunow-Hinds Co., Chicago, maker of the Majestic "B" battery eliminator, through which the Metal Devices Corp. would manufacture and market the Majestic loud speaker.

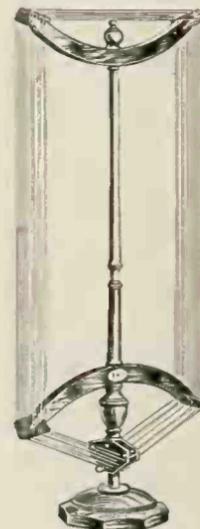
The Fiat cone speaker is built on the principle of the Majestic horn reproducer which was formerly made by the Grigsby-Grunow-Hinds Co., and it is beautifully finished in blue and gold with a neat walnut frame, allowing it to harmonize with the finest home furniture. By

simply detaching the base the cone may be changed from a console to a wall type speaker. By using this convertible feature the cone may



Two-Use Fiat Cone Speaker

either be placed upon a table or hung upon the wall by a cord, as the user desires. The Fiat cone, which retails for \$12.50, is said to have an excellent tone quality, its volume is adjustable and free from buzzing.



Fiat Console Loop Aerial

The other new product to be introduced by the Metal Devices Corp., the Fiat console loop, is made of solid walnut with natural hand-rubbed lacquer finish. The loop turns on a seven-inch radius, the patented bank winding making a small size possible and securing a high ratio of inductance to distributed capacity. Each Fiat is guaranteed against mechanical or electrical defects and the Metal Devices Corp. recently acquired the sole right for the manufacture and sale of the product, which will list at \$12.50.

Appointed Distributor of Polly Portables

The Jewel Phonoparts Co., prominent manufacturer of tone arms and reproducers, of Chicago, was recently appointed distributor for the Polly Portable Phonograph Co., New York City. Negotiations were concluded about the middle of May and the first shipments of the Polly portable phonographs arrived in Chicago late last month.

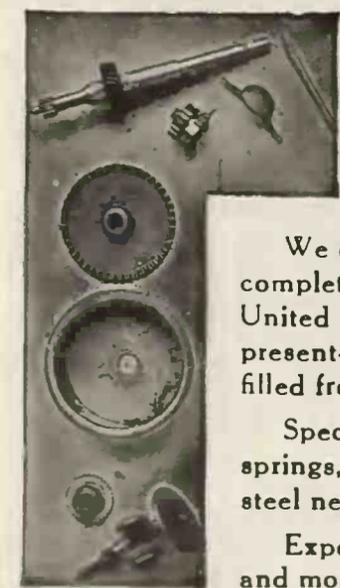
The Jewel Phonoparts Co. has been prominent in the talking machine field for a number of years and its executives, Wm. Tures, president, and A. H. Davis, vice-president and treasurer, are well-known and popular figures throughout the trade.

M. E. Samuels Optimistic Over Trade Outlook

M. E. Samuels, sales executive of the radio division of Showers Brothers, Chicago, has just returned from an extended visit to the trade throughout New York and the New England States. Mr. Samuels reports a growing tendency among the department stores to regard radio merchandise more seriously than ever before. He states that it has only been during the last year that department stores have given radio due consideration, and that in his contacts with the buyers of radio throughout the country he has found that many of them were prejudiced because of the "dumping" of stocks two Summers ago. During the last year the radio industry has held together so strongly that they are now of one opinion, that radio has ceased to be a bad merchandise risk.

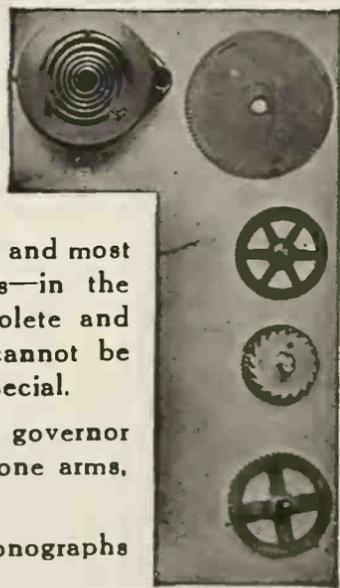
He further stated that everywhere department stores are signing up with large radio manufacturers, and are planning on their greatest radio year. He claims their complete confidence and enthusiasm is shown by the large, unprecedented orders being placed in advance.

(Continued on page 122)



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.

Consolidated Talking Machine Co.

Manufacturers of High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.



TRADE MARK "CONSOLA" CABLE ADDRESS "CONSOLA"

INCORPORATED UNDER THE LAWS OF ILLINOIS

SUCCESSORS TO Standard Talking Machine Co., United Talking Machine Co., Harmony Talking Machine Co., O'Hall-James Co., Arrol Co.

227-229 W. WASHINGTON ST. CHICAGO ILL.

Branches: 2957 Gratiot Ave., Detroit, Mich. 1424 Washington Ave., South, Minneapolis, Minn.



Yes —
they will
buy a Good
Portable
Radio!

—And you CAN sell them the
Hyatt Portable 6

Your potential customers want modern radio—they want dependable music with convenience. They demand tone quality, selectivity—and a set that is harmoniously beautiful without costing a fortune.

The Hyatt Portable 6 has these advantages. It is a beautifully made compact radio that weighs but 28 lbs. completely equipped, and is suitable anywhere because of its selectivity and clear reception—its quality and attractiveness. 6 tubes—single dial control—loop aerial—built-in loud speaker. Can easily be taken anywhere.

Ideal for the homes where live children or invalids—the homes that could use and need another radio set that can quickly be transported to any room in the house. Offers you a resale opportunity with less resistance.

Model A
Without Accessories **\$95.00**

Brown leatherette covered cabinet, 15 in. wide, 11½ in. high, 9¼ in. deep. The Loop Panel is embossed in relief, making it very striking and very attractive.

Demonstrations of the Hyatt in homes result in Sales.

Fully Tested

Dealers and jobbers have found the Hyatt Portable lives up to its reputation. It has actually out-performed many big sets under exacting tests.

But Remember This

Air conditions govern radio reception

Electrical interference prevents clear radio reception when the Hyatt Portable fails to bring in a station. The reception produced from more powerful receivers amplifies the interference as well as the broadcast. Who wants to listen to amplified static combined with music?

Write or wire for details.

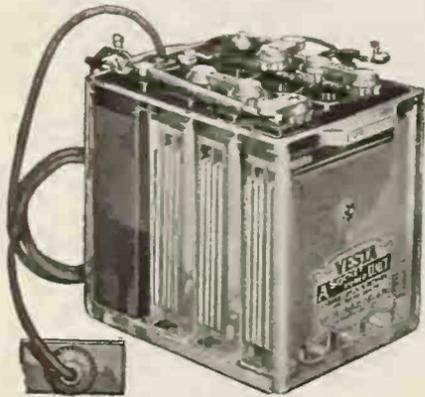


FROM OUR CHICAGO HEADQUARTERS—(Continued from page 120)

Mr. Samuels also reports that Showers Brothers have many of the largest department stores in the country as their clients, and with the advance orders they already have on hand they are assured of a tremendous increase in business during the years of 1927-28.

Vesta Corp. Announces Improvements

The Vesta Battery Corp., Chicago, recently announced several improvements which had been made in its radio power units. Simplification of operation and the assurance of better



Vesta A Unit

reception are welcomed alike by the trade and individual radio set owner, and in keeping with that demand the Vesta organization has made certain changes which they believe will be warmly accepted by the trade.

The radio "A" unit made by the Vesta Battery Corp., incorporating a 50 ampere battery with a trickle charger, all in one case, has now been improved with a two-rate charging switch on the trickle charger section. A low-rate of .4 to .5 and a high-rate of .7 to .8 amperes is said to give a variation sufficient to meet practically all operating requirements. The entire unit, battery, trickle charger, and built-in hydrometer, is in a clear glass case, showing the water level at all times.

A separate trickle charger is also made by

the Vesta Battery Corp., this charger also having been improved with the two-rate charging connection. This charger is used with the regular "A" battery and connects with AC light socket.

The trickle charger used in Vesta units is licensed under Balkite patents.

It was recently announced that the corporation will soon introduce another "A" socket power unit, similar to the improved unit now in production but with the addition of a relay switch which will automatically disconnect the battery when the receiving set is in operation. This style unit will also be equipped with a socket for attaching a "B" battery eliminator, which is also automatically controlled by the relay switch.

Columbia Makes Records of Local Artists

The periodical Columbia recording expedition was recently in Chicago, so Columbia dealers throughout the country may soon expect additional releases by popular Columbia artists and organizations such as Paul Ash, Ruth Etting, Charles Kaley, Al Handler and others. Edward King was in charge of the recording expedition and Frank Walker, of the recording studios, New York, was expected, at this writing, in Chicago before the recording work was to be completed.

Columbia News Brieflets

R. J. Mueller, manager of the Cleveland office of the Columbia Phonograph Co., accompanied by Mrs. Mueller, attended the Allied Music Trades' Convention at the Hotel Stevens, and proceeded to Des Moines, Ia., after the convention was over, to spend their vacation with Mrs. Mueller's parents, who reside in the Iowa capital city.

W. L. Sprague, in charge of Columbia interests in the Minneapolis district, was in Chicago during Convention week, welcoming the many Columbia dealers from the Northwest who attended the Convention.

A. J. Heath, manager of the Columbia Chicago district office, recently returned from a trip through western Michigan. Business in this section shows a healthy activity, according to Mr. Heath, especially as that State has not been affected by the heavy rains as have Illinois and Iowa.

F. L. Jeske Succeeds Kelly Smith

Announcement was recently made by the Stewart-Warner Speedometer Corp., Chicago, of the resignation of Kelly Smith as director of the Stewart-Warner Air Theatre, WBBM. Mr. Smith has been director of the station since the corporation began broadcasting a year ago. He has returned to the radio advertising department of which he was formerly a member. Fred L. Jeske has been appointed director to succeed Mr. Smith. For the past year he has been a staff member of the station as baritone entertainer and has been announcer of the informal request programs.

Interesting Apex Bulletins

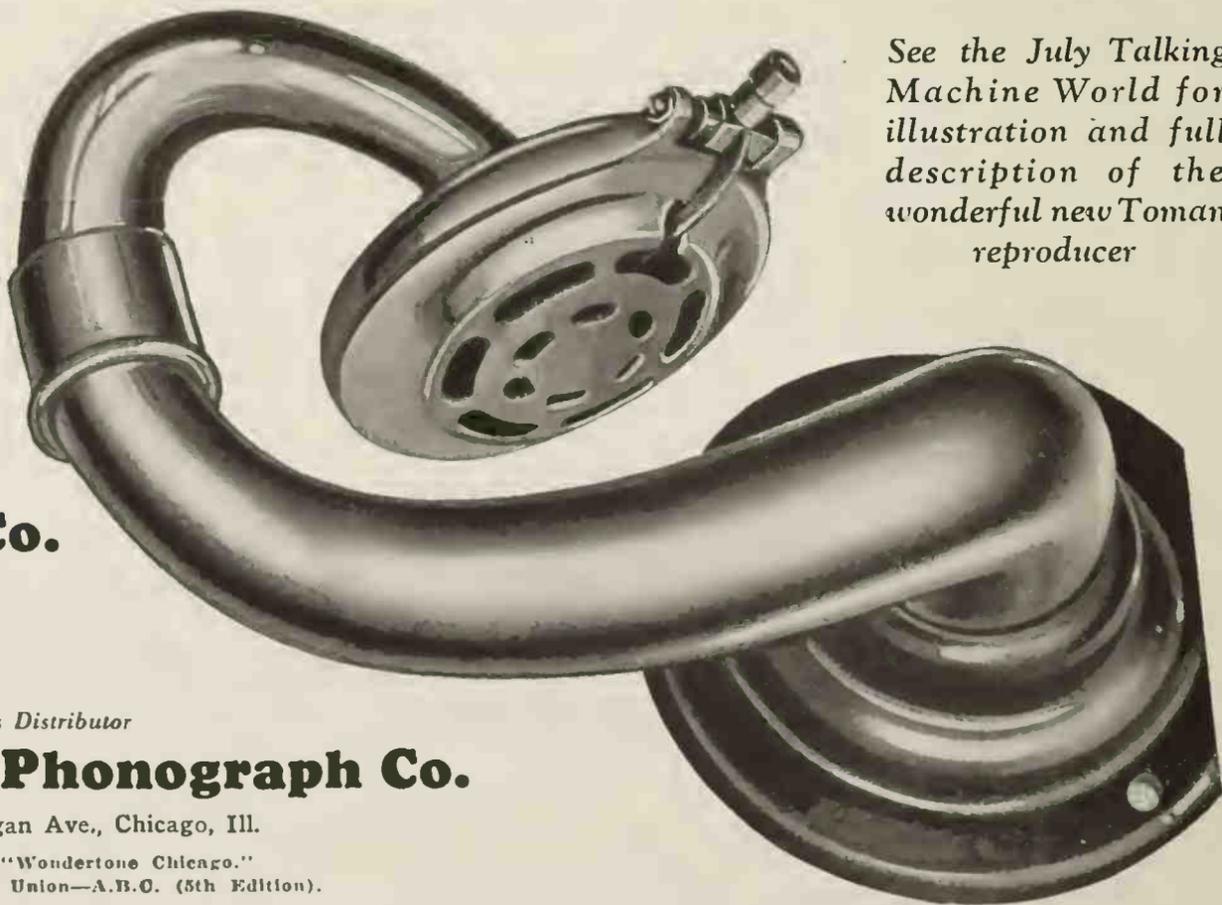
The bulletins published by the Apex Electric Mfg. Co., radio manufacturer of Chicago, described in the May issue of The Talking Machine World, have been augmented by bulletins No. 3 and 4, which were mailed on May 15 and 28, respectively. All of the bulletins bear the heading, "What the Radio Trade Is Talking About," and No. 3, captioned, "Penny-Wise—," deals with the war of Price vs. Profit. The bulletin discusses the predicament of a dealer who sold forty-nine sets in one month and did not make half the profit of the dealer across the street, who sold only twenty-three sets at a higher price. The bulletin stresses the sale of higher-priced units and the greater profit to be made on each set. "Doorbell-Dollars," secured by outside canvassing, are also earnestly advocated, with the slogan, "Sold in the home—not bought in the store."

Apex bulletin No. 4 carries the head, "The
(Continued on page 124)

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 the July 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.

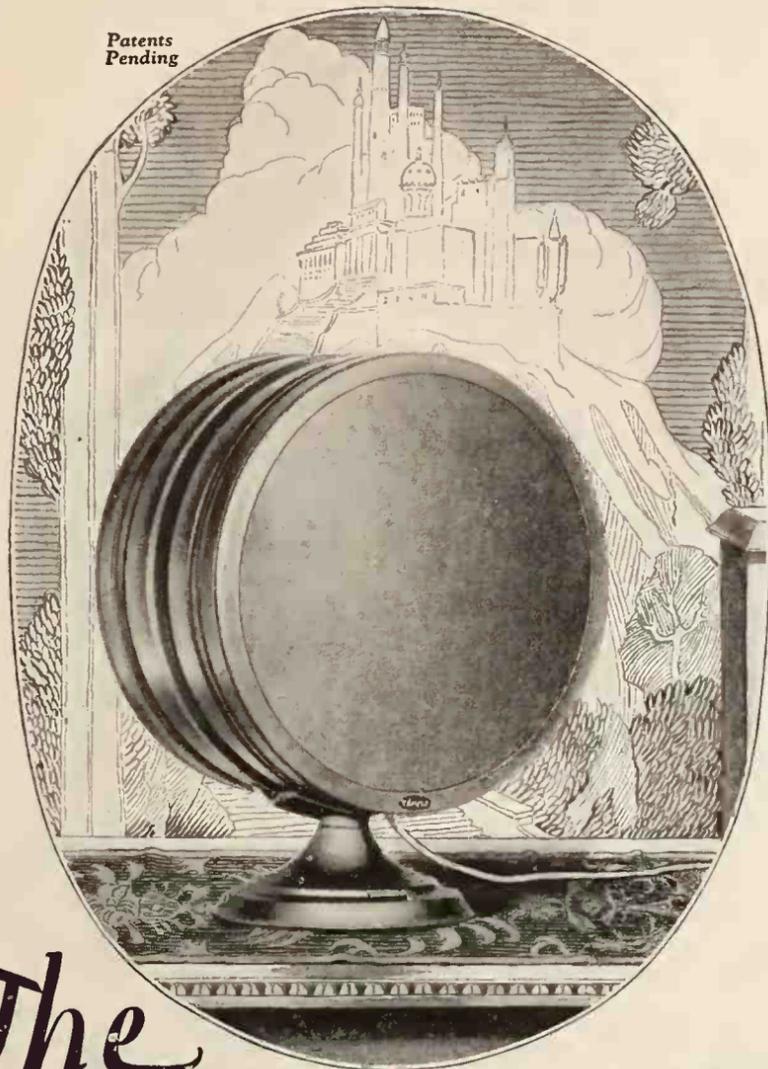
Sales Distributor

Wondertone Phonograph Co.

216 No. Michigan Ave., Chicago, Ill.

Cable Address—"Wondertone Chicago."

Cable Codes—Western Union—A.B.O. (5th Edition).



after nine years' research
 Prof. P. G. Andres
 produced this long
 compensated exponential
 aircolumn—

The
**TEMPLE
 DRUM SPEAKER**
UNEQUALED TONE QUALITY

Have you ever listened to the playing of a large organ in a beautiful cathedral? If you have, your greatest impression has been the purity of tone, the soft murmur of the bass notes, and the mellow beauty up the scale. When listening to a classical piece transmitted through the Temple Drum Speaker, no matter how fine or meager your surroundings, you would imagine yourself in such an atmos-

phere—for nothing is lost in this fine instrument throughout the entire musical scale. The Temple is not just "another speaker," it is not a cone, but rather a unique musical instrument of the long compensated exponential aircolumn design, coordinated with a recently developed unit and built to precision with acoustical qualities of an unusual character. Write for special dealer proposition.

Priced at \$29.00. West of the Rockies, \$32.00.

TEMPLE, Inc., 213 S. Peoria Street, Chicago
 Sales Offices in All Leading Cities

LEADERS IN SPEAKER DESIGN

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 122)

Coming!

America's Finest Portable Phonographs. Will Startle the Industry. A Real Surprise.

Never before such sensational volume and tone combined with richest beauty.

Full details next month

CASWELL
Portable Phonographs of Distinction
Milwaukee, U.S.A.

Mouse Is Chasing the Elephant," and deals with the manner in which the radio industry was first regarded by banking and financial institutions. The bulletin urges the dealer to choose one good line of radio receivers, and concentrate upon it instead of trying to sell in a half-hearted manner a large number of lines. It is the contention of the Apex bulletin that the banker will be much more responsive to the handling of radio financing when he learns that the dealer is making a connection with a reputable manufacturer and is awake to the possibilities of calling on his prospects and selling in the home.

"Big Time"—the last Apex bulletin mailed early in June, carried an invitation to distributors and dealers to attend the R. M. A. Trade Show, and it contained many interesting facts regarding the convention and show. On the last page the Apex show-booth number was listed as well as an illustration of about twenty Apex representatives who attended the show, including O. G. Nilson, president, John Prince, secretary, and Carl D. Boyd, vice-president. In addition to mailing the Apex bulletins to distributors throughout the United States, the firm also sends them to dealers in fifteen States in the Middle West territory.

Latest Abox Co. Product of Great Interest

The Abox Filter, manufactured by the Abox Co., Chicago, was introduced in The World last



Abox A Battery Eliminator

season, and the Abox "A" battery eliminator shown herewith, a rectifier and an Abox Filter built into one compact unit, is the latest product to be placed on the market by the firm. It operates direct from the light socket, and contains no storage battery, in paste form or otherwise.

The Abox "A" eliminator operates on 110-120-volt A. C., delivers enough current at six volts to operate eight large tubes, and no change in set wiring is necessary. The Abox "A" eliminator replaces the storage battery and charger, and operates only while the set is in use.

There are no delicate elements or parts in the Abox, according to the manufacturer, and it is said to be impossible to break down or puncture the condensers. The Abox is manufactured by the Abox Co. under licenses granted by the Andrews-Hammond Corp., a firm which has spent several years in development work

on the Abox filter and the Abox "A" battery eliminator. The list price of the new product has not yet been announced.

Oro-Tone Co. Installs New Machinery

A complete battery of machinery was recently installed in the plant of the Oro-Tone Co., Chicago, maker of tone arms, reproducers and phonograph equipment. The new equipment includes die-moulding machinery and a huge air compressor which works several other pieces of machinery. A special department has also been added to the plating room for the finishing of tone arms and sound boxes in statuary bronze, Flemish, old copper, brushed brass, oxidized, silver and gold, either in bright or satin finishes.

The Oro-Tone Co. about a year ago started to install new machinery and with the additional equipment which has just been added the raw material now enters the Oro-Tone plant in pig form, or as sheet metal, and is completely fabricated within the plant. The firm makes all its screw parts on hand and automatic screw machinery, and the Oro-Tone factory is now said to be one of the most complete and modern phonograph equipment plants in the world.

Zenith Distributors Meet

The distributors of the Zenith Radio Corp., Chicago, maker of Zenith radio receivers, and the executives of the Zenith organization are shown in the accompanying photograph as they were seated at the banquet in the Florentine room of the Congress Hotel, Chicago, on April 30, at the close of the Zenith distributors' con-



ZENITH DISTRIBUTOR'S CONFERENCE 1927

ference. Over sixty Zenith distributors were represented, the executives of the various jobber organizations traveling to Chicago from all sections of the country to attend the conference which was productive of much interesting discussion regarding future activities in the interest of Zenith radio products.

Harry Alter Co. Stages a House Warming Party

An informal "house warming" party was held by the Harry Alter Co., Chicago, prominent distributor of Federal, Mohawk and other nationally known radio products, in the new Alter building, located at Eighteenth street and Michi-



Floral Offerings at "House Warming"

gan avenue, on Saturday afternoon, May 21. It was estimated that almost 250 people, including dealers, distributors and representatives of manufacturing concerns visited the new offices and display room on that afternoon, extending to the executives of the Alter Co. their hearty wishes for success.

The accompanying photograph will give the reader an idea of the appearance of the Harry

Alter Co. general offices on the afternoon of the "house warming." The firm was the recipient of many floral offerings from firms in all divisions of the trade, carrying greetings, and wishing the Alter organization a happy and successful future in its modern new and efficiently arranged headquarters.

THE LINE OF DISTINCTION

Sensationally New!

And as Different as Electric
Light Is From a Candle



The Verdi

Highboy Model in American Walnut, Curly Maple Overlay. Heavy Plywood construction throughout. Equipped with De Luxe Utah built-in speaker. Speaker has 4 ft. air chamber. Size of top—26 3/4" x 19 1/2"—43" high. Shipping weight 135 lbs.



The Seville

Doors of figured American Walnut with Mahogany Overlay. Heavy Plywood construction. Legs are fluted. DeLuxe Utah built-in speaker. Utah Unit—4 ft. air column. Size of top 30" x 20"—58 1/2" high. Shipping weight 135 lbs.

Announcing

THE NEW

McMILLAN

T. M. Reg. U. S. Pat. Off.

ELECTRIC

Now—no more batteries—no more eliminators—no more varied power—no more excessive service. The sensational new McMillan Electric, equipped with the famous A. C. tubes operates direct from the light socket without separate appurtenances. A special circuit (patents pending)—6 tubes, shielded with special audio transformers. Housed in beautiful cabinets—the supreme—the final last word in radio. Exhibited at the R.M.A. Show. Space 500 and 501 A.

THE McMILLAN RADIO CORPORATION

1421 South Michigan Avenue, Chicago



The Ivanhoe

An exclusive McMillan Cabinet. Sides and top selected striped Walnut. Doors of Butt Walnut with Crouched Mahogany Overlay. Fitted with DeLuxe Utah built-in speaker—Utah Unit—4 ft. air column. Size of top 25 7/8" x 17 1/2"—50 1/2" high. Shipping weight 117 lbs.

Prices range
from
\$170 to \$325

Doors figured Walnut. Heavy Plywood construction throughout. DeLuxe Utah Unit built-in speaker. 4 ft. air column. Size of top 26 1/2" x 19"—43 1/2" high. Shipping weight 135 lbs.



The Orleans

Plaza Music Co. Presents Pal Phonopakt Portable

New Addition to Pal Portable Line is Extremely Light in Weight and Can Be Carried Under the Arm or in Traveling Bag

The Plaza Music Co., 10 West Twentieth street, New York City, manufacturer of Pal portable talking machines, has just presented to



Pal Phonopakt

the trade a new model portable phonograph. This new product is known as the "Pal Phonopakt." It is chiefly noted for its attractive appearance, its light weight and its miniature size. It is said to be so small that it can readily be carried under the arm, or will fit in a small traveling bag.

Despite its undersize, however, it has good tone quality equalling, it is said, the volume of standard size portable instruments.

It is smart in design and is furnished in blue, red, gray, black or brown fabrikoid embossed dressing. The Plaza Co. expects its new "Pal Phonopakt" to be one of its leaders during the coming season.

Electrograph Phonograph Introduced to the Trade

The Electrograph, a new electric pick-up-type phonograph, was recently introduced to the trade by the Gates Radio & Supply Co., Quincy, Ill., manufacturer. The Electrograph uses a two-tube amplifier with its own "A" and "B" supply incorporated, and it is said to be fool-proof and to necessitate very little attention on the part of the user. High-grade double-cone speakers are used in the reproducer.

The Electrograph is sold as a complete unit for \$350 retail, and is enclosed in an attractive walnut or mahogany cabinet of massive appearance. The amplifier units and pick-ups are also sold to other manufacturers.

The Electrograph, according to H. C. Gates, of the Gates Radio & Supply Co., made its appearance upon the market after more than two years of experimental and research work.

Tyrman Electric Corp. Enters the Radio Field

A new firm recently entered the radio field in Chicago, the Tyrman Electric Corp., manufacturers of dials, sockets, transformers and an "A-B" eliminator. The firm is headed by E. Tyrman, president, who as former president of the High Frequency Labs., formerly manufacturer of the "Nine in Line" receiver and H. F. L. transformer.

Mr. Tyrman severed connections with that organization a short time ago and organized the Tyrman Electric Corp., with executive offices at 208 South LaSalle street. The firm's plant is located in Chicago, and the equipment listed above will be manufactured under Mr. Tyrman's

personal supervision. It is expected that an announcement of the complete line of the firm's products will be made in the near future, and distributors and dealers who are familiar with Mr. Tyrman's previous developments are evincing a keen interest in his latest step and the products which he will manufacture.

W. T. Collins Has Opened New Store in Columbus

COLUMBUS, O., June 7.—Wilbur T. Collins has opened a new general music store, to be known as the University Music Shop, at 1652 North High street. Mrs. Beatrice Hilliards, who for the past five years has been identified with the local store of the Rudolph Wurlitzer Co., will assist Mr. Collins in the store. The University Music Shop is located near the dormitories of Ohio State University and will cater to the student trade, a campaign with this object in view having been planned.

Mus-Art Reproducer Is Introduced to the Trade

Reproducing Corp., of New York, Marketing Reproducer Designed Along Entirely New Principle by Utilizing Piano

The Reproducing Corp. of New York, with headquarters at 42 Broadway, New York, has placed on the market the Mus-Art reproducer, which utilizes a piano as a means of reproducing and amplifying record and broadcast music. Mus-Art is adaptable to any radio set or talking machine and utilizes an electrical hook-up with any type of piano. All of the electric equipment used is made by the Amplion Corp. of America, one of the foremost manufacturers of loud speaker products. H. S. Kimball is president of the corporation and W. M. Maule is treasurer. Both are enthusiastic over the prospects for the new product as an adjunct to the lines handled by the trade.

Instantaneous Impression

"Something to tie to - - -"

said the jobbers and dealers who attended the Pfanstiehl Exhibit at the R. M. A. show

The model illustrated is one of the new and improved Pfanstiehl "Overtone" Receivers. This model 322 is a distinctive secretary of burl walnut, containing a seven tube chassis, special built-in reproducer and output filter. Simple selection of desired entertainment is accomplished by an absolute single control of characteristic Pfanstiehl design.

"Something to profit by - - -"

Successful and healthy expansion over a period of years permits the Pfanstiehl Radio Company to expand its wholesale distribution without impairing that *Quality* which has been so consistent with our ideals.

Hence, there are strategic and advantageous territories now available to quality merchandisers. Distributors and dealers will be interested in this stable and distinctive territorial distribution which insures protection, prestige, permanence and profit.

These territories and protective franchises are rapidly being assigned. This is a rare opportunity for far-sighted merchandisers to tie up with a responsible, stable and continued successful manufacturer of quality products.

Do not delay
Write or wire for details

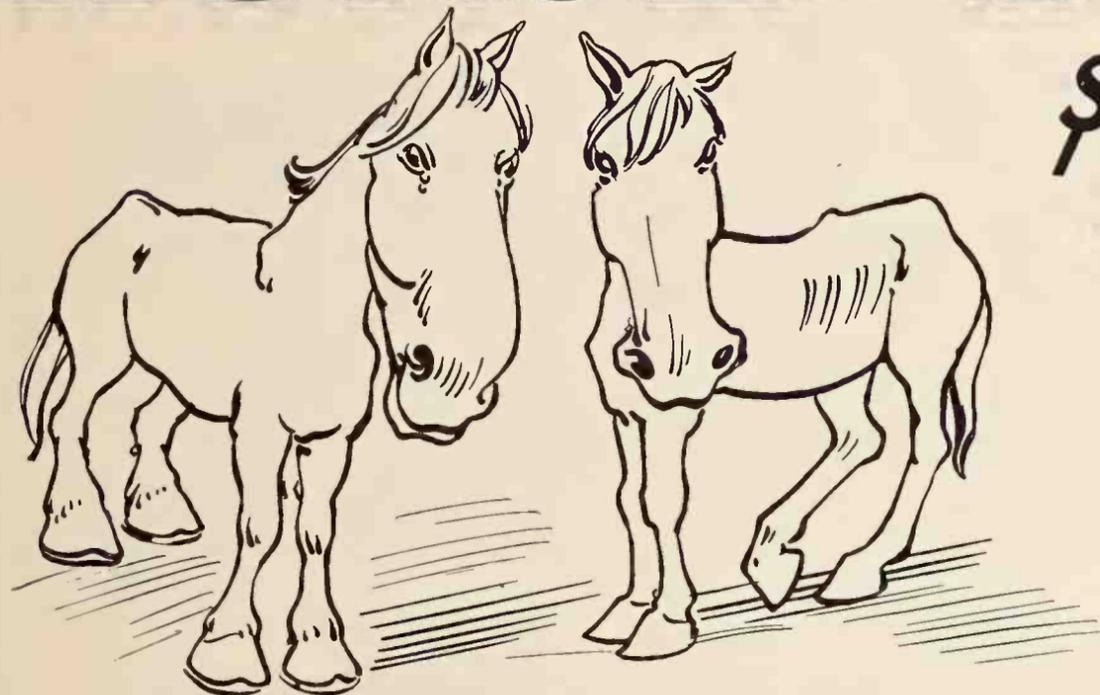
Pfanstiehl Radio Co.
Waukegan, Illinois

Five, six and seven
tube models ranging
in price from
\$64.50 to \$237.00



Pfanstiehl
**OVERTONE
RADIO**

HORSE SENSE



\$5 and YOU

“HORSE SENSE” you have it—use it—You should be about “all caught up” on the extravagant phrases used to advertise Reproducers for Replacement — thousands of words claiming qualities that are not — values that will never be. A new so called “phonic” reproducer seems to spring from nowhere every way you turn—what to buy—what to sell — how to protect your trade — who knows — who can tell. Let “Horse Sense”—common sense be your guide.

\$5.00 **Tone, Volume and Price** **\$5.00**
ARE THE DECIDING FACTORS IN EVERY SALE OF
A REPLACEMENT REPRODUCER—THINK THIS OVER

Tone and Volume are results of mathematical calculations and countless hours of laboratory tests backed up by skilled workmanship and careful selection of raw materials—Individual testing of each Qualitone Reproducer avoids disappointment for your customer and you.

Let's be honest—frankly you could have doubled your volume of Sales with a \$5.00 Reproducer—the great mass market demands it—necessity has created it—you can-

not dodge it—Make up your mind to meet it—Start now by ordering some Qualitones—test them against the rest regardless of price, they are not as good—you will find them better. Not only is a Qualitone wonderful for tone quality and volume, it looks the part—a finished product.

Why are manufacturers of higher priced reproducers plunging headlong into the \$5.00 field—you know—your trade insists, besides \$5.00 will now purchase the finest—make us prove it with a Qualitone.



*For you—plenty of profit
 —attractive sales helps and
 an opportunity to sell the
 best. Write today.*

INDURO METAL PRODUCTS CO.
2649-North Kildare Avenue Chicago



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



McMillan Radio Corp. Introduces Its Line of Receivers

McMillan Electric Receiver Is Self-Contained Unit Operating From Light Socket—One-Dial Six-Tube Set Available in Five Models

The complete new line of McMillan Electric radio receivers, manufactured by the McMillan Radio Corp., Chicago, is now being introduced



McMillan Seville Model

to the trade, the new product being a completely self-contained unit which operates from the light socket. The McMillan Electric does not



McMillan Baronet Model

use batteries of any type in its operation, and there is said to be nothing built in the set which requires attention from the owner.

The McMillan Electric is a shielded one-dial

six-tube receiver using a special circuit engineered for selectivity and sensitivity. The cabinets which house the receivers are especially attractive and are furnished in five different models. The Seville, illustrated herewith, finished in American walnut with a mahogany overlay on the doors, is equipped with a built-in speaker, the De Luxe Utah unit, and a four-foot air column. The Seville retails for \$325.

The Baronet, the table model of the McMillan Electric line, shown herewith, is of burl walnut, finished by a special process to bring out its natural beauty. The Baronet table type receiver retails for \$170. Among other models in the McMillan line is the Orleans, a de luxe model of heavy plywood construction throughout and finished in selected figured walnut, which gives it a massive appearance. The Orleans retails for \$300. Two other cabinet styles complete the line, the Ivanhoe, with doors of butt walnut, with crotch mahogany overlay, and alternating veneered moldings of satinwood and zebra, which retails for \$275, and the Verdi, a "petite" model in figured American walnut, with curly maple overlay, retailing for \$260. All of the McMillan Electric receivers except the Baronet table model are equipped with a built-in speaker, a four-foot tone chamber and De Luxe Utah unit. The firm also manufactures a complete line of battery and power unit-operated radio receivers.

The McMillan Radio Corp., headed by Walter Magill, president and general manager, a prominent figure in the music-radio trade for many years, is entering its third season after an unusually successful year in 1926, and with the new McMillan Electric receivers the organization expects to meet with even greater success during the coming season.

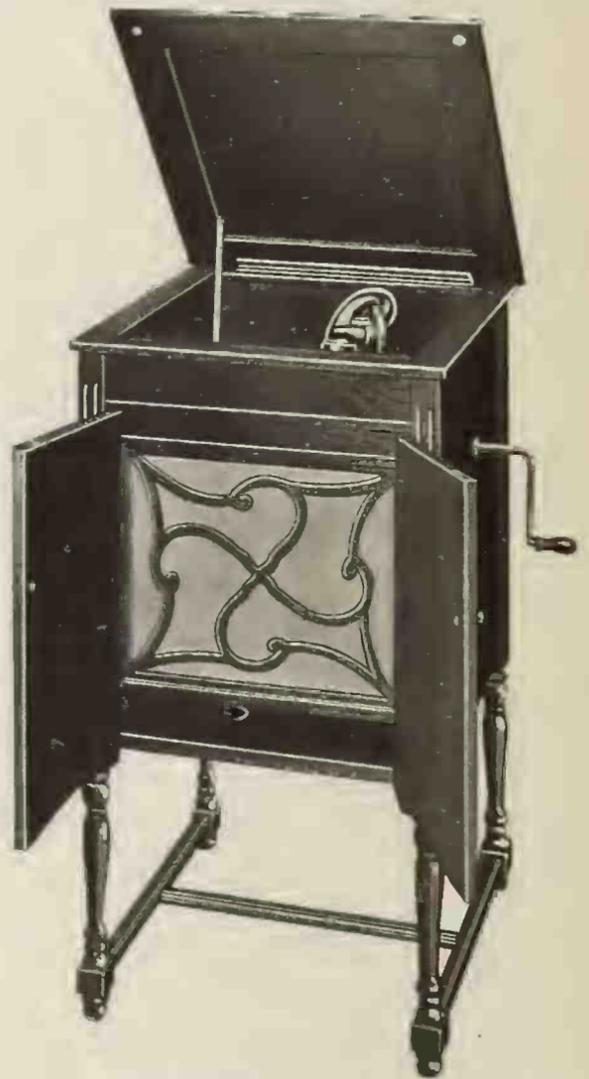
W. W. Kimball Co. Markets New Phonograph Models

Pioneer Musical Instrument Manufacturer Which Is Celebrating Its Seventieth Anniversary Introduces Two New Models

The W. W. Kimball Co., Chicago, manufacturer of talking machines, pianos and pipe organs, is introducing to the trade this month two new additions to its line of phonographs, namely, Style 150, finished in brown mahogany and walnut, with a two-tone art-lacquer finish, and Style 110, a consolette, finished in the same style. Model 150 is slightly larger than its companion model, measuring thirty-nine inches in height, while Style 110 stands thirty-six inches high. Style 150, which retails for \$150, containing a record compartment which holds four record albums, and in Style 110, listed at \$110, there is ample space under the tone chamber for albums and records. Both models embody the latest developments in reproducer, tone arm and tone chamber construction and design.

The W. W. Kimball Co. is this year cele-

brating the seventieth anniversary of its establishment, an event which is of general interest to the trade, for the firm is one of the pioneers in the musical instrument manufacturing field. In 1857, when the W. W. Kimball Co. entered the field, the country west of the Mississippi was a wilderness, with scant population. In the Kimball advertisements which appeared in



W. W. Kimball Style 110 Phonograph

June issues of various publications this point is stressed, with illustrations depicting the pioneer days in the Middle West.

The seventieth anniversary finds the Kimball Co. in a stronger trade position than ever before, its 1926 volume of business being the largest in the company's history. In the development of the music trade the Kimball Co. has played an important rôle, manufacturing and distributing well over 1,000,000 instruments, establishing and maintaining retail outlets on a broad basis. As a result, many retail concerns prominent in the trade to-day owe their origin and their development to the Kimball Co.

In New Post

J. C. McIntosh is phonograph manager of the Schwabacher-Frey Co., San Francisco, Cal.

AGAIN MILES AHEAD



THIS YEAR—THREE CIRCUITS

LOOP SETS
 BATTERY SETS
 ANTENNAE SETS
 BATTERYLESS SETS
 ANTENNAELESS SETS

SIX TUBES—EIGHT TUBES—TEN TUBES

TABLE MODELS—FLOOR MODELS—CONSOLE MODELS
 AUTHENTIC PERIOD ART CABINETS

\$100. TO \$2500.

THE WORLD'S MOST COMPLETE AND FINEST
 RADIO LINE—KNOWN THE WORLD OVER

“The Quality Goes In Before the Name Goes On”

“There is Profit in ZENITH”

First and Foremost With Electric Sets

ZENITH RADIO CORPORATION

3620 IRON ST.

CHICAGO, ILL.

Shamrock Mfg. Co. Host to Its New Jersey Dealers

Electrically Operated Shamrock Receivers Demonstrated at Dinner to Metropolitan Trade—D. W. May Toastmaster—Talk by H. Rose

The Shamrock Mfg. Co., 196-204 Waverly Avenue, Newark, N. J., manufacturer of the

tan dealers in the Grand Ballroom of Achel Stetters, Newark, N. J. Close to six hundred attended the gathering, which was one of the largest and most enthusiastic held this season.

While the Shamrock Co. had on display and demonstrated two models of its electrically operated sets, no attempt was made to involve those who attended in franchise arrangements.

D. W. May, head of the D. W. May Co., Newark, N. J., wholesale distributor and oper-

of the Radio Commission, acted as master of ceremonies. In Mr. May's remarks and those of Herman Rose, head of the Shamrock Co., the announcement was made that there would be no speeches.

The entrance and the ballroom proper were decorated in carnival colors and the dinner was in Shamrock atmosphere. Cigarettes in individual Shamrock boxes, black on green, Havana cigars with Shamrock bands, Shamrock ginger ale and accompanying fluids and green ice cream were some of the surprises.

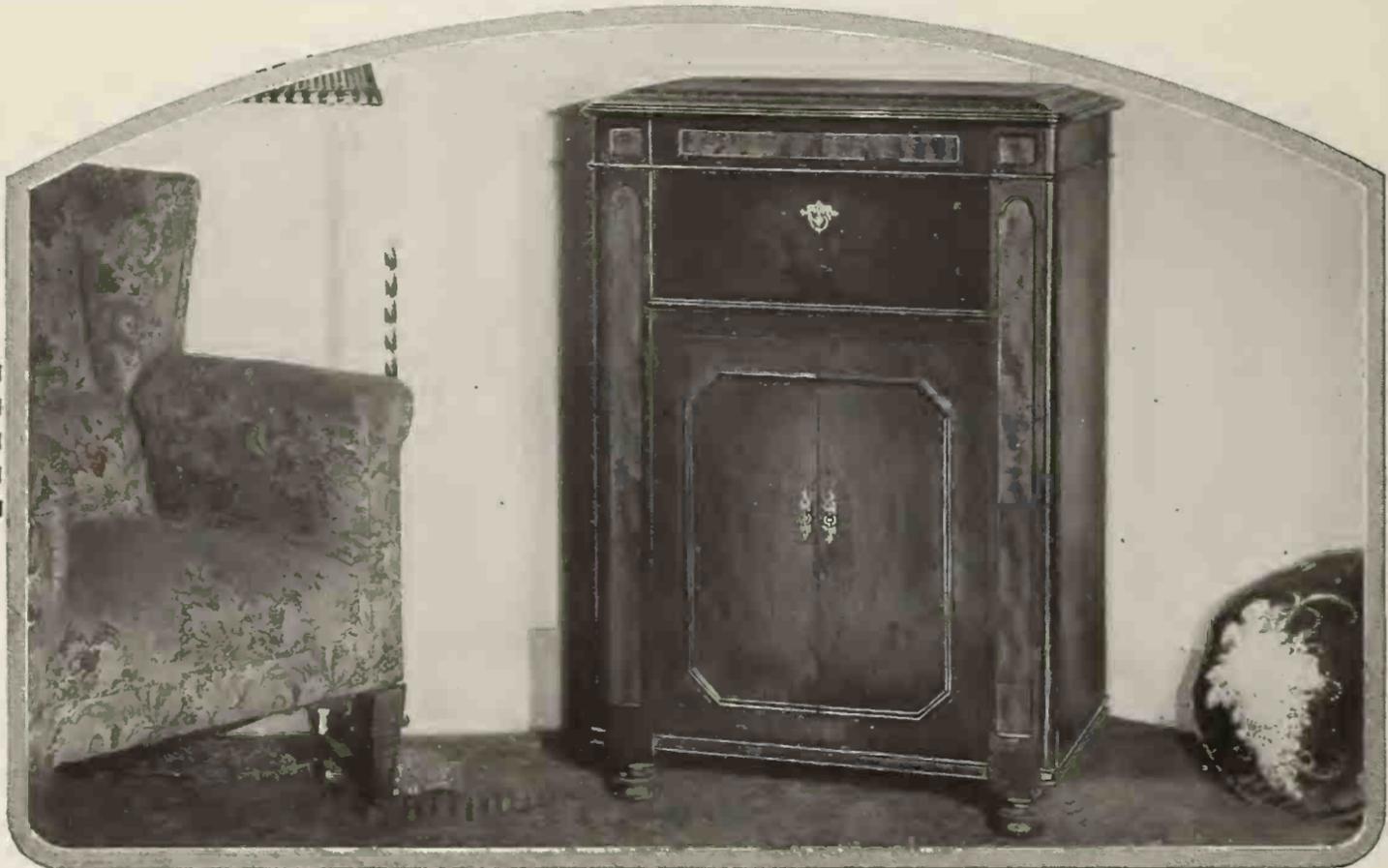
The entertainment was furnished by a four-piece orchestra. A number of vocalists, an octet of dancing girls, and a wrestling match were some of the features of the evening.

Nate Hast, sales manager of the Shamrock organization, later gave demonstrations of the new Shamrock product to those who were interested. Lawrence Fertig, head of the Lawrence Fertig Co., Inc., advertising agents for the Shamrock Co., was also on hand. A good time was had by all.



Dealers From Metropolitan District Present at Dinner Tendered by Shamrock Mfg. Co. Shamrock one-dial sets, recently tendered a dinner to its New Jersey and some of its metropoli-

ator of broadcasting station WDWM, who had just returned from Washington at a conference The Union Music Co. is taking over the store at 2460 Mission street, San Francisco, Cal., occupied until recently by Kohler & Chase. The store will be remodeled before occupancy.



One of the Counterphase 8 Consoles

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

A vast army of experienced and satisfied "fans" will swear by any product that B-T build. They know from personal past experience.

Their influence and recommendation is a powerful factor.

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

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

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

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

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

Did you visit us at the Trade Show—Booth No. 101 and see the complete line? If not—write us for further information and details of our dealer proposition.



Counterphase 8 Console

BREMER-TULLY MFG. COMPANY

520 S. Canal St.

Chicago, Ill.



At last!



An "A" Power Charger that

- Is wholly automatic
- Cannot be damaged or burned out
- Contains no liquids
- Has no tubes
- Works perfectly regardless of battery amperage
- Requires no attention
- Is permanent

Retails at

\$12.75

CHARG-A-MATIC

At last—an "A" Power charger that solves every problem—that leaves nothing to be desired—that gives permanent, uninterrupted service without attention.

Charg-A-Matic embodies an entirely new principle. When plugged into the light socket, it automatically charges the "A" battery up to 6.9 Volts and then shuts off. When the battery drops to 5.9 Volts, it is automatically turned on and brings battery back up to 6.9 Volts. It has a charging rate of from 1 to 1-1/4 amperes on standard line voltages.

Charg-A-Matic cannot be burned out. If it should be incorrectly hooked up, it will make a fluttering noise, but will not be damaged in any way.

Once installed, Charg-A-Matic takes care of itself. When the set is on, it is automatically turned off, and vice-versa. It contains no liquid and no tubes—nothing requires service in any way. And it works perfectly regardless of the size and amperage of the battery.

Charg-A-Matic offers a genuine opportunity to the aggressive dealer. It is the last word in charger efficiency—a charger that every user will want and appreciate.

Use the coupon—mail it today for complete information regarding Charg-A-Matic.

Johnson Neutral Solution Trickle Charger



Improved again—the B-2 model with improved electrodes and new clear solution. Nothing to wear out—electrodes can never corrode—solid rubber base and caps eliminate "shorts." Absolutely silent—no hum. A permanent source of "A" power supply with a minimum of .6 Amp. charge on any battery condition. And it cannot overcharge.

Compare the price. It dominates the low-priced charger field.

Ask your jobber or write direct.

Retails for **\$8.75**



308 No. Sheldon St. CHICAGO

Johnson Motor Products Co., Dept. 55
308 N. Sheldon St., Chicago

Please send complete information regarding Charg-A-Matic.

NAME

ADDRESS

CITY STATE

Annual Conventions of Music Industries

Members of the Music Industries and Trade Gather at the Hotel Stevens, Chicago, for Annual Meetings—Herman Irion Is Elected President of Chamber of Commerce—C. J. Roberts Heads Merchants

CHICAGO, ILL., June 9.—The annual convention of the Allied Music Industries and Trades, held at the Hotel Stevens under the auspices of the Music Industries Chamber of Commerce, ended this evening, after four days of meetings of the various groups of manufacturers and dealers.

The convention opened with the official luncheon arranged by the Piano Club of Chicago, which provided an entertainment program that included such artists as Borrah Minevitch and his Harmonica Band, Marcia Johnson, harpist, and Lee Simms, famous Brunswick recording pianist and radio star.

A. J. Kendrick Delivers Address

E. R. Jacobson, president of the Chamber of Commerce, presided and made his report for the year. One of the principal speakers was A. J. Kendrick, vice-president of the Brunswick-Balke-Collender Co., manufacturer of Brunswick Panatropes and phonographs, who said in part:

"We all know that the war left us with over-production equipment. As the result of endeavor to use that there was more pressure for sales so a low economical basis of unit cost could be maintained. This pressure for more sales developed business tendencies which have been more or less discussed in the past few years. One of these tendencies has been the growth of the instalment business, which is merely an endeavor for those who have something to sell to make it easier for the customer to buy.

"Another tendency has been the development of canvassing, which is a method employed by those who have something to sell, who are not content to wait for the customer to come to them, but go out and find the customer.

"In the music industry I am afraid we wait for the customer to come to us. Most of these fellows are too busy talking to the competitors in the other industries to come to see us."

Mr. Kendrick then went on to describe the necessity for more outside salesmen and the need for the music dealer to spend some time in training his salesmen.

"Another thing that is important is the supervision of these outside men," he continued. "Many floor salesmen are perfectly good floor salesmen and capable of handling a sales job, of handling a prospect even though they put up a mediocre sales job when the customer walks into the store, but if they are called upon to use their initiative and go out into the field for the sake of getting the interest of outside prospects, they find themselves in need of very much better selling work. Some floor salesmen are equipped to do this, but by and large I think we are going to have to draw new people into the organization in order to accomplish this.

"Supervision of outside salesmen is important if you employ them and place them there. It is not really a very wise thing to send a salesman out into the field without some definite job to do. The average dealer's prospect list seems to be very much neglected these days. I think most of them could well be torn up and thrown into the wastebasket. If we have one, the chances are the other fellow has the same prospect list. If we take the town and country club lists or the automobile registration lists as an indication of those able to buy, the subscribers to the musical events and concerts as an indication of a list of those interested in music, a high school list as an indication of those homes having young folks growing up who may be interested in music, and divide those prospects up in a definite way between outside salesmen and send them out with a

definite job to perform, we will be doing good work. The salesman going out into the field needs some help from the inside. He doesn't want to feel that he is merely going out on a directory list. There comes the opportunity to apply direct mail work such as our competitors in the other industries are doing. Use these mail campaigns. I know that many manufacturers in the music industry to-day have developed these direct-by-mail campaigns for the dealer's use, and they need your support. They are entitled to it."

Other speakers at this luncheon included: M. J. de Rochemont, president of the National Piano Manufacturers' Association, and C. D. Greenleaf, president of C. G. Conn, Ltd., and of the National Association of Band Instrument Manufacturers.

Piano Manufacturers' Association Elects

The opening session of the National Piano Manufacturers' Association was held on Tuesday morning and was largely confined to routine business and the election of officers, which resulted as follows: President, W. E. Guylee, of the Cable Co.; first vice-president, C. D. Bond, of the Weaver Piano Co.; second vice-president, F. P. Bassett, M. Schulz Co.; secretary, Herbert Simpson, Kohler & Campbell, Inc.; treasurer, Charles Jacob.

The Wednesday session was devoted entirely to a discussion of the national sales campaign being conducted by the Association. Edward C. Boykin, executive secretary of the promotion committee, had on hand a complete and elaborate exhibit of the work thus far accomplished in the campaign, including a large amount of printed matter, advertisements used in the work, window display material, etc. With this material as a background he reported on what was thus far accomplished.

President de Rochemont made a strong plea for continued and more energetic support of the promotion campaign and then turned over the gavel to Mr. Guylee, the new president.

Sessions of Music Merchants' Association

The opening session of the National Association of Music Merchants took place on Tuesday morning, June 7. President E. H. Uhl spoke briefly, urging that members take a more active part not only in the convention but in the meetings of their local associations. The routine business was then disposed of, including the report of the secretary, C. L. Dennis, who reported on membership, followed by A. Z. Moore, chairman of the Auxiliary Board, who said that since the last convention several charters to local or State associations have been recommended and two of them granted, namely, Southern California and Indiana. Other associations for which charters have been recommended are Wisconsin, Northern California, Illinois, New York, North Carolina and Maryland, with Texas coming into line fast. Organizations are also being perfected in Colorado, Massachusetts, Michigan, Nebraska, Oregon, Utah, Washington and West Virginia.

Delegates from the various State associations were then called upon to receive charters. Howard J. Dumott received the charter for Northern California and S. H. Morecroft for New York. A. G. Farquharson, secretary of the Southern California Association, next gave a report of the activities of that body.

Shirley Walker, president of the Northern California Association, then spoke and gave an interesting talk on the proper function of a trade association, saying in part:

"We feel that the main fundamental of our Association is to give a service to our members

on the problems that are acute. I don't know how it is with the rest of you, but we feel that some day, and it may be soon, the phonograph trade-in problem is going to be acute. It is not a problem with us now. We have thrown this on the table and we have discussed it, and as the result it has been put into form as a suggestion to our members as to how to handle it, a suggestion which can be shown any prospect."

Other activities of the Association, of which Mr. Walker is president, and upon which he touched included the problem of service charges, the carrying charge situation, legislation, high school band promotion and piano class instruction on a wide scale.

Representatives of other State associations spoke on the progress these bodies were making in organization matters. Among those speaking were Joel B. Ryde, for the Indiana Association; Frederick P. Stieff, president of the Maryland Association; L. H. Walter, president of the Texas Music Merchants' Association; A. Z. Moore, of the Pennsylvania Association; Frank J. Bayley, of the Michigan Association; George E. Mickel, for the Nebraska dealers; E. E. Forbes, for Alabama, and S. E. Philpitt, for Florida. Parham Werlein, as secretary of the Association, outlined briefly the progress that had been made generally in organization work in the South.

E. H. Uhl, in making his report as the Association's head, spoke of the necessity of putting the organization on a stronger financial basis so that necessary work can be accomplished. He told of the disappointing results of the merchants' stamp plan, which brought in only \$6,200 when it was expected that at least \$25,000 or \$30,000 would be reached through this method. He advocated an increase in dues of members in those States which have not local associations.

He said that the Association would need \$50,000 a year for the next two years to accomplish its aims.

The next speaker was C. J. Roberts, of Charles M. Stieff, Inc., Baltimore. His talk was devoted to the important subject, "State Laws and Legislation and the Formation of State Associations."

Practically the entire session on Wednesday was devoted to a discussion of the various piano promotional means which are being used by dealers. Among the speakers heard were Peter F. Meyer, executive secretary of the First Annual Greater Chicago Children's Piano-Playing Tournament; Shirley Walker, Frank J. Bayley, of Detroit, and W. Otto Miessner, of Milwaukee. Parham Werlein, of New Orleans, spoke next in favor of the promotion stamps and told of plans for the coming year.

Alfred L. Smith, general manager of the Music Industries Chamber of Commerce, spoke and his address was devoted to a warning regarding the handling of the merchants' income tax reports. He said that certain regulations of the Treasury Department had been radically changed, with the result that many returns will be re-audited and substantial tax assessments levied. He suggested that should any merchant receive a demand for an assessment he notify the Chamber of Commerce so that steps can be taken to aid the merchant.

Charles Yahrting then spoke and described the results of his company's conducting Melody Way piano classes. During the afternoon a number of interesting demonstrations of various methods of group piano teaching were given.

(Continued on page 134)

And Now!

Sentinel

Completely Automatic!

A-B-C Power Units



Sentinel A-B-C (Completely Automatic) Unit supplies every power requirement of radio **\$79.50**

for every Radio Power need

The day of the automatically operated radio set is here. Dependable, automatic Sentinel Power Units are rapidly supplanting all former types of radio electrical energy.

The whole radio world has been looking for just such a solution of radio power problems as *Sentinel Units* offer. There is nothing on the market to compare with *Sentinel Products*—they are absolutely unique—and their perfect performance is guaranteed.



Beverly Model Sentinel B-C Power Unit—The 3 meters give absolute control of all plate voltages **\$65**

The First and Only Completely Automatic Power Units—

Sentinel units allow the set owner extraordinary elasticity in his installation of a completely automatic current supply. He can, if he owns a good "A" battery and charger (other than the trickle type) make his equipment a completely automatic "A" power unit by adding the Sentinel Automatic Control. The *Sentinel Automatic Control and Charger Unit* makes any good "A" battery a completely automatic "A" power unit. The *Sentinel Completely Automatic "A" unit* provides control, charger and a 4-volt or 6-volt "A" battery, all in one handsome, compact case. All of these units are equipped to make the *Sentinel "B-C"* power unit completely automatic also.

The Sentinel "B-C" Unit furnishes both "B" and "C" voltage for any set, regardless of number of tubes, with ample reserve current—80 mil. at 180 volts. Going a step further, our engineers have scientifically combined all the *Sentinel* products into one compact, efficient master unit for all radio power purposes—the *Sentinel A. B. C.*

Sentinel Units are sold only through jobber channels. Our eighteen branches throughout the country are assurance of prompt attention to your orders and immediate delivery of merchandise.

SENTINEL MANUFACTURING COMPANY
9705 Cottage Grove Ave. Chicago, U. S. A.



Beverly Model A-B-C Unit—The 3 meters give absolute control of all plate voltages **\$98.50**



Sentinel Automatic Control makes your "A" Battery and Charger completely automatic **\$15**



Sentinel Automatic Control and Charger makes your "A" Battery a completely automatic power unit **\$29.50**

Telephone
CHESTERFIELD
— 0166 —
All Departments



Sentinel Completely Automatic "A" Unit "Not a Trickle Charger" **\$40**



Sentinel B-C Unit—Furnishes "B" and "C" voltages for ANY Set with ample reserve current; 80 mil. at 180 volts **\$44.50**

Variety of Retail Trade Problems Discussed at Merchants' Meeting

(Continued from page 133)

The opening speaker at Thursday's session was W. Lee White, treasurer of the Bankers-Commercial Security Co., Inc., New York, who spoke on the "Carrying Charge" and pointed out the essential fairness of this system to all parties in an instalment transaction.

The speaker stated that he thought it a fair estimate that 80 per cent of both talking machine and piano sales during 1927 would be made to buyers who were familiar with the carrying charge, and that if the music dealer does not use it he is working against an established business custom.

Following Mr. White's address an open discussion among the members was held, during which H. H. Fleer, of Lyon & Healy, pointed out the benefits of the carrying charge in comparison with interest, showing by means of a chart that there is twice as much profit realized with the carrying charge as with interest.

Other talks were given by Russell B. Wells on "Junior Salesmanship and Training," by Frederick Philip Stieff, vice-president of Charles M. Stieff, Inc., Baltimore, on "National Price-Fixing," and by C. Alfred Wagner on "Trademarks and Price-Cutting."

Charters were presented to the Maryland Music Merchants' Association, the Music Trades Association of Southern California and the Indiana Music Merchants' Association. Eighteen new individual members were also accepted by the association.

Tribute was paid to the memory of Norman P. Stahl, of G. A. Barlow's Sons Co., Trenton, N. J., and C. A. Grinnell, of Grinnell Bros., Detroit, who passed away during the past year.

A resolution to increase the dues of the individual members to \$20 annually met with some discussion and it was finally decided to increase them from \$10 to \$15, beginning with the next fiscal year.

That section of the by-laws which bars paid association employes from active membership or elective office was amended to exempt music merchants who are active members of the association and who from time to time receive pay for services rendered to the organization. A resolution amending the wording of the application membership forms was also adopted.

George W. Allen, chairman of the traveling commissioners, presented an interesting report in which he told of the efforts of the travelers in promotion work, with particular reference to the progress of the Melody Way plan, telling of the list of cities in which the plan had been adopted or was being considered.

At this point the winners of the 1927 advertising contest, conducted by the Music Industries Chamber of Commerce, were announced. In Class AA, embracing group store and factory warerooms, the awards were in order to Sherman, Clay & Co., San Francisco; Steinway & Sons, New York; Aeolian Co., New York; Lyon & Healy, Chicago, and Grinnell Bros., Detroit. In the class for independent merchants not affiliated with any chain store or factory, the cup went to the Fitzgerald Music Co., Los Angeles; with the Otto Grau Piano Co., Cincinnati; the J. L. Hudson Co., Detroit; Parkinson's Music Store, Providence, R. I., and Zitzer's of Mansfield, O., next in order, the last four being awarded certificates. A vote of thanks was extended to the prominent advertising men and trade members who had acted as judges in the contest. A silver loving cup was also awarded to Lyon & Healy, Chicago, for the best Music Week window display, second place being captured by the Copp Music Store, South Bend, Ind., and third by the Daynes-Beebe Music Co., Salt Lake City. The committee judging the music displays consisted of Arthur L. Walsh, general manager phonograph division Thos. A. Edison, Inc.; B. B. Wilson, associate editor, Talking Machine World, S. Ernest Philpitt, Miami,

The selection of a city for the next year's convention aroused considerable discussion, many dealers feeling that there should be a change in the practice of alternating between New York and Chicago. A resolution that New York be selected failed to pass and, in the end, the matter was referred back to the board of control for final decision.

The election of officers for the coming year resulted as follows: President, C. J. Roberts, Charles M. Stieff, Inc., Baltimore; first vice-president, Charles H. Yahrting, Youngstown, O.; second vice-president, Parham Werlein, New Orleans; third vice-president, Henry P. Mayer, Paris, Tex.; fourth vice-president, A. Z. Moore, Lancaster, Pa.; secretary, Herman H. Fleer, Lyon & Healy, Chicago; treasurer, Carl A. Droop, Washington; directors for three years, Shirley Walker, San Francisco; J. Grinnell, Detroit; Otto B. Heaton, Columbus, and A. D. LaMotte, San Diego, elected to succeed C. J. Roberts to the board. E. H. Uhl, Henry E. Weisert and M. V. DeForeest were elected directors representing the Association in the Music Merchants Chamber of Commerce.

After resolutions of thanks to E. H. Uhl for his fine services as president during the past year and to the Piano Club of Chicago for its excellent convention arrangements, the convention made its final adjournment.

National Contest Favored

At a meeting of the Executive Board of the National Association of Music Merchants, held on Thursday afternoon, the Association went on record as favoring a national piano-play-

ing contest under the auspices of the National Association of Music Merchants.

Over 1,000 merchants, manufacturers and their guests attended the twenty-sixth annual banquet of the National Association of Music Merchants held Thursday night at the Hotel Stevens. J. A. Bates, the oldest member, was presented with a cane by his many friends. The chief speaker was Captain Norman Allen Imbrie, of Culver Military Academy. An elaborate musical program was a feature of the evening.

Chamber Officers Elected

The annual meeting of the delegates of the Music Industries Chamber of Commerce was held this afternoon, and, after listening to the reports of President E. R. Jacobson and Secretary Alfred L. Smith and approving the budget for the coming year, the following officers were elected: Hermann Irion, Steinway & Sons, New York, president; Charles H. Yahrting, Yahrting-Rayner Music Co., Youngstown, O., first vice-president; William J. Haussler, C. Bruno & Son, New York, second vice-president; Herbert Simpson, Kohler Industries, treasurer, and Alfred L. Smith, secretary. The directors include E. R. Jacobson and R. W. Lawrence, directors at large for one year; C. H. Yahrting, Mark P. Campbell, H. C. Dickinson and A. J. Kendrick, the latter to fill the unexpired term of Percy L. Deutsch, at large for two years; Hermann Irion, W. W. Clark, Herbert Simpson and R. E. Durham; from the piano manufacturers, M. J. de Rochemont, C. A. Wagner and C. D. Bond; from the music merchants, E. H. Uhl, H. E. Weisert and M. V. DeForeest; from the Musical Supply Association, E. C. Johnson and A. L. Wessell; and in addition the newly elected presidents of all affiliated associations.

The decision as to what city would be given the convention next year was left open, pending action by the other associations.

Convention Exhibits of Interest to the Trade

Among the many exhibits at the convention of the Allied Music Trades were the following:

- American Sales Co.**, Chicago, Ill., displayed the new Concert Phone automatic phonograph, playing four records automatically by means of revolving the tone arm. In attendance were W. H. Daily and W. G. Gray.
- Amplion Corp of America**, New York City, displayed the complete line of Amplion loud speaker products, including the Amplion cone, Grand and Patrician models. A feature of the display was the Mus-Art reproducer which uses the piano as a means of reproducing and amplifying record and broadcast music, and in which all electric equipment is Amplion. In attendance were Lloyd L. Spencer and F. W. Piper.
- Atwater Kent Mfg. Co.**, Philadelphia, Pa., displayed the complete line of Atwater Kent products, Models 33 and 50 receivers, the new E speaker and "B" power unit and also on display were models 30, 32, 35 Atwater Kent receivers and Models I, H and G horn speakers. In attendance were V. W. Collamore, R. E. Smiley, T. Wayne MacDowell, P. A. Ware, George Jaud, L. M. Willis, Jos. Graham, J. H. Hickey, L. A. Pratt, H. S. Stockholm, J. J. McGingon, Edward Meany, James Kelly, John Delp, Frank Miller and J. H. McKee.
- Audak Co.**, New York City, displayed its complete line of Ultra (phonic) reproducers, including the Polyphase, Singlephase and Revelation models; also displayed Models 1 and 2 Audak tone arms, and a phonograph pick-up. In attendance were Maximilian Weil and E. A. Schroeder.
- Bacon Banjo Co.**, New London, Conn., displayed a complete line of B & D Silver Bell banjos, with two prominent artists in attendance to demonstrate the instruments. D. L. Day was in attendance at the exhibit.
- Geo. P. Bent Co.**, Louisville, Ky., displayed the complete line of Crown phonographs, 271, 272, 273, 278, 279 and the Royal model; also Crown brand pianos. In attendance were N. P. Bloom, Allan Strauss, R. J. McCloy, R. R. Roath and John Adler.
- Berg Auto Trunk & Specialty Co.**, Long Island City, N. Y., displayed the complete line of Artone portable phonographs as well as the complete line of new large phonographs, the line comprising consolettes, two consoles and four table models. Eight different models of Artone portables were displayed featuring the new Artone Grand portable with 53-inch tone column. E. R. Manning was in attendance at the display.
- Brilliantone Steel Needle Co.**, New York City, displayed the company's complete line of steel needles, including Gilt Edge, Brilliantone and Reflexo brands. In attendance were Harry W. Acton and Irving Unger.
- Brunswick-Balke-Collender Co.**, Chicago, Ill., displayed the complete line of Brunswick phonograph products,

including Prismatone models 10-7, 8-7 and the Madrid, Valencia and Cortez models. Also Panatone P-13, P-14, P-11, PR-138, PR-148; model 104 portable and several period styles. In attendance were W. C. Hutchings, Harry B. Bibb, R. T. Devlin, S. Schulz, E. J. Ackerman and Henry Burr.

Buegeleisen & Jacobson, New York City, featured a complete line of Duro and S. S. Stewart musical instruments, showing a number of old violins, also a full line of Abbott brass instruments. In attendance were Morris Baer and Harry Bloom.

Buescher Band Instrument Co., Elkhart, Ind., featured a complete line of band instruments, including a solid silver saxophone and a straight baritone saxophone six feet high. Also all types of wind instruments, including cornets, trombones, etc. In attendance were F. A. Buescher, A. J. Scanlon, R. L. Shepard, Harry Lewis and W. W. Wagner.

Carryola Co. of America, Milwaukee, Wis., displayed the complete line of Carryola portables, including the Carryola Master, the new Flapper, the Cub and several special machines. A feature of the display was the new curved throw-back tone arm. In attendance were Don T. Allen, Geo. Hough, B. B. Conheim, E. D. Driscoll and B. W. Busche.

Caswell Mfg. Co., Milwaukee, Wis., displayed the complete line of Caswell portables, including the new Aristocrat model, which plays with the lid closed; the new Gypsy and Melody models and the Giantone line. There was also on display a complete line of Duro metal tone arms and sound boxes for which the Caswell Mfg. Co. is sales agent on replacement equipment. In attendance were John Casagrande, L. B. Casagrande and A. J. Engel.

Cole & Dunas Music Co., Chicago, Ill., displayed a complete line of musical instruments, Lark portable phonographs and the Olympianphono. In attendance were F. E. McCullough, B. W. Jaffee, A. E. Cohen and A. A. Rosenbloom.

C. G. Conn, Ltd., Elkhart, Ind., displayed a complete line of saxophones, new cornets, also brass instruments and reed instruments. In attendance were C. D. Greenleaf, J. F. Boyer, C. J. Fairchild and W. L. Stevenson.

Consolidated Talking Machine Co., Chicago, Ill., displayed Swanson portable phonographs, Heineman motors, Okch records, Wall-Kane needles. Eveready dry batteries, and a complete line of musical merchandise were also on display. In attendance were F. A. Fearn and F. P. Dunford.

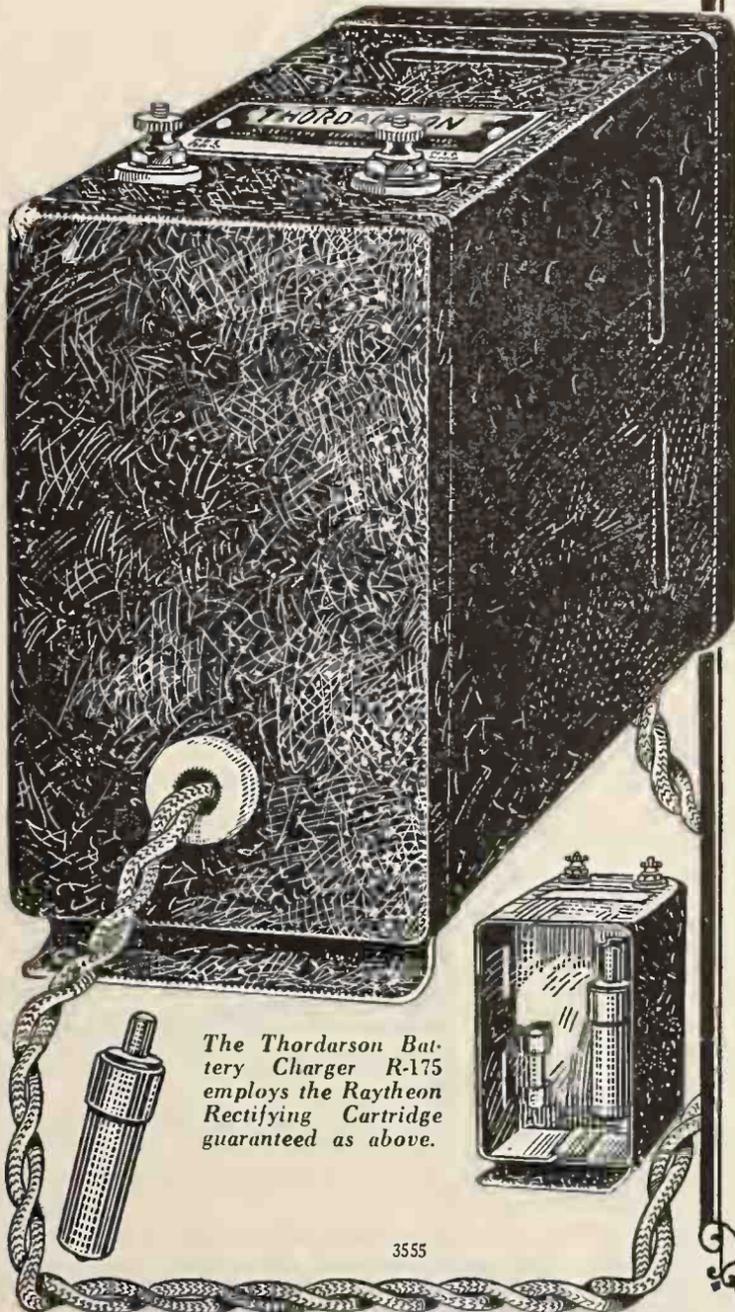
Thos. A. Edison, Inc., Orange, N. J., displayed the new Edison consolette, just introduced, the William and Mary console, the Italian (Umbrian) long-playing model and the Nos. 2 and 3 long-playing consoles. The display featuring a replica of the original Edison phonograph made in 1877. Present were Arthur Walsh, L. P. Brock, H. G. Anderson, J. Carson, A. R. Kennedy.

(Continued on page 136)



New!

*You don't have to be
water boy to this
battery charger*



The Thordarson Battery Charger R-175 employs the Raytheon Rectifying Cartridge guaranteed as above.

3555

THORDARSON
BATTERY CHARGER
R-175

**A Profitable Item
For Live Jobbers and Dealers**

The Thordarson Battery Charger makes its bow as a welcome relief to the army of butlers to thirsty battery chargers.

Dry—As dry as they make 'em. In fact the rectifying element is contained in a moisture proof cartridge.

Silent—No vibrating parts. Current is rectified through a patented electro-chemical process.

Safe—There is no hazard to rugs or wood-work for there is no acid to spill. The tubes of the set are safe even if turned on when charger is in operation.

Compact—Fits into Battery compartment easily. Only 2¾-in. wide, 5¾ in. long and 4¾-in. high overall.

Efficient—This charger is always ready for service. No overhauling required. Rectifying element can be replaced in thirty seconds.

Guaranteed—The rectifying unit is guaranteed for 1,000 hours full load operation, or approximately one years' normal service. The Transformer will last indefinitely.

Charging Rate—2 amperes

Jobbers write today for our distribution proposition.

Price Complete, \$12.50

THORDARSON ELECTRIC MANUFACTURING CO.
Transformer Specialists Since 1895
WORLD'S OLDEST AND LARGEST EXCLUSIVE TRANSFORMER MAKERS
Wron and Kingsbury Streets — Chicago, Ill. U.S.A.

Convention Exhibits of Interest to the Trade

(Continued from page 134)

Electrical Research Labs., Chicago, Ill., displayed the seven-tube, single-control Granada hi-boy receiver, which embraces the RFL circuit and contains a built-in speaker; the Erla "A" converter, an "A" power supply, the "B-C" supply and the "A-B-C" power supply. Featured in the exhibit was the new Erla electric phonograph unit, which embraces an electro-magnetic pick-up. The Erla phonograph unit was installed in a Showers Bros. cabinet. In attendance were James E. Morris and J. F. Quinn.

Andrew P. Frangipane & Co., Inc., New York City, displayed its complete line of tone arms and sound boxes. Andrew P. Frangipane was in charge of the exhibit.

Charles Freshman Co., Inc., New York City, displayed the 1927-1928 line of Equaphase receivers, including A-C operated and battery operated models. Also Freshman combination phonograph and radio instruments, one model with electrical pick-up and one with power amplifier. The "A-B-C" power supply unit was on display and several models of the Masterpiece line of receivers. In attendance were H. A. Beach, S. Freshman, Martin Zatulove and William H. Allen.

Gulbransen Co., Chicago, Ill., featured its complete line of registering grands and uprights; reproducing piano, straight grands and straight uprights. In attendance were Walter Kiehn, F. W. Wood and F. W. Giesell.

Kellogg Switchboard & Supply Co., Chicago, Ill., displayed the complete line of Kellogg radio receivers, featuring Model 510, which is a 7-tube set, completely A-C operated, using the Kellogg tube. Also on display were Models 507, 508 receivers, Kellogg "B" power unit and cone, horn and cabinet speakers. In attendance were H. C. Abbott, D. L. Manseau, W. E. Baldwin.

Leedy Mfg. Co., Indianapolis, Ind., displayed a complete line of Leedy drums, drum accessories and banjos, featuring the new "Collegian" banjo. In attendance were Geo. H. Way and Jack Ropper.

Lifton Mfg. Co., New York City, displayed a complete line of Bellphonic portables comprising the Bellphonic "Royal" portable and the Standard Bellphonic portable; also Koverite musical instrument cases and other leather products. M. Lifton was in attendance at the exhibit.

Ludwig & Ludwig, Chicago, Ill., displayed the complete line of Ludwig drums and banjo products, including banjo-ukes, and featured in the display the new "Big Chief" banjo. In attendance were Arthur Davidson and Fred E. Larson.

Okeh Phonograph Corp., New York City, displayed a complete line of Okeh records, Heineman motors in various makes of well-known phonographs and Okeh steel needles. In attendance were Allen W. Fritche and H. B. Haring.

Oro-Tone Co., Chicago, Ill., displayed its complete line of tone arms and sound boxes, featuring the number 90 Military and number 24 Chieftain models. Also on display was the Tri-flex tone chamber and radio tone throat. In attendance were Leigh Hunt and Ray Hunt.

Peerless Album Co., New York City, displayed a complete line of Peerless portable phonographs, featuring the DeLuxe model. Philip A. Ravis was in charge.

The Pooley Co., Philadelphia, Pa., displayed a complete line of Pooley radio cabinets, featuring the new 2700 models and the new double tone chamber; also on display were the complete line of Pooley cabinets for Atwater Kent radio sets, Models 2700-R-E, 2700-R-1, 2400-R-1, 2500-R-2, 2030-R-2-D, 1600-R-2, 2800-R-2, 1700-R-2, 1900-R-2, 2000-R, 200, 2030-R-2, 2700-2-D, 2600, 2100, 2200. In attendance were Russell E. Hunting and Geo. Phillips.

Sonora Phonograph Co., Inc., New York City, displayed

the new line of Sonora radio receivers for the coming season, comprising model 276-T, 6-tube receiver; Model 276-C, 6-tube set, and Model 277, 7-tube receiver with built-in loop, also the complete line of Tonalic phonographs including the new Melody, Prelude, Minuet, Concert, Intermezzo and Philharmonic models. Also the three new Sonora portables and the new Sonora cone speakers. In attendance were Ray Reilly, C. S. Tay, H. C. Schultz, and Sonora executives including S. O. Martin, Jos. Wolff, Frank B. Goodman, F. W. Schnirring, Lloyd Coulter, Chas. Henry and W. Thomas.

Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y., displayed the new Stromberg-Carlson radio and phonograph combination and a standard line of Stromberg-Carlson radio receivers comprising Models 601-B and 602-B (six-tube sets), 501-B and 502-B (five-tube sets) Martin, Jos. Wolff, Frank B. Goodman, F. W. Schnirring, 5-A and 7-A cone speakers. There was also shown as a feature model the new 744 radio phonograph combination. In attendance were Herbert A. Brennan, Allan R. Royle, J. E. Summers, Carroll J. Trostler, Paul D. Myers, Lloyd Spindle, W. B. French and Walter K. Badger. A number of the Stromberg-Carlson executives visited the exhibit at the end of the week, including W. T. Eastwood, Hugh M. Graham and James Gibson.

Targ & Dinner Music Co., Chicago, Ill., displayed Marveltone portables, Stratford tenor banjos and other musical instruments. In attendance were Max Targ, S. Dinner, D. Wexler and A. Ginsberg.

United Air Cleaner Co., Chicago, Ill., displayed its complete line of motors, electric pick-up device and the Quam drum type loud speaker, for which it is the sales agent. In attendance were Frank Paul and Andrew P. Frangipane.

Vincennes Phonograph Co., Vincennes, Ind., displayed for the first time the complete line of Veraphonic phonographs, including the Vandalusia, Vendome, a console, and Valeria, also a console machine. In attendance were J. S. Watters, E. A. Thiele, I. Allison and Joseph Brown.

Wasmuth-Goodrich Co., Peru, Ind., displayed the complete line of Euphonic phonographs, comprising table and console models, including models 8, 9, 11, 14, 17 and 22. In attendance was the sales organization of the Caswell Mfg. Co., Milwaukee, which is the sales agent for these products.

H. N. White Co., Cleveland, O., displayed the complete line of King band instruments, featuring the new DeLuxe saxophone, "Tiny Tim," Liberty, Long Tom trumpets; also the new Sousaphone and case, as well as French horns, etc. In attendance were H. N. White, R. N. White, L. B. Dolan, Paul Bennett.

Carryola Display During Music Trades Convention

The Carryola Co. of America, Milwaukee, arranged a striking display in Suites 718-22 at the Hotel Stevens, Chicago, for the National Music Trades Convention. The entire Carryola line of portable phonographs was exhibited in a highly attractive and ingenious manner. This prominent manufacturer conducted demonstrations during the entire tenure of the Convention and in so doing was favored generously by a great many of the dealers in attendance. The famous Carryola Master was shown with its new full round curved throw-back tone-arm and the many exclusive features of the popular

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 bold-faced type is desired the cost of same will be 25c per line. Rates for all other classes of advertising on application.

WANTED—Salesman calling on musical trade. State territory you cover, present line, etc. We have an interesting proposition for live wires. Address "Box 1608," care of The Talking Machine World, Graybar Bldg., 420 Lexington Avenue, New York City.

WANTED AT ONCE

Twenty-five or fifty console phonographs. Will pay cash but the prices must be right. EAST TEXAS PHONOGRAPH COMPANY, Tyler, Texas.

FOR SALE

Six Unico Record Demonstrating Booths, each 6' x 6' mahogany finish, in perfect condition. Made by the Unit Construction Co. of Philadelphia. Will be sold very cheap, as we need the room for other purposes. Must be sold during June. Address Wendheiser's Music Store, Rockville, Conn.

JOBBERS WANTED

To take 100 phonographs per month. Will give good price. All models good sellers. The machines to make money with. Address Cape Fear Furniture Mfg. Co., Dunn, N. C.

PORTABLE PHONOGRAPHS WANTED

Exporters desire attractive portable phonograph, newest reproducer. Medium priced. Manufacturers please write to Box 38, Station A, New York, N. Y.

portable were demonstrated to striking advantage, and exhibited with fitting recognition.

Trilling & Montague to Move to Larger Quarters

Radio Distributing Firm Will Observe Its Fourth Anniversary by Taking Over New Quarters With Greatly Increased Space

PHILADELPHIA, PA., June 8.—Trilling & Montague, radio distributors of this city, are to have new quarters of greatly increased size, thus living up to their slogan, "Grow With Us." This concern, established four years ago at 49 North Seventh street, has long been working under the handicap of operating in quarters far too small for the large volume of business which it does and in quarters that could not be expanded.

The new Trilling & Montague building is at the northwest corner of Seventh and Arch streets, a short distance from the present location. The new quarters, which will be occupied by July 10, will provide many additional thousands of square feet of floor space, which will be utilized to perfect the service which Trilling & Montague desire to give its dealers. It will include adequate space for an elaborate display of the firm's lines of radio receivers and also a separate display of radio accessories. Shipping, clerical and other departments will also have adequate space for present requirements and room for further expansion.

Coincidentally with their removal into new quarters, Trilling & Montague will celebrate the fourth anniversary of its business existence. A big welcome is being arranged for all members of the trade who will visit the new quarters during the opening week. Trilling & Montague have cordially invited everyone, whether customers or not, to join in the celebration, which promises to be an event not soon forgotten by those fortunate enough to attend.

WANTED

We are looking for an Export Manager, who has had enough experience in the phonograph field to know how to market a new product and get results. In reply state your past experiences, and also give the names where we could get references. State salary expected. All replies will be treated in strict confidence. Reply "Box 70" care of The Talking Machine World, 420 Lexington Avenue, Graybar Building, N. Y. C.

A NEW IMPROVED UNIPOWER



* Gould Kathanode batteries were first developed for navy submarines. They have been used both here and in Europe for years. With Kathanode design, porous mats of glass wool are placed next to the positive plates. They serve two purposes; first they prevent buckling or disintegration of plates due to continuous charging or overcharging; second, they constantly draw fresh acid to the plates by capillary attraction, thus increasing power and efficiency of the battery. In radio operation, furthermore, the smooth even current supplied by Kathanode batteries is found to improve greatly the results given by any set.

The same reliable tested designplus KATHANODE *

A new submarine type battery element gives Gould Unipower still longer life—and practically ends all service expense.

✓ ✓ ✓ ✓

Dealers have always sold Gould Unipower with full confidence in its reputation for perfect performance and reliability. The same time-tested design that won this reputation is retained in the new Unipower.

But in the hidden battery element is an important improvement—almost a sensational advance. Gould Kathanode* construction—an exclusive feature, first

developed for Gould submarine batteries, is now applied for the first time to radio.

This latest advance greatly increases the life of Unipower, lessens care, reduces the chance of damage from careless or inexperienced operation, and improves the results from the set.

The new Gould Unipower appeals to both kinds of customers—those who know so little that they want “fool-proof” equipment; and those who know so much that they understand why Kathanode means a new standard of performance and durability. For full details write at once to The Gould Storage Battery Co., Inc., 250 Park Ave., New York City.

The new
IMPROVED

Unipower

A GOULD PRODUCT

New Radiola Models Will Operate From Either Direct or Alternating Current

New Line of Receivers of the Radio Corp. of America Has Many Features That Should Make Them Popular—Wide Range in Price and Performance

A complete line of new Radiolas featuring circuits operating in connection with either alternating or direct current supplied direct from the light socket, thereby dispensing with all batteries, has been announced to the trade by the



Radiola 32

Radio Corp. of America. The following statement has been issued by E. E. Bucher, general sales manager of the Radio Corp., commenting on the new line:

"Essentially, the new models, which include dry battery, storage battery and complete AC and DC operation, covering the entire range of the market in point of price and performance, continue with the tried, tested and perfected features, which have long distinguished RCA offerings.

"The Radio Corp. of America long ago discerned a well-defined public demand and preference for radio receivers, utilizing lighting current as the source of power to do away with all batteries and the need for their periodical replacement. The new line, therefore, now brings complete AC and DC operated receivers within the reach of every purse and home, and for the millions of homes in communities not yet electrified there is provided the last word in dry battery and storage battery operated sets.

"Perhaps the outstanding feature of the new RCA models is in the perfected method of light socket operation which they embody, although the marvelous tone quality for which RCA sets have always been famous has been further improved. Also attractive appearance has been sought and gained. Beautiful cabinets in period design, with the radio components entirely self-contained yet made readily available by convenient doors, now place Radiolas on a par with the finest of home furnishings.

"The leaders of the RCA line continue to be represented by the RCA eight-tube, loop operated super-heterodyne receiver—and the Radiola 104—a socket-power loud speaker of surpassing tone and volume, together with complete rectifier supply for the A, B and C requirements of the Radiola with which it is used in combination.

"The Radiola 32, with its handsome walnut-grained cabinet and entirely self-contained components, even to the concealed loop-wave interceptor, represents the highest technical and artistic achievement in broadcast reception. Certain refinements in design have permitted the inclusion of the powerful 104 Loudspeaker in one cabinet with the super-sensitive super-heterodyne, with a complete absence of inicrophonic effects, but which, in fact, emphasize its extraordinary tone quality.

"A lower-priced model, but likewise characterized by a period-style cabinet and entirely self-contained equipment, is the Radiola 30-A, comprising the well-known eight-tube super-heterodyne receiver with the new 100-A loudspeaker, and operated by socket power. Both Radiola 32 and 30-A may be operated from either alternating current or direct current.

"Of revolutionary character is the introduction of Radiola 17. This set is the culmination of years of research in set and tube design, aimed to produce for a moderate price a receiver completely AC operated with a minimum of operating controls. Simplicity of operation and of maintenance are the main features of Radiola 17. It has three stages of tuned radio-frequency amplification, detection and two stages of audio-frequency amplification. The new AC Radiotrons UX-226 are used in the radio-frequency stages, and the first audio-frequency stage employs a UX-171 power amplifier Radiotron. The "B" and "C" voltages are obtained from a power supply unit built into the set, which employs the new high-power rectifier, Radiotron U-280 full-wave rectifier. There are only three controls on this set, one knob for tuning, one for volume control to regulate the output of the receiver, and a power-control switch to turn the power on and off.

"For those who prefer battery operation, or whose homes are located in rural districts not



Radiola 104 Loudspeaker

as yet electrified, Radiola 16 will be found to fill the most rigid requirements for sensitivity, selectivity and fine tone quality. This is a new uni-control six-tube receiver employing the well-known and perfected tuned radio-frequency circuits with three stages of tuned radio-frequency, detection and two stages of audio-frequency, taking five UX-201-A Radiotrons and one UX-112-power amplifier radiotron. The internal construction of the set is extremely rugged, and with simplicity of operation are the two keynotes of this receiver. It has one tuning control, a volume control to regulate the output of the receiver and a switch for turning the current on and off. To further simplify the operation of this set, the filament rheostat has been eliminated, thus leaving but three controls. Ra-

diola 16 may be operated either from batteries or battery eliminators.

"The Radiola 104, in addition to the present well-known AC model, is now to be presented in a DC model as well, thus making this superior radio device available in cities and hotels and institutions which are supplied with direct current. An ingenious design provides this DC 104 with all the power and tone quality of the tried, tested and perfected AC model.

"As a loudspeaker particularly intended for operation with Radiolas and all other receivers operating on batteries and moderate socket-power, Loudspeaker 100-A is included among the new RCA models. This enclosed cone is of attractive design, suggestive of a mantelpiece clock, with a screen bezel; the whole finished in dull bronze. The cone itself is of smaller diameter than in the \$100 type, which it replaces, and in addition embodies a newly designed



Radiola 17

drive, which provides increased response with even better tone quality than its predecessor, which has long been considered a standard."

Landau Bros. Form a New Company to Operate Stores

HAZLETON, PA., June 9.—A new four story and basement steel structure is being erected to house the music and furniture store of the new firm of Landau Bros., who have sold their interests in the Landau Music & Jewelry stores to Harry Micholsky. The new establishment is expected to be ready for the formal opening on or about September 15.

A complete line of Orthophonic Victrolas, radio receivers, jewelry and furniture will be carried. The store will be equipped with the latest in display fixtures, cases, etc.

Landau Bros. will also open a store at 60 South Main street, having secured a three-story building which will be ready for occupancy on August 15.

Leo Landau will be manager of the Hazleton store and Hyman Landau will have charge of the Wilkes-Barre store. F. A. Adams is advertising manager and manager of the Hazleton store's furniture department and Harry L. Haltzel of the Wilkes-Barre furniture department. The firm consists of Hyman, Leo, Nat and Isadore Landau.

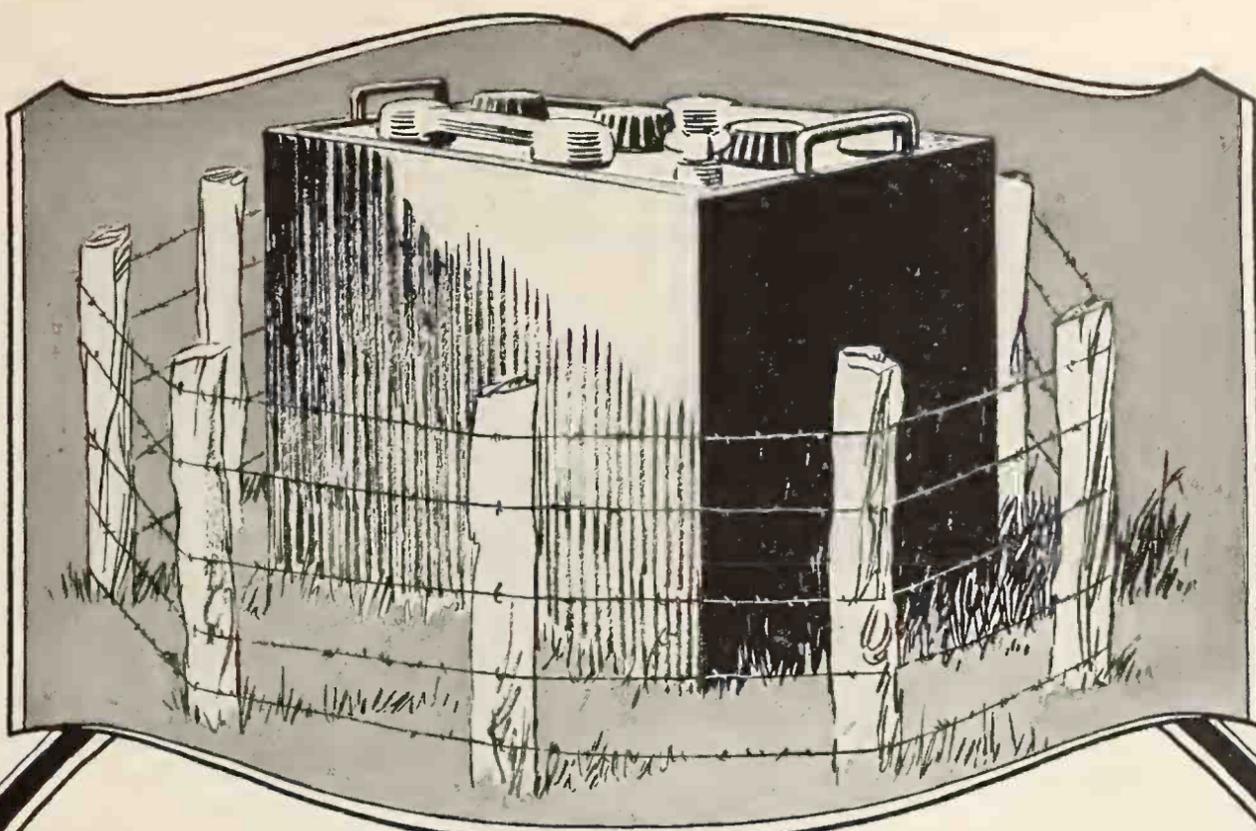
Harry Lustig in New Post

Harry Lustig, well known in the radio trade, has been appointed general manager of the Weber Distributing Co., New York, according to an announcement made by Jack Weber, president. Mr. Lustig was formerly connected with the Spartan Electric Corp., and his affiliation with the Weber Co. will enable Mr. Weber to devote his full time to the sales end of the business, contact with established accounts, and work with salesmen in their respective territories.

R. C. Ackerman in Japan

R. C. Ackerman, export manager for Fada Radio, has advised the headquarters of F. A. D. Andrea, Inc., in New York, of his arrival in Japan, his first stop on an extensive trip in the Far East, in furtherance of Mr. Andrea's plans to have the Fada banner planted over as much of the civilized world as possible.

J. W. deHaas, assistant export manager of Fada, is busily engaged in carrying on the work of the export department at the home office of the company.



Not a Fenced-in Battery!

The WHITE "A" SOCKET POWER UNIT marks a radical and revolutionary step in radio. It is an absolute realization of a desire entertained by millions of radio owners—a complete A battery eliminator. An independent unit. Relies only upon 110 volt A. C. 60 cycle current for operation. No storage cells. Stores no current. Never becomes discharged — never requires charging. Is not affected by disuse or constant employment or change of line voltage. Delivers 6-volt

D. C. current in ratio of 2¼ amperes; ample for any set up to 9 tubes. Automatic switch controls B Battery eliminator, if plugged into socket provided. A noteworthy engineering achievement, a perfected absolutely dependable A Battery eliminator. Simple. Sturdy. Trouble free. Enclosed in beautiful 20 gauge metal case, finished in attractive moss green Duco. Hurry along your request today for complete descriptive matter, live dealer helps and money-making proposition.

Julian M. White Mfg. Co., Sioux City, Iowa

Our complete line of "A"-"B" and "A & B" Power Units gives a wide active range of sales.



White
 "A" SOCKET POWER UNIT

Julian M. White Mfg. Co.
 Sioux City, Iowa

Kindly send complete information regarding White "A" Socket Power Units and quote dealer's discounts.

Name

Address

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

White "A" Socket Power is licensed by Andrews-Hammond Corporation under Andrews' Condenser and other Andrews-Hammond patent applications.

"Veraphonic" Phonographs Make Bow to the Trade

Vincennes Phonograph Co. Introducing Four New Models—Company Plans Active Sales Program to Secure Distribution

The Vincennes Phonograph Co., of Vincennes, Ind., is introducing this month four new phonographs, all designated by the trade name "Veraphonic." That name has been



Veraphonic Vandalusia Model

chosen as an indication of the quality of sound produced by the Vincennes product, the first syllable being taken from the Latin word "Veritas" and the last from the Greek word "Phone," meaning sound.

The four Veraphonic models include the Vandalusia, a large machine finished in either wal-

nut or mahogany and equipped with an electric or mechanical wind. The Vandalusia retails for \$225, without the electric motor. The next model, in point of size, is known as the Vendome, at \$150, followed by the Valeria, a console, at \$95, and the Venetia, a console, also retailing for \$95. All of the Veraphonic models are finished in either walnut or mahogany and the reproducer combined with the tone chamber is built on the principle of "matched distance travel." Each Veraphonic is thoroughly tested by an expert before it is shipped from the Vincennes factory and in one



Veraphonic Vendome Model

of the early tests 12,000 needles were used on one machine, which was said to improve considerably with use.

The reproducer with which the Veraphonic is equipped is the result of many years' work on the part of the inventor, using mica, and retaining its vibration over the largest possible

area. The inventors finally perfected the Veratone diaphragm, which, through a principle of concentric lamination, gives volume and accuracy to a surprising extent.

An opening gun of the Vincennes Phonograph Co. sales campaign in behalf of its new products was the informal luncheon at the Hotel Stevens on Wednesday, June 8, when many dealers were guests of the Vincennes Co. and heard for the first time the new Veraphonic machine.

The Vincennes Phonograph Co. has planned an active sales program to secure distribution, and to aid the dealers who handle the line a large amount of advertising will appear in national magazines and newspapers. Full color pages, starting in the September issues, will appear in the following magazines: World's Work, Golden Book, Scribner's, Atlantic Monthly, Harper's and Review of Reviews. Under the terms of the Vincennes dealer quota plan, there will be released in all metropolitan centers a heavy newspaper advertising campaign starting in September and continuing for the balance of the year. In addition, the firm and its advertising counsel, the Kling-Gibson Co., Chicago, has prepared many dealer helps and sales promotion plans which the dealer may use to advantage in selling the Veraphonic line of phonographs.

Amplion Corp. of America Announces New Products

New Cone Speaker Equipped With Latest Type of Amplion Unit—Other Products of Best Engineering Standard

A new Amplion cone speaker and new Amplion units for use with air columns have been announced by the Amplion Corp. of America. The new cone is equipped with the latest type of Amplion unit, and is said to be capable of an unusually wide musical range. An important feature of this unit is the stylus protection bar, which serves a double purpose. It is said to protect the stylus itself in shipping and handling, and in addition it has a felt lining or anchor, which neutralizes the harmonics of the stylus itself. The Amplion cone employs a new principle in construction, combining a 14-inch cone mounted on an 18-inch sound board extended toward the center at the back of the cone to form a resonating chamber. The unit, cone and sound board are assembled on a rigid bronze bracket with a bronze base. It is finished in dark walnut.

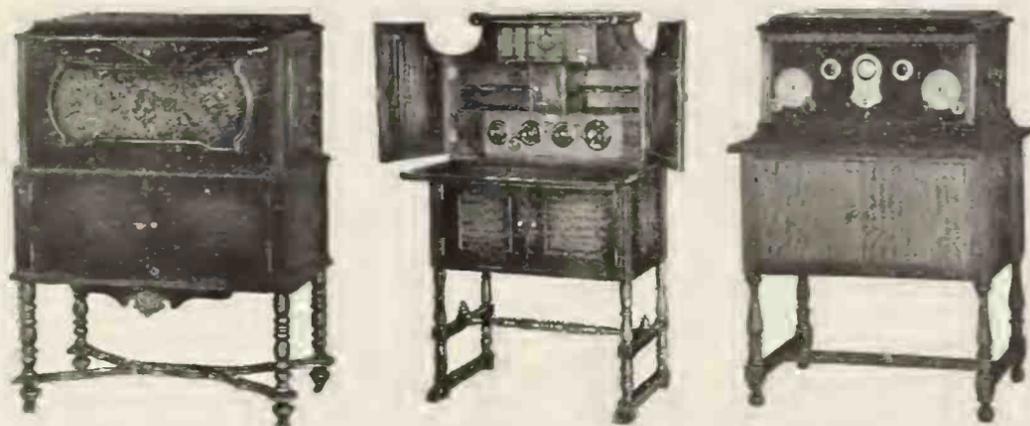
The new Amplion units are said to embody the best principles of engineering, making for highest quality reproduction. A duraluminum diaphragm is used, which has its point of application out of center. This innovation is said to enable the diaphragm to reproduce frequencies of a lower register than is possible with the ordinary diaphragm.

A new table-cabinet cone and floor-cabinet cone will shortly be introduced to the trade. Other Amplion models include the Grand, the Patrician and Dragon.

Changes in Management of the Leo J. Meyberg Co.

A. H. Meyer Goes From Southern California to the Northern Part of the State

SAN FRANCISCO, CAL., June 4.—The Leo J. Meyberg Co., distributor of Radiolas, Radiotrons and other radio accessories, announced important changes in its organization. A. H. Meyer, vice-president of the company, formerly in charge of activities in Southern California, has assumed the management of the business in Northern California, with headquarters in this city. He is being succeeded as director of Southern California activities by H. E. Sherman, Jr., who recently joined the company in the capacity of vice-president.



A Big Hit at the R. M. A. Trade Show

UDELL Radio Cabinets and Tables

35 Patterns in Popular Periods and Finishes
For All Leading Receiving Sets

Write for Catalog Today

THE UDELL WORKS

Established 1873

Indianapolis, Ind.

Here's a Part—

of the

UNITED

Cabinet Manufacturers Corporation

1927 Line

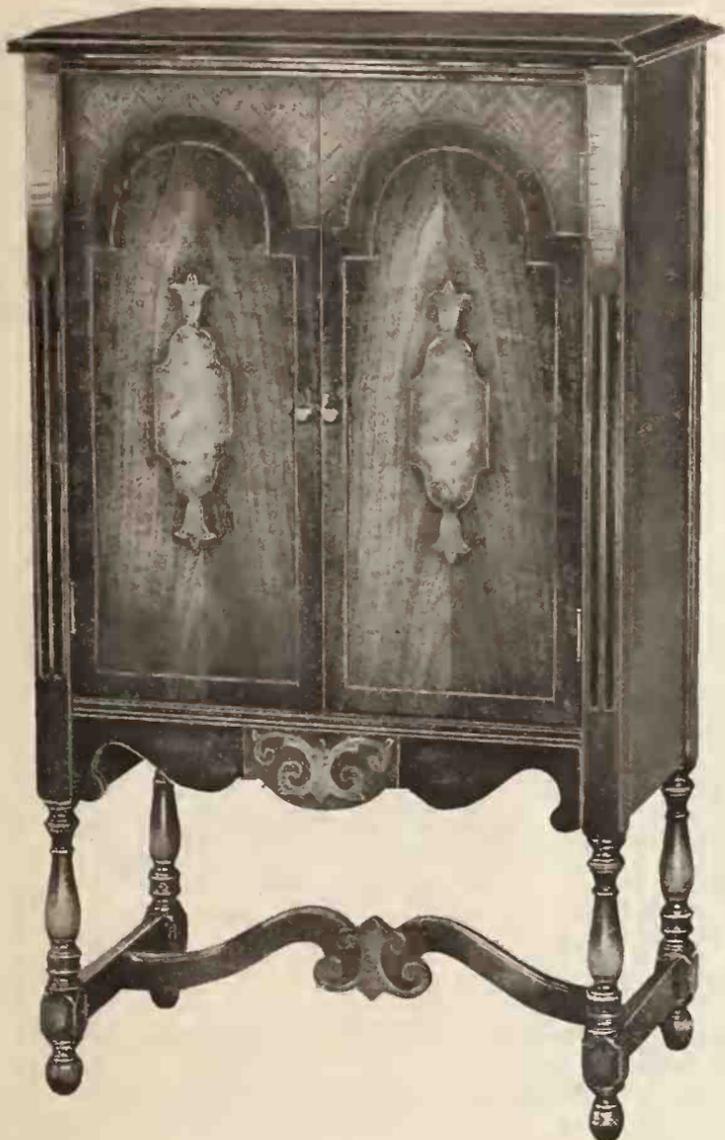
Featuring long air column—deep tone. Write for full particulars, catalog and discounts.

Manufacturers—You ship the chassis—Let us ship the cabinet.

Jobbers—Our proposition will make big money for you.

Dealers—You need United Cabinets no matter what set you sell.

UNITED CABINET MANUFACTURERS CORPORATION
1615 S. Michigan Ave. Chicago, Illinois



MODEL No. 18

United Cabinets accommodate all makes of sets



MODEL No. 5



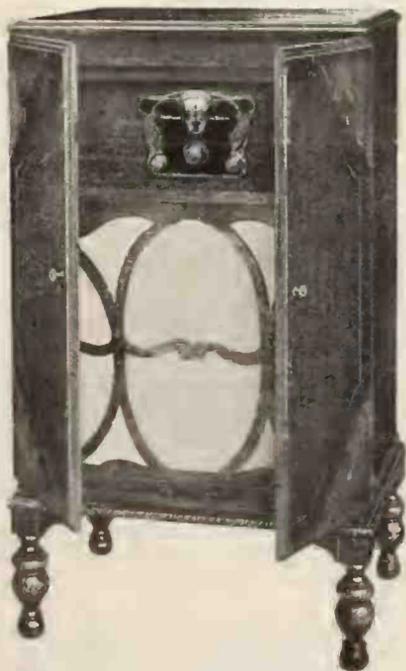
MODEL No. 18 showing doors open



MODEL No. 4



MODEL No. 12



MODEL No. 12 showing doors open



MODEL No. 50

EVERY CABINET HAS LONG AIR COLUMN • DEEP TONE IS THE THING THIS YEAR

Cranfill Radio Cabinet Has Novel Reproducing System

Cabinet Patented by William Bender, Jr., Has Range of Three Different Musical Receptions—Has Two Non-vibrating Horns

SOUTH BEND, IND., June 7.—The Howard Cranfill Co., exclusive distributor of Mohawk one-dial radio receivers, reports a large demand



William Bender, Jr.

for these well-known products. The solid walnut cabinet patented by William Bender, Jr., president of the company, is also much in favor. This cabinet, in addition to possessing beauty of appearance and artistry of design, contains a reproducing system of decided merit.

This consists of two wood, non-vibrating horns, one on a concert grand, high-pitched

This MODEL
& OTHER DESIGNS
PAT. APPLD. FOR
ALSO
MECHANICAL
PATENTS
by William Bender, Jr.
SOLD UNDER BRAND
CRANFILL
Niteowl
RADIO
Sole Distributors
for U.S.A.



unit, and one on a concert grand, low-pitched unit. They are under control by a switch of Mr. Bender's invention, whereby the horns can be used separately or together, adapting them to the best reproduction of the broadcast program as it is received. It has a range of three different musical receptions. This cabinet is also made to fit the Mohawk chassis.

Mr. Bender is also the inventor of Bender's System of Radio Installment Sales for Dealers, which has been in use for several years and which has proved most satisfactory.

Brunswick Dividend Declared

The directors of the Brunswick-Balke-Candler Co., Chicago, recently authorized a dividend of 1 1/4 per cent on the outstanding preferred stock of the company, payable July 1, 1927, to holders of record as of June 20.

Stewart Battery Co. Appoints New Distributors

Leading Wholesale Firms Throughout the Country Awarded Exclusive Rights—Company Receives Letters of Enthusiastic Praise

CHICAGO, ILL., June 7.—The Stewart Battery Co., of this city, manufacturer of Stewart storage batteries, Stewart socket-power units and the Stewart "A" eliminator, has appointed a number of leading distributors throughout the country and has secured an enviable country-wide distribution.

The following list of distributors gives an indication of the high type of representation which the Stewart Co. has achieved in the wholesale field. They are: Interstate Sales Co., Milwaukee, Wis.; Renier Bros., Dubuque, Ia.; South Side Radio Co., South Bend, Ind.; R. S. Proudfit Co., Lincoln, Neb.; Roberts Toledo Co., Toledo, O.; Trilling & Montague, Philadelphia, Pa.; Reid Motor Supply Co., Quincy, Ill.; North American Radio Corp., New York City; Stewart-Warner Products Service Station, Columbus, O.; Harry Alter & Co., Chicago, Ill.; Bill Muntz, Elgin, Ill.; C. & L. Radio Co., Dayton, O.; Stewart-Warner Products Service Station, Des Moines, Ia., and Grier-Sutherland, Detroit, Mich.

The newly appointed distributors have written enthusiastic letters to the Stewart Battery Co. officials, praising the products and telling their plans for direct-to-the-dealer campaigns and advertising plans. An indication of the manner in which the distributors are going after business is evidenced by the fact that within a very short time after its appointment as an exclusive distributor the South Side Radio Co. reported that it had signed forty-three dealers.

Ideal Phono Parts Co. Enters New York Territory

Well-known Talking Machine Parts and Accessories Distributor Purchases Firm of Bristol & Barber—Is Second Branch Office

The Ideal Phono Parts Co., of Pittsburgh, Pa., and Cleveland, O., distributor of talking machine repair parts and accessories, has added another branch to its organization, entering New York City this time. Announcement has been made of its purchase of the business formerly conducted by Bristol & Barber Co., Inc., at 3 East Fourteenth street. This makes the third large expansion of this company within a year.

The Ideal Phono Parts Co. a few years ago started a modest talking machine distributing business in Pittsburgh. Paul B. Susselman, who is well known and experienced in this field, had associated with him Fred C. Schuyler, an experienced sales executive. A little less than a year ago this company, which had been growing steadily, suddenly expanded and occupied as its home office a substantial-sized building at 614 Fifth avenue, Pittsburgh. During the course of the year a branch office was opened in Cleveland, O., and the third large expansion is to be found in the purchase of the distributing business of Bristol & Barber.

Bristol & Barber was an old-established house, operating for many years as a distributor of piano benches. For the last ten or twenty years it has also distributed talking machines, records, accessories, etc. It enjoyed an excellent reputation in the trade and was established for many years on Fourteenth street. The same location will be retained at 3 East Fourteenth street by the Ideal Co., which will operate the business as a branch office.

A recording expedition of the Victor Talking Machine Co. recently visited Butte, Mont., to make records of several of the city's favorite artists. Leroy Shields headed the expedition.

New Features Embodied in Latest Argus Radio

Product of Well-known Manufacturer Is Electric Operated and Contains Six Tubes

The newest set of the Argus Radio Corp., New York City, has been termed type B195. The Argus electric receiver is a socket-power set. The Argus Co. is one of the pioneers in this field, having made socket-power radios since 1924. Up to the present time, however, it has only used chemical rectification. In the B195 two 216 B tubes are arranged for full-wave rectification. The radio set proper is a combination of three stages of radio frequency and two stages of audio frequency and uses



Ira Greene

five 199 tubes and one 210-power tube. The voltage applied to the plate of the power tube is given as 400 volts.

The Argus Co. has introduced an innovation for this season. The Argus electric has been equipped with two tip jacks in which a phonograph pick-up unit can be plugged in, and a switch. The receiver is made to operate on



Dr. Marcel Wallace

alternating currents of from 100 to 130 volts, and the fluctuations of voltage are taken care of by a player rheostat in the primary of the power transformer.

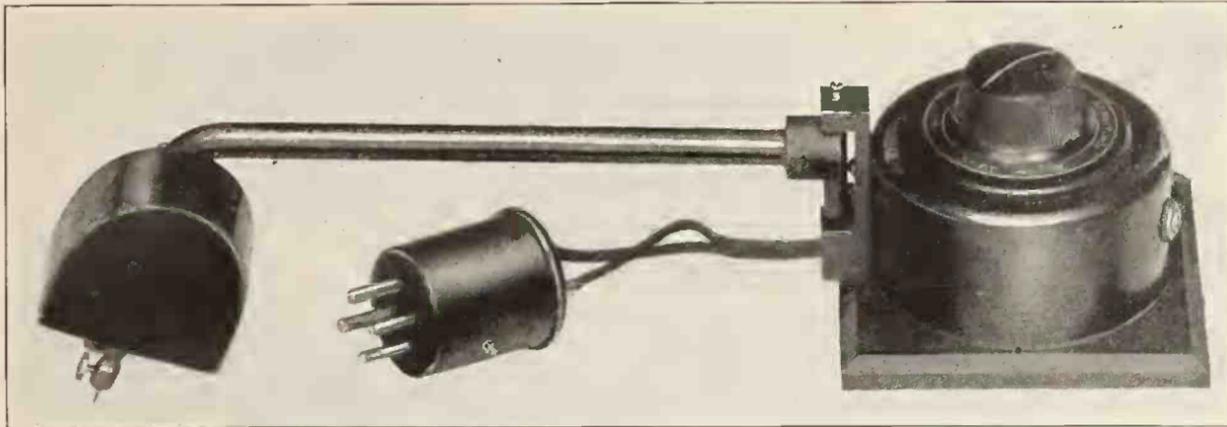
The new set, as well as others in the line, is a result of the careful research and development of Dr. Marcel Wallace, head of the Argus laboratories.

The beginning of the new radio season also marks the ninth anniversary of Ira Greene, treasurer and general sales manager of the company, in the music-radio industries. Nine years ago Mr. Greene entered the phonograph field under the expert tutelage of A. H. Mayers, head of the chain of retail stores bearing his name. When radio entered the field Mr. Greene was quick to realize its great possibilities.

SENSITONE

Complete with Volume Control and Plug.

List Price
\$18⁰⁰



Manufactured exclusively by Midwest Radio Specialty Corp. under U. S. Pat. No. 1585204

The Sensitone Electrical Pick-up

Famous Per Vois Unit

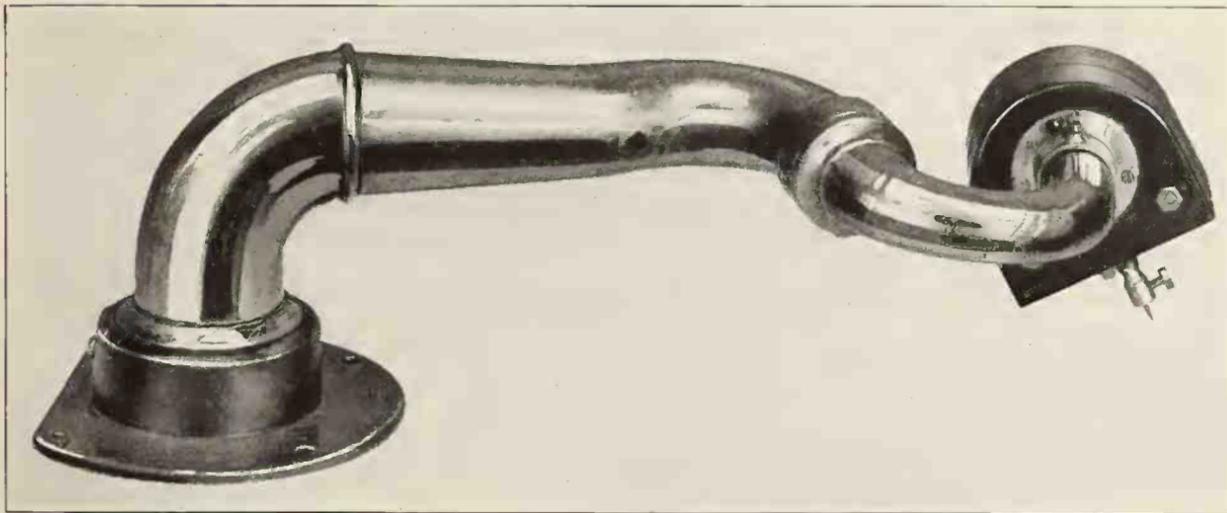
List Price
\$6⁰⁰



Famous PER VOIS Unit

Complete to fit any tone arm including volume control and plug

List Price
\$16⁰⁰



80% of Needle Scratch eliminated. Pick-up weighs no more than ordinary mechanical reproducer.

Pick-up may be attached to any Tone Arm

Manufacturers of electrical pick-up and amplifying apparatus, both in radio and phonograph requirements, will find our special gross sales department at your service. The new Sensitone Pak, an amplifying unit for electric pick-up phonographs, may be obtained, in addition to the Sensitone electrical pick-up.

Midwest Radio Specialty Corp.

1519-21 S. Wabash Ave.

CHICAGO, ILLINOIS

Makers of Famous Per Vois Loud Speaking Units and Sensitone Electrical Pick-up

Sonora Phonograph Co. Discharged All Its Bank Indebtedness During Past Year

Prosperous Year for Sonora Phonograph Co.—All Directors Reelected and Officers Reappointed
—Plan to Remove Headquarters to Factory Plant at Saginaw, Mich.

The regular annual meeting of the Sonora Phonograph Co., Inc., was held on May 11, at its offices, 16 East Fortieth street, New York City. All directors of the preceding year were reelected, namely: F. V. Goodman, R. B. Hindle, R. F. Hoyt, W. J. Keyes, S. O. Martin, T. L. Ryan, A. C. Sherwood, L. Watson and J. Wolff, who immediately reappointed the officers of last year, namely: president, S. O. Martin; first vice-president, Joseph Wolff; vice-president, John Herzog; secretary and treasurer, W. J. Keyes; assistant treasurer, T. F. Gaensbauer and assistant secretary, K. L. Mahoney.

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

The outstanding event of 1926 for the company was the final complete discharge of all

bank indebtedness. The final amount of bank indebtedness paid off in 1926 was \$246,000 owed in some degree for over six years and at one time totaling practically \$2,000,000.

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

Since it appears that substantial economies through reduction of costs and expense and closer co-ordination of manufacturing and selling can be effected thereby, the headquarters of this company will be transferred shortly to the factory at Saginaw, Michigan. A sales office for the Eastern market will be left in New York under the direction of Frank V. Goodman.

C. E. Sleining With Bremer-Tully Mfg. Co.

CHICAGO, ILL., June 7.—C. E. Sleining, who for the past two years was connected with the Howard Radio Co., of this city, has been appointed assistant sales manager of the Bremer-Tully Mfg. Co., and will direct the department handling dealer sales. Mr. Sleining is widely known in radio circles and prior to entering this field was district sales manager of the Hurley Machine Co., washing machine manufacturer. In addition to his other duties, Mr. Sleining will be advertising manager.

Eckophonic Resonator Is Popular With Trade

PHILADELPHIA, PA., June 9.—The new Eckophonic resonator, announced by the Eckhardt Corp. of this city, last month, has proved very popular, according to Walter L. Eckhardt, president of the company.

The Eckhardt factory in this city has been rearranged to provide for the production of these speakers and before Mr. Eckhardt and his son, Milne J. Eckhardt, left for the radio show in Chicago the factory was already in good production on the new speaker.

Amrad Gets RCA License

MEDFORD HILLSIDE, BOSTON, MASS., June 9.—J. E. Hahn, president of the Amrad Corp., of this city, announces that Amrad sets will be manufactured under RCA, Hazeltine and Latour patents and licenses. Major Hahn further announces that Amrad will add an eight-tube chassis and eight-tube compacts and consoles to its line within a few months.

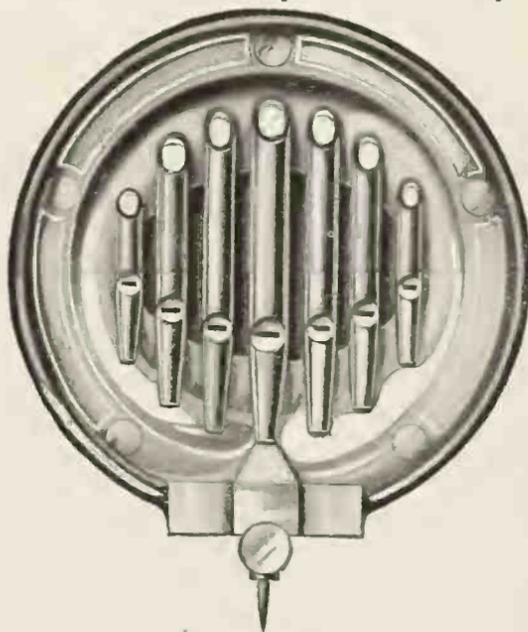
W. H. Lynas Visits U. S.

W. H. Lynas, managing director of Graham Amplion, Ltd., London, England, controlling the various Amplion organizations throughout the world, arrived in New York June 10 on the "Mauretania." Immediately upon reaching New York, Mr. Lynas left for Chicago, where he

was one of the speakers at the Radio Manufacturers' Association banquet, held at the Hotel Stevens on Friday night. Mr. Lynas brought with him a very interesting message to the R. M. A. in this country from the British Broadcasting Co., as well as a message from the Radio Manufacturers' Association of England.

Organ-Tone Reproducer Is Introduced to the Trade

The Organ-Tone, illustrated herewith, a new reproducer recently introduced by the Unique Reproduction Co., New York, has aroused a great deal of interest in the trade, and enthusiastic expressions of opinion have been voiced by all who have listened to it. Samples are now ready.



Organ-Tone Reproducer

"This instrument produces tone which is real in the true sense of the word," Martin W. Segal states. "It renders music neither harsh nor unnatural. Tones of the piano or of the human voice are produced satisfactorily even for those with the most critical ear. In this new reproducer we approximate naturalness of tone."

A. L. Walsh Going West

Arthur L. Walsh, vice-president and general manager of the Thos. A. Edison, Inc., who was in charge of the Edison exhibit at the Music Industries Convention, Chicago, the week of June 6, will visit the Pacific Coast in June and July to attend the annual convention of the Western Music Trades Association, to be held in San Francisco.

Mohawk Corp. of Illinois Doubles Its Production

In anticipation of the biggest year in its history, the Mohawk Corp. of Illinois, with headquarters in Chicago, increased its production schedule 100 per cent on June 1. The Mohawk Corp. is the maker of the Mohawk radio receiver, pioneer of the one-dial set.

Production of the new improved Mohawk one-dial radio set for the 1927-28 season started some time ago, according to Douglas De Mare, vice-president in charge of engineering and production. The widespread acceptance of the improved Mohawk by the distributors, dealers and the public in turn has even at this early date put Mohawk demand far ahead of Mohawk production.

There are nearly seventy Mohawk distributors throughout the United States and Canada serving about 4,000 retail dealers, giving the Mohawk national distribution.

For the past four weeks the Mohawk factories have been in production on the new models. Shipments to points throughout the United States and foreign countries have been going along as rapidly as production would permit. Finally it was found that an increase in its production was the only way for the Mohawk Corp. to keep in step with its many representatives who are getting an early start this year.

Fada Licensee of the Radio Corp. and Allied Companies

An agreement with the Radio Corp. of America and allied companies whereby a number of basic patents are licensed for Fada Radio manufacturing purposes has been announced by Frank A. D. Andrea, president of F. A. D. Andrea, Inc., New York. Pointing out that his organization made the first commercial Neutrodyne receiver and was one of the original licensees under the Hazeltine patents, Mr. Andrea states that this new agreement brings to the Fada laboratories full legal authority to utilize principles covered by the RCA group of tuned radio frequency patents. With the Latour patents already licensed to Fada, it is said that all basic radio principles as applicable to tuned radio frequency patents.

Sonora Tonic Line of Phonographs Now Complete

The development of the Sonora Tonic line of phonographs is now complete with the presentation to the trade of the beautiful art model, the Philharmonic. The rapid and satisfactory progress of the Sonora radio line for 1927, which will include six and seven-tube models in attractive cabinets with a broader than heretofore price range, makes the company optimistic as to the volume of sales which will be secured on its complete line of phonographs and radio during 1927 through its already established distributors and dealers. Manufacturing plans are already under way which will make radio deliveries possible much earlier than in 1926.

Important Operadio Deal

J. M. Stone, president of the Operadio Corp., Chicago, has announced that the Zinke Co., also of that city, will handle national representation for the new line of Operadio loud speakers now being introduced to the trade.

Freshman Gets RCA License

The Chas. Freshman Co., Inc., has signed an agreement with the Radio Corp. of America and affiliated companies granting to the Freshman Co. use of all radio patents owned and controlled by RCA pertaining to the radio circuits manufactured by the licensee.

RECORDING WAX

ALL TYPES

"G" Wax Specially for
Electrical Recording

F. W. MATTHEWS 126 Prospect Street
E. ORANGE, N. J.



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





EUROPEAN HEADQUARTERS

68 Milton St. (Fore St.) E. C. 2. Clerkenwell 1448



Louis Sterling to Speak at Annual Convention of British Music Industries

Head of Columbia Co. Will Make an Address on Subject, "What Are You Doing for Music?"—Dealers and Manufacturers Seek Adequate Exchange Plan—Other News of the Trade

LONDON, ENG., June 6.—The question of an adequate exchange plan continues to occupy the attention of the Gramophone Dealers' and Manufacturers' Associations, there still being no uniformity of treatment come to by the leading companies. The details of the scheme of the British Zonophone Co., Ltd., recently announced for 1927, indicate that this company has continued to lead in generosity to dealers, affording a one-to-one exchange of 250 numbers, a rate of exchange that I believe is not emulated by any of the other recording companies.

Louis Sterling Tells of Columbia Progress

The announcement in last month's Talking Machine World that the Columbia Co., in conjunction with the allied companies of the organization, has purchased the controlling interest in the Nipponophone Co., of Japan, has aroused much interest. Under the presidency of James R. Geary, who has been largely instrumental in building the business, all the patented and other processes used by Columbia in its chain of factories in fifteen countries will be immediately introduced into the Japanese factory. Besides catering for the Eastern taste in music, the Columbia international repertoire will become immediately available to the Far Eastern markets. I understand that this latest development may result in Mr. Sterling visiting Japan next August.

Mr. Sterling, who recently returned from America, stated that there the company is doing big business, and that it is expected that record profits will be made there during the current year. Discussing trade in the United Kingdom, Mr. Sterling said that although April, 1926, had constituted a record for that time of the year in output of records, the total for April of this year exceeded the 1926 figures by 40,000. Another feature to be remarked is the ever-increasing export of gramophonic goods, fully 40 per cent of the total output of Columbia machines are exported, there also being a very big export trade in records, despite the fact that the company has its own associate record factories in a number of foreign countries.

The British Music Industries Convention

At the sixteenth annual convention of the British Music Industries, to be held at Folkestone early this month, apart from a general discussion of trade topics, a concert is being arranged by A. T. Lack, of the Gramophone Co., at which Chaliapin, the great Russian singer, will appear. On the business side, special interest will be taken in Louis Sterling's paper, which he will read, on "What Are You Doing for Music?"

New Perophone Products

Since the introduction of electrical recording in this country, gramophone manufacturers have been confronted with one after another problem in construction. Freshly designed internal horns, sound boxes, tone arms, etc., have been experimented with in order to obtain the best apparatus for reproduction purposes. As has been customary with Messrs. Perophone, Ltd., for many years past, they are well to the fore in effecting improvements on their existing models and I was recently permitted an early view of a new type tone arm of registered design, now ready to be placed on the market. The principle of the bend in this new type tone arm, being of scythe pattern, permits of perfect

needle track alignment, now acknowledged, of course, to be necessary to the longevity of electrical recordings. This bend is made of solid drawn brass papered tubing, the base mounted on ball-bearings, and, being electroplated on brass throughout, the high finish of the surface is not affected by varying climatic conditions; further, the method of manufacture permits of a free flow of the intense frequency vibrations set up by the new method of recording. The new design is the work of C. L. Kempton, in the past closely associated with Vocalion products.

News Gleanings

The Duophone Unbreakable Record Co., which is working to capacity, will shortly introduce a new record priced probably at two shillings to approximate the Celebrity series in other catalogs.

Everybody at the offices and showrooms of British Brunswick, Ltd., appears to be well

Stevens & Co. Bring Out Standardized Speaker Line

Five Models Included in 1927-28 Line of Radio Speakers Designed to Meet Every Demand of the Radio-owning Public

A standardized line of speakers, ranging in list price from \$18.50 to \$65, designed to meet



New Stevens Speaker

every loud speaker demand of the public in performance and cost, has been brought out by Stevens & Co., New York, for 1927-1928. The line consists of five models finished in brown mahogany, bronze and gold, and each speaker is equipped with the Stevens TT armature unit, said to be non-freezing, non-rattling and non-

pleased at the continued demand for the "Panatropé," which, of course, in comparison with the average gramophone sold here is very high priced. The company is now concentrating upon the production of records at its new factory at Shepherd's Bush, and, apart from pressing from the matrices brought over from America, is pressing and recording English artists for itself. It is expected to be able to issue its own English bulletins within a month or two.

The Cliftophone "Wonder"

The Cliftophone instruments, marketed by the Chappell Piano Co., Ltd., of New Bond street, have won a considerable reputation in this country and overseas during the last few years, and the numerous recent improvements effected in the Cliftophone "Wonder" portable have made that instrument popular not only in the "outdoor" season, but throughout the year.

The "Alto" Automatic Stop

A new automatic stop placed on the market here is the "Alto," manufactured in two grades—nickel and gilt—by Messrs. Daws, Clarke & Co., of Bedford Park. It is unique in that it is the only stop actually fitting on the outside of the turntable, and, with it, as near absolute precision as is possible is obtained.

microphonic even under conditions of high plate voltage, through carefully engineered windings in the coil. The Stevens double suspension feature assures accuracy of reproduction and greater volume without distortion, according to Stevens officials.

The diaphragm of every Stevens speaker is made of Burtex, a durable fabric treated with an exclusive chemical process and impregnated with a moisture-proof substance. The diaphragm is seamless and is said to be practically unbreakable. The Conoidal shape of the diaphragm is another patented Stevens feature, and tone quality is further amplified by the five-ply laminated wood sounding board. The chime principle, a heavily rolled ring around the entire circumference of the speaker, has been adopted by Stevens & Co., with the slogan "The Speaker with the Golden Chime." A specially designed output transformer has been built into the Stevens speaker, preventing distortion and permitting its use with or without a power amplifier.

There are three table models, a wall model and a floor model with a standard of Spanish design, the latter illustrated herewith.

Chicago Firms Appointed Freed-Eisemann Jobbers

The Freed-Eisemann Radio Corp. has appointed the Telephone Maintenance Co., Chicago, Ill., as an exclusive Freed-Eisemann jobber and the New England Mills Co., Chicago, as a Freed-Eisemann jobber. Both of these jobbers are well known in the Chicago trade and will undoubtedly give the Freed-Eisemann line splendid representation in this territory.

Appointed Representative of Stromberg-Carlson Co.

R. A. Randall, formerly connected with Cohen & Hughes, well known throughout the Washington, D. C., and Baltimore territory, has been appointed a representative of the Stromberg-Carlson Telephone Mfg. Co. Mr. Randall will visit the trade in the two cities, where he has been identified with music activities for a number of years, and his previous experience well qualifies him for his new work.

Eckophonnic

RESONATOR

*Gives to Radio Reception
a Realism and Fidelity of Tone Never
Before Achieved*



Wholly new in design, built on an absolutely original principle, the Eckophonnic Resonator puts radio reception on a higher plane.

Attached to any good receiving set in place of the loud speaker, the Eckophonnic renders every tone and every shading of tone exactly as they originate before the microphone. Eckophonnic reception is not merely a mechanical reproduction of sound, it is the living tone itself.

Impartial critics and some of the shrewdest buyers in America have predicted for the Eckophonnic Resonator instant and enthusiastic approval of the radio public.

Although the most costly speaker to build, Eckophonnic lists at only \$35.00. Its appearance and results unquestionably justify a far higher price. Sold exclusively through representative jobbers and dealers. Territory is now being allocated. Write for full particulars.

ECKHARDT CORPORATION

213-215 South Broad St.

Philadelphia, Pa.



An Outstanding Development at the R. M. A. Convention

—a new principle

A tone chamber that is scientifically correct to give true tone reproduction—and does!

—a new material

Absolutely inert. Reflection and amplification without any false vibrations.

STONITE

—a new tone reality

You recognize it instantly when you compare it with *any* other speaker at *any* price.

—a new Value

Unmatched! Wide range of price but every speaker has the Stonite tone chamber.

—and a Sales Plan

Backed by practical sales helps that will make sales easier—and advertising that will create demand for you.

Senior Model Weights 25 lbs.

And its weight is the biggest asset. It assures true tone always.

A Radio Speaker that is



Different

A Radio Speaker that is

THERE is something better! Operadio engineers have developed an exponential air column of great length in combination with an absolutely inert material, Stonite, which produces a radio speaker that brings you a tone richness, sensitivity and volume that sets a new standard for popular-priced speakers.

A full line, the Junior at fifteen dollars, the Senior at twenty-five dollars, and the DeLuxe model at eighty dollars . . . every one a tremendous value as compared to all your preconceived ideas of Radio Speakers. New opportunity for wider service and more profit to jobber and dealer alike if you tie into our workable plan.

Hear this remarkable new development before you choose your Speaker line. You'll want it if you appreciate the best in Radio at prices that will melt away all sales resistance and confound your competition.

**You've Heard Plenty of Claims—
Just Hear This Performance!**

Manufacturers
Operadio Manufacturing Co.
700 East 40th Street
Chicago, Ill.

Sales Department
The Zinke Company
1323 S. Michigan Ave.
Chicago, Ill.

OPERADIO

Compare it with any Speaker at any Price!

IN THE MUSICAL MERCHANDISE FIELD

National Musical Merchandise Association Votes \$7,500 for Promotion Work

Convention Declares Itself Strongly for Continuation of Promotional Work—Also Favors Slogan Campaign—William J. Haussler Is Re-elected President of Association

CHICAGO, ILL., June 9.—The annual convention of the National Musical Merchandise Association was held to-day at the Hotel Stevens, and a number of interesting topics were discussed. The members declared themselves strongly in favor of promotional work, and voted \$7,500 for the first year of the campaign to encourage the formation of school orchestras in conjunction with the work being done by the band instrument manufacturers.

The Association also voted \$2,000 to be added to the \$1,000 voted by the manufacturers of fretted instruments to carry on a campaign for a suitable slogan regarding the playing of musical instruments. The money is to be raised by the assessment of members to be based on sales. It was also decided to create two divisions of the Association, one for New York and the other for Chicago. The divisions are to hold frequent local meetings with a mid-year meeting to be held at some central city in addition to the annual convention.

The report of the president, William J. Haussler, was then presented, in which he summed up the organization's activities for the past year, stating that, in his opinion, no like period showed similar achievements. He particularly stressed the work done in looking after matters relative to the tariff situation, and said that many members saved a sum which exceeded many times the total cost of membership in the Association since it was formed. Mr. Haussler also urged that some action be taken in adopting a slogan emblem for the entire music industry. In reporting on the promotional work done by the Association in the formation of school orchestras, Mr. Haussler said:

"The most recent accomplishment was attained at the annual convention of the Department of Superintendence, National Education Association, at Dallas, Tex., in March of this year. This meeting was attended by C. M. Tremaine, director of the National Bureau for the Advancement of Music, and as a result of his presentations resolutions were passed favoring the inclusion of music in the school curriculum on an equality with other basic subjects. That Mr. Tremaine was instrumental in aiding the passage of the resolutions is obvious by the records and that these will be far-reaching in their effects there can be no doubt. To our Association credit must be given for defraying the expense of Mr. Tremaine's trip, and the future will show how well the industry has profited as a result of this modest expenditure.

"We are informed that the players of the National High School Orchestra which appeared before the members of the National Education Association were picked from one hundred and seventy-five different high schools in thirty-eight different States. To each member of this orchestra a sterling silver pin, suitably inscribed, was presented. The cost of these pins was slightly over \$100.00 and was paid for by our Association. As against this, the expense of transporting the boys and girls of the orchestra to Dallas exceeded the sum of \$30,000.00, this amount being assumed either by the local Board of Education, Chamber of Commerce, or the Rotary or Kiwanis Clubs. Through this event orchestral music in the schools has been effectively stimulated, and considering the direct benefits that our members, likewise all members of the in-

dustry, will realize through this single activity, the wisdom of a further assessment must be apparent to you all."

Mr. Haussler also told of other work which the Bureau for the Advancement of Music had done for the Association, mentioning the distri-



W. J. Haussler

bution of literature, including the booklet, "School Orchestras—How They May Be Developed," and the booklet—"Junior Music Club Course of Study 'Instruments of the Orchestra'"; the co-operation being given the National High School Orchestra and the co-operation given

in the formation of high school orchestras throughout the country. Mr. Haussler urged that members encourage the distribution of educational material for school and municipal boards so that orchestral music will in time be made a part of the regular school course. To accomplish this the president suggested that a further assessment be made and that the amounts set aside for this work be increased over the figures set last year.

Continuing, Mr. Haussler said: "Within the range of my own observation I have seen a great program of constructive work initiated and carried out most successfully during the year by not only the various important bureaus in the Music Industries Chamber of Commerce, but by all other division associations as well, and so I am gratified that we have contributed a fair share in effecting the musical transition of many more people.

"But may I remind you that our work has only just begun? It may be said that we are in midstream. To forge ahead, untiring energy and the application of still greater force and effort are imperative if we are to reach the goal of high achievement.

"As I have had occasion to say in the past, to the observing reader it must be very evident that to-day in this era of high-pressure competition the dollar is the target of a great host of competent and brainy marksmen. All branches of commerce—and they are steadily and rapidly increasing—are putting forth more strenuous and greater efforts to obtain as big a share of that spending dollar as they possibly can. In competitive fields the highest-priced advertising and promotional men are employed. Tremendous selling campaigns are being conceived and conducted, all at a stupefying cost, and we in the music business apparently are only in the gallery. And now we must realize that to meet this legitimate competition greater determination and effort are necessary so that we may obtain our fair share of the consumer's dollar and at the same time keep our industry

(Continued on page 150)

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 149)

HOHNER Harmonicas and Accordions

THE WORLD'S BEST

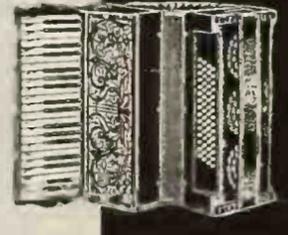


There is no "off" season in harmonica sales. Summer months are good months for Hohner dealers.

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

National Musical Merchandise Assn. Creates Eastern and Western Divisions

(Continued from page 149)

in the foremost ranks and an up-and-going organization. This, to my mind, is a major issue and we will profit most by keeping the thought ever present. As against some years ago, there are now many new necessities and luxuries which are demanding and obtaining the public's attention and so it may be understood that the almighty and yet insignificant dollar is being divided into many more and smaller units."

In conclusion, Mr. Haussler said:

"Please remember that music is a national and, may I say, natural asset. Music has made us—we have not made music. Think then of our potential possibilities if we will show a greater spirit of unified effort and such as can only be achieved through organization. Henceforth let our motto be 'Concentration, Co-operation and Co-ordination.'"

Alfred L. Smith stated that the membership of the Association has increased during the year, there now being twenty-three members

and four applications pending. He referred the members to the annual report of the National Bureau for the Advancement of Music for details with respect to the expenditures for the special assessment for orchestra promotion.

He also stated that this fund has been used to good advantage in promoting the national high school orchestra, which in turn has assisted materially in promoting the idea of instrumental instruction in the schools.

William J. Haussler was re-elected president, F. C. Howard, Kansas City, was elected vice-president; Alfred L. Smith, secretary and treasurer. John L. Luellen, of the Continental Music Co., was elected a vice-president to represent the Association in the Chicago district.

The following firms were elected members: Targ & Dinner Music Co., Chicago; J. Schwartz Music Co., New York; H. Stadlmeier, New York, and E. Reinhold Schmidt, of Cleveland, O.

C. D. Greenleaf Is Re-Elected President of Nat'l Assn. of Band Instrument Mfrs.

Convention Discussion Is Devoted Mainly to Suggestions for Continuing Promotional Work and Necessity for Further Development of School Bands and Orchestras

CHICAGO, ILL., June 8.—The National Association of Band Instrument Manufacturers met in annual convention here to-day. The members devoted themselves principally to a discussion of promotional campaigns, and dwelt particularly on the necessity of continuing their efforts for the continued development of school bands and orchestras. C. D. Greenleaf, president, opened his report with the statement that although business conditions generally were at a lower level than last year, the band instrument industry was much better off than other branches of the business. He continued:

"I believe that this is, at least to some extent, the result of our activities in promoting the school bands. Anyone who has the opportunity of witnessing one of these contests, either State or National, cannot fail to be impressed with the growing interest and enthusiasm. It is impossible to escape the conclusion that this development is just in its infancy and is capable of an immense growth.

"In addition to this, statistics which we have recently gathered show that school bands are increasing at a constantly accelerating ratio. Our survey indicated that out of three hundred and seventy-four bands which were reported in a questionnaire recently completed, 17 per cent

were less than one year old and 67.7 per cent had been organized within the last six years. Out of six hundred and seventy-eight orchestras reported, 5.8 per cent were less than one year old and 37.4 per cent had been organized in the last six years. This indicates that bands are increasing at about twice the rate of orchestras, and I think that this can be fairly attributed to the school band promotional work, which has been carried on with the co-operation of the Bureau for the Advancement of Music and the National Association of Music Supervisors.

"There is another form of activity to which we should give attention. There are twenty-six States which at the present time have laws on their statute books making it possible to levy a tax for the support of municipal bands. Some of these laws are much better than others. Some should be changed so that their provisions are more favorable, but none of these laws are of any value until the individual municipalities take definite action to avail themselves of this opportunity. There is a constantly growing sentiment in favor of municipal bands, especially in places of smaller and medium size. Nearly every such town feels the necessity of having bands, and in most cases where there

now are such bands they are supported by voluntary contributions of the business men. It is naturally much more equitable to have the burden distributed over the community as a whole, and the Chambers of Commerce are practically universally favorable to such a movement."

Mr. Greenleaf said that the industry must remember that band instrument manufacturers are not primarily competing against other band instrument manufacturers, but against other industries. To successfully compete, the members must work together as an industry, and not as individuals.

In conclusion, Mr. Greenleaf said in part:

"As manufacturers we must work together and we must in some way induce our dealers to work together. Perhaps the condition of greatest danger to-day is the tendency of the dealers toward excessive competition between each other. We must persuade them to fight a common enemy, not each other. Excessive allowances for old instruments, excessive commissions to agents, excessive quantity discounts are some of the evils by which dealers are dissipating their legitimate profits, by which they are rapidly demoralizing a line which has in the past often been a life-saver, by which they are making it impossible to put forth constructive sales effort by which alone the business can be built up."

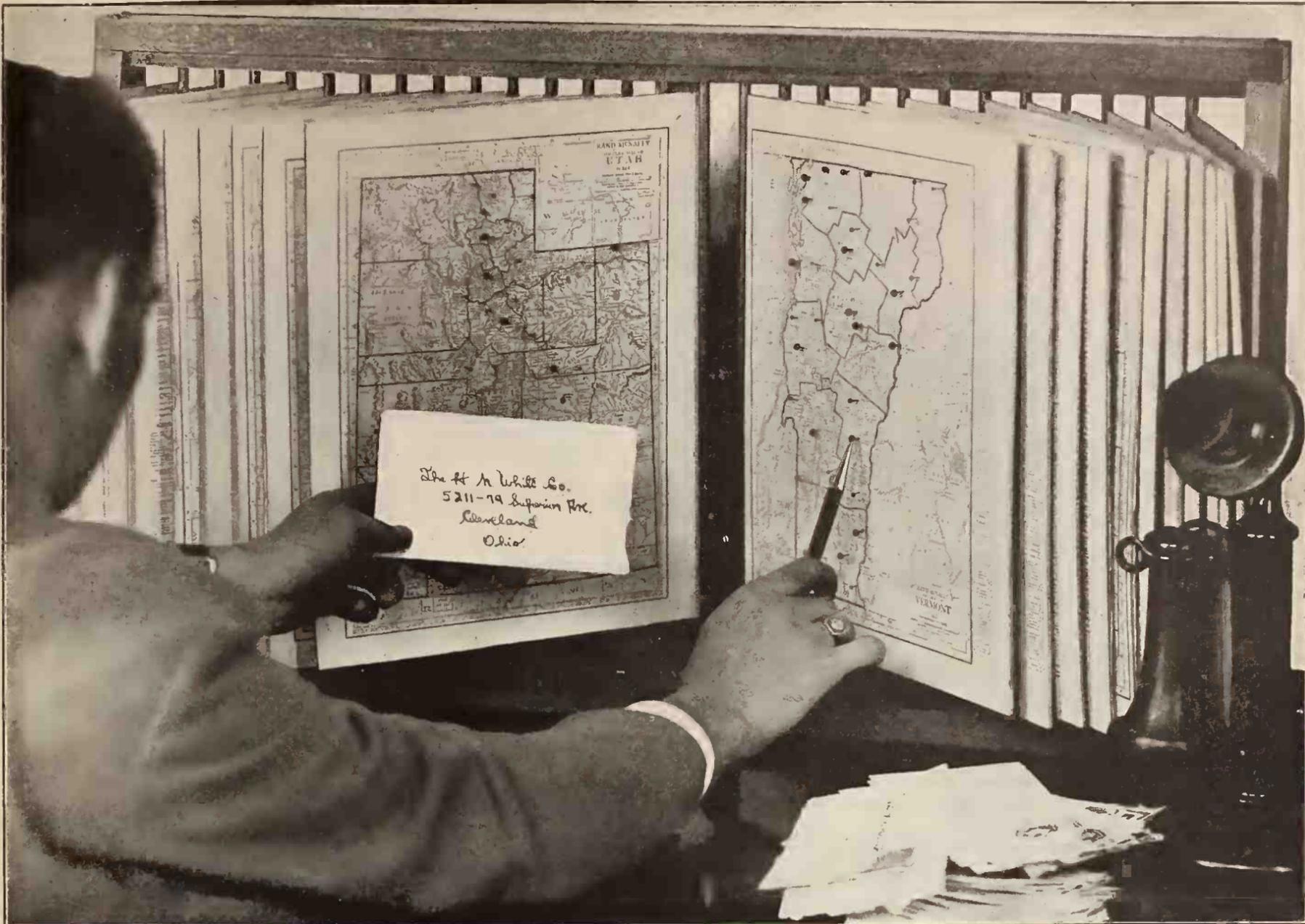
Alfred L. Smith, secretary, rendered his report, stating that there had been no change in membership during the year. He said that practically no complaints had been received with respect to the matter of professional discounts. Mr. Smith also stated that it was estimated that 15,000 school children would participate in various school band contests, this being largely a result of the promotional work being done by the Association of Band Instrument Manufacturers in conjunction with the Bureau for the Advancement of Music.

The following officers were elected: C. D. Greenleaf, president; Karl B. Shinkman, vice-president, and Alfred L. Smith, secretary and treasurer.

Frank Reino, Roxy Banjoist, Buys Fine Bacon Banjo

GROTON, CONN., June 6.—The Bacon Banjo Co., of this city, has announced the sale of a No. 6 Ne Plus Ultra B & D Silver Bell banjo to Frank Reino, banjoist of Roxy's Jazzmanians.

Roxy, well-known New York showman and radio broadcaster, introduced his Jazzmanians in his New York theatre on May 14 for a minimum run of six weeks and the music of this organization will be broadcast in the usual Roxy program. Frank Reino, Bacon enthusiast, was with the original Vincent Lopez Orchestra.



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.

5215-88 Superior Avenue
CLEVELAND, OHIO

Makers of

"KING"
BAND INSTRUMENTS



THE H. N. WHITE CO., Makers of King Band Instruments
5215-88 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.....

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 150)

Musical Instrument and Accessories Mfrs. Reports

Walter M. Gotsch, President, and Alfred L. Smith, Secretary, Make Annual Reports—Growth in Membership During the Year

CHICAGO, ILL., June 8.—The National Association of Musical Instruments and Accessories Manufacturers met at the Hotel Stevens to-day in annual convention.

A number of important trade topics were discussed, including interesting suggestions regarding the standardization of instruments, the development of public interest in fretted instruments by means of contests and other matters which might be classed as problems of the trade and industry.

Walter M. Gotsch, president, spoke briefly, reviewing the activities of the past year and outlining the magnitude of the work still to be accomplished. He listed the accomplishments

of the past year as follows:

"The production figures that are now being compiled by the secretary. Suffice it to say, in years to come, these figures will prove invaluable.

"The completion of the instruction sheet and sticker of 'standard approved' and the copyright of them.

"Examination and authorization of ukuleles and banjo ukuleles for the 'standard approved' label.

"Standardization of ukulele and banjo ukulele and the nomenclature of the various parts used on these instruments.

"The appropriation for promotional work and its execution.

"The installation of credit interchange for our members on manufacturers and jobbers of musical merchandise.

"Sponsoring campaign to obtain a suitable slogan for musical instruments and offering cash prizes."

Mr. Gotsch paid high tribute to the members

for their co-operation, and stated that in his opinion the situation of the industry is sound.

Secretary Alfred L. Smith reported a growth in membership, the Association now consisting of twenty-eight members with four applications pending. The principal activities of the Association, that of the promotional campaign and standardization, were reported upon by committee chairmen.

The following officers were elected: Walter M. Gotsch, president; H. C. Lomb, vice-president, and Alfred L. Smith, secretary and treasurer.

The following firms were elected members: National Gut String Co., Rutan, Inc., Lyon and Healy, Inc., and L. A. Elkington.

Organization of Harmonica Bands Explained in Booklet

M. Hohner, Inc., Maker of the Hohner Harmonica Issues Interesting Booklet on the Harmonica as a Factor in Musical Education

"The harmonica as an important factor in musical education" is the subject of the latest piece of literature issued by M. Hohner, Inc., New York City, maker of the Hohner harmonica. The booklet is twenty pages in size and describes and illustrates the various harmonica organizations in educational institutions throughout the entire country. A question asked almost every day of M. Hohner, Inc. is "How can we form a harmonica band?" This question is answered in detail in the feature article of the book, entitled "Forming a Harmonica Orchestra." In this article the Hohner Marine Band harmonica is recommended as an elementary instrument, general preference being given to the key of "C" or school work.

Next in importance for instruction is the now famous Hohner instruction booklet entitled "How to Play the Harmonica." Attention is also called to the large Hohner instruction chart measuring eighteen by twenty-four inches and lithographed in eight colors. The article goes on to describe the details of forming and building up harmonica playing organizations.

A full page also is devoted to the newest way for students to learn to play the harmonica. As has been previously announced, the special Orthophonic Victor record No. 20377, entitled "How to Play the Harmonica," provides a simplified course of instruction by means of the talking machine record.

Among the photographs of various harmonica bands is one from Chicago, comprising two hundred members under the direction of Miss Mary A. Todd, of the Nixon School, that city. The band from Milam School, Dallas, Tex., is interesting in that it comprises members from all classes from the kindergarten to the graduating class, and then there follow pictures of harmonica organizations from the Brennan School, Chicago; Pennsylvania Institute for the Blind; the 4-H Club at Weston, W. Va.; Philadelphia Harmonica Band; St. Louis Band; McKinley High School Band of Chicago; Glen Mills Reform School; Hirsch Jr. High School of Chicago; Sabin Junior High School of Chicago.

The value of the harmonica as expressed by leaders of musical circles concludes the booklet, with messages from Lieut.-Commander John Philip Sousa, Irving Berlin, Peter W. Dykema, Capt. William H. Santelmann, Albert N. Hoxie, Jr., Dr. Paul V. Winslow, Nathan Shilkret and others.

Opens M. M. Department

The Goldsmith Musical Instrument Co. recently opened a department in the salesrooms of the Starr Piano Co., 1220 Huron road, Cleveland, where it has leased space for its activities. Jerry Goldsmith is proprietor of the company. He has had wide experience in the field.

Announcing The VEGAVOX Banjo



The Vega Company will soon present to the world of music lovers a new banjo with a distinct tone quality and a new creation in design that sets a new standard for modern banjo construction.

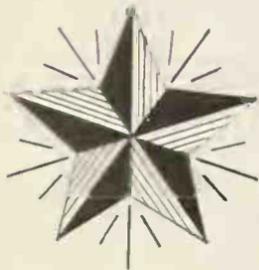
The tone is amazingly resonant and sustained, and has a quality that is particularly adapted to recording and broadcasting.

The construction and design is absolutely new, yet characteristic of Vega, built with accuracy and for endurance to the most minute detail by skilled craftsmen.

A line entirely distinct and in addition to the famous Vegaphone.

The VEGAVOX—"the most beautifully voiced banjo in banjo history."

THE VEGA CO.
159-71 Columbus Ave., Boston.




VEGAVOX



The **VEGA** Co.

159-71 Columbus Ave.
BOSTON, MASS.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 152)

Death of Hans Hohner Is Regretted by Entire Music Industry and Trade

Sudden Passing of the President of M. Hohner, Inc., and C. Bruno & Son, Inc., Removes From the Trade One of the Ablest of Its Executives—Was Possessed of Highest Ideals

Hans Hohner, president of M. Hohner, Inc., and C. Bruno & Son, Inc., died in Germany on May 18. Mr. Hohner was touring Germany en route to the Southern part, where he planned to spend the Summer at his estate. He became



Hans Hohner

ill at Bad Rothenfelde. Mr. Hohner devoted his time between this continent and Europe, and had left New York on April 22 to take care of his European business.

As chief executive of the harmonica and accordion manufacturing firm which bears his name, and also of C. Bruno & Son, Inc., widely known as importers and wholesalers of musical merchandise and distributors of Victor products, Mr. Hohner was one of the leaders of the music industry, and in his death the entire industry suffers a great loss.

He was the son of Matthew Hohner, who in 1857 founded the harmonica business of M. Hohner at Trossingen, Germany, and his entire business life was devoted to the interest of

music. Early in his career he became associated with his father's business, and wholeheartedly devoted his talents to the upbuilding of that business. It was Hans Hohner who established distributing offices of the Hohner business in this country in 1901.

He is described as an indefatigable worker, rising early and staying late each day. Business seemed to be not only his chief activity, but his favorite pastime. All other matters were of secondary importance. This remarkable trait was said to have been inherited from Matthew Hohner, his father.

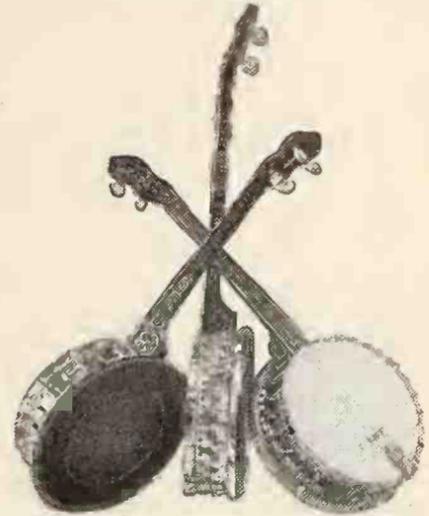
Like every other successful business enterprise, M. Hohner, Inc., is conducted with the highest ideals of business ethics. Hans Hohner was an executive of remarkable ability and extraordinary business foresight. He was also beloved by all who came in contact with him.

Mr. Hohner's active work in the music industry covered a period of over thirty years, and he was one of the pioneers in the development of the music industry in this country. He devoted the same untiring efforts to the development of music in general that he did to the affairs of his own business. Mr. Hohner was only fifty-eight years old at the time of his death, and is survived by seven sisters and three brothers. His remains were cremated in Germany.

William J. Haussler, vice-president and general manager of M. Hohner, Inc., and C. Bruno & Son, Inc., who has been associated with Mr. Hohner since 1901, issued the following statement upon his untimely death:

"It is needless for me to say that I was grievously shocked by the cable announcing the death of Hans Hohner. It is, in fact, difficult for me to conceive Mr. Hohner's death as a reality. I have been closely associated with him in the Hohner business for a quarter of a century and in that long period of business relationship came to know him most intimately and affectionately. He was an outstanding per-

"Silver Bell" Banjos



Send for illustrated book of Prominent Orchestra and Professional Players

The Bacon Banjo Co., Inc.
GROTON - - - CONN.

sonality for many reasons, above all, his sterling character and the code of highest ideals in business as well as in private life to which he was most loyally devoted. To have the friendship of Hans Hohner was a priceless heritage. I always admired him for his many fine traits, but above all, for his modest and retiring manner, which served as a cloak to his rare business acumen and foresight which he applied at all times to the interests of his business. No man in business was ever more loyal to his affairs than was Hans Hohner; no man in the music industry held the best interests of the business at large as closely to his heart as did Hans Hohner. We all have sustained a great loss, an irreparable loss."

German Composer Pays High Tribute to the Harmonica

The harmonica as a means towards musical education is pointed out by Paul Hindemith, German composer, who is internationally recognized as a writer of operatic themes. Mr. Hindemith states, in part: "To an exceptionally large number of people the harmonica offers the only opportunity to satisfy their musical desires. Since M. Hohner, Inc., has offered chromatic harmonicas on the market they have become a seriously respected instrument, with little, if anything, in the line of music beyond the ability of the harmonica to reproduce."

This statement by this noted composer is borne out in the experience of numerous Hohner dealers, who found that the harmonica is very often the beginning of musical appreciation on the part of the customer and that the purchase of the harmonica is very often followed by the purchase of larger and more difficult instruments.

New Tenor Saxophone Is Added to the King Line

CLEVELAND, O., June 6.—The H. N. White Co. has announced an addition to the King line of band instruments in the form of a new tenor saxophone. The new instrument is the result of three years of laboratory study and playing tests, and has been redesigned from the tip of the mouthpiece to the rim of the bell.

A fault peculiar to tenor saxophones is that tones in the upper register are hard to get, and the White officials claim to have corrected this fault in the new instrument, and the "wolf" D is impossible on it.

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



GLEANINGS *from the* WORLD *of* MUSIC

National Association of Sheet Music Dealers Holds Convention in Chicago

Three Hundred Dealers and Publishers Attended Sessions in the Hotel Stevens—Problems of the Retail Trade Considered—Important Discussions Featured the Event

The Fourteenth Annual Convention of the National Association of Sheet Music Dealers was held at the Stevens Hotel, Chicago, June 6, 7 and 8. Close to three hundred dealers and music publishers attended the gatherings. J. Elmer Harvey, president of the Association, in his annual address, reviewed the retailers' problem and made suggestions with a view to improving business practice and general trade conditions.

The Association appointed a business ethics committee, composed of Robert T. Stanton, Charles W. Homeyer and W. H. Levis. This committee will receive all complaints of unfair business practice and other grievances. It will receive weekly reports from all sections of the country and it plans to eliminate trade evils.

Another problem taken up by the Association was overproduction in both the standard and popular fields. During the past two years many publishers have endeavored to cut down the number of new issues but the Association believes there is much further work to be done in that direction. Statistics were presented showing that in the course of a year over 26,000 compositions were entered in the copyright office. The charge was made that approximately 12,000 new issues were presented to the trade each year. Almost half of the number of com-

positions entered for copyright. The publishers present contended that the number of new releases in a twelve-month period was much smaller.

The publishers suggested that they would get out a monthly bulletin of selected publications which they considered the best of their new releases and upon which they planned to do promotional work. They added the proviso that the sheet music dealers should co-operate and push the selected offerings.

A resolution was passed against the high prices on small and unimportant publications, particularly those of the teaching type. High prices, it was said, tended to discourage the ready sale of such prints and prevented the dealer from obtaining volume sales.

A resolution was passed protesting against the high wholesale prices on popular prints. This resolution was forwarded to the Music Publishers' Protective Association, with the claim that syndicate stores were favored in the matter of prices, and asking for a declaration of policy from the publishers.

Memorial resolutions were passed on the death of C. A. Grinnell, Clarence A. Woodman, Ernest R. Ball and Otto Jordan, all well-known figures in the trade.

William Jerome Starts Own Publishing House

Prominent Song Writer Opens Publishing Offices in New York Under the Title of "The House of William Jerome"

William Jerome, one of the pioneer song writers, has opened up music publishing offices, 1595 Broadway, New York, under the firm name "The House of William Jerome." The first release of the new firm is a song called "She's Another Sweet Mother Machree." The number, although only recently introduced, has created an initial sale with the music jobbers and at music counters, which would indicate that it has possibilities of wide success. Another song released by the same house is called "Cornalia", the words of which are by William Jerome and the music by Jean Schwartz. This is a novelty number of similar character to one of Mr. Jerome's earlier songs called "Bedelia".

A decade or so ago William Jerome was one

of the most consistent writers of popular successes. Just before the war he operated the publishing firm that was the original publisher of the tremendous war song by George M. Cohan, called "Over There". This number was later purchased by Leo Feist, Inc.

Ponce Sisters in Mid-West

The Ponce Sisters, Ethel and Dorothea, exclusive Columbia recording artists, and daughters of Phil Ponce, of Phil Ponce Publications, are appearing at large vaudeville theatres and photoplay houses throughout the Middle West. While the Ponce Sisters introduce current popular successes, they feature as well several songs from the Phil Ponce catalog.

W. A. Quinke & Co., Los Angeles, Cal., recently purchased from Frederick B. Wright, of Pasadena, Cal., the song called "Wonderful Dreams," the words and music of which are by Bradley Wright. "Wonderful Dreams" has had steady popularity on the Pacific Coast.

Happiness Boys Featuring Songs From Berlin Catalog

Ernest Hare and Billy Jones, Favorites of Radio and Record Audiences, Are Making Tour of Vaudeville and Movie Houses

Billy Jones and Ernest Hare, who are familiar to the radio public as the Happiness Boys, and who make records for the Victor Talking Machine Co., under that name, are appearing in



The Happiness Boys

leading photoplay houses in Eastern territory. This is in addition to their Friday night radio program. In their public appearances the Happiness Boys are featuring a series of songs from the Irving Berlin, Inc., catalog. Among these are "That's My Hap-Hap-Happiness," "Sweet Marie," "Me and My Shadow," and "Are You Lonesome Tonight."

Owing to their radio contract the Happiness Boys confine their theatrical appearances to the metropolitan area. They have, however, received numerous offerings from other sections of the country and it is understood in a later season they will go on tour.

The old success, "Casey Jones," has been taken over for exclusive sale by Bibb, Bloedon & Lang, 1595 Broadway, New York City. This number is owned by the Southern California Music Co. There are indications that "Casey Jones" will be revived. Several of the talking machine record and player roll companies are re-issuing it, and it is heard frequently on the air.

FIVE RECORD RECORD BREAKERS



ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST
IRVING BERLIN INC., 1607 BROADWAY, NEW YORK

Sam Fox Publishing Co. Has Hit in "Broken Dreams"

New Fox-trot Publication Sets High Sales Record Within First Few Weeks—Arranging for Nation-wide Exploitation of Number

The Sam Fox Publishing Co. of New York and Cleveland, Ohio, recently issued a new song called "Broken Dreams." Almost overnight it led sales in the Fox popular catalog. The number is accepted everywhere as of hit caliber. It

Broken Dreams

Song with Ukulele and Saxophone Arrangement



Lyric by
Harry D. Kerr
Music by
Maurice Spitalny
Sam Fox Pub. Co.

Title Page of "Broken Dreams"

is played frequently by orchestras, and it is already being heard in vaudeville. In the first few weeks the sales of "Broken Dreams" set a new sales total for popular fox-trot publications for the first thirty-day period.

"Broken Dreams" is alluringly melodious. Its words are of high-class popular standard, and stores that give demonstrations have no trouble in featuring it as one of their leaders. The results of its first efforts on "Broken Dreams" have justified the Fox organization in arranging a national campaign of most intensive character. These exploitation activities will cover dance orchestras, radio, vaudeville, photoplay houses and many other channels. "Broken Dreams" is apparently from a popular conception the swiftest seller Fox has had since "Nola" and "Neapolitan Nights."

Bibo, Bloeden & Lang Issue New Novelty Song

Secure Rights to "I Walked Back From the Buggy Ride," Which Has Been Strongly Featured in Southwest

Bibo, Bloeden & Lang have just issued a new novelty song called "I Walked Back From the Buggy Ride." This number was originally published in Dallas, Tex., and Charles Lang, a member of the B. B. & L. firm, heard the number while traveling through that State. The song had been on the air frequently and when he reached the hotel lobby in Dallas it was being received on a set before a group of traveling men. Inquiry at the local music counters of Dallas brought forth the fact that there was quite a little demand for the song. Lang forthwith ran down the copyright owner and took the song to New York.

A. G. Love, manager of the piano department of the Goerke-Kirch Co., Broad and West New Jersey streets, Elizabeth, N. J., is the author of an appealing waltz song entitled "Dreaming Love Dreams." The number has been sung on several programs and was enthusiastically received. The Atlas Player Roll Co., Newark, N. J., has made a roll of the song.

Joe Davis, Triangle Head, Featured in Supplement

Melody Man of Radio Fame Is Pictured on Front Cover of Vocalion Monthly Supplement—To Extend Radio Activities

Joe Davis, head of the Triangle Music Publishing Co., and well-known radio artist, who is programmed as the Melody Man, was recently featured on the front cover of the Vocalion Monthly Supplement. The first recordings for Vocalion records by Mr. Davis were "I'm Only Another to You," and "I'm Longing for My Old Gal Sal." Both numbers are Triangle songs.

In his radio activities Joe Davis will shortly make trips to a number of leading broadcasting stations throughout the country as a program feature. Besides his own songs he will present outstanding successes from other catalogs.

Berlin Catalog Selling Well on Music Counters

Firm Entering Standard Field With Photoplay Catalog, Solo Series and Also Book Publications to Exploit These Numbers

Irving Berlin, Inc., besides having one of the outstanding songs of the present season in Berlin's own "Russian Lullaby," has a series of other songs that are very active on the music counters throughout the country. Among these are "Sweet Marie," "Where the Wild Flowers Grow," "Rosy Cheeks," "Me and My Shadow" and "Put Your Arms Where They Belong."

Besides his popular catalog the Berlin organization has actively entered the standard publication field. It has a series of solos, the nucleus of a photoplay catalog, and material of similar caliber. In the book line Berlin has new offerings in "Irving Berlin's Saxophone Folio No. 1," "Paul Ash Novelty Piano Solo," and "Al Jolson's Song Folio."

"Watching the World Go By" Ball's Last Song

Number Sung by Silver Masked Tenor Over WEA F to Be Given Wide Exploitation by Publishers, M. Witmark & Sons

The last song of the late Ernest R. Ball, the noted writer of ballads, written with his old collaborator, J. Kiern Brennan, was called "Watching the World Go By." This number was tried out by Mr. Ball on some of his last vaudeville engagements. The publishers of Ball's compositions, M. Witmark & Sons, had planned previously to make this number one of Ball's most popular compositions, the plans being ready when the news of his death reached New York.

The title of the song and the words together with the fine musical setting seemed so appropriate and with the steadily increasing demand from singers and the trade, that Witmark decided to carry out the original campaign. Thus, "Watching the World Go By" was introduced to millions the other night over the air from Station WEA F and its chain by the Silver Masked Tenor during Goodrich Hour. This fine singer has featured many Ball songs in the past, but he gave an especially beautiful rendition of the new number, which was prefaced with a fine and very interesting announcement concerning it and the death of its composer.

Tina Moskowit, who has been associated with the Edward B. Marks Music Co. for the past few years, was married on Thursday of last week to William Wiemann, a sales executive of that firm. The wedding took place in Brooklyn and the pair are spending their honeymoon in Atlantic City.

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

The New Waltz Song by the writers of "Spanish Town!"
"CHEERIE-BEERIE-BE"
(In Sunny Italy)
by MABEL WAYNE, and LEWIS & YOUNG

"AT SUNDOWN"

Donaldson's Distinctive and Charming Ballad!

"HE'S THE LAST WORD"

Funny! Smart! And A Great Fox Trot!
by KAHN-DONALDSON

Comedy Fox Trot Song
"THERE'S A TRICK IN PICKIN'"

A CHICK-CHICK-CHICKEN
by CHARLIE TOBIAS, COLEMAN GOETZ, and RUSSELL ROBINSON

"IF YOU SEE SALLY"

A Sensational Lyric-Marvelous Fox Trot Melody!

by KAHN, EGAN and DONALDSON

"THE DIXIE VAGABOND"

A Fox Trot Ballad That's Just A Little Different!

by KAHN and DONALDSON

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

"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 LEBOY KAHN

"OH, WHAT A PAL WAS WHOOZIS"
Yep! That's the title—
A comedy song built for laughs.
by GUS KAHN & JOE BURKE

"JUST THE SAME"
Oh! The Whippoorwill Sings In The Sycamore!
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 FOLLOWING THE SUN AROUND"
"THE KINKAJOU"
by Joseph McCarthy and Harry Tierney

LEO. FEIST, Inc.
FEIST BLDG.
231-235 W. 40th ST.,
NEW YORK

Wendell Hall, Radio Artist, Now a Publisher

"Red-Headed Music Maker" Launches Music Publishing Business of His Own in Chicago—His Initial Offerings

Wendell Hall, well-known radio artist, known as "the Red-Headed Music Maker", has entered the music publishing business under the trade name Wendell Hall, with offices in the Loop End Building, 177 North State street, Chicago, Ill. Hall has published some of his numbers in the past, later, however, turning them over to larger publishing houses. Among these are "Underneath the Mellow Moon" and "It Ain't Gonna Rain No Mo'", the latter, it is said, selling over a million copies and the former almost as many—both being exploited by Forster Music Publisher, Inc.

The business management of the new firm will be under the direction of Monte Wilhite. The company plans to have ten representatives in the key centers of the country and will concentrate on radio and orchestra exploitation.

Among the songs to be issued by Wendell Hall are "Hot Feet", a new song and dance selection; "Down Kentucky Way", a chatter song written by Hall, Al Gumble and Haven Gillespie; "I Told You I'd Never Forget You," by May Singhi Breen, Peter De Rose and Wendell Hall.

Harling's "Jazz Concerto" Featured at Roxy Theatre

Composition Written On Order of S. L. Rothafel Principal Music Feature of the Week's Program at New Metropolitan Theatre

Frank Harling's "Jazz Concerto" was used as a musical feature in last week's program at the Roxy Theatre, New York City. S. L. Rothafel, known as "Roxy," commissioned Mr. Harling to compose this work especially for his theatre. He has in mind a plan to encourage serious American music, and with the opportunities to present it at this theatre, and by way of radio it should stimulate the interest and inspiration of American composers.

Mr. Harling is composer of "A Light From St. Agnes," which was sung with great success at the Chicago Opera Co. He was also composer of the recent American opera "Deep River." His "Jazz Concerto," now being heard, is unusual and most modern and contains a cadenza for the accordion and one for the banjo in the score.

New Fox News Sheet

The Sam Fox Publishing Co. is now issuing a little news sheet called "Fox-o-grams." The front carries a heading similar to the heading of a telegraph blank. It is to be issued by the Fox Co. from time to time as the occasion warrants. On the front page also appear timely news items pertaining to the Fox catalog and its other activities. On the reverse side is reproduced an order blank on current successes and other material in the Fox catalog. Among the numbers featured in the present issue are "Broken Dreams," "Polly," "Nola," "In the Heart of the Hills," "Dream of Love and You," the Piano solos, "Eskimo Shivers," and "All-of-a-Twist," and similar timely material.

Columbia Patriotic Record

Columbia has just made the new way, electrically, and coupled "The Star Spangled Banner" and "America" a record that is especially timely at this season of the year, especially on Memorial Day, Flag Day and the Fourth of July. Both numbers are replete with bugle calls, the roll of drums, solos and choruses, and should prove popular.

Move to Have Foster Buried in Kentucky

Bill to Be Introduced in State Legislature to Bring Composer's Body to State He Immortalized by His Song, "My Old Kentucky Home"

LEXINGTON, Ky., June 6.—A move has been launched here to have the body of Stephen Collins Foster, famous song writer and author of "My Old Kentucky Home" and other popular Southern melodies, removed from Pittsburgh, Pa., and reinterred at the Old Kentucky Home, near Bardstown, Ky., immortalized by his genius.

C. Frank Dunn, manager of the Lexington Automobile Club, himself a song composer of more than local celebrity, is sponsor of the movement and has interested a number of prominent Kentuckians in the project. Dunn has just addressed a communication to Frank E. Daugherty, Attorney-General of Kentucky, requesting him to have a bill introduced at the next session of the Kentucky Legislature, which convenes in January, petitioning the authorities of Pittsburgh to permit the removal of the body to Kentucky and making the necessary appropriation to defray the expense of the transfer. Dunn points out that similar action on the part of the Kentucky Legislature a few years ago resulted in the removal of the body of Daniel Boone from Missouri to the cemetery at Frankfort, where it was reinterred with befitting ceremonies, thus establishing a precedent.

While Foster was a native of Pittsburgh his fame rests chiefly on his songs immortalizing Kentucky and the South, particularly "My Old Kentucky Home," and for this reason citizens of Kentucky are anxious that his body be brought back to "Federal Hill," where this deathless song was composed and which has recently been converted into a State memorial shrine and christened My Old Kentucky Home, in honor of its author.

While the records show that Foster was born in Pittsburgh on July 4, 1826—the day that John Adams and Thomas Jefferson died—he spent much of his young manhood in the State of Kentucky and died in New York City on January 13, 1864.

Ted Browne Music Co. Opens Office in New York

The Ted Browne Music Co., 218 South Wabash avenue, Chicago, Ill., recently opened a New York office at 1595 Broadway, under the management of Pat Flaherty. These offices have been actively engaged in exploiting Ted Browne publications in eastern territory and, in a short space of time, has given them some prominence. Among the songs the firm is now exploiting are "Deed I Do," "Yesterday," both of which have had some activity during recent weeks, and two new numbers, "Sunshine" and "11:59". Both of these latter numbers were written by Fred Rose, a Chicago writer.

Roger Wolfe Kahn to Write Jazz Number for Whiteman

Paul Whiteman has commissioned Roger Wolfe Kahn, the jazz orchestra conductor and composer, to write a composition in the vein of elevated jazz, which is to be presented by Whiteman at his annual concerts next season. Mr. Kahn recently departed for Europe and will spend six weeks in Berlin and Paris, and devote some of his time to this new work of writing the number.

According to a decision handed down recently in Amsterdam, Holland, the law of copyright applies on the high seas. The Amsterdam court held that a public performance of a copyrighted composition on board an ocean liner entitled a composer or author to performing rights fees.

Advance RECORD BULLETINS for July, 1927

Victor Talking Machine Co.

LIST FOR JUNE 3

- 20602 Russian Lullaby—Waltz, Roger Wolfe Kahn and His Orch. 10
For You and Me—Fox-trot, George Olsen and His Music 10
20603 There's Something Nice About Everyone, But There's Everything Nice About You—Fox-trot, Nat Shilkret and the Victor Orch. 10
The More We Are Together—Fox-trot, Nat Shilkret and the Victor Orch. 10
20599 Sometimes I'm Happy—Fox-trot, Roger Wolfe Kahn and His Orch. 10
Hallelujah!—Fox-trot, Nat Shilkret and the Victor Orch. 10
20600 Song of the Wanderer...Vaughn De Leath 10
Rock Me to Sleep in an Old Rocking Chair, Elliott Shaw 10

LIST FOR JUNE 10

- 20612 There's Something Nice About Everyone, But There's Everything Nice About You, Johnny Marvin 10
Just the Same...Jim Miller-Charlie Farrell 10
20613 Russian Lullaby...Franklyn Baur 10
Tired Hands...Henry Burr 10
20611 I'll Be With You When the Roses Bloom Again, Vernon Dalhart 10
The Mississippi Flood...Vernon Dalhart 10
20598 My Regular Girl—Fox-trot, Waring's Pennsylvanias 10
Who'll Be the One?—Fox-trot, Art Landry and His Orch. 10
20615 Red Lips—Fox-trot, Charles Dornberger and His Orch. 10
Why Should I Say That I'm Sorry?—Fox-trot, Nat Shilkret and the Victor Orch. 10

LIST FOR JUNE 17

- 20634 Fifty Million Frenchmen Can't Be Wrong—Fox-trot...Nat Shilkret and His Orch. 10
Just the Same—Fox-trot, Roger Wolfe Kahn and His Orch. 10
20627 Side by Side—Fox-trot, Paul Whiteman and His Orch. 10
Pretty Lips—Fox-trot, Paul Whiteman and His Orch. 10
20608 Hello, Cutie—Fox-trot, Horace Heidt and His Orch. 10
Mine—Fox-trot...Horace Heidt and His Orch. 10
20626 Me and My Shadow...Jack Smith 10
You Won't See Me, If I See You...Jack Smith 10
20609 Sometimes I'm Happy, Louise Groody-Charles King 10
Hallelujah!...The Revelers 10

LIST FOR JUNE 24

- 20644 The Whisper Song (When the Pussy Willow Whispers to the Catnip)—Fox-trot, Art Landry and His Orch. 10
One o'Clock Baby—Fox-trot, Johnny Hamp's Kentucky Serenaders 10
20646 I'm in Love Again—Fox-trot, Paul Whiteman and His Orch. 10
Wherever You Go—Whatever You Do—Fox-trot, Nat Shilkret and the Victor Orch. 10
20645 One Summer Night—Fox-trot, Roger Wolfe Kahn and His Orch. 10
South Wind—Fox-trot, Roger Wolfe Kahn and His Orch. 10
20643 Does She Love Me?—Positively—Absolutely, Aileen Stanley-Billy Murray 10
I'm Back in Love Again, Aileen Stanley-Billy Murray 10

LIST FOR JULY 1
VOCAL AND INSTRUMENTAL

- 20635 Star Spangled Banner...Pryor's Band 10
America...Victor Band 10
35822 Rhapsody in Blue—Part 1, Paul Whiteman and His Concert Orch. 12
Rhapsody in Blue—Part 2, Paul Whiteman and His Concert Orch. 12
35825 Songs of the Past—No. 1. Victor Mixed Chorus 12
Songs of the Past—No. 2. Victor Mixed Chorus 12
20586 Estrellita (Little Star) (Ponce)...Jesse Crawford 10
La Paloma (The Dove) (Yradier), Jesse Crawford 10
20606 William Tell Overture—Part 1 (At Dawn) (Rossini)...Victor Symphony Orch. 10
William Tell Overture—Part 2 (The Storm) (Rossini)...Victor Symphony Orch. 10
20607 William Tell Overture—Part 3 (The Calm) (Rossini)...Victor Symphony Orch. 10
William Tell Overture—Part 4 (Finale) (Rossini)...Victor Symphony Orch. 10
20629 Impressions of London (Westminster), Stanley Roper 10
St. Margaret's Chimes Westminster and "Oh, God, Our Help in Ages Past"...Stanley Roper 10
20610 Russian Lullaby...Frank Banta 10
Ain't She Sweet?...Frank Banta 10
20604 Hear, De Lam's a-Cryin', Paul Robeson-Lawrence Brown 10
Ezekiel Saw De Wheel, Paul Robeson-Lawrence Brown 10

DANCE RECORDS

- 20659 Dawn of To-morrow—Waltz, Nat Shilkret and the Victor Orch. 10
Rainbow of Love—Waltz, Nat Shilkret and the Victor Orch. 10
20601 Judy—Medley Fox-trot, Nat Shilkret and the Victor Orch. 10
Just 'Cross the River From Queens—Fox-trot, Edwin J. McEnelly's Orch. 10
20647 Tiger Rag—Fox-trot, Charles Dornberger and His Orch. 10
Clarinet Marmalade—Fox-trot, Phil Napoleon and His Orch. 10
20605 Take Your Finger Out of Your Mouth—Fox-trot...Phil Napoleon and His Orch. 10
Go, Joe, Go—Blues Stomp, Phil Napoleon and His Orch. 10

RED SEAL

- 4007 The Gypsy's Warning (Coard)...Elsie Baker 10
Take Back the Heart (Claribel)...Elsie Baker 10
6635 Goyescas—Intermezzo (Granados)...Pablo Casals 12
Adagio (From Toccata in G Major) (Bach), Pablo Casals 12
1242 Spring Song (Mendelssohn, Op. 62), Renee Chemet 10
Serenite (Serenity) (Vieuxtemps, Op. 45, No. 5), Renee Chemet 10
6637 Forza del Destino—O tu che in seno agl' angeli (Thou Heavenly One)...Giovanni Martinelli 12

- Cavalleria Rusticana—Addio alla madre (Tur-iddu's Farewell)...Giovanni Martinelli 12
1245 Waltz in C Sharp Minor (Chopin), Sergei Rachmaninoff 10
Waltz in A Flat Major (Chopin), Sergei Rachmaninoff 10
6648 Largo (From "Xerxes") (Handel), Frederick Stock and Chicago Symphony Orchestra and Grand Organ 12
Pomp and Circumstance—March, No. 1 (Elgar), Frederick Stock and Chicago Symphony Orchestra and Grand Organ 12
6652 Hungarian Rhapsody, No. 2—Part 1, Leopold Stokowski and Philadelphia Orch. 12
Hungarian Rhapsody, No. 2—Part 2, Leopold Stokowski and Philadelphia Orch. 12
6638 Danny Deever...Reinald Werrenrath 12
On the Road to Mandalay...Reinald Werrenrath 12

Columbia Phono. Co., Inc.

CELEBRITY SERIES

- 7125-M Overture: Zampa, Parts 1 and 2 (Harold), Sir H. J. Wood and New Queen's Hall Orch. 12
131-M Jesus, Savior, Pilot Me (Gould)—Baritone Solo...Oscar Seagle 10
When They Ring the Golden Bells for You and Me (De Marbelles)—Baritone Solo, Romberg-Harbach-Hammerstein)—Violin Solo, Sascha Jacobsen 10
Always You're Near (Goodrum)—Violin Solo, Sascha Jacobsen 10

DANCE MUSIC

- 988-D Fifty Million Frenchmen Can't Be Wrong—Fox-trot, with Vocal Chorus by Ted Lewis, Ted Lewis and His Band 10
One Sweet Letter From You—Fox-trot, with Vocal Chorus by Ted Lewis, Ted Lewis and His Band 10
973-D Red Lips, Kiss My Blues Away—Fox-trot, with Vocal Chorus by Don Howard and Harry Maxfield, Leo Reisman and His Orch. 10
Collette—Fox-trot, with Vocal Chorus by Harry Maxfield, Leo Reisman and His Orch. 10
984-D My Regular Gal—Fox-trot, with Vocal Chorus by Charles Kaley, Ipana Troubadours (S. C. Lanin, Dir.) 10
Hello, Cutie—Fox-trot, with Vocal Chorus by Charles Kaley, Ipana Troubadours (S. C. Lanin, Dir.) 10

- 999-D Russian Lullaby—Waltz, with Vocal Chorus by Lewis James, H. Leonard and His Waldorf-Astoria Orch. 10
I'll Just Go Along—Fox-trot, with Vocal Chorus by Frank Harris, H. Leonard and His Waldorf-Astoria Orch. 10
967-D My Idea of Heaven (Is to Be in Love With You)—Fox-trot, with Vocal Chorus by Aunt Jemima...Mal Hallett and His Orch. 10
(Does She Love Me) Positively—Absolutely—Fox-trot, with Vocal Chorus by Aunt Jemima...Mal Hallett and His Orch. 10
966-D Hallelujah! (From "Hit the Deck")—Fox-trot, with Vocal Chorus by Franklyn Baur, Cass Hagan and His Hotel Manger Orch. 10
Sometimes I'm Happy (From "Hit the Deck")—Fox-trot, with Vocal Chorus by Franklyn Baur, Cass Hagan and His Hotel Manger Orch. 10
990-D The Same Old Moon (From "Lucky")—Fox-trot, with Vocal Chorus by Charles Kaley, D. Voorhees and Earl Carroll's Vanities Orch. 10
The Nightingale Medley—Medley Fox-trot, The Columbians 10

- 981-D (What Do I Care What) Somebody Said—Fox-trot, with Vocal Chorus by Tom Stacks, Harry Reser's Syncopators 10
I'm in Love Again—Fox-trot, with Vocal Chorus by Tom Stacks, Harry Reser's Syncopators 10
989-D (When the Pussywillow Whispers to the Cat-nip)—The Whisper Song—Fox-trot, with Incidental Singing by the Orchestra, Walter Davison's Louisville Loons 10
South Wind—Fox-trot, with Vocal Chorus by Male Quartet, Walter Davison's Louisville Loons 10

- 982-D Nesting Time—Fox-trot, with Vocal Chorus by Johnny Marvin...The Knickerbockers 10
Calling—Fox-trot, with Vocal Chorus by Johnny Marvin...The Knickerbockers 10
975-D Your Land and My Land (From "My Maryland")—Fox-trot, with Vocal Chorus, The Columbians 10
Silver Moon: Intro. Mother, from "My Maryland"—Medley Waltz...The Columbians 10

- 968-D Dear Eyes That Haunt Me (From "The Circus Princess")—Fox-trot, with Vocal Chorus by Lewis James...The Columbians 10
Like You (From "The Circus Princess")—Fox-trot, with Vocal Chorus by Franklyn Baur...The Columbians 10
992-D Yes, She Do (No She Don't)—Fox-trot, with Vocal Chorus by Ed Kirkeby, California Ramblers 10
Pardon the Glove—Fox-trot, California Ramblers 10
970-D Rocky Mountain Blues—Fox-trot, Fletcher Henderson and His Orch. 10
Tozo!—Fox-trot, with Vocal Chorus by Donald Redman, Fletcher Henderson and His Orch. 10

VOCAL NUMBERS

- 972-D Broken Hearted, The Whispering Pianist (Art Gillham) 10
If I Get a Sweetie Now, The Whispering Pianist (Art Gillham) 10
974-D My Idea of Heaven (Is to Be in Love With You)—Vocal...Lee Morse 10
Side by Side—Vocal...Lee Morse 10
980-D You're the One for Me—Vocal...Charles Kaley 10
Forgive Me—Vocal...Charles Kaley 10
979-D Wherever You Go—Whatever You Do I Want You to Know I Love You—Vocal, Ruth Etting 10
(What Do We Do On a) Dew-Dew-Dewey Day—Vocal...Ruth Etting 10
991-D Red Lips, Kiss My Blues Away—Vocal, Billy Day 10
Ev'ry Little While—Vocal...Billy Day 10

- 985-D Russian Lullaby—Male Quintet, The Singing Sophomores 10
Somebody Else (From "Yours Truly")—Male Quintet...The Singing Sophomores 10
998-D Hallelujah! (From "Hit the Deck")—Vocal, Crescent Trio 10
Sometimes I'm Happy (From "Hit the Deck")—Vocal Duet...Gladys Rice Franklyn Baur 10
983-D Honolulu Moon—Vocal Harmony, Ethel and Dorothea Ponce 10
Moonbeam, Kiss Her for Me—Vocal Harmony, Ethel and Dorothea Ponce 10
971-D Oh, Baby! Don't We Get Along—Vocal Duet, Vaughn DeLeath-Frank Harris 10
Down in the Old Neighborhood—Vocal Duet, Vaughn DeLeath-Frank Harris 10
994-D Fifty Million Frenchmen Can't Be Wrong—Vocal...Frank Harris 10
Mister O'Toole—Vocal Duet, Vaughn DeLeath-Frank Harris 10
969-D Get Away, Old Man, Get Away—Vocal, Vernon Dalhart 10
Oh Bury Me Not on the Lone Prairie—Vocal, Vernon Dalhart 10

- 50041-D The Star Spangled Banner, Columbia Male Chorus 10
America (My Country 'Tis of Thee), Columbia Male Chorus 10
976-D I Belong to Glasgow—Scottish Comedian, Will Fyffe 10
I'm 94 To-day—Scottish Comedian, Will Fyffe 10
987-D Molly O! (From "Mavourneen")—Tenor Solo...William A. Kennedy 10
Sweet Inniscarra—Tenor Solo, William A. Kennedy 10
978-D Kentucky Babe—Male Quartet, Shannon Quartet 10
Little Cotton Dolly—Male Quartet, Shannon Quartet 10
986-D March of the Men of Harlech—Male Choir, Royal Mt. Ash Male Choir (T.G. Richards, Dir.) 10
Ar Hydy Nos (All Through the Night)—Male Choir, Royal Mt. Ash Male Choir (T.G. Richards, Dir.) 10

- INSTRUMENTAL MUSIC
50042-D Sobre Las Olas (Over the Waves)—Waltz, Jacques Jacobs' Ensemble 12
Wiener Blut (Vienna Life)—Waltz, Jacques Jacobs' Ensemble 12
977-D Jovial Jasper—Fox-trot; Xylophone Solo, George Hamilton Green 10
Charleston Capers—Fox-trot; Xylophone Solo, George Hamilton Green 10

- PACIFIC COAST RECORDINGS
905-D Every Road Leads Me Back to You—Vocal, Douglas Richardson 10
When All the World Is Fast Asleep—Vocal, Douglas Richardson 10
950-D Gonna Get a Girl—Vocal Duet, Clarence Badger-Robert Mueseler 10
Stop It—I Love It—Vocal Duet, Clarence Badger-Robert Mueseler 10

- 932-D Promise—Baritone Solo...Elmer Herling 10
Maid of Love—Baritone Solo...Elmer Herling 10
959-D Cuddle Closer—Fox-trot, with Vocal Chorus by Campus Four, Cole McElroy's Spanish Ball Room Band 10
That Haunting Waltz—Waltz, with Vocal Chorus by Jimmie Davis, Cole McElroy's Spanish Ball Room Band 10

- 958-D Promise—Fox-trot, with Vocal Chorus by Walton McKinney, Jackie Souders and His Orch. 10
When You Dream, Dream of Me—Fox-trot, with Vocal Chorus by Walton McKinney, Jackie Souders and His Orch. 10
965-D Never Before and Never Again—Fox-trot, with Vocal Chorus, E. Burnett's Los Angeles Biltmore Hotel Orch. 10
I'm Just a Rolling Stone—Fox-trot, with Vocal Chorus, E. Burnett's Los Angeles Biltmore Hotel Orch. 10

- 963-D Talk About Dixie—Vocal Duet...Gypsy-Marta 10
Lady Bug—Vocal Duet...Gypsy-Marta 10
964-D Persian Rug—Fox-trot, with Vocal Chorus by Jack Deeble, Frank Ellis and His St. Francis Hotel Orch. 10
Midnight Moonlight—Waltz, with Vocal Chorus by Eddie Magill, Frank Ellis and His St. Francis Hotel Orch. 10

- 15148-D You're Going to Leave the Old Home, Jim, To-night—Vocal, Benny Borg (The Singing Soldier) 10
I Want a Pardon for Daddy—Vocal, Benny Borg (The Singing Soldier) 10
15141-D Kitty Wells—Vocal, Obed Pickard, Sta. WSM, Memphis, Tenn. 10
Bury Me Not on the Lone Prairie—Vocal, Obed Pickard, Sta. WSM, Memphis, Tenn. 10

- 15143-D Sweet Rosie O'Grady—Vocal Duet, Cross-McCartt 10
When the Roses Bloom Again—Vocal Duet, Cross-McCartt 10
15146-D The Mississippi Flood—Vocal...Al Craver 10
The Engineer's Dream—Vocal...Al Craver 10
15145-D Knoxville Girl—Vocal, Arthur Tanner and His Corn Shuckers 10
The Jealous Lover—Vocal, Arthur Tanner and His Corn Shuckers 10

- 15142-D John Henry (The Steel Drivin' Man), Gid Tanner and His Skillet Lickers, with Riley Puckett and Clayton Michen 10
The Wreck of the Southern Old '97, Gid Tanner and His Skillet Lickers, with Riley Puckett and Clayton Michen 10
15144-D I Will Sing of My Redeemer, Smith's Sacred Singers 10
He Will Set Your Fields on Fire, Smith's Sacred Singers 10

- 15147-D Everybody Will Be Happy Over There—The Deal Family 10
I'm a Rolling—Sacred Music, The Deal Family 10
IRISH RECORDS
33157-F The Stack o' Barley—Accordion, with Banjo, Flanagan Brothers 10
Erin Go' Bragh—Comic Sketch, Flanagan Brothers 10

- 33158-F Drumin Donn Dilis—Tenor, Seamus O'Doherty 10
Sal Og Ruad—Tenor...Seamus O'Doherty 10
33159-F When It's Springtime in Killarney, I'll Come Back to You—Baritone...Michael Ahern 10
Wearin' of the Green—Baritone, Michael Ahern 10

(Continued on page 158)

LATEST RECORD BULLETINS—(Continued from page 157)

- 3310-F My Love Nell—VocalShaun O'Nolan 10
- Paddy Kane—VocalShaun O'Nolan 10
- 3310-F Willy Reilly and His Dear Colleen Bawn—Vocal, with ViolinFrank Quinn 10
- The Cherry Blossom Jig—Accordion Solo, Frank Quinn 10
- 3312-F Billy Hanafin's Reel (The Little Bird on the Tree)—Violin SoloMichael C. Hanafin 10
- The Rabbit Catcher—Jig, Sullivan's Shamrock Band 10
- 3313-F Groves Hornpipe—Fiddle and Whistle Duet, Michael C. Hanafin-Daniel P. Moroney 10
- The Kid on the Mountain—Slip Jig, Sullivan's Shamrock Band 10
- 3316-F Johnny Knocked Over His Uncle—Jig; Violin SoloMartin Mullin 10
- Hawke's Hornpipe, Sullivan's Shamrock Band 10
- 3316-F The Mountains O'Mourne—Tenor, Seamus O'Doherty 10
- A Letter From Mary of Mourne—Soprano, Lily Meagher 10

Brunswick Records

JULY 7 RELEASE

- 3538 My Idea of Heaven (Is to Be in Love With You) (Johnson-Tobias-Sherman) — Comedian, with Orch.Harry Richman
- It's You (C'est Vous) (Say Voo) (Green-Silver-Richman)—Comedienne, with Orch. Harry Richman
- 3550 Alabama Stomp (Creamer-Johnson)—Fox-trot, for Dancing. Red Nichols and His Five Pennies
- Hurricane (Mertz-Nichols)—Fox-trot, for Dancing. Red Nichols and His Five Pennies
- 3528 Rosy Cheeks (Simons-Whiting)—Fox-trot, with Vocal Chorus; for Dancing, Ben Bernie and His Hotel Roosevelt Orch.
- That Little Something (Kalmar-Ruby-Kern)—Fox-trot, with Vocal Duet; for Dancing, Ben Bernie and His Hotel Roosevelt Orch.
- 3472 Rio Rita (From "Rio Rita") (McCarthy-Tierney)—Fox-trot, with Humming Chorus; for Dancing.Carl Fenton's Orch.
- Following the Sun Around (From "Rio Rita") (McCarthy-Tierney)—Fox-trot, with Vocal Chorus; for Dancing.Carl Fenton's Orch.
- 3524 The More We Are Together (King)—Fox-trot, with Vocal Effects; for Dancing. Six Jumping Jacks
- You Never Get Nowhere Holding Hands (Johnson-Sturm-Ness)—Fox-trot, with Vocal Effects; for Dancing.Six Jumping Jacks
- 121 The House at the End of the Lane (Robison)—Tenor and Whistler, with Fiddle and Guitar, Vernon Dalhart-Carson Robison
- My Blue Ridge Mountain Home (Robison)—Tenor and Whistler, with Harmonica, Jews-Harp, Fiddle and Guitar, Vernon Dalhart-Carson Robison
- 15127 Waltz in A Major (Brahms)—Violin Solo, with Pianoforte by Andre Benoist.Alhert Spalding
- Minuet (Mozart)—Violin Solo, with Pianoforte by Andre Benoist.Alhert Spalding

JULY 14 RELEASE

- 3557 You Don't Like It—Not Much (Kahn-Cohn)—Fox-trot, with Vocal Chorus by Frank Sylvano; for Dancing, Jules Herbuveaux's Palmer House Victorians
- Where the Wild, Wild Flowers Grow (Dixon-Woods)—Fox-trot, with Vocal Chorus by Frank Sylvano; for Dancing, Jules Herbuveaux's Palmer House Victorians
- 3532 Variety Stomp (Henderson-Green-Trent)—Fox-trot, for Dancing, Fess Williams' Royal Flush Orch.
- Phantom Blues (Handler-Riley-Mills)—Fox-trot, for Dancing.Fess Williams' Royal Flush Orch.
- 3537 Silver Moon (Intro: "My Mother," from "My Maryland") (Donnelly-Romberg) — Fox-trot, with Vocal Chorus; for Dancing, Carl Fenton's Orch.
- Your Land and My Land (From "My Maryland") (Donnelly-Romberg) — Fox-trot, with Vocal Quartet; for Dancing.Carl Fenton's Orch.
- 3548 South Wind (DeSylva-Brown-Henderson)—Vocal, with Ukulele and Guitars, Yale Hawaiian Trio
- One Summer Night (Coslow-Spier)—Vocal, with Ukulele and Guitars.Yale Hawaiian Trio
- 3520 I'm in Love Again (Porter)—Comedienne, with Orch.Vaughn De Leath
- Just Wond'ring (Kahn)—Comedienne, with Orch.Vaughn De Leath
- 145 Rock Island—Voice and Banjo.Buell Kazee
- Old Whisker Bill, the Moonshiner—Voice and Banjo.Buell Kazee
- 147 Muscle Shoal Blues—Harmonica.De Ford Bailey
- Up Country Blues—Harmonica.De Ford Bailey
- 10227 Fra Diavolo (On Yonder Rock Reclining), Act I (Auber) Tenor, with Orch.Mario Chamlee
- Bohemian Girl (Then You'll Remember Me), Act III (Balfé)—Tenor, with Orch.Mario Chamlee

JULY 21 RELEASE

- 3527 Hallelujah! (From "Hit the Deck") (Rohin-Gray-Youmans) — Fox-trot, with Vocal Chorus; for Dancing: Piano Duet, with Orch. Phil Ohman-Victor Arden, with Their Orch.
- Sometimes I'm Happy (From "Hit the Deck") (Cacsar-Youmans) — Fox-trot, with Vocal Chorus; for dancing: Piano Duet, with Orch. Phil Ohman-Victor Arden, with Their Orch.
- 3518 Rose Cheeks (Simons-Whiting) — Voice and Guitar, with Piano, Nick Lucas (The Crooning Troubadour)
- Underneath the Stars With You (Lucas-Siept)—Voice and Guitar, Nick Lucas (The Crooning Troubadour)
- 3184 What Do I Care What Somebody Said (Clare-Wood)—Fox-trot, with Vocal Chorus; for Dancing.Mound City Blue Blowers
- Nervous Puppies (McKenzie)—Fox-trot, for Dancing.Mound City Blue Blowers
- 3534 The Winding Trail (Hayden-Howard) Fox-trot, with Vocal Chorus; for Dancing. Park Lane Orch.
- I'm Learning Now (Little-Meyn) — Fox-trot, with Vocal Chorus; for Dancing.Park Lane Orch.
- 3563 Red Lips, Kiss My Blues Away (Bryan Monaco-Wendling) — Fox-trot, with Vocal Chorus; for Dancing.The Clevelanders
- Magnolia (DeSylva-Brown-Henderson) — Fox-trot, with Vocal Chorus; for Dancing, The Clevelanders
- 158 West Virginia Hills (King-Engle)—Male Voices, with Piano.Kanawha Singers
- 141 West Virginia (Deem-Miller-McWhorter)—Male Voices, with Piano.Kanawha Singers
- 183 Faust Avant de quitter ces lieux (Die possente) (Even Bravest Heart), Act II (Gounod)—Baritone, with Orch; in French. Giuseppe Danise
- 1741 La Provence il mar (The Home in Fair Provence), Act II (Verdi). Baritone, with orch.; in Italian.Giuseppe Danise

- 20054 (a) Manhattan Beach March; (h) High School Cadets' March (Souza)—Concert Band, Walter B. Rogers and His Band
- (a) Baltimore Centennial March (Herbert); (h) Boston Commandery March (Carter)—Concert Band.Walter B. Rogers and His Band
- 3551 Falling in Love With You (Davis-Meyer)—Piano Solo.Lee Sims
- Song of the Wanderer (Moret)—Piano Solo, Lee Sims

JULY 28 RELEASE

- 3503 Hello, Cutie (Friend)—Fox-trot, with Vocal Chorus."Kenn" Sisson and His Orch.
- La Lo La (Schertzinger)—Fox-trot, with Vocal Chorus."Kenn" Sisson and His Orch.
- 3526 Soliloquy (Bloom)—Fox-trot. The Washingtonians
- Black and Tan Fantasy (Ellington-Miley)—Fox-trot.The Washingtonians
- 3573 Just Like a Butterfly (That's Caught in the Rain) (Dixon-Woods)—With Vocal Chorus, Vincent Lopez and His Casa Lopez Orch.
- Baby Mine (Davidson-Rupp)—With Vocal Chorus, Vincent Lopez and His Casa Lopez Orch.
- 3508 When the Bo-Tree Blossoms Again (Intro: "Cingalese Girls," from "Lucky") (Kalmar-Ruby-Kern)—Fox-trot, with Vocal Chorus, Carl Fenton's Orch.
- The Same Old Moon (Intro: "Dancing the Devil Away," from "Lucky") (Harbach-Kalmar-Ruby)—Fox-trot, with Vocal Chorus, Carl Fenton's Orch.
- 3525 Oriental Moonlight (Smoley-Seaman) — Male Quartet, with Oboe, Lute and Piano. Ritz Quartet
- Shanghai Dream Man (Davis-Akst) — Male Quartet, with Oboe, Lute and Piano. Ritz Quartet
- 3514 The Love Waltz (Inspired by Gloria Swanson) (Brennan-Jacquet)—Violin Solo, with Orch. Frederic Fradkin
- I'm Falling in Love With Someone (From "Naughty Marietta") (Young-Herbert)—Violin Solo, with Orch.Frederic Fradkin
- 127 Poor Little Ellen—Fiddle, Guitar and Auto-Harp, with Vocal Effects by Hub Mahaffey, Dykes Magic City Trio
- Frankie (Leighton-Leighton)—Fiddle, Guitar and Auto-Harp, with Vocal Effects by Hub Mahaffey.Dykes Magic City Trio
- 144 John Hardy—Voice and Banjo.Buell Kazee
- Roll On, John—Voice and Banjo.Buell Kazee

Vocalion Records

JULY 7 RELEASE

- 15518 Rosy Cheeks (Simons-Whiting)—Fox-trot, with Vocal Duet; for Dancing. Al Goering's Collegians
- The Sphinx (King-Warren)—Fox-trot, for Dancing.The Ambassadors
- 15545 La Lo La (Schertzinger)—Fox-trot, with Vocal Chorus; for Dancing.New England Ramblers
- Hello, Cutie (Friend)—Fox-trot, with Vocal Chorus; for Dancing.New England Ramblers
- 15548 One Sweet Letter From You (Clare-Brown-Warren)—Comedienne, with Piano, Clarinet and Cornet.Evelyn Thompson
- Looking for the Sunshine Walking Around in the Rain (Gaskill-McHugh)—Comedienne, with Piano, Clarinet and Cornet, Evelyn Thompson
- 1092 Fidgety Feet (LaRocco-Shields)—Fox-trot, for Dancing.Fletcher Henderson and His Orch.
- Sensation (Edwards)—Fox-trot, for Dancing, Fletcher Henderson and His Orch.
- 1104 Through and Through Blues (Miller)—Comedienne, with Piano, Banjo and Cornet, Luella Miller
- Smiling Rose Blues (Miller)—Comedienne, with Piano and Banjo.Luella Miller
- 5147 Alcoholic Blues (Laska-Von Tilzer)—Harmonica, De Ford Bailey
- Evening Prayer Blues—Harmonica.De Ford Bailey
- 5142 West Virginia Hills (King-Engle)—Male Voices, with Piano.Kanawha Singers
- Hail West Virginia (Deem-Miller-McWhorter)—Male Voices, with Piano.Kanawha Singers
- 8108 Celosa (Jealous) (Vals-Cancion)—Soprano, con Orquesta.Pilar Arcos Con the Castilians
- Mococita (Unsophisticated Little Girl)—Tango; Soprano, con Orquesta, Pilar Arcos Con the Castilians

JULY 14 RELEASE

- 15563 Where the Wild, Wild Flowers Grow (Dixon-Woods)—Fox-trot, with Vocal Chorus by Frank Sylvano; for Dancing.Club Royal Orch.
- You Never Get Nowhere Holding Hands (Johnson-Sturm-Ness)—Fox-trot, with Vocal Effects; for Dancing.Six Hayseeds
- 15564 The More We Are Together (King)—Fox-trot, with Vocal Effects; for Dancing.Six Hayseeds
- You Don't Like It—Not Much (Miller-Kahn-Cohn)—Fox-trot, with Vocal Chorus by Frank Sylvano; for Dancing.Club Royal Orch.
- 15562 Idolizing (Messenheimer-Abrahamson-West)—Fox-trot, with Vocal Trio; for Dancing, Night Club Orch.
- Hush-a-Bye (Calvin-Spencer) — Fox-trot, with Vocal Duet; for Dancing, The Ambassadors (L. Katzman, Dir.)
- 5144 New Prisoner's Song—Voice and Banjo, with Guitar by Hub Mahaffey.Dock Boggs
- Hard Luck Blues—Voice and Banjo, with Guitar by Hub Mahaffey.Dock Boggs
- 1098 Black Diamond Express to Hell—Part 1 (Nix), Rev. A. W. Nix and His Congregation
- Black Diamond Express to Hell—Part 2 (Nix), Rev. A. W. Nix and His Congregation
- 8099 Las Mananitas Alegres (In the Small Hours)—Vocal Duet, with Guitar and Mandolin, Noloesca y Ramirez
- El Adolorido (The Sad One)—Vocal Duet, with Guitar and Mandolin.Noloesca y Ramirez

JULY 21 RELEASE

- 15570 Just a Little Cuter (That the Rest) (Seidenman-Alexander)—Fox-trot, with Vocal Chorus, Kensington Serenaders
- Marianette (A Spanish Love Song) (Hays-Naylor-Alexander-Herscher) — Waltz, with Vocal Chorus.Kensington Serenaders
- 15565 One Summer Night (Coslow-Spier)—Vocal, with Ukulele and Guitars.Royal Hawaiian Trio
- South Wind (DeSylva-Brown-Henderson)—Vocal, with Ukulele and Guitars, Royal Hawaiian Trio
- 15567 Shanghai Dream Man (Davis-Akst) — Male Quartet, with Oboe, Lute and Piano, Blue Ribbon Quartet
- Oriental Moonlight (Smoley-Seaman) — Male Quartet, with Oboe, Lute and Piano, Blue Ribbon Quartet
- 5145 Just a Melody (Robison)—Tenor and Baritone, with Violin, Cello and Guitar, Vernon Dalhart-Carson Robison
- My Blue Ridge Mountain Home—Tenor and Whistler, with Harmonica, Jews-Harp, Fiddle

- and Guitar.Vernon Dalhart-Carson Robison
- 1112 Willie, the Weeper (Rymal-Melrose-Bloom), King Oliver and His Dixie Syncopators
- Black Snake Blues (Johnson-Spivey), King Oliver and His Dixie Syncopators
- 1109 The Royal Telephone (Nelson), Rev. Sister Mary Nelson
- Judgment (Nelson)Rev. Sister Mary Nelson
- 8111 Los Cuatros Milpas (The Four Corn Plants) (E. Vigil y Robles)—Vals.Band Sinfonica Vocalion
- El Novillo Despuntado (The Bull with Blunted Horns) (Rubio)—Vals.Band Sinfonica Vocalion

JULY 28 RELEASE

- 15566 Hurricane (Mertz-Nichols)—Fox-trot, Red Nichols and His Five Pennies
- Alabama Stomp (Creamer-Johnson)—Fox-trot, Red Nichols and His Five Pennies
- 15569 Silver Sands of Love (Intro. "Sad Hawaiian Sea") (Sanders-Carlo-Breau-Roberts)—Waltz, Miami Marimba Band
- Monastery Bells (Leslie-Wendling)—Waltz, Miami Marimba Band
- 15568 Just Like a Butterfly (That's Caught in the Rain) (Dixon-Woods) — Comedienne, with Piano.Peggy English
- Sixty Seconds Every Minute (I'm in Love With You) (Davis-Santly)—Comedienne, with Piano.Peggy English
- 1102 Carrier Pigeon Blues (Miller)—Comedienne, with Piano, Guitar and Violin.Luella Miller
- Peeping at the Rising Sun Blues (Miller)—Comedienne, with Piano and Banjo.Luella Miller
- 1111 Rock Island Blues (Lewis)—Voice and Guitar, Furry Lewis
- Everybody's Blues (Johnson-Lewis)—Voice and Guitar, with Mandolin.Furry Lewis
- 5150 Salty Dog Blues—Singing, Fiddle and Guitar, C-h-i-c-k-e-n Spells Chicken—Singing, Fiddle and McGee Brothers (Sam-Kirk)
- 5148 Bake That Chicken Pie—Singing, with Old-Time Orch., Uncle Dave Macon and His Fruit-Jar Drinkers
- I'm a-Goin' Away in the Morn—Singing, with Old-Time Orch., Uncle Dave Macon and His Fruit-Jar Drinkers
- 5149 I'll Never Go There Any More (The Bowery)—Singing and Banjo.Uncle Dave Macon
- In the Shade of the Old Apple Tree (Parody)—Singing and Banjo.Uncle Dave Macon
- 8084 Deja Morena Mia (Stop, My Brunette)—Cancion Mexicana; Solo de Tenor.Roberto Guzman
- Tango de la Muerte—Death Tango; Solo de Tenor.Roberto Guzman

Edison Disc Records

SPECIALS

- 51987 I'm Looking for a Girl Named Mary (Sept), Frederick Kinsley on Midmer-Losh Pipe Organ
- Calling (Klages-Golden), Frederick Kinsley on Midmer-Losh Pipe Organ
- 51992 Ain't She Sweet? (Yellen-Ager)—With Clarinet by Andy Sannella, Johnny Marvin (The Ukulele Ace)
- I Can't Believe That You're in Love With Me (Gaskill-McHugh) — Guitar Accomp. by Andy Sannella, J. Marvin (Ukulele Ace) Playing Hawaiian Guitar
- 51993 C'est Vous (It's You) (Green-Silver-Richman), Elliott Stewart
- Swanee Trail (Jolson-Caesar).....Charles Harrison
- 51998 A Little of This—A Little of That (Cook), Phil Cook (The Radio Chef) and His Fryin' Pan
- He Don't Act the Same Way Now (Cook), Phil Cook (The Radio Chef) and His Fryin' Pan
- 51994 We Courted in the Rain—Singing, with Harmonica and Guitar, E. V. Stoneman (The Blue Ridge Mountaineer)
- Kitty Wells—Singing, with Fiddle, Harmonica and Guitar, E. V. Stoneman and Dixie Mountaineers
- 51995 Electric Light Schottische—John F. Burckhardt at the Piano, John Baltzell (Champion Old-Time Fiddler)
- London Polka—John F. Burckhardt at the Piano, John Baltzell (Champion Old-Time Fiddler)
- 80880 After I Gave My Heart to You (Berchman-Hoff)—Whistling, Violin, Piano and Celesta, The Sibyl Fagan Ensemble
- When the Bo-Tree Blossoms Again (From "Lucky") (Kalmar-Ruby-Kern) — Whistling, Violin, Piano and Celesta, The Sibyl Fagan Ensemble
- 52001 That Little Old Shack (Where I Was Born) (Dennis-Magine)—Dan Dougherty at the Piano, The Dennis Sisters
- St. Louis Gal (Robinson)—Dan Dougherty at the Piano.The Dennis Sisters
- 52009 Russian Lullaby (Berlin), Murray Kellner's Dinner Music Ensemble
- The Doll Dance Intro: "Dancing Doll" (Brown-Poldini) Murray Kellner's Dinner Dance Ensemble
- 52010 Russian Lullaby (Berlin).....J. Donald Parker
- Beside a Garden Wall (Kahn-Short-Delbridge), J. Donald Parker
- 52000 My Sunday Girl (Ruby-Cooper-Sept) — Irwin Dash at the Piano, Frank Braidwood (The Cowboy Baritone)
- Rosy Cheeks (Simons-Whiting)—Irwin Dash at the Piano, F. Braidwood (The Cowboy Baritone) and His Uke
- 52005 Bye, Bye Bonnie (Medley Intro: "Just Cross the River From Queens," "You and I, Love You and Me," "Tampico Tap" and "Toodle-oo" (Fleeson-Von Tilzer), Alan Moran and Walter Feldkamp on Two Pianos
- I Know That You Know (From "Oh, Please") (Caldwell-Youmans), Alan Moran and Walter Feldkamp on Two Pianos
- 52006 Down the Lane (With You Again) (Klages-Spier), Rollo Maitland on the Midmer-Losh Pipe Organ
- At Sundown (When Love Is Calling Me Home) (Donaldson), Rollo Maitland on the Midmer-Losh Pipe Organ
- 52007 The Seven Ages of a Kiss—Part 1—Descriptive; Recitation by Leslie W. Joy, B. A. Rolfe and His Concert Orch
- The Seven Ages of a Kiss—Part 2—Descriptive; Recitation by Leslie W. Joy, B. A. Rolfe and His Concert Orch.
- 52008 The Same Old Moon (From "Lucky") (Harbach-Kalmar-Ruby)—Piano Solo.Duke Yellman
- Tenderly Think of Me (Pascoe-Dulmage-Whiting)—Piano Solo.Duke Yellman
- 52016 (What Do I Care) What Somebody Said (Clare-Woods), Vaughn De Leath (The Radio Girl)
- So Blue (DeSylva-Brown-Henderson), Vaughn De Leath (The Radio Girl)
- 51996 Mary Dear (I Miss You Most of All) (From

LATEST RECORD BULLETINS—(Continued from page 158)

- "Honeymoon Lane" (Creamer-Dowling-Hanley)—Fox-trot, with Vocal Chorus by J. Donald Parker Phil Napoleon and His Orch.
- Underneath the Weeping Willow (Ford-Breau)—Fox-trot Phil Napoleon and His Orch.
- 51997 I'll Always Remember You (Klages-Greer)—Fox-trot, with Vocal Refrain by Vaughn De Leath, D. Voorhees and His Earl Carroll's Vanities Orch.
- La Lo La (Schertzinger)—Fox-trot, Phil Napoleon and His Orch.
- 51999 The Same Old Moon (From "Lucky") (Harbach-Kalmar-Ruby)—Fox-trot, with Vocal Refrain by J. Donald Parker, D. Voorhees and His Earl Carroll's Vanities Orch.
- Dancing the Devil Away (From "Lucky") (Harbach-Kalmar-Ruby)—Fox-trot, with Vocal Refrain by Vaughn De Leath, D. Voorhees and His Earl Carroll's Vanities Orch.
- 52002 One Summer Night (Coslow-Spier)—Fox-trot, with Vocal Refrain by J. Donald Parker, B.A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch.
- There's Something Nice About Everyone, But There's Everything Nice About You (Terker-Bryan-Wending)—Fox-trot, with Vocal Refrain by J. Donald Parker, B.A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch.
- 52004 There Ain't No Maybe in My Baby's Eyes (Kahn-Egan-Donaldson)—Fox-trot, with Vocal Chorus by Johnny Ryan, Al. Lynn's Music Masters
- It's a Happy Old World After All (Malie-Steiger-Ash)—Fox-trot. Al. Lynn's Music Masters
- 52012 I Adore You (Je Vous Aime) (Bataille-Henri-Pothier-Macdonald-Coslow-Mercier)—Fox-trot, Cass Hagan and His Orch.
- Lily (From "Lemaire's Affairs") (Macdonald-Warren-Broones)—Fox-trot, Cass Hagan and His Orch.
- 52013 The Doll Dance (Brown)—Fox-trot, B.A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch.
- Some Other Day (Young)—Fox-trot, B.A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch.
- 52014 Hallelujah! (From "Hit the Deck") (Robin-Grey-Youmans)—Fox-trot, with Vocal Chorus by Arthur Fields Golden Gate Orch.
- Yes She Do—No She Don't (I'm Satisfied With My Girl) (Trent-Rose)—Fox-trot, with Vocal Chorus by Jack Kaufman Golden Gate Orch.
- GENERAL GROUP
- 58026 Comm' Ca (Like This) (Sirois)—Basse, in French Canadian Charles Marchand
- Dans un p'tit (In the Little Bush) (Harmonisation; d'Oscar O'Brien)—Basse, in French Canadian Charles Marchand
- 58027 La Rengaine du Merle (Harmonisation; d'Oscar O'Brien)—Folklore du Canada; Basse, in French Canadian Charles Marchand
- Les Chauv's sourient (Mirriset-Latour)—Comique-Basse, in French Canadian, Charles Marchand
- 58028 Le bal chez boule (Boule's Hop); La Visite du Jour de l'an (The Visit on New Year's Day) (Harmonisation d'Oscar O'Brien)—Folklore du Canada; Basse, in French Canadian Charles Marchand
- Serrez moi la main; Ca c'était pour rire (Harmonisation; d'Oscar O'Brien)—Folklore du Canada; Basse, in French Canadian, Charles Marchand
- 40815 Souvenir (Drdla)—Whistling, with Violin and Piano Sibyl Sanderson Fagan Ensemble
- Nightingale Song (Zeller)—Whistling, with Violin, Piano and Celeste, Sibyl Sanderson Fagan Ensemble
- OLD-TIME TUNES
- 45104 Jesus I Come (Stebbins)—Sacred, with Organ, Jenkins Family
- Let the Lower Lights Be Burning (Bliss)—Sacred, with Guitar and Mandolin, Jenkins Family
- 45105 I've Still Got Ninety-nine—Guitar and Singing, Morgan Dennon
- The Girl I Loved in Sunny Tennessee—Guitar and Singing Morgan Dennon
- 8462 Take Your Black Bottom Outside (Williams-Green)—Fox-trot, with Vocal Refrain by Clarence Williams, Clarence Williams' Washboard Five
- Cushion Foot Stomp (Williams)—Fox-trot, Clarence Williams' Washboard Five
- 8463 Smile Your Bluesies Away (Brooks)—Contralto, with Clarence Williams' Blue Five. Eva Taylor
- Red Hot Flo (From Ko-Ko-Mo) (Blake-Bagar)—Contralto, with Clarence Williams' Blue Five Eva Taylor
- JUNE 5 RELEASE
- DANCE MUSIC
- 40816 I'm on My Merry Way (Gillespie-Simons-Whiting)—Fox-trot, with Vocal Refrain, The Happy Hour Orch.
- For Mary and Me (Link-Rose-Britt)—Fox-trot, with Vocal Refrain by Les Reiss, Ted Wallace and His Orch.
- 40817 The Wang Wang Blues (Mueller-Johnson-Busse)—Fox-trot The Goofus Five
- Arkansas Blues (Lada-Williams)—Fox-trot, The Goofus Five
- 40820 Old Timers Medley Waltz—Part 1—Waltz, with Vocal Refrain by Happiness Boys, Bar Harbor Society Orch.
- Old Timers Medley Waltz—Part 2—Waltz, with Vocal Refrain by Happiness Boys, Bar Harbor Society Orch.
- VOCAL MUSIC
- 40818 Just Wond'ring (Kahn-Kahn)—Tenor, with Piano; Guitar by Ed Lang Russell Douglas
- Dawn of To-morrow (Gravelle-Green)—Tenor, with Piano; Guitar by Ed Lang, Russell Douglas
- INSTRUMENTAL MUSIC
- 40819 Christine (Senter)—Clarinet, with Piano; Guitar by Ed Lang Boyd Senter
- Some Day Sweetheart (Spikes-Spikes)—Clarinet, with Piano; Guitar by Ed Lang Boyd Senter
- OLD TIME TUNES
- 45106 Stackalee (Hutchison)—Guitar and Harmonica, Frank Hutchison
- Stackalee (Hutchison)—Guitar, Harmonica and Singing Frank Hutchison
- 45107 The Mississippi Flood (Robison)—Tenor, with Guitar and Violin Vernon Dalhart
- My Blue Ridge Mountain Home (Robison)—Tenor Duet, with Violin, Jews-Harp, Harmonica, Whistle and Guitar Dalhart-Robison
- RACE RECORDS
- 8464 Steady Grind (Spivey)—Contralto, with Piano and Guitar Victoria Spivey
- Idle Hour Blues (Spivey)—Contralto, with Piano and Guitar Victoria Spivey
- 8465 Black Snake Blues (Johnson-Spivey)—Fox-trot, Clarence Williams' Blue Five
- Old Folks' Shuffle (Williams-Waller)—Dance, Clarence Williams' Blue Five
- JUNE 15 RELEASE
- DANCE MUSIC
- 40821 (When the Pussy Willow Whispers to the Catnip) The Whisper Song (Friend)—Fox-trot, with Vocal Refrain The Goofus Five
- Go Wash an Elephant (If You Wanna Do Something Big) (Terker-Robinson)—Fox-trot, with Vocal Refrain The Jazz Pilots
- 40822 Ostrich Walk (LaRocca-Shields)—Fox-trot, Frankie Trumbauer and His Orch.
- Riverboat Shuffle (Voynow-Carmichael-Mills)—Fox-trot Frankie Trumbauer and His Orch.
- VOCAL MUSIC
- 40823 Where the Wild, Wild Flowers Grow (Dixon-Woods)—Contralto, with Guitar and Piano, Alma Rotter
- Red Lips, Kiss My Blues Away (Bryan-Monaco-Wending)—Contralto, with Guitar and Piano, Alma Rotter
- 40824 Home—Cradle of Happiness (Johnson)—Singing, with Piano Sissle-Blake
- Slow River (Myers-Schwab)—Singing, with Piano Sissle-Blake
- INSTRUMENTAL MUSIC
- 40825 Goin' Places (Venuti-Lang)—Violin and Guitar, with Piano by Arthur Schutt, Joe Venuti-Eddie Lang
- Doin' Things (Venuti-Lang)—Violin and Guitar, with Piano by Arthur Schutt, Joe Venuti-Eddie Lang
- 40826 Lindbergh (The Eagle of the U. S. A.) (Johnson-Sherman)—Tenor, with Orch. Noel Taylor
- Lucky Lindy (Gilbert-Baer)—Tenor, with Orch., Noel Taylor
- 45108 Cumberland Gap—Guitar, Ukulele and Fiddle, Williamson Brothers-Curry
- The Fun's All Over—Guitar, Ukulele and Fiddle, Williamson Brothers-Curry
- 45109 Try to Win Some Soul to Him—With Organ, Allen Quartet

(Continued on page 160)

Edison Blue Amberol

- 5326 My Daddy—Fox-trot, with Vocal Refrain by Charles Harrison, Ernie Golden and His Hotel McAlpin Orch.
- 5333 Ain't She Sweet?—Fox-trot, Clyde Doerr and His Orch.
- 5334 I'm Looking Over a Four Leaf Clover—Fox-trot, with Vocal Chorus by Jack Davis, Oreste and His Queensland Orch.
- 5336 Virginia Reel Henry Ford's Old-Time Orch.
- 5338 Two Little Orphans—Singing, with Fiddle, Harmonica and Guitar, E. V. Stoneman and the Dixie Mountaineers
- 5339 Silver Stars of Hawaii Aloha Land Serenaders
- 5341 Kitty Wells—Singing, with Fiddle, Harmonica and Guitar, E. V. Stoneman and the Dixie Mountaineers
- 5344 There Ain't No Maybe in My Baby's Eyes—Fox-trot, with Vocal Chorus by Johnny Ryan, Al. Lynn's Music Masters
- 5345 Better Get Out of My Way, Dalhart's Texas Panhandlers
- 5346 Muddy Water, Frederick Kinsley on the Wurlitzer Organ
- 5347 It Made You Happy When You Made Me Cry, Vaughn De Leath (The Radio Girl)
- 5348 My Horses Ain't Hungry—Singing, with Harmonica, Jews-Harp, Fiddle and Guitar, Vernon Dalhart
- 5349 In the Land Where We'll Never Grow Old—Sacred Song The Patterson Trio
- 5350 Tattooed Man Selections, Victor Herbert and His Orch.
- 5351 Killiecrankie—Comic Song Harry Lauder

Okeh Records

MAY 25 RELEASE DANCE MUSIC

- 40810 Side by Side (Woods)—Fox-trot, with Vocal Refrain. Sam Lanin and His Famous Players
- It's a Happy Old World After All (Malie-Steiger-Ash)—Fox-trot, Sam Lanin and His Famous Players
- 40811 Rosy Cheeks (Simons-Whiting)—Fox-trot, with Vocal Refrain The Happy Hour Orch.
- My Idea of Heaven (Is to Be in Love With You) (Johnson-Sherman-Tobias)—Fox-trot, with Vocal Refrain. The Happy Hour Orch.
- 40812 The More We Are Together (King)—Fox-trot, with Vocal Refrain. Harry Reser's Jazz Pilots
- Oh, Baby! Don't We Get Along (DeSylva-Brown-Henderson)—Fox-trot, with Vocal Refrain Harry Reser's Jazz Pilots
- VOCAL MUSIC
- 40813 Fifty Million Frenchmen Can't Be Wrong (Rose-Raskin-Fisher)—Miff Mole's Molars, with Ted Shapiro at Piano Sophie Tucker
- One Sweet Letter From Home (Clare-Brown-Warren)—Miff Mole's Molars, with Ted Shapiro at the Piano Sophie Tucker
- 40814 (When the Pussywillow Whispers to the Catnip) The Whisper Song (Friend)—Contralto, with Piano Vaughn De Leath
- I'm on My Merry Way (Gillespie-Simons-Whiting)—Contralto, with Piano. Vaughn De Leath

CABLE ADDRESSES
SAM FOX CLEVELAND
SAM FOX NEW YORK

HARRY FOX

Sam Fox Publishing Co.

MUSIC PUBLISHERS

CLEVELAND and NEW YORK

THIS LETTER FROM EXECUTIVE OFFICE THE ARCADE CLEVELAND, O U S A

TO THE TRADE:--

We've just struck a popular song that possesses all the qualities of a "natural" hit -- beautiful melody, touching lyric and a great selling title -

"BROKEN DREAMS"

The song is selling on its own merits. One music department alone sold over two thousand copies within the first ten days of publication and with but little special publicity other than the efforts of the music clerks.

This demonstration has enthused us to a point where we have instructed our entire organization to concentrate on "BROKEN DREAMS" as our leading popular song, and considerable propaganda has been planned for its extensive promotion.

Letters from the profession assure us of their confidence in the success of "BROKEN DREAMS" and, with their co-operation already in evidence, we hope to make this the greatest selling popular song we have ever published.

Sincerely yours,
SAM FOX PUBLISHING CO.
Per: *[Signature]*

SF:ES

RECENT SAM FOX SUCCESSES --- "Broken Dreams". "Polly". "Chinese Moon".
"In the Heart of the Hills". "Neapolitan Nights". and "Dream of Love and You".

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- When the Sweet By and By Is Ended—With Organ Allen Quartet 10
- 45110 It Won't Happen Again for Months—Singing, with Instrumental Accomp., Bill Chitwood and His Georgia Mountaineers 10
- Smiling Watermelon—Singing, with Instrumental Accomp., Bill Chitwood and His Georgia Mountaineers 10
- RACE RECORDS
- 8466 South Bound Water (Johnson)—Singing, with Guitars Lonnie Johnson 10
- Back Water Blues—Guitar, with Piano, Lonnie Johnson 10
- 8467 A Worried Woman's Blues (Humes)—Contralto, with Piano and Guitar Helen Humes 10
- Black Cat Blues (Humes)—Contralto, with Piano and Guitar Helen Humes 10
- 8468 Behold! The Bridegroom Cometh—Jubilee, Kentucky Jubilee Four 10
- Let Us Cheer the Weary Traveler—Jubilee, Kentucky Jubilee Four 10
- 8469 Low Down Blues—Jug Band Selection, with Vocal Refrain ... Whistler and His Jug Band 10
- The Vamps of "28"—Jug Band Selection, with Vocal Refrain ... Whistler and His Jug Band 10

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- 1978 Me and My Shadow—Fox-trot, Ambassador Dance Orch. 10
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- 1979 Forgive Me—Fox-trot Imperial Dance Orch. 10
- All I Want Is You—Fox-trot, Imperial Dance Orch. 10
- 1980 Just the Same—Fox-trot, Hollywood Dance Orch. 10
- I Always Knew I'd Find You—Fox-trot, Fred Rich's Dance Orch. 10
- 1981 At Sundown (When Love Is Calling Me Home)—Fox-trot Continental Dance Orch. 10
- The Doll Dance—Fox-trot, Imperial Dance Orch. 10
- 1982 Lazy Weather—Fox-trot, Sam Lanin's Dance Orch. 10
- Slow River—Fox-trot, Missouri Jazz Band 10
- 1983 Just Like a Butterfly—Fox-trot, Sam Lanin's Dance Orch. 10
- In a Shady Nook by a Babbling Brook—Fox-trot, Hollywood Dance Orch. 10
- 1984 Hallelujah (From "Hit the Deck")—Fox-trot, Sam Lanin's Dance Orch. 10
- Shanghai Refugee—Fox-trot, Missouri Jazz Band 10
- 1985 One o'Clock Baby—Fox-trot, Fred Rich's Dance Orch. 10
- Get Away, Old Man, Get Away—Fox-trot, Missouri Jazz Band 10
- 1986 The Memphis Blues—Fox-trot, The Six Hottentots 10
- St. Louis Blues—Fox-trot, Joe Candullo and His Orch. 10
- 1987 I Love No One But You—Waltz, Hollywood Dance Orch. 10
- Far Away Bells—Fox-trot, Imperial Dance Orch. 10

VOCAL RECORDS

- 1988 The Whisper Song—Male Duet, with Piano Accomp., The Radio Imps 10
- Oh, What a Pal Was Whoozis—Male Duet, with Piano Accomp., The Radio Imps 10
- 1989 Side by Side—Tenor Solo, with Orch. Accomp., Irving Kaufman 10
- Where the Wild, Wild Flowers Grow—Tenor Solo, with Orch. Accomp., Irving Kaufman 10
- 1990 The Mississippi Flood—Tenor Solo, with Novelty Accomp., Vernon Dalhart 10
- The Wreck of the No. Nine—Tenor Solo, with Novelty Accomp., Vernon Dalhart 10
- 1991 Russian Lullaby—Tenor Solo, with Orch. Accomp., Charles Harrison 10
- The Little Red House on the Hill—Tenor Solo, with Orch. Accomp., Charles Harrison 10
- 1992 Red Lips, Kiss My Blues Away—Male Duet, with Piano Accomp., The Radio Imps 10
- I've Got Something in My Eye—Male Duet, with Piano Accomp., The Radio Imps 10
- 1993 When the Roses Bloom Again—Tenor Solo, with Novelty Accomp., Ernest Stoneman 10
- Hand Me Down My Walking Cane—Tenor Solo, with Novelty Accomp., Ernest Stoneman 10

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- 420-H Where the Wild, Wild Flowers Grow—Fox-trot, with Vocal Chorus by Arthur Hall, Royal Troubadours 10
- I Adore You—Fox-trot, with Vocal Chorus by Arthur Hall, Royal Troubadours 10
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- I've Got Something in My Eye—Male Duet, with Piano Accomp., The Radio Imps 10
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- HAWAIIAN RECORD
- 8325 Aloha O—Hawaiian Quintet, South Sea Islanders 10
- One-Two-Three-Four—Hawaiian Quintet, South Sea Islanders 10

H. S. Hinze, of Ernest Ingold, Talks on Credits

Secretary-Treasurer of Atwater Kent Jobber States That Credit Department Can Be Made the Most Beneficial or Harmful

SAN FRANCISCO, CAL., June 6.—At the twenty-fifth annual convention of the Electrical Credit Association of the Pacific Coast, held at Del Monte, Cal., on May 29 and 30, H. S. Hinze, secretary-treasurer of Ernest Ingold, Inc., of this city, made an unusually fine address on the subject of "Radio Credit Experience."

Among the points covered by Mr. Hinze was the very rapid development of the radio business from its inception, resulting in a credit experience for the industry gained in four years which, in many other industries, had taken a great many times as long. In other words, credit experience was gained quickly. The extension of radio credits was complicated at first, and still is, by the fact that the character of the best ultimate sales outlets for radio is yet to be determined, sales being handled at the present time satisfactorily through a widely varied type of retail outlets.

Mr. Hinze stated that he "considered the credit department as nothing other than a service department, and a very important service department to the retailer at that. Credits should be opened on a basis of mutual understanding and trust." He himself cited instances of exceptionally liberal extension of credit—in fact, more than was warranted, on which he had asked for and received prompt settlement at all times. No department of a business, in Mr. Hinze's estimation, can do more for a dealer than the credit department, and, at the same time, no department can work greater hardship or hamper sales more for the retailer than the credit department.

Mr. Hinze has had unusual business and credit experience and his observations were very timely and well put.

Acme Elec. & Mfg. Co. Adds 12,000 Feet to Space

Tremendous Increase in the Sales of Its Products Made Larger Space Necessary to Meet the Demand

CLEVELAND, O., June 10.—The Acme Electric & Mfg. Co., which has been engaged in the making of radio products since the inception of radio broadcasting, recently added 12,000 square feet of floor space to its already large plant.

This move was made necessary by the tremendous increase in sales. The latest machines and equipment have been installed to expedite the production of the new models, which will shortly be placed on the market.

Ted Lewis and His Band, exclusive Columbia artists, recently played at Landay Hall, N. Y. C.

Utah Columbia Jobber Features "Two Black Crows"

Columbia Stores Co. Finds Record by Moran and Mack in Popular Favor—Uses Clever Illustrated Letter to Interest Dealers

SALT LAKE CITY, UTAH, June 7.—The Columbia Stores Co., local Columbia distributor, reports that the recent recording by the "Two Black Crows," Moran and Mack, is proving one of



Illustration on Clever Letter

the best sellers of the year. D. H. Delzell, head of the company, is making a drive on the record. He told dealers of the record's possibilities in a multigraphed letter, illustrating as shown herewith.

A. Atwater Kent Aids the Program to Honor Lindbergh

The public-spiritedness of A. Atwater Kent, president of the Atwater Kent Mfg. Co., Philadelphia, Pa., was again demonstrated on the occasion of the national reception to Captain Charles A. Lindbergh. On the day of Lindbergh's arrival in Washington, among the many activities planned for his welcome celebration, was a concert held at the Washington auditorium, under the auspices of the National Press Club. The United States Marine Band was obtained to provide martial music, and A. Atwater Kent was invited to supply one of his grand opera radio singers. He responded with one of the best-known and best-beloved artists of the country, Reinald Werrenrath. Werrenrath was on tour, but when reached by long-distance he gladly consented to cut short his trip and return East. He sang several numbers over a network of more than forty stations linked up for the Lindbergh ceremonies.

C. E. Mfg. Co. Adds Three New Tubes to Line

PROVIDENCE, R. I., June 9.—The C. E. Mfg. Co., of this city, manufacturer of Ceco radio tubes, has added three new tubes to its line, D-1/8 and the D-1, which are rectifier tubes, and the L-10, which corresponds to UX-210 and is a power tube for voltages up to 425.

A new broadside has been issued by the company illustrating these three new models, as well as other type tubes in the Ceco line.

Miss L. M. Guth Active in Credit Association Conclave

Miss L. M. Guth, credit manager of the Plaza Music Co., presided twice in the program of the National Credit Association at the annual convention held in Louisville, Ky., June 6, 7, 8 and 9.

At the women's breakfast held on June 7, and which was attended by a number of the men officials, Miss Guth officiated, and also she presided as chairman of the Ladies' Conference, held on Thursday afternoon, June 9.

The activities of ladies in the programs of the National Credit Association are a new de-

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parture and establish a precedent in Association work, which apparently won the approval of those who attended.

M. I. Spert Joins Staff of Braiterman-Fedder Co.

Among recent visitors to New York City was William Braiterman, of the Braiterman-Fedder Co., of Baltimore, Md. Mr. Braiterman stopped en route to Philadelphia in the interest of BrafcO products. He announced that the BrafcO sales staff had been augmented by the addition of M. I. Spert.

A license has been granted by the Radio Corp. of America and associated companies to the Freed-Eisemann Radio Corp., covering the use of basic patents owned and controlled by R C A in the manufacture of the Freed-Eisemann products, it was announced recently.

N. Garfinkel on Trade Trips

N. Garfinkel, head of the Mutual Phono Parts Mfg. Co., New York City, has made several extended trips out of town in the interest of Mutual tone arms and sound boxes during the past month. He reports much interest in the new models of the Mutual line, which interest was backed up by substantial orders. The new No. 7 reproducer is reported to be going particularly strong.

George W. Beadle Killed

George W. Beadle, formerly a well-known recording engineer, having been connected with the old Columbia Graphophone Co., the Emerson Phonograph Co. and Criterion Records, Inc., was killed recently when the automobile he was driving got out of control and was smashed on Riverside Drive, New York.

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