

The TALKING MACHINE WORLD

For dealers
wholesalers
& manufacturers
of phonography
& radio products

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BRUNSWICK PANATROPE

The best
musical
instrument
for the home
~ since the
piano ~ ~

Brunswick

The NEW Toman Reproducer No. 2

*A Beautiful and Original Design
Improves Wonderfully, Old Phonographs as Noted Below*

Heavy metal diaphragm—practically indestructible.
Constructed on an entirely new principle.
Cannot get out of order—will stand severest shocks.
Needle holder is the only part exposed—all other parts are enclosed and protected.
Enunciation of every kind of voice or instrument is clear and full.
Reproduces perfectly, extreme highest, or lowest tones.
The Toman non-friction stylus suspension (no springs) gives instant response to the most delicate tones—this method also increases considerably the life of each record played.



- No. 2-V. —to fit old style Victor—also fits Toman helical tone arm.
- No. 2-O. —To fit Orthophonic Victor.
- No. 2-C. —to fit Columbia old style machines.
- No. 2-VG.—to fit very old style Victor horn type machines — also fits German-made tone arms, measuring 19 mm. at hub connection.

Produces a very fine Deep, Rich, Mellow and Powerful Tone

The Toman "Helical" Tone Arm Set

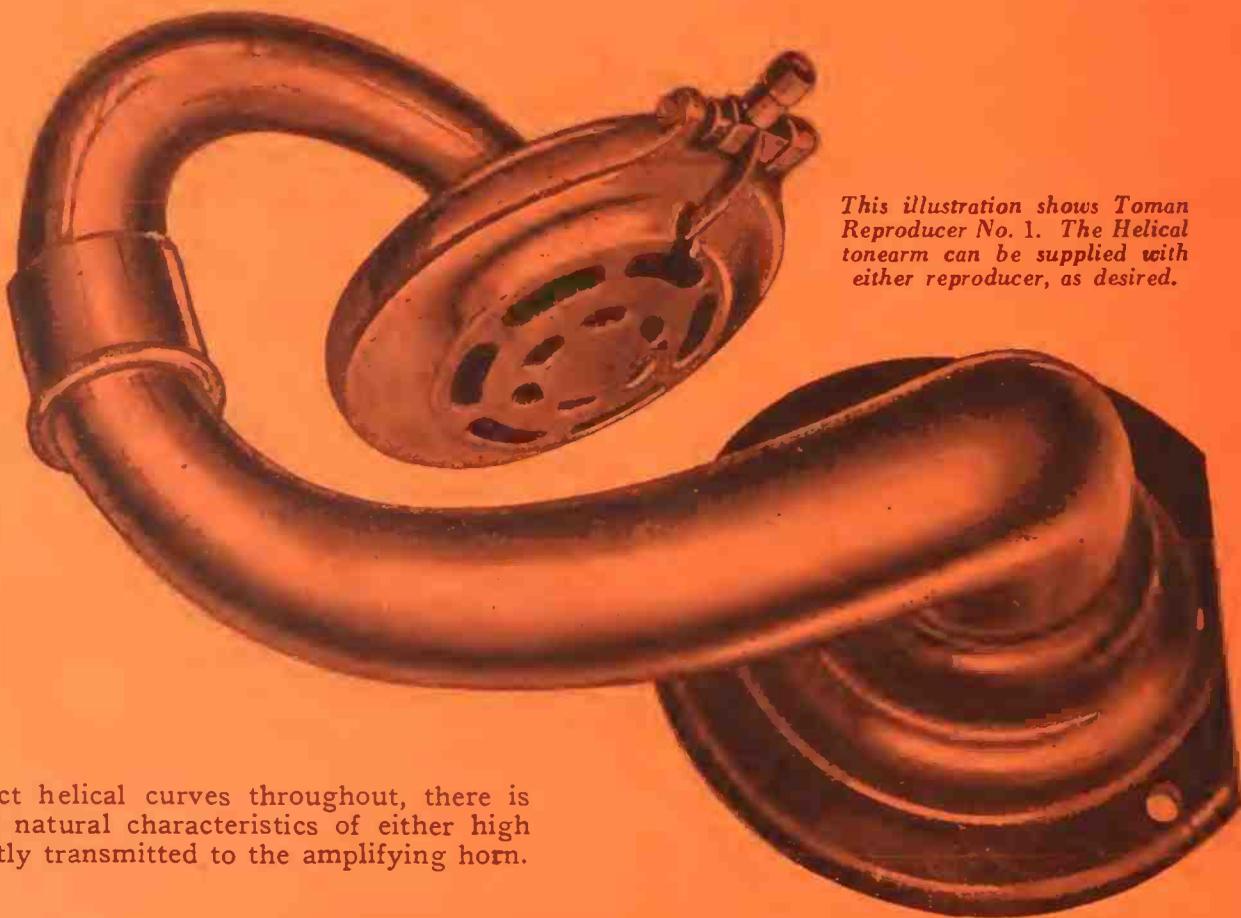
Does not infringe any U. S. Patent

Not a copy or imitation

Constantly curves and tapers—Airtight in construction

No vibration or jingling on loudest tones

The walls of the Helical tonearm progressively increase in thickness from 3/32 inch at the reproducer, to 3/16 inch at the base — this construction prevents any losses or modification of sound waves as this tonearm does not vibrate even on loudest tones — whereas tonearms made with thinner walls will vibrate and frequently lose and also modify some of the sound waves. The "Helical" tonearm has a constantly tapered air column measuring 15 inches from reproducer to amplifying horn connection, and the inside walls being perfectly smooth offer absolutely no resistance to the sound waves—and, due to the perfect helical curves throughout, there is absolutely no alteration of the natural characteristics of either high or low tones, which are perfectly transmitted to the amplifying horn.



This illustration shows Toman Reproducer No. 1. The Helical tonearm can be supplied with either reproducer, as desired.

Manufactured by
E. Toman & Co.

2621 West 21st Place
CHICAGO, ILL.

Sales Distributor
Wondertone Phonograph Co.

216 No. Michigan Ave., Chicago, Ill.
Cable Address—"Wondertone Chicago"
Cable Codes—Western Union A.B.C. (5th Edition).

The Talking Machine World

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New York, August, 1927

Price Twenty-five Cents

Know Your Sales Field Market Analysis of an Average City

Survey of Homes in Ohio City of 30,000 Population Brings to Light Interesting Facts Regarding Number of People Who Own Talking Machines and Radio Receiving Sets—Valuable Data for Retailers

“KNOW Thy Market.” This is a motto that the average retail merchant might well have printed in large type and affixed permanently on his office wall, for it is only by possessing an accurate knowledge of the market possibilities in his territory for the product he handles that the merchant is able to gauge his sales prospects and his selling campaigns. It is not sufficient, for instance, for the dealer in talking machines and radio receivers to know more or less definitely that from 50 to 55 per cent of the homes in his territory remain unsupplied with one or the other of these entertainment media, for the strength of his market depends upon a number of other factors, chiefly the amount of money in those homes that is available for the purchase of his goods, as represented by income, the character of the people, as represented by the type of home and manner in which the home is maintained, and the willingness to enjoy the good things of life as indicated by the tendency to spend money for various comforts and conveniences, ranging from telephone service to living room equipment.

In the matter of making market surveys the talking machine and radio industry is at the same time both fortunate and unfortunate. Unfortunate in that there are not available organized facilities for making general market surveys on its own account, except as they may be conducted in limited districts by individuals, and fortunate, on the other hand, that the numerous and extended surveys of homes and home equipment that have been and are being made by strong national organizations, practically without exception, include musical instruments in such surveys.

On several occasions The Talking Machine World has been privileged to present to its readers in concise form the results of various national, or at least widespread, surveys conducted by outside interests, which have included information as to the number or percentage of homes of various types equipped with different kinds of musical instruments. That the information offered by these surveys is appreciated by the live members of the trade has been evidenced by the response.

In the April issue of The World the results of a nationwide canvass of homes, cities and towns with populations of less than 1,000 to those of 100,000 or more were published. This was conducted by the General Federation of Women's Clubs in co-operation with the Crowell Publishing Co. and offered more general information on market possibilities than has heretofore been gathered.

Survey of Homes in Average City

Within the last month or so the Literary Digest, utilizing the services of R. O. Eastman, Inc., specialists in the gathering of trade information, has collated and published the imposing results of a home survey made in Zanesville, O., a city of some 30,000 population and selected as typical of the average American city,

without seaport facilities to produce unusual activities, or isolation to bring about stagnation. The facts brought out as a result of the survey carried on primarily to indicate the high value from a marketing standpoint of homes equipped with telephones, are of unusual interest to merchants as a whole for the reason that they fit in so well with the results of previous surveys made by other interests and thereby substantiating the figures in a large measure.

In connection with the canvass of Zanesville, the investigators, as a means of check-up, also made surveys in thirty-six other cities with

Study the report of the survey analyzed in the accompanying article. There is much in the figures and conclusions drawn from them that is of interest and practical value to retailers who desire to plan their sales promotion campaigns intelligently and make drives for business that will produce results. Zanesville, O., is an average community and conditions there are very similar to those in your community. . .

populations averaging something in the neighborhood of 25,000 each, and thereby developed further interesting information regarding the market situation in this important cross section of American community life.

A Comparison of Survey Results

The tabulated results show that 54 per cent of Zanesville families own phonographs, as compared with the average of 58.9 per cent of phonograph owning families in 36 other cities where investigation was made. It is interesting to compare these figures with the results of the National Federation of Women's Clubs more extensive survey which showed a national percentage of 45.

In the matter of radio, only 16 per cent, or one in six of the Zanesville homes investigated were possessed of radio receivers, as compared with 36 per cent of homes in 36 other cities that were thus equipped. The national survey made some time ago reported 26 per cent of homes in cities of 25,000 population as radio equipped. These figures are particularly surprising in the case of Zanesville in view of the location of the city in the central section of Ohio within what may be considered a short radio distance of the popular stations operating in Cincinnati, Pittsburgh, Cleveland, Columbus, and other large cities.

By way of comparison, it is interesting to learn that 43 per cent of Zanesville homes, or

more than four out of every ten, have pianos, which fact compares favorably with the 51 per cent of homes in the 36 other cities that are possessed of such instruments. This is much better than the national average of pianos in the homes as determined by the Women's Clubs survey which gave the percentage as 45.4 for cities of 25,000 population. For those who like to make comparisons with the automobile, it may be said that 50.5 of Zanesville families own cars of various makes, while in the 36 other cities, 59.4 per cent of families had automobiles. This would not indicate the dominance of that product in the appeal to the family purse.

What Is the Market?

The percentage of homes that are equipped with radio receivers, phonographs and pianos, subtracted from the total, gives some idea of the many homes in the cities where the surveys were made that are still without such instruments and may be considered as legitimate prospects. But from these homes without musical equipment must be subtracted that very substantial number wherein the financial budget will not permit of the purchase of such instruments. This brings us to the highly important phase of the survey, namely, the standing of citizens as community assets.

In considering these figures an important fact is that 69.9 per cent of Zanesville families own their own homes, as compared with 71.4 per cent in the 36 other cities surveyed. In Zanesville, which may be accepted in this case as typical of other cities, 13 per cent of the homes were valued at \$4,000 or less, 27 per cent at \$4,500 to \$6,000, 24.6 per cent at \$6,500 to \$8,000, and 22 per cent at \$8,500 to \$12,000 with only about 8 per cent valued at above that figure and only five per cent at \$20,000 or more. It is significant, too, that 95 per cent of the homes kept were in a fair condition or better, with the majority coming under the headings of good or excellent. This high proportion of home owners has a very important bearing on the market, for it indicates that not only are the citizens of a solid and substantial character, but that they are the type who, owning a home, will most likely desire to install therein every possible comfort and convenience.

Another phase of the Literary Digest survey that is valuable is the classification of heads of families according to observation, which may in a general way give some idea of financial standing. In Zanesville, for instance, 2.8 per cent of householders are executives as compared with an average of 7.3 in the 36 other cities. In Zanesville, 4.8 per cent are professional men as compared with 10 per cent in the 36 other cities, while in Zanesville there are 25 per cent of unskilled laborers as compared to 36 cities average of only 8.2 per cent. The groups reported in the survey included, in addition to executives and professional men, merchants, public service men, salesmen and traveling executives, clerks, skilled craftsmen, skilled labor-

(Continued on page 11)

Aggressive Merchandising Makes Summer Season Profitable

Retailers Who Continue Sales Promotion Campaigns Throughout
the Summer Are on the Right Road to Bigger Annual Business

WITH the advent of Summer usually there is a general let-down in the efforts of the entire industry to promote business. This has been the case for a number of years. In fact, a feeling has existed in the trade for years that the Summer months witnessed a lull in buying that made sales promotion campaigns futile. The fallacy of this line of reasoning has become more evident with the passing of each year, and this year for the first time a well-organized effort (the R. M. A. Convention and Trade Show) has been made to maintain business volume at a level that will insure profits during the Summer months.

A Merchandising Problem

That it is a more difficult problem to keep business up to par during the hot weather period, no one will deny who is at all familiar with the conditions faced by the retail dealer. There is no doubt about it; the fact that thousands of people close up their home for the entire Summer and many others go away for the usual two weeks' period has an adverse effect on the business of the talking machine dealer. But while there is a general exodus, this is spread over the entire season. Some people go away early and others go away later. Thus while there is a movement out of the various communities there is also a movement back home following the vacation that continues right through the Summer. Then, too, there are the people who do not leave town, and this class represents the majority.

Timely Opportunities

Why suspend all sales activity simply because conditions are not of the very best to consummate sales? The Summer season presents to the dealer opportunities peculiar to the time; opportunities that the retail merchant has little time for later in the year. For example, what about those instruments taken in trade? What better chance for sales than to resort keepers? The machines can be sold at a price that should make sales easy. The poorer class, people who would not be considered first line prospects for

the newer and more expensive instruments, provide an outlet for used machines that is made to order for the dealer who is wise enough to sense the opportunity.

"King of Summer Sellers"

Then, there is the portable, the "King of Summer Sellers." The records of dealers who make a serious effort to sell portable machines during the Summer show the widespread demand for these compact small instruments. And there is money in portable sales. Cash! A dealer remarked to the writer a week ago that he could not pay his bills because he had gone ahead with sales too rapidly and all his money was tied up in outstanding accounts. This merchant was holding off payment to his wholesalers until later in the season when he would be more plentifully supplied with cash. If this merchant had concentrated to a greater extent on the sale of instruments that have the strongest appeal right now and that can be sold on a cash basis he could relieve a situation that is extremely dangerous for his business. Portable instruments, records, small goods, trade-in machines and other items of a similar character should bring in cash enough to tide over an unsatisfactory period.

More Cash Business Necessary

In this connection, during the outing of the Talking Machine and Radio Men, Inc., the metropolitan New York dealers' association, a few weeks ago, one of the dealers remarked that while he concentrated on those items that brought in immediate cash in combination with the instalment business he never had any trouble. The first year his business grossed \$150,000, leaving him a fair margin of profit on his investment, after deducting operating expenses. The second year this dealer decided to expand and he made a strong bid for instalment sales, neglecting almost entirely the cash side of merchandising. The result was that at the end of the year he had \$50,000 outstanding on his books and no available cash with which to buy new stock. He also discovered that the

dealer who is unable to take advantage of the two per cent discount for cash is practically eliminating profits. In other words the first year this dealer averaged an eight time turnover on stock and by taking the two per cent discount added 16 per cent to his gross profits. At the end of the second year, as has been intimated, the situation was serious. The dealer gave the matter much thought. He was worried. He could have disposed of his paper, but the cost of doing this would have seriously jeopardized profits. He finally decided that it would be cheaper to refrain from making instalment sales for three months. This he did, with the result that he barely scraped through. During that period he concentrated entirely on cash business, making special inducements to the public to stimulate sales. When a customer asked for terms he made the initial down payment so high that he immediately secured a fair proportion of the cost of the instrument. This change in policy, combined with the fact that the money from outstanding accounts came in regularly, saved the day, and three months later the dealer was again on safe ground.

"House Cleaning" Period

It is a mighty good practice to clean house, figuratively of course, occasionally. Otherwise the dealer finds that he has a great deal of money tied up in slow-selling merchandise. The Summer months provide an excellent opportunity for doing this. During the three months of the vacation season the dealer should make a strong effort to reduce his investment by disposing of all the merchandise he possibly can, getting as much cash in hand as possible, and clearing the store of "stickers," so that in the Fall he will be prepared to go after business in a big way.

The Nye Jewelry, Music & Radio Shop, of McHenry, Ill., and its proprietor have won quite a reputation as community leaders. Local papers have been paying high tribute to A. E. Nye and his accomplishments.

"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 64-68 Wooster Street, New York

First in Dance Music!



Six Jumping Jacks



Ernie Golden and His Hotel McAlpin Orchestra



Abe Lyman



Vincent Lopez



Ben Selvin



Jack Denny



Ohman & Arden



Ben Bernie



Isham Jones



Frank Black



Harry Archer



Hal Kemp



Anglo-Persians



Jules Herbuveaux and His Orchestra

34 Good Reasons

- Abe Lyman
- Ben Bernie
- Vincent Lopez
- Ben Selvin
- Isham Jones
- Jack Denny
- Ohman and Arden
- Red Nichols
- Six Jumping Jacks
- Ernie Golden
- Castlewood Marimba Band
- Carl Fenton
- Harry Archer
- Frank Black
- Fletcher Henderson
- Charley Straight
- The Clevelanders
- Savannah Syncopators
- Park Lane
- Ray Miller
- Jules Herbuveaux
- Elgar's Creole Orchestra
- Anglo-Persians
- Bud Jackson's Swanee Serenaders
- Duke Ellington
- Mound City Blue Blowers
- Hal Kemp
- "Kenn" Sisson
- Johnny Dodds
- Colonial Club
- Regent Club
- Carter's Orchestra
- Washingtonians
- Fess Williams

Why the Public acclaims Brunswick
the leader in popular music

Brunswick

THE BRUNSWICK-BALKE-COLLENDER CO., CHICAGO · NEW YORK · IN CANADA: TORONTO
BRANCHES IN ALL PRINCIPAL CITIES

Denver Music Concern Finds Broadcasting Effective in Increasing Sales

John T. Bartlett Tells How the Reynolds Radio & Music Co., Through a Daily Broadcasting Hour, Is Helping Its Dealers and Itself to Secure Larger Sales Volume

One of the first radio stations to be licensed was KLZ, Denver, of the Reynolds Radio Co. In the "early days," KLZ, like many other stations, used phonograph music a great deal—then didn't. Now a daily phonograph hour is back again, under unique circumstances—and is proving very successful in promoting good will and increasing record sales.

For many years "Doc" Reynolds and Mrs. Reynolds were professional musicians. After several years of exclusive radio operation they are branching out into the music field. The name of the company has been changed to the Reynolds Radio & Music Co. The first distributors' franchise taken on was for Vocalion records. In coming months, according to Mr. Reynolds, other high-grade lines in the music field will be added, and both as a distributor and retailer the Reynolds Radio & Music Co. will be an important factor in Denver and the Rocky Mountain region.

The Vocalion Hour is a daily event from 11 to 12 a. m. KLZ reaches the entire distributing territory of the company—Colorado, Wyoming, New Mexico, Texas Panhandle, parts of western Nebraska.

"In the old days of phonograph broadcasting," said Doc Reynolds, "we gave the name and number of a record before we played it. Now we give the name and number afterwards. If the listener likes the piece, wants the special information about it, she is all ready to get it, and remember it when we have finished the record.

"In connection with our broadcasting we give the names of our Denver dealers. Here in Denver we have not sought retail business. We mention the Silver Music Co., Bechtold's, Cas-

sell, Baldwin, Carl Schultz, Loop Market Music Shop.

"For out of Denver points we suggest listeners get the records they like of their dealers—or direct from us. The letters which come in we offer to turn over to a local dealer desiring to handle Vocalion records. Following a single broadcasting, three letters came from Ft. Collins. We appointed an excellent agent there on the basis of the letters. The same thing has occurred in many other places.

"We find, too, that we reach small communities we could not work with a salesman.

"Besides the daily morning Vocalion Hour we have been using the phonograph records in

Schubert Centennial Plans Near Completion in Europe

Recent cablegrams received by the Columbia Phonograph Co. report rapid progress toward the completion of plans to make the Schubert Centennial Celebrations world-wide.

As part of these celebrations the Columbia Phonograph Co. has offered prizes totaling \$20,000 for the completion of the master's unfinished symphony. The invitation to compete in the completion of this masterpiece is extended to composers, teachers and students in twenty-six countries.

The messages from Europe report that Germany is most enthusiastic in its welcome of the plans. The jury nominated for that country includes many noted musicians, among them Richard Strauss, Hans Pfitzner, Max Von Schillings, Wilhelm Furtwaengler, Max Liebermann,

a combined phonograph and instrumental program between 3 and 4 p. m. on Monday, Wednesday and Friday. Our intention is to continue this promotion of the records, proved so efficient, so far by us, although the Summer season is approaching. Our experience is that we can get out over our entire distributing territory through the Summer."

Opposite the Reynolds store on Glenarm street a large new theatre is being erected at present. The construction work has seriously interfered with retail business in the block. This is one condition which put the brakes somewhat upon the Reynolds Co.'s music expansion program, but the intention is to have by Fall a considerably enlarged stock. The retailing as well as the distributing end will be gone into with characteristic Reynolds enterprise and determination. The company's broadcasting station KLZ is found to be an advertising asset played to the limit, and the Colorado trade is awaiting development with a great deal of interest.

Georg Schuneman, Siegfried Ochs, Otto Schnabel, Professor Von Hausegger, Georg Schumann and Hugo Von Hoffmannstahl.

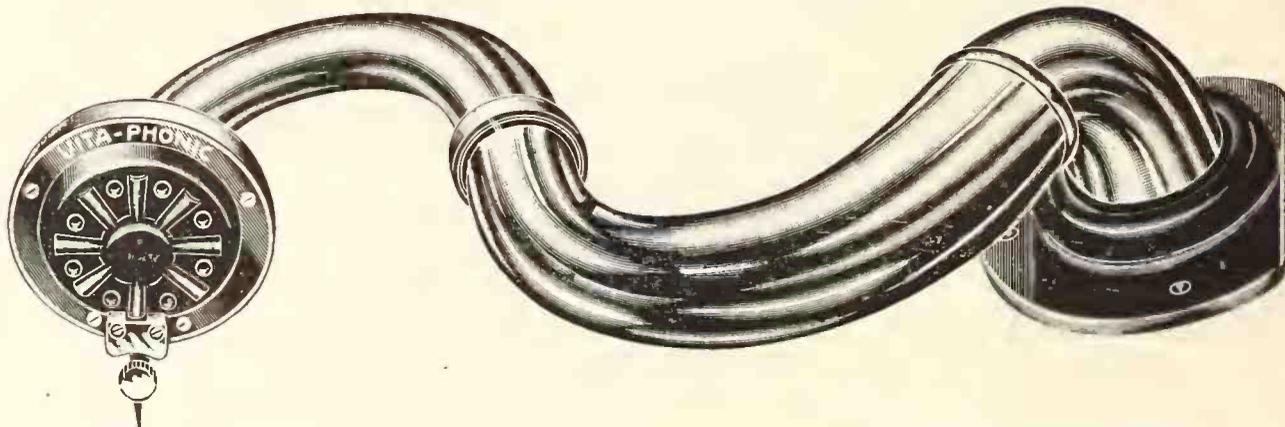
In the Austrian zone the following public men have become members of the Schubert Committee: President Masaryk, Czechoslovakia, and the Austrian Chancellor, Dr. Seipl.

Two New Distributors for Bremer-Tully Mfg. Co.

The Bremer-Tully Mfg. Co., of Chicago, Ill., announced the appointment recently of two new distributors, one in the South and one in the East. These are the Harbison-Gathright Co., of Louisville, Ky., and Treeman, King & Co., of Ithaca, N. Y. Both will distribute the Bremer-Tully line of counterphase receivers, B power units and speakers, featuring these products in their territories.

A CLEAN KNOCKOUT!

No Slow-Motion Pictures Necessary



Tapered Brass Entire Length

Ball Bearing Base

Write for Quotations



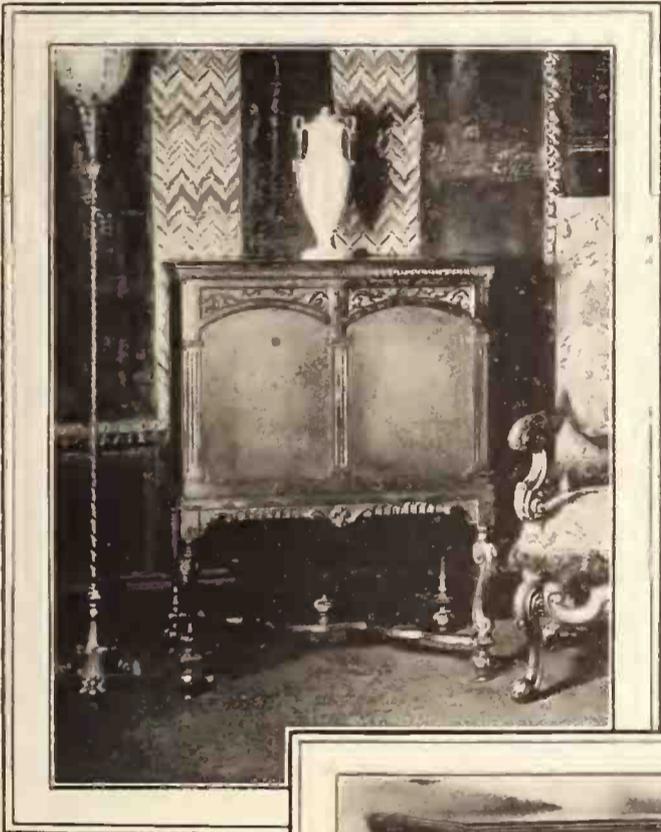
Canadian Distributors: Standard Phono. Supply Co., Montreal

A Big Name in Music Today

The BRUNSWICK PANATROPE

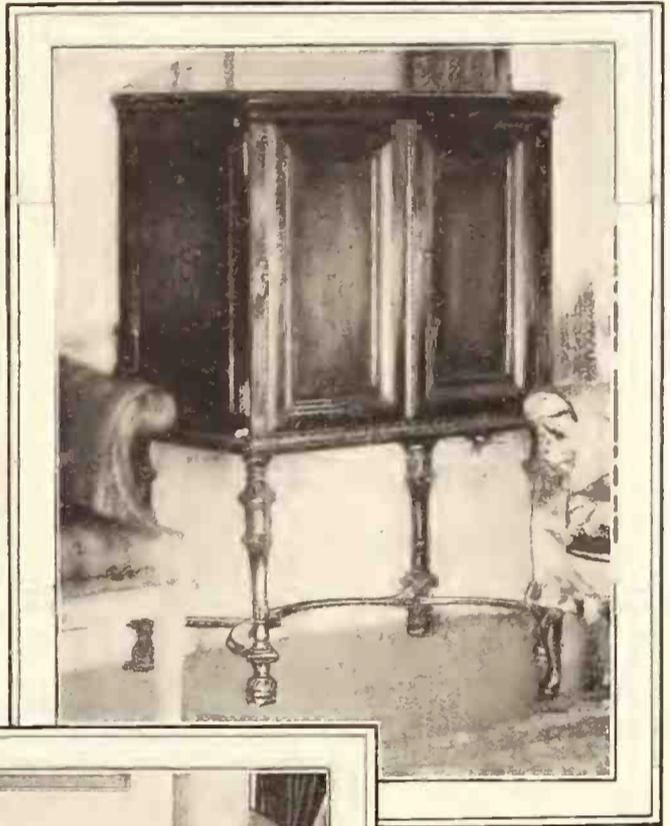
10 Models • • \$90 to \$1275

Prices Guaranteed to December 31, 1927



THE amazing success of the Brunswick Panatrope is due to the fact that this musical instrument is new in principle and in the musical results which it produces.

The inimitable musical quality of the Brunswick Panatrope sells the instrument. Dealers everywhere report this to be a fact. To hear the Brunswick Panatrope is to want it.



Brunswick Panatrope, electrical type. Model P-11. List price \$700.

Brunswick Panatrope, exponential type. Model 8-7. List price \$90.



Brunswick Panatrope, electrical type, combined with 8-tube Radiola Superheterodyne. Model 148-C. List price—Eastern, \$1250; Coast, \$1275.

Brunswick Panatrope, electrical type. Model P-13. List price, \$600.

IN the ten models of Brunswick Panatrope, five of the exponential and five of the electrical type, are instruments to meet every musical need and family requirement.

Backed by superior merchandise and aided by care-

fully planned sales and advertising help, the Brunswick dealer occupies an enviable position in the industry. The opening of the fall season will demonstrate more clearly than ever the growing value of the Brunswick franchise.

Brunswick

THE BRUNSWICK-BALKE-COLLENDER CO., CHICAGO • NEW YORK • IN CANADA: TORONTO
BRANCHES IN ALL PRINCIPAL CITIES

Demonstrate New Models to Prospects Says Woodall



C. A. Woodall

SOLICITATION of demonstrations of the new instruments is the basic principle of a live phonograph dealer who has made a success of the business in a town of only 800 population. The dealer is C. A. Woodall, who handles the Columbia Viva-tonal line of phonographs and New Process records in Kuttawa, Ky. Because of the limited field of operations in the village Mr. Woodall has expanded his territory to include the entire county, which has a total population of only 8,000.

Demonstration Keynote of Selling

More than ever in the talking machine business are demonstrations needed for the maximum promotion of sales of the new and radically improved phonographs and records. In spite of the fact that most of the new models have been on the market for many months thousands of people throughout the country are not aware how superior is the new to the old and the result has been that the talking machine dealers have failed to secure many thousands of dollars of business that could have been theirs had they pushed the wonderful products in their stores in the most effective way. The Talking Machine World has emphasized the need for demonstration time and time again. That some dealers realize and have taken advantage of the opportunity is indicated by the reports that reach this publication from the trade. Mr. Woodall knows that he has struck the right note in his selling effort, because he is getting better results in a very small community than many merchants whose locations are more advantageous.

Method of Demonstration

"First," says Mr. Woodall, "I solicit a demonstration, calling the attention of the prospect to the new Viva-tonal phonographs, the successor to the phonograph. After I secure the consent of the prospect to stage a demonstration, I take a machine and a selection of records to the home of the individual. I operate the machine myself and I am careful not to use a needle that has become the least bit worn. I also use all new records. I do not encourage or give the prospect any chance to use the old records they have on hand, if I possibly can avoid it. I usually succeed in this because I remain close by the instrument and if I can close the deal on the spot I take the machine back to the store with me, for if I leave it, ex-

perience has taught me that the chances are ten to one that the prospect will get to playing old, scratchy records with old needles. The result invariably is that they decide that the new instrument is not much better than the old one and a sale is lost. Whereas, if I make a deal before I leave and they play the records I brought with the machine they will purchase more New Process records before using old, worn records."

In spite of the fact that there are so few people in the county Mr. Woodall utilizes advertising in the county paper to broadcast the message that the new phonograph is entirely different from the old type instrument and that there is no possible comparison regarding the quality of reproduction. This constant hammering home of the idea that the latest models are designed along new principles has had the effect of interesting many people in the county to the point where it has been a comparatively simple matter to arrange a demonstration. Once Mr. Woodall secures the necessary permission it is simply a matter of permitting the prospect to hear the machine under favorable conditions in order to consummate a sale.

20 Per Cent Record Business

Mr. Woodall has made a close study of the possibilities for sales of records in his territory and the result has been that he has built up an excellent volume of business in recordings. Analysis of the field convinced him that sacred music should have a great appeal in that district and, accordingly, he featured those records with such success that to-day the bulk of his record demand is for selections of this type. This proves the value of knowing the field. It is foolish for the dealer to carry a top-heavy record inventory merely because it is his desire to have a particular number in stock should he by any chance get a call for it. That is one way of slowing turnover to the point where profits reach the vanishing point. The dealer certainly can get a line on the record preferences of his customers and the public he desires to serve by going to very little trouble. This is absolutely in order for the dealer to keep his shelves clear of slow-moving numbers. Many a dealer has money tied up in records that could be put to better use by investing it in numbers that move from his shelves with greater speed.

Mr. Woodall a few years ago decided that the talking machine business had reached the point where profits were conspicuous by their absence. So he closed shop and went into another line of business. When the new instruments were introduced some time ago, however, he saw the possibilities for business. He realized that the trade had been revitalized and that every individual, whether he had a talking machine in the home or not, was a prospect for the new instruments and records. The experiences of this dealer prove the soundness of his reasoning. If a merchant can make a go of the talking machine business under the handicap of an unusually small town location then certainly dealers more favorably located should not find it impossible to put their merchandising sense to work effectively enough so that they get a satisfactory profit on their investments.

Gennett Record Laboratory Established in Birmingham

BIRMINGHAM, ALA., August 5.—A very complete recording laboratory has been established in this city by the Gennett Phonograph Recording Laboratories of New York. It is located on the third floor of the Starr Piano Co. building at 1820 Third avenue, where the company expects to make a specialty of Alabama negro folk songs. The laboratory is splendidly equipped at an expense of \$275,000 with a complete staff of technicians. The first Birmingham organization to make a record was the Eddie Miles Orchestra of Cascade Plunge. Other notable musical organizations and singers will be recorded at this point so that music of the South and of its composers will be fittingly represented.



Octacone Gross Profit is Net Profit!

\$ **19⁵⁰**
List

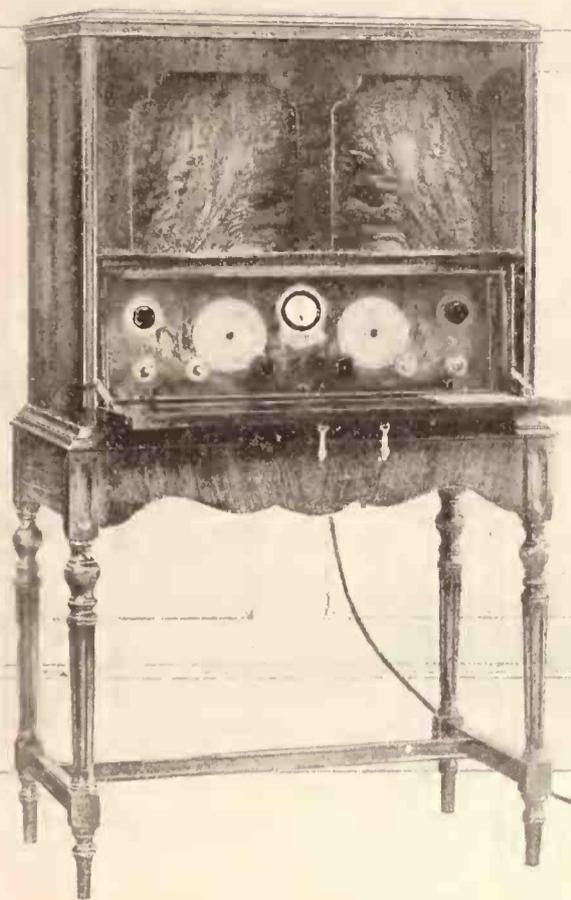
*Slightly higher
west of the Rockies*

*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.



All Direct From A. C. House Lighting Circuit

“A” “B” AND “C” CURRENTS

Meets the Demand for Simplified Radio

No. 524 Stromberg-Carlson
A. C. Receiver—Console

Uses outside antenna, external cone speaker. Has dual control; Weston voltmeter; Totally shielded coils; Phonograph jack which permits using the Receiver for reproducing from records in connection with a standard phonograph when the latter is equipped with magnetic pick-up device in place of customary soundbox.

Includes Stromberg-Carlson No. 403 Audio-Power Unit with the following eight R. C. A. Tubes:

- 3 UX-201-A Amplifier Tubes
- 1 UX-200-A Detector Tube
- 1 UX-171 Power Tube (Last Audio Stage)
- 1 UX-280 Rectifier Tube
- 2 Tungar 277465 Bulbs (2 amp.)

CONSUMERS' PRICE, including all tubes and No. 403 Audio-Power Unit—

EAST OF ROCKIES \$425
(Cone Speaker extra)

THIS Receiver is entirely operated from 60-cycle A. C. house lighting circuit, by means of an audio-power unit concealed in the cabinet. This unit furnishes “A”, “B” and “C” power in unfailing supply and is not dependent upon frequent operating attention. Batteries and liquids are all done away with.

Designed especially for use with the Stromberg-Carlson No. 10 Cone Speaker. This speaker on account of its wide musical range is recommended for only the highest grade type of A. C. radio apparatus—otherwise it will reveal the incomplete filtration of the 60-cycle fundamental.

*(No. 524 Receiver, Console Model, American Walnut Cabinet)
(Also furnished in table model, Mahogany Cabinet.)*

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

Stromberg-Carlson

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

Control Plan That Helped Glidden Baldwin to Win a Quick Success

EVERY retail business should be operated along lines that insure the greatest success. In order that losses due to inefficiency may be discovered and done away with, and the various details incidental to operation be separated in such a manner that the head of the firm knows instantly the state of affairs in any branch of the enterprise, a cost finding system is necessary.

A practical and inexpensive cost finding plan now in use by a dealer who has proved its effectiveness is reproduced on this page. Note that through the various forms shown the dealer can tell instantly his costs of operation as well as his income, and finally his exact financial status.

In addition to the forms reproduced on this page Mr. Glidden Baldwin has a daily control sheet. This is important because it enables the dealer to get a quick picture of the day's activities. This daily control sheet contains the following information: Cash received on account from charge customers, miscellaneous cash receipts, cash sales, cash paid out for merchandise, expenses, other payments and bank deposits; checks issued to pay outstanding accounts, expenses, merchandise, etc.; invoices received, merchandise sold and other pertinent data bearing on daily activities.

DATE	DESCRIPTION	POSTING REF.	CHARGES	CREDITS	DR OR CR	BALANCE
LEDGER SHEET NO. 1 NAME <u>Accounts Receivable</u> ACCOUNT NO. <u>102</u> ADDRESS _____						
11/17	Balance		4109.73		Dr	4109.73
17	Received on acct			11.25	Cr	4121.00
LEDGER SHEET NO. 1 NAME <u>Miscellaneous - C.</u> ACCOUNT NO. _____ ADDRESS <u>Accounts Receivable</u>						
11/21	Collect on acct		22.50		Dr	22.50
11/21	Received on acct			22.50	Cr	44.00
LEDGER SHEET NO. 1 NAME <u>Accounts Payable</u> ACCOUNT NO. _____ ADDRESS <u>Rayville Electric Co.</u>						
10/22	Balance			64.25	Cr	64.25
11/22	Invoice B1040		3.25		Dr	67.50
LEDGER SHEET NO. 1 NAME <u>Accounts Earned</u> ACCOUNT NO. <u>303</u> ADDRESS _____						
9/17	Harris Company		37.40		Cr	37.40
11/17	Received on acct			3.27	Cr	40.67
LEDGER SHEET NO. 1 NAME <u>Notes Receivable</u> ACCOUNT NO. <u>104</u> ADDRESS _____						
11/13	Crowley 5-50		5.40		Dr	5.40
11/13	Received on acct			5.40	Cr	10.80
LEDGER SHEET NO. 1 NAME <u>Notes Payable</u> ACCOUNT NO. <u>202</u> ADDRESS _____						
11/1	Balance		2092.63		Cr	2092.63
11/1	Received on acct		12.00		Dr	2104.63
LEDGER SHEET NO. 1 NAME <u>Cash Sales</u> ACCOUNT NO. <u>301</u> ADDRESS _____						
11/23	Balance		1335.10		Cr	1335.10
11/23	Received on acct		4.00		Dr	1339.10
11/24	Cash Sales			1.16	Dr	1340.26
LEDGER SHEET NO. 1 NAME <u>Charge Sales</u> ACCOUNT NO. <u>302</u> ADDRESS _____						
11/6	Balance		524.95		Cr	524.95
11/6	Received on acct		10.00		Dr	534.95
LEDGER SHEET NO. 1 NAME <u>Expense Sheet Selling</u> ACCOUNT NO. <u>402</u> ADDRESS _____						
10/14	Balance		162.21		Dr	162.21
LEDGER SHEET NO. 1 NAME <u>Expense Sheet Publicity</u> ACCOUNT NO. <u>403</u> ADDRESS _____						
11/4	Balance		36.05		Dr	36.05
LEDGER SHEET NO. 1 NAME <u>Expense Sheet Administration</u> ACCOUNT NO. _____ ADDRESS _____						
11/4	Balance		5.95		Dr	5.95
11/4	Received on acct			5.95	Cr	11.90
LEDGER SHEET NO. 1 NAME <u>Expense Sheet Delivery and Installation</u> ACCOUNT NO. _____ ADDRESS _____						
11/27	Balance		24.527		Dr	24.527
11/27	Received on acct		2.500		Dr	27.027
11/27	Received on acct		1.100		Dr	28.127
Business Statement Nov 1, 1926 Assets Cash 106.24 Cash on Hand 10.00 Notes Receivable 2346.15 Accounts Receivable 8223.85 Notes Payable 352.75 Current Liabilities 1022.75 Delivery Equipment 1212.30 Total 13774.00 Liabilities Accounts Payable 6726.10 Notes Payable 2622.60 Total 9348.70						
LEDGER SHEET NO. 1 NAME <u>Profit and Loss</u> ACCOUNT NO. _____ ADDRESS <u>October 1926</u>						
10/31	Cash Sales		516.63		Dr	516.63
10/31	Charge Sales		298.41		Dr	815.04
10/31	Accounts Earned		7.95		Dr	823.00
LEDGER SHEET NO. 1 NAME <u>Perpetual Merchandise Inventory</u> ACCOUNT NO. <u>103</u> ADDRESS _____						
11/28	Balance		752.05		Dr	752.05
11/28	Received on acct		10.00		Dr	762.05
11/28	Received on acct		10.00		Dr	772.05
11/28	Received on acct		10.00		Dr	782.05
11/28	Received on acct		10.00		Dr	792.05
11/28	Received on acct		10.00		Dr	802.05
11/28	Received on acct		10.00		Dr	812.05
11/28	Received on acct		10.00		Dr	822.05
11/28	Received on acct		10.00		Dr	832.05
11/28	Received on acct		10.00		Dr	842.05
11/28	Received on acct		10.00		Dr	852.05
11/28	Received on acct		10.00		Dr	862.05
11/28	Received on acct		10.00		Dr	872.05
11/28	Received on acct		10.00		Dr	882.05
11/28	Received on acct		10.00		Dr	892.05
11/28	Received on acct		10.00		Dr	902.05
11/28	Received on acct		10.00		Dr	912.05
11/28	Received on acct		10.00		Dr	922.05
11/28	Received on acct		10.00		Dr	932.05
11/28	Received on acct		10.00		Dr	942.05
11/28	Received on acct		10.00		Dr	952.05
11/28	Received on acct		10.00		Dr	962.05
11/28	Received on acct		10.00		Dr	972.05
11/28	Received on acct		10.00		Dr	982.05
11/28	Received on acct		10.00		Dr	992.05
11/28	Received on acct		10.00		Dr	1002.05

**A Radiotron
for every purpose**

- 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-240**
Detector Amplifier for Resistance-coupled Amplification
- RADIOTRON UX-213**
Full-Wave Rectifier
- RADIOTRON UX-216-B**
Half-Wave Rectifier
- RADIOTRON UX-226**
A.C. Filament
- RADIOTRON UY-227**
A.C. Heater
- RADIOTRON UX-280**
Full-Wave Rectifier
- RADIOTRON UX-281**
Half-Wave Rectifier
- RADIOTRON UX-874**
Voltage Regulator Tube
- RADIOTRON UV-876**
Ballast Tube
- RADIOTRON UV-886**
Ballast Tube
- RADIOTRON UV-877**
Protective Tube

The standard by which other vacuum tubes are rated



Look for this mark on every Radiotron

A Radiotron for every purpose

- RADIOTRON UX-201-A
- RADIOTRON UV-199
- RADIOTRON UX-199
- RADIOTRON WD-11
- RADIOTRON WX-12
- RADIOTRON UX-200
- RADIOTRON UX-200-A
- RADIOTRON UX-120
- RADIOTRON UX-112
- RADIOTRON UX-171
- RADIOTRON UX-210
- RADIOTRON UX-240
- RADIOTRON UX-213
- RADIOTRON UX-216-B
- RADIOTRON UX-226
- RADIOTRON UY-227
- RADIOTRON UX-280
- RADIOTRON UX-281
- RADIOTRON UX-874
- RADIOTRON UV-876
- RADIOTRON UV-886
- RADIOTRON UV-877

The standard by which other vacuum tubes are rated



Don't use old tubes with old sets. If your vacuum tubes have been in use for a year—and in many replacing—much better results will be obtained by replacing all the Radiotrons. Don't get a set into a bad state. To keep your radio set at maximum efficiency, replace all the tubes at least once a year.

The Radiotron is the standard vacuum tube for laboratory tests throughout the radio industry.

It is significant that in factory and research laboratories the Radiotron is the standard tube in all tests of radio apparatus. And that practically all makers of quality radio sets use the Radiotron in testing sets under construction and in final testing of the finished product. The Radiotron is the joint product of the engineers of RCA, Westinghouse and General Electric.



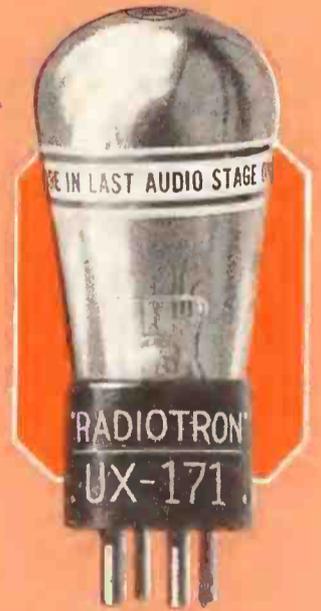
RCA Radiotron
MADE BY THE MAKERS OF THE RADIO LA

RADIO CORPORATION OF AMERICA NEW YORK CHICAGO SAN FRANCISCO

Eight years of national advertising are behind the RCA Radiotron—which you can figure in terms of compound public interest payable to the Radiotron dealer today and in the years to come. This is a color page appearing in August magazines. There is one every month.

No other item of radio can be compared with RCA Radiotrons on these high points of salability:

- Large sales volume*
- Low stock investment*
- Advanced engineering*
- High margin of profit*
- Steady rate of turnover*
- Assured consumer demand*
- Complete line for every purpose*
- Greatest national advertising campaign*



RADIO CORPORATION OF AMERICA
NEW YORK CHICAGO SAN FRANCISCO

RCA Radiotron

MADE BY THE MAKERS OF THE RADIO LA

Here is the new —for all methods of operation

The sets pictured on this page are
**SOCKET POWER
OPERATED**

THE most complete line of perfected receiving sets designed for all methods of operation and for all requirements of location is now available under one manufacturer's trade-mark.

The complete RCA line of Radiolas, about to be nationally announced through newspaper and magazine advertising, enables the RCA Authorized Dealer to meet every possible demand of radio buyers with an RCA product perfectly adapted to individual requirements.

Everything that is known in radio, or that is



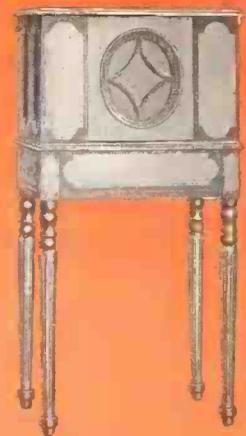
RCA RADIOLA 32—Custom-built. The supreme achievement of 25 years of radio research. A special custom-built combination of the famous RCA 8-tube Super-Heterodyne with Loudspeaker 104—the two finest radio instruments ever designed. Operated directly from the electric light circuit—either AC or DC. Concealed, adjustable loop aerial; or may be used with outdoor aerial. In a beautifully grained walnut veneer cabinet—52 in. high, 37 in. wide, 17½ in. deep.

Complete with Radiotrons list \$895



RCA RADIOLA 28—For the many who prefer the receiver and loudspeaker in separate cabinets, the 28-104 combination is the standard of comparison in radio art. With the super-selective and super-sensitive RCA 8-tube Super-Heterodyne circuit.

With Radiotrons list \$260.00
A.C. Package for adapting Radiola 28 for A.C. operation with RCA Loudspeaker 104 list \$35.00



RCA LOUDSPEAKER 104, when used with Radiola 28, provides a perfection and volume of tone production that has been a sensation ever since it was introduced. It gives a degree of musical realism over the entire acoustical range unapproached by any other form of reproducing instrument.

Loudspeaker 104 (AC) list \$275
Loudspeaker 104 (DC) list \$310



RCA RADIOLA 30-A—Custom-Built. A specially built de luxe instrument, employing the same perfected RCA 8-tube Super-Heterodyne circuit as Radiola 32, but using the new Loudspeaker 100-A. Operated directly from the electric light circuit—either AC or DC. Antenna coupler for indoor or outdoor aerial and ground. In a handsome walnut veneer cabinet—42½ in. high, 29 in. wide, 17½ in. deep.

Complete with Radiotrons list \$495



RCA RADIOLA 17—Operates directly from the electric light circuit. This year's outstanding achievement in the radio art. The culmination of years of research to produce, for a moderate price, a receiver completely A. C. operated. Employs the new RCA alternating current tubes. Tuned with one knob. The entire set and power unit self-contained in a mahogany finished cabinet.

Less accessories list \$130.00
With Radiotrons list \$157.50

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

complete line of Radiolas

—for all requirements of location

Socket-power operation within the reach of everybody? The new, moderate-priced Radiola 17 that plugs into the light socket.

Storage-battery operation? The new, low-priced, compact Radiola 16, of amazing performance.

Dry-battery operation? The tried, tested and perfected 8-tube Super-Heterodyne Radiola 28; and the wonderful antenna receiver, Radiola 20.

The best there is in radio—in two cabinets? The famous Radiola 28 with Loudspeaker 104.

Radio de luxe? The new Radiolas 30-A and 32, in limited quantities.

demand in radio, is in the new RCA line.

The sets pictured on this page are
BATTERY OPERATED



RCA RADIOLA 16—The widest musical range ever achieved with one-dial control. A storage battery set of great compactness. For selectivity, sensitivity and tone quality, it sets a new standard for receivers in its price class. It employs the well-known and perfected tuned radio-frequency circuit, with 3 stages of radio-frequency amplification, detector and 2 stages of audio-frequency amplification. By use of socket power devices it can be adapted for A.C. operation. The cabinet is finished in mahogany.

Less accessories list \$69.50
With Radiotrons list \$82.75

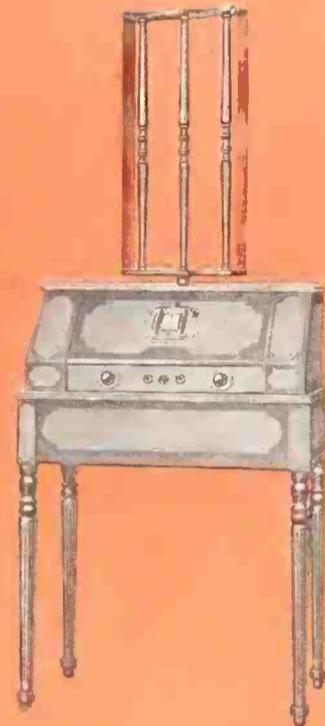


RCA RADIOLA 20—The biggest value in radio. Many times as selective as the average antenna set. A battery-operated set that may readily be adapted to A.C. operation. Ideal to use with the new RCA Loudspeaker 100-A, or can be adapted for use with the finest of all loudspeakers, the famous 104.

Less accessories list \$78.00
With Radiotrons list \$89.50



RCA LOUDSPEAKER 100-A—A notable achievement in radio acoustics, this refinement of the popular model 100 embodies improvements in construction which give greater sensitivity and ability to handle greater volume. Faithful reproduction over the entire acoustical range. This is the speaker famous the country over for its deep, full tones. Ask the RCA dealer to demonstrate it. list \$35



RCA RADIOLA 28—The famous receiving set that brought a new meaning to radio in thousands of American homes. Employs the tried, tested and perfected RCA 8-tube Super-Heterodyne circuit, universally recognized as the finest achievement in radio. In selectivity, sensitivity and perfection of tone over the entire acoustical range, it has never been challenged.

With Radiotrons list \$260



Every RCA
Authorized
Dealer
knows that these
will be the
biggest sellers in
1927-28

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

Another RCA achievement in radio acoustics



\$ 35 LIST

*We have made the popular Loudspeaker 100
still better in this new model 100-A.*

Nine points of superiority—

- 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.

RADIO
CORPORATION
OF AMERICA
New York
Chicago
San Francisco

Every RCA
Authorized
Dealer
knows that this
will be the
biggest seller in
1927-28.



RCA Loudspeaker

MADE BY THE MAKERS OF THE RADIOTRON

Milton Charles, Organist, Is Exclusive Columbia Artist

Has Achieved Wide Fame as an Organist—Prominent Musician for Many Years—At Present Solo Organist With Theatre

Milton Charles, one of this country's best-known solo organists, has joined the Columbia Phonograph Co. as an exclusive recording artist.

Mr. Charles, at present one of the directors of the Gunn School of Music and Dramatic Art



Milton Charles

in Chicago, has been a prominent musician for many years. At the age of fourteen he made his debut as pianist in a joint recital with Mme. Ernestine Schumann-Heink. When sixteen he was a church organist and choirmaster. From then on he was successively soloist at the Strand Theatre in San Francisco and soloist at the Rialto, Los Angeles.

At the present time Mr. Charles is the solo organist of the Balaban and Katz organization at the Tivoli and Uptown Theatre of Chicago. In addition to his work in the theatres Milton Charles is the theatre-organ instructor for the Gunn School.

Louisville Music & Radio Co. Enjoys Big Sales Gain

Reports 38 Per Cent Increase in Radio Business and 96 Per Cent Boost in Accessories Sales Volume—Aggressive Selling Responsible

The Louisville Music & Radio Co., of Louisville, Ky., which handles a complete line of talking machines, records, radio and small musical instruments, reports that radio business during the early days of Summer showed an increase of 38 per cent over a similar period a year ago. Sales of accessories such as B batteries, socket power tubes, etc., showed an increase of 96 per cent. Gus Boldt, Jr., secretary

and treasurer of the company, in a statement to The Talking Machine World declared that the increase was largely due to continual advertising, and the fact that every effort is made to close sales. The company has adopted a policy of merchandising radio designed to give maximum results, and at the same time reduce overhead. No sets are sold on approval, nor does the company's policy permit demonstration in the home.

Know Your Sales Field—Analysis of Average City

(Continued from page 3)

ers, and miscellaneous, the latter representing less than 10 per cent of the total.

Effect of Smaller Families on Trade

The Zanesville Book of the Literary Digest, published under copyright, presents much other information covering a wide field but not particularly germane to this industry of ours, although in a general way all various phases of the survey should be of interest to the merchant who seeks a more accurate knowledge of his field. In the classification of families, for instance, the survey serves to upset the general impression that the American family averages five members each, namely, mother, father and three children. In the 36 cities surveyed as a matter of fact 69 per cent of the families consisted of four members or less, and 45 per cent of three members or less. These facts are of more or less importance, when it is desired to make the appeal through the child.

It is to be admitted that every dealer cannot make a thorough survey of his own city on a basis that will prove profitable. Nor can the average manufacturer carry on such a survey throughout the wide territory in which his products are sold. There is a mass of information, however, regarding market possibilities that can be obtained without extravagant effort or expense, and these broad investigations conducted by organizations such as that represented by the Literary Digest provide excellent guides for the dealer or the manufacturer who is desirous of gathering information of his own.

Records of Historical and Personal Interest

A special catalog of Victor records of historical and personal interest has just been sent to the trade by the Victor Talking Machine Co. It is a compilation of records by artists now dead, favorite selections by popular artists which are no longer available through the regular channels and which have been withdrawn from the current Victor Record Catalog and made under the old recording process. There are thousands of record purchasers who desire the hundreds of favorite selections which are listed in this volume.

Donald Ross Appointed to Important Splitdorf Post

Made Vice-President in Charge of Finance of Prominent Manufacturer—Has Splendid Record of Achievement

Donald Ross, who recently was appointed vice-president in charge of finance of the Splitdorf-Bethlehem Electrical Co., as assistant secretary of the war-time Red Cross, gained nationwide prominence in connection with his han-



Donald Ross

dling of the allocation of more than \$300,000,000 appropriated for Red Cross activities.

After the war, when Walter Rautenstrauch, who was recently made president of the Splitdorf-Bethlehem group, undertook the rehabilitation of the Liberty Yeast Co., a subsidiary of the former U. S. Product Co., Mr. Ross was asked to become treasurer of the concern. It was losing \$30,000 monthly when they took hold of it, and four years later, when it was acquired by the Fleischman Yeast Co., its earnings were on the basis of \$350,000 yearly.

Mr. Rautenstrauch then entered the Fred T. French Co. as president, and Mr. Ross became secretary of the Federal Water Service Corp., whose assets run to \$125,000,000. The renewed association of the two men in the Splitdorf-Bethlehem organization is regarded in New York financial circles as another significant step in the policy of energetic expansion in the radio, electric and automotive fields, which was recently announced by Edward H. Schwab, chairman of the board.

The Barber Distributing Co. of New York City, has been incorporated in Albany, N. Y., with a capital of \$125,000 to handle phonographs and other musical specialties.

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.





Loren L. Ryder

(Accompanying address, delivered before Western Music Trades Association Convention in San Francisco last month by superintendent of radio and talking machine service of Sherman, Clay & Co., is worthy of thoughtful reading by retail dealers.—EDITOR.)

EVERY radio and talking machine dealer, whether large or small, has been confronted by the problem of giving service to the purchasers of electrical reproducing instruments. Nearly every dealer has made some provision for taking care of this work. However, most dealers look at service as a liability and a service department as an expense which they would like to avoid. Little thought has been given to putting this department on a sound business basis. The trouble in most cases is that the service organizations are not truly functioning. They are operating in the manner that proved adequate only in the pioneering days.

Every successful jeweler, every successful garage and every successful washing machine company has a technician who is capable of meeting any difficulty that may arise in his merchandise, but very few radio and talking machine dealers have service men of this caliber. Too many dealers employ the cheapest class of help for this work and then condemn the merchandise because of the troubles their customers encounter and the reverts they have on their hands.

Higher Type of Service Man Needed

The tremendous development that has taken place in the radio and talking machine industries necessitates a higher type of service man. Each organization should have at least one first-class service man. Such a man should have a good technical understanding and be able to analyze any trouble, either eliminating it or in the case of a factory defect giving a complete and accurate report, so as to avoid any question when a claim is made to the manufacturer. Further, this man should be in a position to render technical advice relative to the purchase of new merchandise, thus avoiding merchandise that is subject to service difficulties.

In the case of large organizations where several service men are employed, the knowledge of the trained man will be reflected in the others—thus tending to win the confidence of the customers. It must be remembered that the customer regards the service man as the authority after the instrument has been purchased. A good service man, using tact, makes

a satisfied customer and incidentally has a wonderful opportunity to sell accessories.

Naturally men of this type will be higher paid than the average man of to-day, but this is economy. All too frequently service men are sent out five, ten and even more times, on a single job that should have been completed on the first trip. We must have men who think, men to prepare for the particular job at hand. They should carry all of the ordinary equipment that is apt to be needed, such as tubes, batteries, meters and tools, and completely finish each job before going on to the next. They should study every job where a repeat service call is found necessary so as to avoid such repetition in the future. Make your Service Department pay by employing men for whose services your customers are willing to pay.

Service and Selling

Reverts and dissatisfied customers give rise to losses which are usually the result of weak service organizations or improper sales. Any service organization that is incapable of obtaining reasonable operation from the instruments handled is certainly a liability and can give rise to a greater loss within a few months than the additional cost of a good organization for a year. This department, which is used as a last resource in making sales and making sales permanent, should certainly be among the most efficient.

Improper sales especially by misrepresentation create in the mind of the customer a demand for greater performance than the service organization can possibly obtain from the instrument involved. The service man is always called upon to make good the representations of the salesman. When the goal set by the salesman is not reached in the every-day use of the instrument, the service man is called upon. In most cases, in order to back up the salesman, he finds it necessary to give some excuse for the supposedly improper performance of the set. He exchanges tubes, "B" eliminators, "A" batteries, loud speakers, takes the panel to the store two or three times and ends up by recommending a new aerial, following the same procedure every month in order to obtain each monthly payment. Nearly all of this useless performance can be avoided if the salesman in closing the deal will just make a frank statement as to exactly what the instrument is capable of doing. He should also tell the customer what he may expect in the way of interference at his location and maintenance from the dealer. Educate the customer as much as possible at the time of sale. It pays! Remember, a sale resulting in a dissatisfied customer is always a liability to a business organization.

As a representative of a jobbing house, I have

been interested in watching the activities of various retail organizations. The progressive houses seldom call on the jobber except for merchandise, while the retailers with inefficient service organizations continually call on the jobber with service complaints. These latter organizations are the ones that complain of poor business and the loss of sales. This is true, as they lose sales—also time and money in transporting sets to and from the jobber for service. The way to hold the confidence of a customer is to correct any difficulty with the least possible fuss and loss of time.

Adequate Service Profitable

A jobber is only too glad to stand back of the products which he represents, but the jobber cannot efficiently act as a service organization for the retail stores. A few months ago the service committee of the Pacific Radio Trade Association gave a report on "Making Radio Service Pay." This report may be obtained from that organization. After making a careful survey for several months the committee's opinion is that the successful radio merchant of the future will be the one who renders adequate service to his customer at a profit to himself. Already over half of the radio retail stores report that their service organizations are working at a profit. "Unlimited service" undoubtedly causes the loss to nearly all of the rest of the retail stores.

Limited Free Service

The committee has gone on record as recommending a free service period of not to exceed 90 days. They are certainly to be commended for taking this step and especially in the manner in which it has been suggested. At the present time our dealer organizations are not complete enough and the public is not educated to the point where they will accept a set policy. However, by using this as a rule rather than a set policy, a great deal can be done to cut down this profit-eating "unlimited service." Six and twelve months' service contracts have also been suggested and can be sold to a customer quite easily after the termination of the free service period.

It is no more necessary to extend free service to the owner of a radio set than for an automobile dealer to grind valves or a jeweler to clean a watch which has been in service for six months. The jobbing organizations and the manufacturers, as well as the dealers, are endeavoring to anticipate the demands of the public and at the same time supply a product that will stand up under the grueling test of consumer operation. By co-operation both in the selection and maintenance of this merchandise a profitable and satisfactory business may be enjoyed by all.

STARR PIANOS STARR PHONOGRAPHS

GENNETT RECORDS

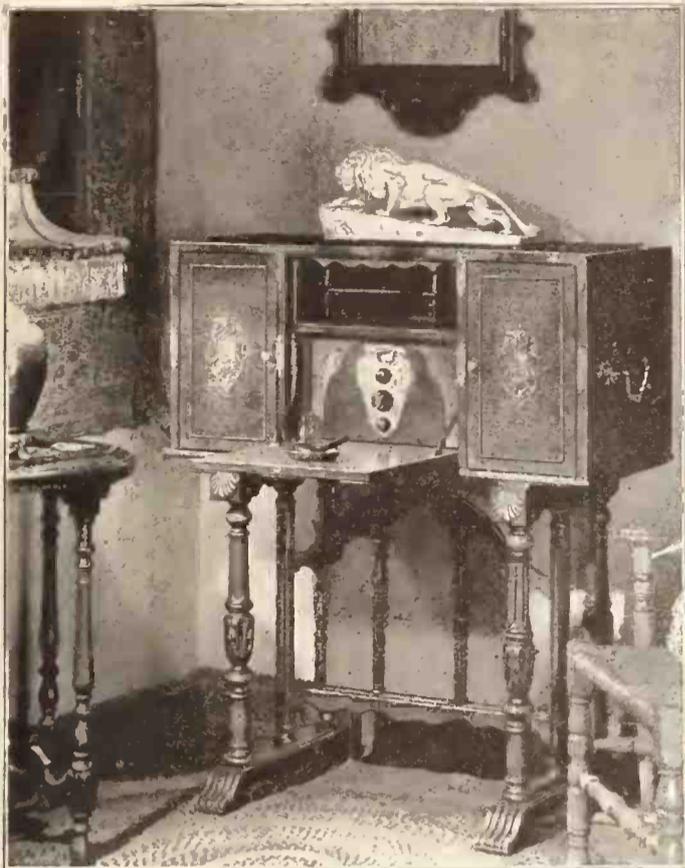
Represent the Highest Attainment in Musical Worth

The STARR PIANO COMPANY

Established 1872 Richmond, Indiana

M O H A W K

6 times
more certain of success



SEMINOLE SPANISH VARGUEÑO CONSOLE—
A superbly unusual Mohawk Creation. Complete in every
detail of design, originality and construction. \$275
Dimensions: 45 3/4 x 36 x 20 inches. List
With A.C. Electrical Equipment, \$110 extra



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: \$130
47 3/4 x 23 1/2 x 15 1/2 inches. List
With A.C. Electrical Equipment, \$110 extra

SIX amazing factors combine in Mohawk One Dial Radio to make success 6 times more certain. The truth of this is reflected in the tremendous business already achieved in Mohawk with the start of the season weeks away. No one can meet Mohawk on level ground—no one can adequately match the 6 great Mohawk features—no one can succeed as swiftly and as thoroughly as can the Mohawk dealer with this utterly incomparable line. Check the famous 6—the Interchangeable Drawer Unit, exclusive and devastating to competition; Mohawk 6-tube, shielded set with ONE DIAL—the Originator, the Pioneer and the Leader of them all; without question the lowest price range at which such a line as Mohawk can be sold; consoles of matchless design and finish; A. C. electrically operated sets; the Mohawk Dealer Franchise, written for the dealer first. Six times more certain of success! It's worth a letter of inquiry today!

MOHAWK RADIO is now licensed under
Radio Corporation of America Patents.
Full Protection for MOHAWK Dealers.

Mohawk
One  **Dial**
Radio

Building Them Better
Pricing Them Lower
Selling Them Faster

MOHAWK CORPORATION OF ILLINOIS

Established 1920—Independently Organized 1924

2213 Diversey at Logan Boulevard, Chicago

Other Models at \$67.50, \$92.50, \$165 and \$195.

Money-Making Suggestions for Ambitious Merchants

How the Use of Spotlights in the Windows Leads to More Sales by Focusing the Attention of the Public on Particular Objects—What the Schubert Celebration, Sponsored by the Columbia Phonograph Co., Means to Dealers—Cashing in on Prizefights via Radio Sales

A few months ago in Milwaukee an association was formed, consisting of women managers of Victor record departments together with their co-workers. These women meet each month at the office of the local Victor distributor and discuss selling points, sales methods and kindred topics pertaining to the latest record releases. There can be no doubt but that each and every member of this organization gains from this monthly interchange of ideas and telling of past experience and the co-operation between competitors is one that can be followed with profit by each and every community in the country, regardless of its size. Before considering the subject on the basis of a city-wide proposition, first look at it from the angle of the individual store. How many dealers, employing anywhere from two to a half-dozen or more record sales clerks, take a real live interest in the department? How many dealers hold regular meetings with the sales staffs and test their knowledge of the new releases and of the record catalog in general? Before any move for a city-wide association is made, the proprietors or managers of each store should inaugurate a system of having the sales staff meet regularly and intelligently discuss the late record releases, select those records that merit especial exploitation and "pushing," pick out the one or more that would produce the best results if played at the store door, if the store employs this method of stimulating record sales, and in general make certain that each member of the staff has a workable knowledge of the products which he or she is hoping to sell.

Spotlights in Windows

The music store window has many times been referred to as the face of the store and the "silent salesman" and rightly so, for it is a vital factor in a store's progress and one that should not be neglected. There is one element of window display that has an important function and it is an element that is too rarely discussed. This is the use of spotlights in music store win-

dows. There is no reason why dealers cannot make their windows work for them at night and secure equally as good results for them as they do in the daytime, and there is nothing that can bring out the full effect of a window display at nighttime as can proper spot light. The music dealer should take heed of this valuable illuminating feature, for the character of the merchandise, the size and shape of the display windows and the arrangement of the store are such that the spot light can and does have the opportunity of demonstrating its effectiveness to the utmost. For the windows that are deep, wide and high, the illumination should be placed far above the merchandise so that the lights will reach all parts of the display with equal intensity. Sometimes this is difficult to do, so a spotlight is placed along the transom bar to illuminate some item far in the background. When a dealer wishes to feature some one instrument or group of instruments a color shield over the spotlight serves the purpose admirably. There are dozens of ways in which spotlights can be used to increase the effectiveness of a window display and the dealer who wishes to get 100 per cent service from his display space will investigate the subject and shed a little light on the "silent salesman."

The Schubert Celebration

In last month's issue of The Talking Machine World there appeared the story of the contest to be sponsored by the Columbia Phonograph Co., offering prizes totaling \$20,000, to the musicians who offered the compositions to be selected as the best completions of Schubert's "Unfinished Symphony." Ten thousand dollars of the prize money will be divided among the musicians in ten different zones who enter the selections, which are picked as being best from those zones; the remaining \$10,000 will be awarded to the composer whose work is considered best of all submitted. Leaving aside all consideration of what this contest will mean in encouraging a love of good music among the masses of the people, we approach the reaction

on the trade, the angle with which we are primarily interested. Columbia dealers who were active in pushing Beethoven records during March, April and May of this year will need no reminder of what the world-wide exploitation of the works of that great composer meant to them in greater record profits. In the six weeks' period following the Beethoven Week, these records increased in sales volume more than 500 per cent. It is logical to suppose that the exploitation work which the Columbia Co. is doing with regard to Franz Schubert and his compositions in conjunction with the one hundredth anniversary of his death will see similar activity from the trade angle. The musical publications and the musical sections of the newspapers throughout the world during the coming year will print thousands of columns regarding Schubert, his life and his works. Public interest is certain to be stimulated and the music dealer who carries a stock of records of this composer and who can talk intelligently of the compositions will profit,—not only for a short time but for many years to come, because once a customer becomes interested in records of the better type, the interest is not transitory but is a permanent liking, growing with knowledge.

Prizefights and Radio

Last month the description of the Dempsey-Sharkey heavyweight bout was heard over one of the largest broadcasting networks ever utilized and millions of radio listeners followed the fight as it was detailed over the air. Hundreds, perhaps thousands of radio dealers took advantage of the opportunity to demonstrate the merchandise they sell by placing loud speakers in such a position that the crowds outside could hear the graphic description of the bout. Some of these dealers were foresighted enough to profit by sending out advance notices of the coming broadcasting event, urging customers to see that all of their accessories were in order, and that the batteries were fully charged so that on the big night none of the details would be missed. If the interest in that bout warranted a network of some thirty odd stations, it is assured that next month when the champion, Gene Tunney, fights, the interest will be greater and the hook-up will include even more stations. There are few events, especially at this time of the year, which attract interest comparable to a heavyweight championship fight, so that the dealer who overlooks this event is deliberately closing the door on profits. With proper exploitation work sets can be sold, accessories renewed and a great amount of battery charging business done. Drop a line to your customers, telling them to make sure that their sets are in perfect condition; to prospects, inviting them to the store to hear the description of the fight. In short, take complete advantage of the opportunity and make it repay your efforts in cold cash.

Clever Poster Ties Up Radio With Prizefight

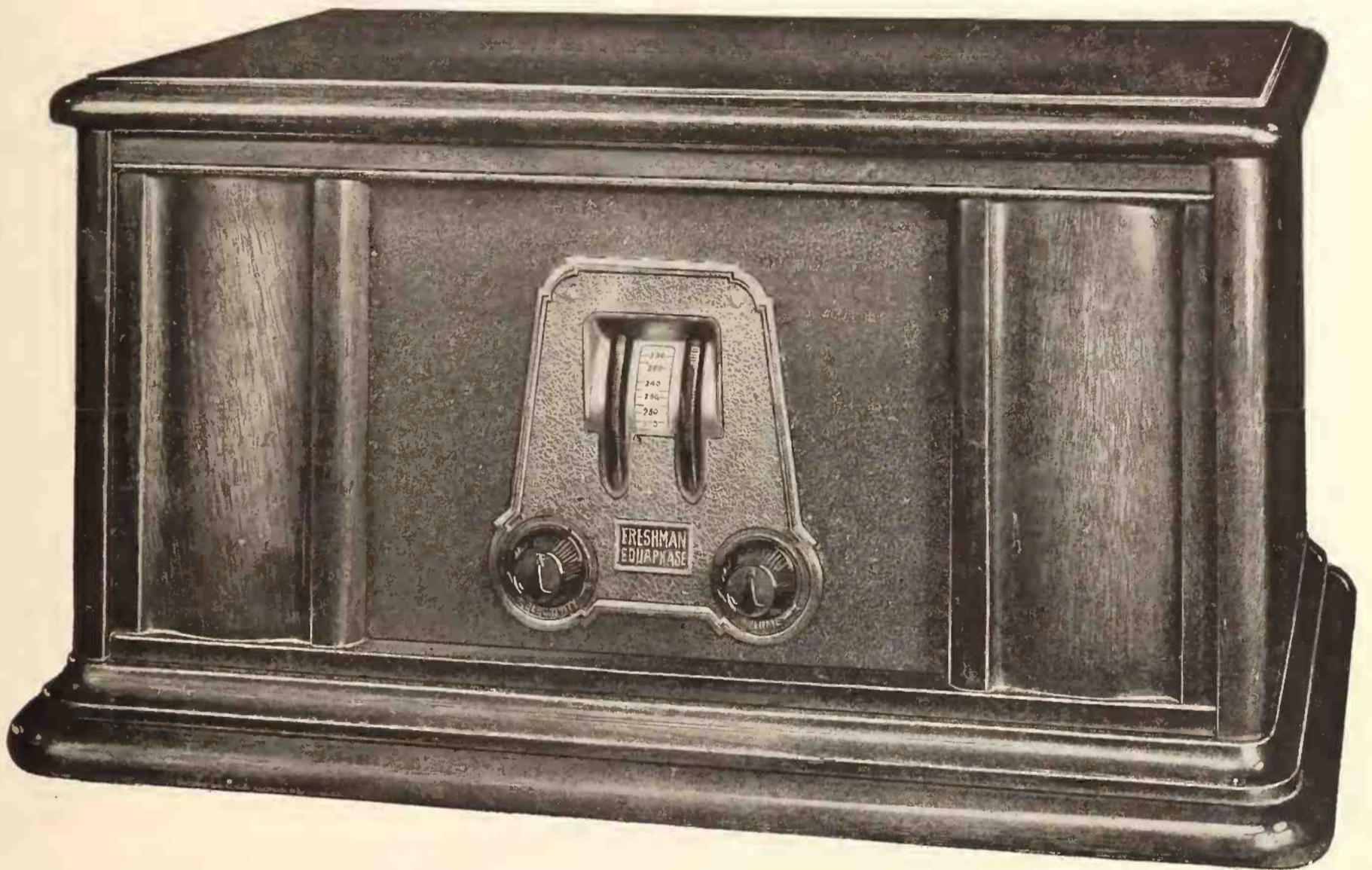
A striking poster was prepared by the North American Radio Corp., well-known New York distributing house, for distribution to dealers, hooking up the entertainment value of radio and radio products in connection with the recent Dempsey-Sharkey boxing match at the Yankee Stadium in New York. "Hear the fight right," was the selling message directly associated with the Farrand speaker, Zenith receiver, Eveready batteries and Cunningham tubes. David Goldman, executive head of the company, stated that dealers in the metropolitan district noticed a distinct reaction in direct sales due to this piece of sales-promotion matter.

The Eclipse Music Co., of Paterson, N. J., has opened a branch store at 22 Bloomfield avenue. This concern is one of the most progressive music houses in that city.

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.

a New
development !

Freshman EQUAPHASE



An entirely new principle of
stabilization and
these features :

- 1:** Four tuned circuits ✓ ✓ ✓ ✓ ✓ ✓
- 2:** Single drive — one control ✓ ✓ ✓ ✓
- 3:** Full floating tube shelf ✓ ✓ ✓ ✓ ✓
- 4:** Drum type illuminated dial — calibrated in wavelengths ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓
- 5:** Solid Mahogany cabinet — artistically high-lighted ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓

\$70

A Freshman development—licensed under patents;
RCA—General Electric Co.—Westinghouse
Electric & Mfg. Co. and American Tel. & Tel. Co.

New sensational units by Balkite—the leader. Including the new Balkite “A” and Balkite “AB” both without batteries. The lowest prices in Balkite history. A reputation for quality built by 2,000,000 units in actual use. A record of long life and freedom from trouble unequalled in radio. A huge advertising campaign. *Balkite is the 3rd largest advertiser.* And a line so complete it serves every requirement. You don’t need to gamble with your own or your customers’ money. You don’t need to experiment with untried lines. Balkite is enough. Get behind the line now and share the profit.

FANSTEEL PRODUCTS COMPANY, Inc.

North Chicago, Illinois

Balkite
Radio Power Units



Balkite "AB" Contains no battery. A complete unit, replacing both "A" and "B" batteries and supplying "A" and "B" current directly from the light socket. Contains no battery in any form. Operates only while the set is in use. Turns off and on at the light switch. Two models: "AB" 6-135,* 135 volts "B" current, \$59.50; "AB" 6-180, 180 volts "B" current, \$67.50.



Balkite "B" Has the longest life in radio. The accepted tried and proved light socket "B" power supply. 300,000 units in use show that it lasts longer than any device in radio. The new "B"-135 and "B"-180 include new improvements making their condenser capacity far greater than usually found in any commercial "B" power supply. Three models: "B"-W, 67-90 volts, \$22.50; "B"-135,* 135 volts, \$32.50; "B"-180, 180 volts, \$39.50. Balkite now costs no more than the ordinary "B" eliminator.



Balkite "A" Contains no battery. The same as Balkite "AB" above, but for the "A" circuit only. Will serve wherever 6-volt "A" batteries are now in use. Not a battery and charger but a perfected light socket "A" power supply. One of the most remarkable developments in the entire radio field. Price \$32.50.



Balkite Chargers Standard for "A" batteries. The standard charger for radio "A" batteries. Noiseless. Can be used during reception. Prices drastically reduced. Model "J,"* rates 2.5 and .5 amperes, for both rapid and trickle charging, \$17.50. Model "N"* Trickle Charger, rate .5 and .8 amperes, \$9.50. Model "K" Trickle Charger, the most popular of all chargers, \$7.50.

*Special models for 25-40 cycles.

Prices are slightly higher West of the Rockies and in Canada.

FANSTEEL PRODUCTS COMPANY, Inc.

North Chicago, Illinois

Balkite
Radio Power Units

Tax on Phonograph Sales Introduced in Georgia

Bill Introduced in Assembly Puts One Per Cent Tax on Gross Sales of Talking Machines, Records, Etc.—Being Strongly Opposed

ATLANTA, GA., August 6.—Dealers in phonographs, talking machines and records in Georgia will have to pay an occupational tax of one per cent of their gross sales if a measure recently introduced in the General Assembly is passed and signed by the Governor.

The measure provides that a tax of one cent on each one-hundred cents of the sale price of phonographs, talking machines and records shall be levied by the State as an occupational tax. On the first of October each year, the phonograph dealer must register with the comptroller-general, giving his name and business address and receiving therefor a certificate of registration.

Then, on the first of each month, the dealer is required to make a return to the State comp-

troller-general of all sales made and the amount of the 1 per cent occupational tax, sending to the State treasurer his remittance in payment of the tax.

Included in the list of commodities to bear this occupational tax are candies, soft drinks, automobiles, tires, automobile accessories, motorcycles, radios, radio parts, typewriters, adding machines, perfumes, chewing gums, cosmetics and electric refrigerating machines—a truly conglomerate selection! It is estimated that in this way between \$2,000,000 and \$2,500,000 in revenue can be raised to meet school and other State requirements.

Needless to say, phonograph dealers are fighting the measure, and it is hoped that it will not secure enough votes to pass.

Incorporated in Delaware

The Universal Radio-Phonograph & Furniture Co. has been incorporated at Wilmington, Del., with a capital stock of \$250,000 for the purpose of doing business in radios, phonographs and other specialties.

E. H. Schwab Discusses Practical Radio-Vision

Chairman of Board of Splitdorf Radio Corp. Points to Commercial Possibilities of Radio-Vision of the Future

That radio-vision will be worked out as a practical commercial proposition within the next few years is the opinion of E. H. Schwab, chairman of the board of directors of the Splitdorf Radio Corp.

"Radio-audition has now reached the point," stated Mr. Schwab, "where it is possible to reproduce with fidelity the spoken word and music, and even that industry is yet in its infancy. With firms of broad vision coming strongly into the field at this time, backed by unquestioned financial resources and placing the merchandising of radio on a sounder basis, it may be truthfully said that what we now know as radio is hitting its stride. That we believe the auditory side of wireless is in itself a gigantic undertaking well under way toward unheard-of possibilities is revealed by the comprehensive plans made by such firms as Splitdorf.

"And when the other phase of radio, that of vision, enters the commercial phase, then will be born another of the world's great industries if one wishes to consider the two as separate entities. As a matter of fact it is quite likely that the outstanding firms engaged in the one will take an active and leading part in the other. Speaking for myself, I state here and now that my interest will be as keen in the newer development as it now is in the building of broadcast receivers for present-day radio reception."

New Record Process to Reproduce Novels for Blind

Capt. Round, of Marconi Co., London, Makes Announcement of Interest

A cable despatch from London to the New York Times tells of a new process invented by Captain Round, of the Marconi Co., whereby phonograph libraries for the benefit of the blind have been brought within practical reach. It is claimed that the process enables a full-length novel to be recorded on a half-dozen twelve-inch records. These reading records are capable of running forty minutes and reproducing intelligibly five thousand words on each side. Captain Round is enthusiastic over developments and believes that with records produced electrically on the same principle as his, it will be possible to reproduce an entire symphony on one side of the record without any break whatsoever. This may seem fantastic, but this is an age when it is well to receive everything new with consideration.

Harold J. Power, Inc., Licensed by Radio Corp.

MEDFORD HILLSIDE, MASS., August 5.—Harold J. Power, Inc., of this city, manufacturer of socket power units, has announced that it has been licensed by RCA. In a statement issued by Harold J. Power, president of the company, he states that he has always advocated legitimate co-operation between competitors, and considers the licensing policy by RCA of great value to the radio industry and its stabilization.

New Firm Organized

The Watson-Riecker Music Co. has been organized in Bellingham, Wash., with a capital stock of \$9,000. A. H. Kinney, of Everett, is president; W. B. Watson, vice-president and general manager, and H. N. Riecker, secretary and treasurer.

THE WORLD'S LARGEST PRODUCERS OF DIE-CASTINGS



Doehler Die-Cast Zinc Alloy Loud Speaker Housing for the Radio Corp. of America. Selected after comparative tests with other materials and construction, for economy, appearance and tonal qualities.

Of course Die Castings are not sold as standard commodities like soap and candy... yet Doehler, and Doehler only, has standardized certain qualities that permit the acceptance of nothing less than perfected alloys for the specific die casting requirements in hand. These qualities are not secret; yet their attainment in the four Doehler plants has saved countless thousands of dollars to those leaders in American industry, availing themselves of Doehler service. If you are proud of your product! If you are alert for improvements, refinements, saving in production costs, we will gladly confer with you without obligation. Your letter head will bring a copy of our new booklet.

DOEHLER DIE-CASTINGS

Also designers & manufacturers of DOEHLER Vending Machines for selling, sampling and advertising purposes.

DOEHLER DIE-CASTING CO. Brooklyn, N. Y. ~ Toledo, O. Batavia, N. Y. Pottstown, Pa. Plants at

Columbia

Announces

**another of a series
of advertisements /**

*2 pages facing
in color
in*

**THE SATURDAY
EVENING POST**

This Advertisement Appears in *THE*



THE VIVA-TONAL COLUMBIA—"like life itself"

Model 810, illustrated, \$300

Other models \$275, \$175, \$160, \$150, \$115, \$90
(Mahogany or walnut)

Two Black Crows Part 1
 Two Black Crows Part 2
Moran and Mack
 No. 935-D 10 in. 75c

What Does It Matter?
 Put Your Arms Where They Belong
 Organ Solos, *Harold L. Rieder*
 No. 937-D 10 in. 75c

Fifty Million Frenchmen Can't Be Wrong
 One Sweet Letter from You
 Fox Trots with Vocal Choruses by *Ted Lewis*
Ted Lewis and His Band
 No. 988-D 10 in. 75c

Hallelujah! (from "Hit the Deck")
 Vocal—*Crescent Trio*
 Sometimes I'm Happy (from "Hit the Deck")
 Vocal Duet—*Gladys Rice and Franklyn Baur*
 No. 998-D 10 in. 75c

Dear Eyes That Haunt Me (Vocal Chorus
 by *Lewis James*)
 Like You (Vocal Chorus by *Franklyn Baur*)
 Fox Trots from "The Circus Princess"
The Columbians
 No. 968-D 10 in. 75c





Columbia Musical Masterworks
Set No. 48 Beethoven Symphony No. 5,
in C Minor, Op. 67
In Eight Parts (Four Records) with Album—\$6.00

GET people to listen just once, that is literally all you have to do!" was the emphatic remark of a well-known business man (*) who for many months had listened quite unresponsively to glowing words of praise concerning the Viva-tonal Columbia, and then, almost by chance, suddenly heard it played.

He sat there amazed by the authority and convincing wholeness of the music, amazed by the overwhelming sense of a great orchestra in the very room, and, as he said, even still more amazed that all the verbal descriptions had failed to give him the glorious truth.

His former point of view may be yours. It surely is if you have not heard the Viva-tonal Columbia Records played by the Viva-tonal Columbia! Talking, writing, even imagining, cannot tell you. You must hear!

One record will do it, *one*. Go to your dealer and ask to hear No. 50042-D (listed in the margin of this page). For sheer pleasure follow it with some of the others also listed. You will be thrilled and *amazed!*

You will find Columbia dealers everywhere — always displaying the music-notes trademark. For example, here are some of the leading names:

- | | |
|--|---|
| BARKER BROTHERS,
Los Angeles, California | LANDAY BROS., INC.,
New York City, New York |
| CABLE PIANO COMPANY,
Atlanta, Georgia | LYON & HEALY, INC.,
Chicago, Illinois |
| DENTON, COTTIER & DANIELS, INC.,
Buffalo, New York | MARSHALL FIELD & COMPANY,
Chicago, Illinois |
| L. S. DONALDSON COMPANY, INC.,
Minneapolis, Minnesota | BEN PLATT MUSIC COMPANY,
Los Angeles, California |
| JESSE FRENCH AND SONS PIANO CO.,
Montgomery, Alabama | QUARG MUSIC COMPANY,
San Francisco, California |
| S. HAMILTON COMPANY,
Pittsburgh, Pennsylvania | JOHN WANAMAKER,
New York City, New York |

(Other Leading Dealers Everywhere)

New
Process

Columbia Viva-tonal Records



*Mr. Edward C. Waldvogel,
Vice-President
in Charge of Sales,
The Yale & Towne
Manufacturing Company

Columbia Viva-tonal Records

~ Made the new way ~ electrically ~ without scratch

DANCE SELECTIONS

Ted Lewis and His Band
The Memphis Blues and Beale Street Blues—Fox Trots
No. 1050-D 10 in. 75c

Paul Ash and His Orchestra
You Don't Like It—Not Much and Sweet Someone—Fox Trots with Vocal Choruses. No. 1034-D 10 in. 75c

California Ramblers
Vo-Do-Do-De-O Blues and Lazy Weather—Fox Trots with Vocal Choruses. No. 1038-D 10 in. 75c

Al Lentz and His Orchestra
Who Was the Lady? and Every Night I Bring Her Frankfurter Sandwiches—Fox Trots with Vocal Choruses
No. 1037-D 10 in. 75c

Howard Lanin and His Orchestra
Gorgeous and I'm Just Drifting Along—Fox Trots with Vocal Choruses by Scrappy Lambert
No. 1029-D 10 in. 75c

Ipana Troubadours (S. C. Lanin, Director) and Fred Rich and His Hotel Astor Orchestra
One O'Clock Baby and She's Got "It!"—Fox Trots with Vocal Choruses by Frank Harris No. 1036-D 10 in. 75c

VOCAL SELECTIONS

The Whispering Pianist
(Art Gillham)
I'm Waiting for Ships That Never Come In and Pretty Little Thing
No. 1051-D 10 in. 75c

Ruth Etting

At Sundown (When Love Is Calling Me Home) and Sing Me a Baby Song
No. 1052-D 10 in. 75c

Lee Morse

Where the Wild, Wild Flowers Grow and I'd Love to Be in Love
No. 1011-D 10 in. 75c

Johnny Marvin, "The Ukulele Ace," and Charles Kaley

Me and My Shadow and My Sunday Girl—Vocal Solos No. 1020 D 10 in. 75c

MASTERWORKS SERIES

Set No. 32 Chopin: Sonata in B Minor, for Pianoforte, Opus 58.
In Six Parts with Album \$4.50

Set No. 41 Schubert: Symphony No. 8, in B Minor (Unfinished)
In Six Parts with Album \$4.50

Set No. 67 Debussy: Iberia (Images pour orchestre No. 2)
In Five Parts with Album \$4.50

Set No. 68 Wagner: Album No. 1. Goetterdaemmerung: Song of the Rhine Daughters—Flying Dutchman Overture—Tannhaeuser: Bacchanale—Siegfried Idyll—Parsifal: Transformation Scene.
Eight Records with Album \$12.00

YOU'LL WANT TO HEAR THESE

Moran and Mack
Two Black Crows Part 1, and Two Black Crows Part 2
No. 935-D 10 in. 75c

Milton Charles
Me and My Shadow and Forgive Me—Pipe Organ
No. 1056-D 10 in. 75c

Vernon Dalhart
Lucky Lindy and Lindbergh (The Eagle of the U. S. A.)—Vocals
No. 1000-D 10 in. 75c



Columbia Phonograph Company
1819 Broadway, New York City

*All Trade Marks Reg. U.S. Pat. Off. M. B. M. Inc. Reg. No. 10423 v. 18426 de nur Agovni 1920 y. 20088 de 25 de Agovni 1920. Marca Industrial Registrada Day Nov. 10/1900. 40/189 2072.



MORE and more dealers everywhere are recognizing that Columbia's square-deal policy means profits and prestige for them. Columbia Viva-tonal Records "made the new way—electrically—no scratch" are building customer-preference wherever they are displayed and sold. Ask for details.

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

Columbia Broadcasting System Adds Iowa Station

Latest Acquisition to Broadcasting Chain Regularly Heard Throughout a Large Section of the Middle Western States

A sixteenth radio station in its network covering the United States east of the Rocky Mountains—Station KOIL, of the Mona Motor Oil Co., Council Bluffs, Ia., has been announced by the Columbia Broadcasting System.

The station, with a daytime power of 4,000 watts and 2,000 watts at night, is regularly and reliably heard throughout a large section of the Middle West, where it has a following built by an intelligent policy of consistently worthwhile programs.

This additional link gives the Columbia network stations to carry metropolitan programs into practically every nook and corner of the United States, with the exception of the extreme Pacific Coast. Work is forging ahead towards completion of the many details preliminary to the actual broadcasting of programs, which will start Sunday, September 4.

Arthur Judson, who is America's outstanding manager of musical artists and musical events, is in direct charge of the Columbia Broadcasting System's musical and program activities, and Major J. Andrew White, veteran announcer and pioneer radio station builder, is in charge of the technical activities.

With the naming of the sixteenth station Columbia announced also details of its affiliations to insure stations in the new network the pick of foreign as well as American musical and entertainment talent.

The unusual combinations of affiliations, particularly those of Mr. Judson and his powerful foreign and special representatives, will make available to American radio audiences for the first time a rich musical field.

Practically every old-world musical center is represented in the countries included in the field, which the Columbia Broadcasting System is making available to the millions of radio listeners on this side of the Atlantic.

The machinery for direct negotiation with artists and celebrities extends to the musical centers of Germany, Italy, Great Britain, Russia, Holland, Belgium, France, Spain, Austria, Hungary, Switzerland, Czechoslovakia, Bulgaria, Roumania, Australia, New Zealand, Africa, India and the principal British colonies.

Splitdorf Radio Corp. Issues Radio Booklet

The Splitdorf Radio Corp., Newark, N. J., has issued a booklet describing its new radio line. "Splitdorf strikes a new note in radio" is the theme. Twelve models of receivers are shown and two types of speakers. There are four table models, four floor consoles and four period ultra designs, "meeting the taste and requirements of all classes of buyers." Prices range from \$45 to \$800. It is interesting to note that one of the merchandising points incorporated is with reference to the Splitdorf license association with RCA, General Electric, Westinghouse and American Tel. & Tel. Co., assuring dealers of bulwark protection against serious interruption of business because of patent litigation. Revealing the facilities back of Splitdorf are pictured the five Splitdorf Bethlehem Electrical Co. plants, including the new plant of the Splitdorf Radio Corp.

Introduces New Tube Line

The Sunlight Lamp Co., Newton Falls, O., manufacturer of radio tubes, for the past several years, is introducing a new line of radio tubes, Sunlight Crusaders, which are of special reinforced construction.

Sunlight Crusaders carry an unconditional

guarantee for one year, made possible by the solid reinforcement standard in all types. The filament cannot be jarred out of position nor can it come in contact with the grid and burn out, it is claimed. Better reception is claimed as the rigid construction tends to eliminate microphonic noises.

Sunlight Crusader tubes are made in all types so that the line is complete.

Freed-Eisemann Introduces Phonograph Reproducer

A new phonograph reproducer, which is said to contain a metallic diaphragm made of a secret composition, is now being produced by the industrial products division of the Freed-Eisemann Radio Corp., Brooklyn N. Y. Keith L. Saunders, manager of the Freed-Eisemann industrial products division, states that the new sound box has aroused considerable interest wherever demonstrated, and a successful business throughout the country is anticipated on the new product.

Albany Victor Dealers Get Orthophonic Publicity

Combine Efforts to Bring the Merits of Instrument to Attention of Pleasure Seekers in Park—Auditorium Orthophonic Concerts

ALBANY, N. Y., August 7.—Considerable attention was attracted to the Victor Orthophonic line through the efforts of retail dealers in featuring the product in a most effective manner at Mid-City Park, the local recreation and amusement center. A committee of seven Victor dealers, of which W. J. Killea was chairman, was responsible for thousands of people who visited the park hearing the Orthophonic. The Auditorium model supplied many programs for the entertainment of the crowds. A special "Victor Day" started the ball rolling, and the dealers expect to cash in on the publicity received. This is a form of co-operative effort and far-sighted promotion which deserves the highest praise and its value to the individual dealers who participated is undeniable.

DEALERS

HERE ARE REASONS WHY YOU SHOULD SELL

Pathex AUTOMATIC MOTION PICTURE CAMERA AND PROJECTOR

1. MADE BY PATHE
2. SELLS ON SIGHT
3. NATIONALLY ADVERTISED
4. 500 REELS IN PATHEX FILM LIBRARY
5. FILMS SOLD OUTRIGHT—NOT RENTED
6. NEW FILMS RELEASED MONTHLY
7. REASONABLE IN PRICE
8. SIMPLE TO OPERATE
9. EXTREMELY LOW OPERATING COST
10. DISTRIBUTORS EVERYWHERE INSURE PROMPT SERVICE



ACT!
COMPARE!!
INVESTIGATE!!!



THE BEST DEALER PROPOSITION IN THE AMATEUR MOTION PICTURE FIELD

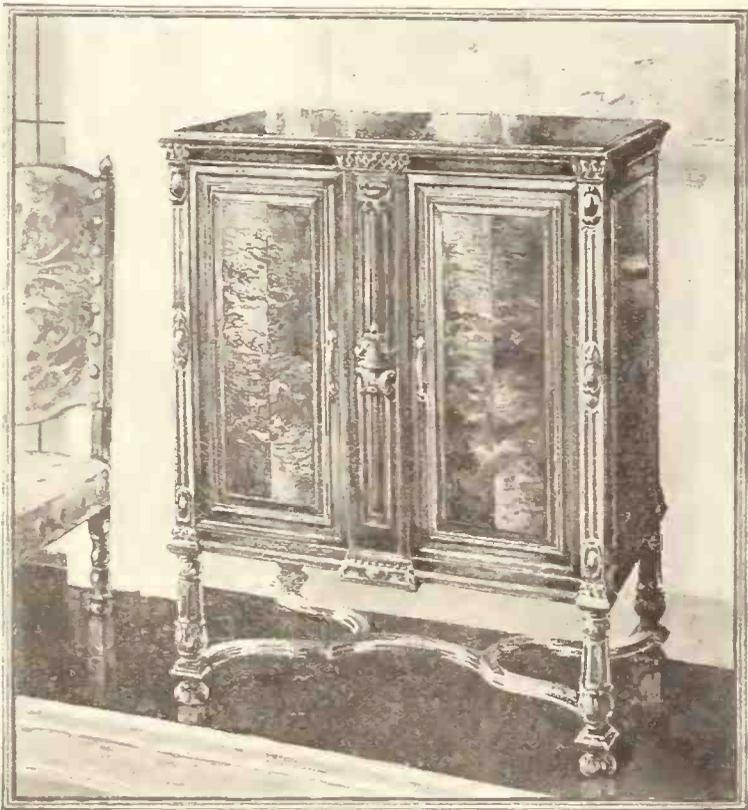
PATHEX, INC.



35 West 45th Street
New York, N. Y.

coming

three
with many



AUTOMATIC ELECTROLA
Number 10-70

Automatic Electrola—it changes its own records. An electrically operated cone-type instrument in its highest development. Semi-wall type cabinet in classical Renaissance style. Cabinet, walnut veneered, blended antique finish. Size, 51 in. high, 40¼ in. wide, 24⅝ in. deep. Fixed top, two doors opening in front. Concealed felt-lined record discharge drawer in center pilaster.



WITHIN a very short time, three new instruments will be added to the Victor line—three instruments of such superlative performance, such beauty of design and workmanship, that they are certain to be great favorites with the public.

At the top there will be an instrument "de luxe," combining in one magnificent cabinet the Electrola, the Radiola, and the Automatic Victrola. All of these features will be provided in the most luxurious and advanced form. This model will be complete in every detail—*offering every phase of reproduced music.* It will be known as the 9-55.

Another combination instrument of equal quality, but without the automatic feature, will be offered at a lower list price. As in the 9-55, this instrument will have the full six-inch cone Electrola, and the powerful eight-tube Super-Heterodyne Radiola, with easy, positive controls. It will be known as the 9-25.

The third instrument—designated as the 10-70—will combine the Electrola, as above, with the Automatic. The cabinet job is one of unusual trimness and beauty.

The new, high-efficiency Speaker Unit now being used in the latest 9-40 instruments (Orthophonic or Electrola reproduction through the full Orthophonic tone-chamber, combined with eight-tube Super-Heterodyne Radiola) will be made available for instruments now in the hands of the trade.

These new models stand at the very peak of technical and cabinet design. They will be in heavy demand—right from the start. Opportunity is knocking. Don't let it pass you by!

VICTOR TALKING MACHINE COMPANY

outstanding instruments additional features



ELECTROLA RADIOLA

Number 9-25

Electrola combined with eight-tube Radiola Super-Heterodyne in their highest development. Six-inch cone with special Victor acoustic stabilizer. Cabinet in Italian Renaissance design, walnut veneered, blended antique finish. Size, 47½ in. high, 40¾ in. wide, 18½ in. deep.



AUTOMATIC ELECTROLA RADIOLA

Number 9-55

Automatic Electrola—it changes its own records. Electrola combined with eight-tube Radiola Super-Heterodyne in their highest development. Six-inch cone with special Victor acoustic stabilizer. Cabinet in classical Italian Renaissance design, walnut veneered, blended antique finish. Size, 49½ in. high, 51¼ in. wide, 27 in. deep.

THE AUTOMATIC ELECTROLA WITH RADIOLA

*Victor's newest and most complete instrument gives you everything
in reproduced music and entertainment*

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

Method of Selling Musical Instruments Differs Little From Radio Sales Promotion

By R. E. Smiley

[The following is an address delivered by the assistant sales manager of the Atwater Kent Mfg. Co. before the Western Music Trades Convention in San Francisco last month.—EDITOR.]

While I have been asked to address you on the subject of how to sell radio in a music store, I must in turn ask your indulgence if I seem to digress somewhat in order to arrive at an answer to the seeming problem that has been given me.

At first glance my acceptance of this subject seemed to me presumptuous and it would be if I were not connected with an organization large enough to draw, from many sources, information relative to any merchandising subject.

The history of radio selling is brief, but replete with color and incident! Hectic, hurried and unharnessed describe its early history. Every man who hung out a radio sign five years ago was considered a radio expert by the people of his locality.

Why? Because there were then no nationally known trade names. Manufacturing conditions were practically similar to selling conditions. The manufacturers who forged to the front were chiefly electrical or automotive manufacturers, or both. The race was to the swift.

An Easy Market

In the meantime, the legitimate established manufacturers were not seeking nor promoting but were filling a market. They sold to dealers who, it appeared, could best sell radio. Those dealers were automotive men, garages, electrical stores, hardware men and young geniuses and boy engineers, who opened radio stores. They also sold to those who were interested in the get-in and get-out method of operating business and as one of the gentry aptly put it: "It is quicker and better than the fake auction-racket."

Then some nationally known companies began to merchandise their products. Markets were analyzed, men with years of merchandising experience were acquired and plans were

made not for the next year's business but for the business of the next decade.

That is why radio has come into its own, as its proper place as a music producing instrument and is to-day chiefly sold through musical channels. I need not here go into the transition from shoddy radio programs broadcast by those seeking to fill the air with the din of



R. E. Smiley

their music to the very wonderful programs such as are broadcast to-day by the nationally known companies.

Specialty Selling

That is one piece of history. May I now ask your indulgence in tracing another commercial development by means of an illustration?

Following the Civil War a certain group of men in Missouri formed a company to sell sewing machines. It grew! It grew so large and

rapidly that this company had its own factory to build the sturdy carriages which its salesmen drove about the countryside while selling sewing machines.

This might be called the first group of house-to-house men. They canvassed. Later that company took on and sold Melodeons—parlor organs, later pianos and later phonographs and now radio. Do you see it? The development of specialty selling that has been repeated the country over in a minor way and in a major way.

In that specialty selling there developed distinctive piano men, who opened piano stores; who took on violins; who added harps and brass instruments; who added phonographs; who developed stores which could better be called shops; who progressed with the musical art and established on the great thoroughfares of this country music salons; establishments unrivaled anywhere in the world for artistic appointments and merchandise.

The credit for all of this is invested in you gentlemen and your forerunners. I trust I have not tired you with a history that you may be familiar with.

Similarity in Methods of Selling

Now I am asked to tell you how to sell radio in a music store. Gentlemen, you already know how from the experience you have inherited from your musical pioneers—those men who canvassed the countryside and with the parlor organ made every "best room" in the Victorian Era a music room.

Twenty years ago, or more, you men knew how to sell radio. Even more so now you know how because you know how to promote an art and make that promotion profitable. You know how to do the world a real service and yet prosper in doing that service. Don't sell radio—that's how to sell it. Is that a paradox?

Sell Performance

Seemingly so, but I mean do not sell the set and all that goes to make it up, such as condensers, transformers, sockets, tubes, etc., etc., but sell what the set will do. Sell broadcasting! Sell music! That's what you have always sold. Sell the programs and tell your customers of the wonderful things that are in the air that they shouldn't miss—sell their benefits! Sell culture and refinement in the home! Sell what the radio will bring the buyer, music plus what? Plus lectures, political programs, National events in outdoor and indoor sports and the hundred and one other things that you all know about.

Forget Technicalities

The very salesman who can tell you a wonderful and interesting story regarding a certain phonograph record or piece of music frequently seems devoid of any intelligence when it comes to selling radio. Instead of knowing of some of the things that are on the air and painting a picture and creating a desire that would be well nigh irresistible he usually launches into a dissertation of how many tubes it has and how far will it reach, and how great the volume is, until the poor prospects (and frankly I sympathize with most of them in the hands of the salesmen) become so confused that their desire to buy is greatly curtailed, if not entirely lost. If you go to buy a watch, you do not ask the jeweler to take that watch apart, you buy it because you know the name of the maker and you buy it for eye value and performance. Likewise it is unnecessary to take a radio apart to sell it any more than you

(Continued on page 27)

Makes Easy Sales for Radio Sets



"A" and "B" Socket POWER UNIT

Complete, ready to operate, lists at

\$67.50

East of the Rockies

FACTORY REPRESENTATIVES
—In Boston, New York City, Philadelphia, Cleveland, Chicago, Milwaukee, St. Louis, Atlanta, Des Moines, San Francisco, Los Angeles, Fort Worth, Toronto, Canada.

We are giving the Trade this Fall the most complete Profit Making Proposition we have ever offered.

Acme Sales tripled this year.—Why not cash in on this popular line? Put in Acme Power Equipment and grow with us.

Acme Power Units mean real Profits for you. And they are easy to sell!

CONSIDER THESE FACTS:

1. There will be more Acme advertising in Magazines and Newspapers than ever before.
2. You will be supported by Window Trims — Folders — Direct Mail Literature and similar helps, and an attractive trade discount.

Acme Power Equipment is designed by pioneer engineers in the Radio Field. That they give universal satisfaction is known by every dealer now handling them.

Acme Radio Products are sold at popular prices and are fully guaranteed.

Sold by Leading Jobbers Everywhere

ORDER EARLY—Send for our new Sales Plan TODAY!

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

They may read before —
but they listen afterwards!

Before they buy Radio Tubes Mr. and Mrs. Consumer read about them. They read about the remarkable qualities of all radio tubes and get sufficiently excited about one brand to buy it. Then they stop reading and *listen*.

If it were as easy to make a good radio tube as it is to write beautiful copy about it every man would 'roll his own' so to speak. But radio tubes are perhaps the most difficult and delicate item to manufacture in the whole radio calendar. The only way you can be certain that the tubes you carry will *listen* as well as they *read* is to test them thoroughly under all conditions of operation. Perryman Radio Tubes have behind them a tube engineering experience second to none. We ask you to compare them, too, *by listening to them and not by reading about them*.

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



A Standard of QUALITY

IN every line of commercial endeavor there is one leader—one product recognized as standard, by which all others are judged. Tiffany for jewelry. Kodak for cameras. Uneda for crackers. You know what these brilliant names mean in their respective spheres. And in the field of reproducers

Making talking machines is an industry. Making them to sell and STAY SOLD is an art and a science. Manufacturers who use AUDAK reproducing equipment are wisely making sure that their machines will stand the test of time—in other words STAY SOLD. They are taking no chances!

ULTRA **(Phonic)** **Reproducer**

*Recognized as the
Standard in Its Field*

Accept No Imitations

**This tag is attached to every
genuine ULTRA—
ALWAYS LOOK FOR IT**



IT HAS STOOD THE TEST OF TIME

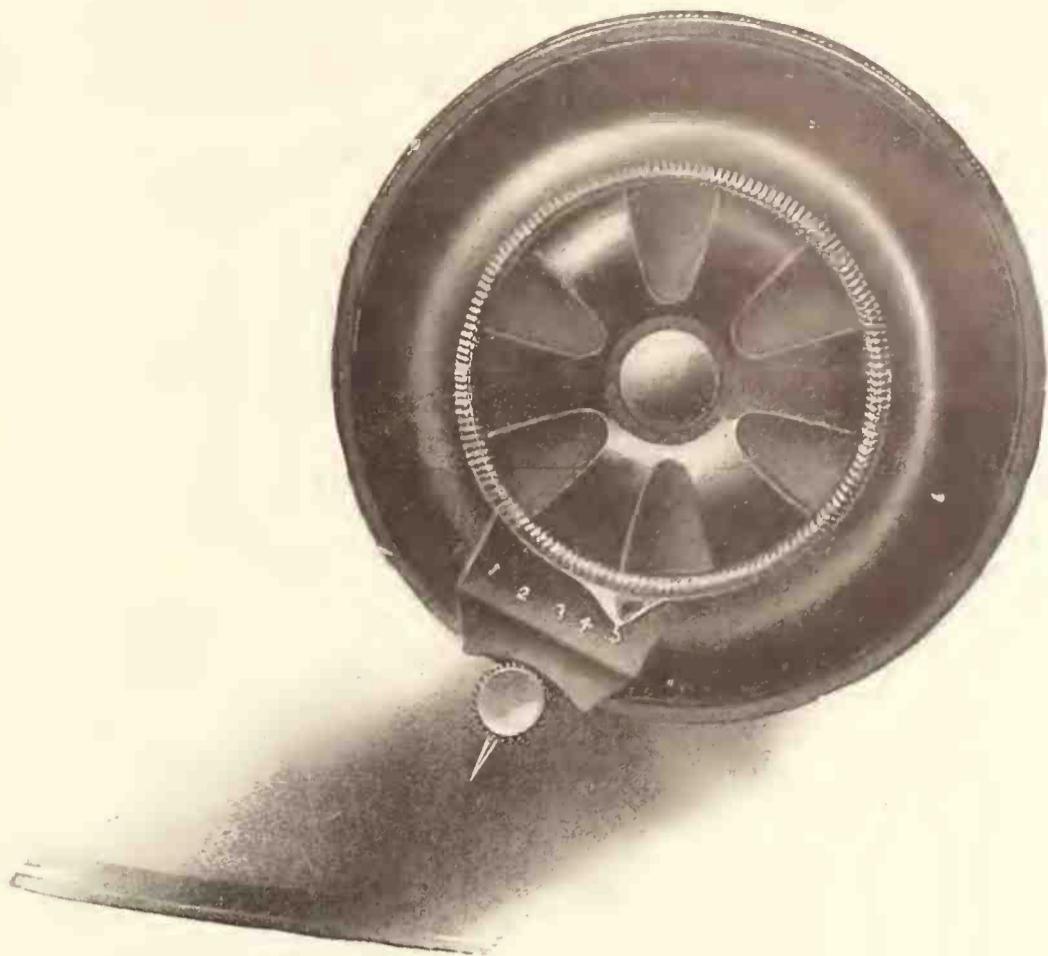
Mr. Dealer: Build sales and prestige on the firm foundation of standard merchandise. Remember, the manufacturer who offers AUDAK as standard equipment is giving you the best—by test!

The AUDAK

565 Fifth Ave.,

Makers of Acoustical and Electrical

to Have and to Hold



WHEN a concern with real technical talent, like the Audak Co., is continually spending large sums of money in pioneering along new lines and developing new products, it is but reasonable that it should protect its lawful rights by all fair means. In justice to ourselves, the trade and the public, we are taking every fair measure to protect our United States Reproducer Patents against infringements.

No. 1637322 is the first patent awarded us with a series of additional patents pending

COMPANY

New York

Apparatus for More Than 10 Years

The Audak Company has been making high grade acoustical and electrical apparatus for over ten years. Its output is standard, its reputation entrenched. It is not our desire to throttle competition—if any one can make a better reproducer without infringing our rights, more power to him!

What we do insist upon is no more than you, yourself, would, were you in our position; that is, that our rights be respected. Makers of talking machines, distributors and dealers should know that this company intends to protect its interests—for the good of the trade itself.

*Only Audak Can Offer You
Reproducers Based Upon the
Patented Audak Principles*

Profit Winning Sales Wrinkles

How the Lion Store Music Rooms Maintain Sales Volume During Summer by Canvassing—Twenty-five and Thirty Portable Sales a Day Is Record of Kansas City Firm—Utilizes Checks to Get Radio Publicity—Business Cards That Attract Attention—Other Sales Builders

The Lion Store Music Rooms, Toledo, O., are finding that canvassing is effective in keeping business up to par during the Summer months. Salesmen are routed to various sections, and there is no overlapping of effort. When a salesman has completed a call on a certain prospect he makes a thorough canvass within a radius of several blocks before going to another district. Thus the salesman-canvassers are enabled to make a greater number of calls daily. Prospects are followed up in a most aggressive manner by means of direct mail, telephone and personal calls. The result has been that sales from this method have reached a very satisfactory volume. Hit or miss methods of outside sales promotion do not pay, as has been discovered by many retailers who have tried it. Results are so slight compared with overhead that profit is sacrificed.

Portable Drive Pays

The talking machine department of the Jones Store, Kansas City, Mo., is disposing of a tremendous number of portables. The sales reached the surprising figure of between twenty-five and thirty per day during the latter part of June and early July. Featuring these small instruments at this season is mighty good business. It pays to stage a window display of portables and to have them prominently placed throughout the department. Advertise them to the public by showing them, and the volume of cash business thus secured will be very much worth while. Portable sales also mean stimulation of the demand for records.

Using Publicity Matter

The Steadman Music House, of Yonkers, N. Y., one of the largest and most successful concerns in the lower section of the State, has arranged a series of boxes on a vertical rack. Each box is lettered with the name of a manufacturer. The boxes contain the various circulars and other publicity matter distributed by the manufacturers whose products the firm handles. In this way there is no confusion; no hunting around the store for a particular folder or circular when it is wanted in a hurry. Direct mail is facilitated because the material is at hand for immediate use. The habit many dealers have of putting the circulars away in a hiding place of their own "so that they can be

easily found" is a poor one, for the reason that the publicity matter is soon forgotten and finally thrown away. At least every dealer owes it to himself to make the best possible use of this valuable and expensive material.

Advertising Stunt

An unusual method of bringing its products to the favorable attention of the public has been evolved by the Collingwood Radio Co. of Toledo, O. This concern, which handles the R. C. A. line, has printed on its checks the figure of the little Radiotron man. The point is that when an individual receives a check in payment of a bill usually he feels pretty good, especially if payment is made promptly. Thus when he sees the R. C. A. publicity on the face of the check he thinks of the Radiola at a time when he is least antagonistic. These are the little touches that round out the general publicity plan of the most progressive types of retail dealers and make their efforts in sales promotion so successful. The little things count in publicity. No business is being effectively operated unless as much attention is given to apparently small details as to the larger issues.

Profits From Renting

The Waveland Radio Co., of Chicago, Ill., has built up a profitable business in renting Radiolas through a rather clever plan of suggestion. Desk blotters have been placed in the rooms of many of the North Side hotels. On this blotter is an attractive advertisement, pointing out that the firm rents radio sets as well as sells them. The result has been that many of the people who stop at the hotels have taken advantage of the service to have a radio installed in their rooms during their stay. Several sales have resulted directly through this rental service, people who rented the set liking it so well that they decided to purchase. In effect these rental deals are merely paid demonstrations. Try it.

Unique Business Card

Phillips Music Store, of Bethlehem, Pa., one of the most successful dealers in talking machines and other musical products in this section of the State, has a business card that is out of the ordinary. The face of the card contains the name of the store, the name of the representative as well as a list of the products

handled. On the back of the card, however, is a photographic reproduction of the store front, showing the window in which are attractive displays, enabling the customer to visualize the various musical products handled. A business card, especially one passed out by a canvasser or salesman, is cast aside or forgotten unless there is something unusual or impressive about it. A metropolitan talking machine chain store organization, which has a large force of canvassers in the field, realizing this, had cards printed in the form of a small folder. The face contains the name of the representative as well as the firm name and lines handled. On the inside of the card appear the addresses of the various establishments operated by the organization.

System in Retailing

This is the age of system in the retail talking machine store as well as in the factory or wholesale house. Glidden Baldwin, a dealer of Danville, Ill., has so systematized his business that he knows the exact state of affairs in all departments instantly. He sets a quota for sales for a determined period based on past performances and the outlook. He keeps a monthly record of sales, cost of merchandise and itemized expenses, and he bases operating and sales promotional expense according to the sales estimate. He has a key sheet on which each part of his plan is entered in its proper place. Each month he compares sales and expenses with the estimate. If there is a marked difference he searches to determine the cause and plans accordingly. "Once a month this plan enables me to review the business in a businesslike manner. It determines the actual degree of profit or of loss. It leaves nothing to the imagination," says Mr. Glidden.

Co-operative Record Drive

Talking machine dealer associations and groups of dealers in those sections where a trade association is lacking should be interested in the co-operative campaign which the talking machine dealers of Seattle started last month to bring electrically recorded records to the public's attention. These dealers, realizing that the great majority of the people are not familiar with the improvements made in recording and reproducing music, launched a campaign of public and private demonstrations, adopting as their slogan "Modern Music—the Electric Way." All the music dealers are keeping open house for a month and are offering to install any type of instrument desired in a home for a two-day demonstration. Persons planning parties or dances are being urged to take advantage of the offer to provide entertainment for their guests.

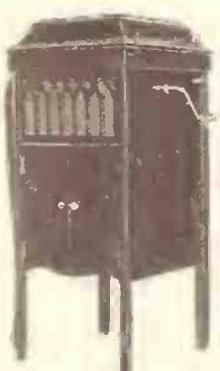


Phonographs and Radio Cabinets

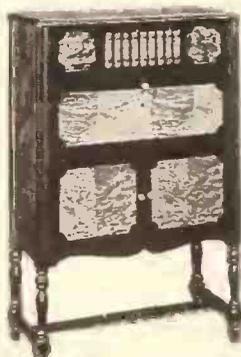
STYLE 21
Genuine Mahogany or Walnut only.



STYLE 21-B
Same with both top panels hinged to accommodate Radio Panel.



STYLE 85—RADIO CONSOLE
Accepts Panels Up to 8x26 Inches.



STYLE 17
Genuine Mahogany or Walnut Phonograph only



STYLE 2
Gum Mahogany, Golden or Fumed Oak.

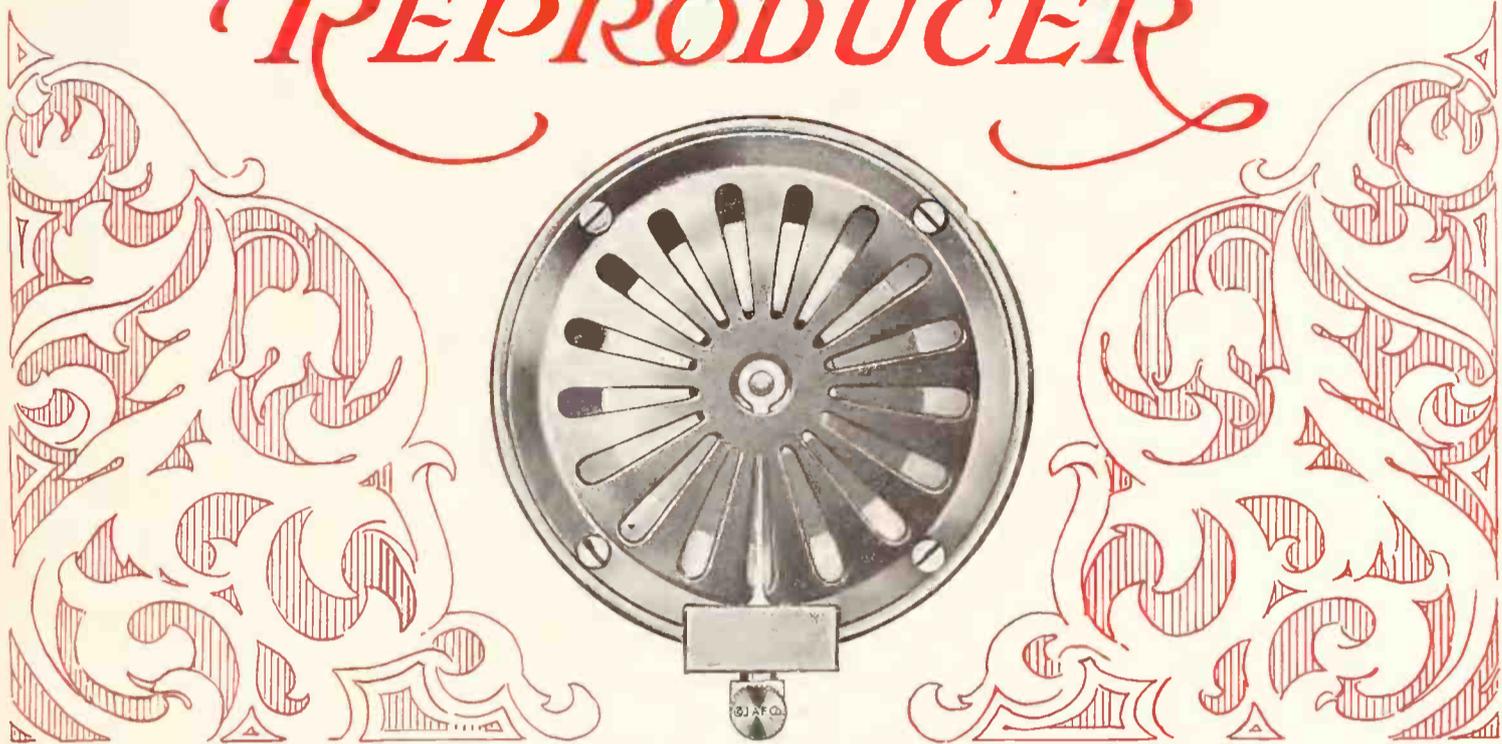


These illustrations show several of the many late models of our line, which have been re-designed, right up to the minute, with especial reference to the Radio-Phonograph Combination, destined to be the standard household unit.

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

The Improved Val Phonic REPRODUCER



Tone Comes First

THIS newest VAL-PHONIC presents no sales resistance because of its pleasing appearance. It will sell itself to your customer, because of its handsome finish—but to stay sold requires tone quality, and in this we have succeeded admirably.



alone does it sell easily—but it stays sold!

Every VAL-PHONIC is subject to rigid test before it is released for market. Nothing is left to chance. Each and every part entering into its makeup is gauged from a set "master" and must tally with it. Since the introduction of the improved VAL-PHONIC,

That deep, full, phonic tone is all embodied in the improved VAL-PHONIC—and not

we have received less than one return in a thousand for any cause.

There must be a reason for this



730 MARKET STREET
PHILADELPHIA, U.S.A.

—“the line with



Phonograph Unit
Model AR35
New List Price
\$12.00

Bi-polar type unit—adjustable. Handsome bakelite case. Threaded rubber connector for tone-arm.



Amplion Dragon
AR19
List \$42.50

Beautiful mahogany panelled bell. 20½" high, 14½" diameter. Crystalline enameled. Bi-polar type unit—adjustable.



Amplion Patrician
AA18
List \$50.00

Handsome, hand-carved mahogany cabinet, 18"x12"x9", containing long air-column with famous Amplion unit.



Lion Model
AC21
List \$25.00

14" Cone mounted on an 18" sound board. Height, including handsome bronze base, 20½". New balanced armature unit, straight bar magnets of the finest grade English Tungsten steel. This model can be supplied with cord for hanging on wall. Amplion Mural Model AC24. List \$25.00

QUANTITY production enables us to make the list price so low this season. At this price dealers will find this model to be a real sales sweetener. The same quality, material, workmanship and design goes into this phonograph unit as into all Amplion models—the qualities that have made Amplion the standard of the world in radio reproducers.

THE model that made Amplion famous. Keen radio fans, especially, buy and use this model in all parts of the globe. It is also widely used in radio laboratories for testing and comparisons. Its unique construction design and graceful lines has made it familiar and quickly recognized by the radio public everywhere.

A SOFT mellow diffusion of tone—non-directional—has made the Amplion Patrician popular with the music connoisseur. The long air column which is assembled with an Amplion unit in a handsome hand-carved mahogany cabinet gives a clear cut reproduction, covering all frequencies. A good selling number.

THIS handsome open cone model is the latest addition to the Amplion line. It meets the demand for Amplion quality at an extremely moderate price. Sturdily built, beautifully designed and unusually natural in tone. A quick seller—arouses enthusiasm from everybody who sees and hears it. Biggest value on the market.

AMPLION



Four great weekly magazines with a combined circulation of 6,392,895. Full pages in monthly magazines and a high pressure newspaper advertising. This new series of Amplion advertisements will be the most strikingly. The artistic beauty of the entire Amplion line, its wide price range—the highest power selling media—and personal sales assistance, makes

Order through



least resistance"—



Colonial Cone
AC12
List \$35.00

Handsome two-tone mahogany cabinet 14"x14"x9", new balanced armature unit with straight bar magnets of finest English Tungsten steel.



Amplion Shield
AC27
List \$67.50

New process embossed walnut panelling, attractively curved, combining grille-front and back. Height 22". 16 1/2" Cone. New balanced armature unit with straight bar magnets of finest English Tungsten steel.



Amplion Fireside
AC30
List \$97.50

Height 36 1/2". New balanced armature unit with straight bar magnets of finest English Tungsten steel. New process embossed walnut panelling, attractively curved, combining grille-front and back. 16 1/2" Cone. 20 ft. Cord.



Amplion Grand
AC15
List \$145.00

Walnut cabinet with fine piano finish, 34"x33"x18". New balanced armature unit with straight bar Cobalt steel magnets. This steel has the highest magnetic flux density of any metal. Combination cone and sound board. 20 ft. Cord.

THE world-wide acceptance of this fine cabinet cone has justified us in including it again in our 1927-28 line. Fine cabinet work, graceful and symmetrical in design and with Amplion tone quality.

Its popularity both with the trade and the consumer will help your sales volume.

THE Shield is another new model this year. Has a strong appeal to the artistic minded customer. A handsome ornament in any room—with true Amplion quality of reproduction. Has fine display and attention-attracting values.

An excellent model for sales demonstration.

THE Fireside is the leader of the trio of new Amplion models. An all-year-round seller. Has a distinct appeal to people who use their radio so much in summer. Is easily portable—and with its long cord—can be placed anywhere in the room or on the porch. Like the Shield, it is a fine display piece—really beautiful.

THE Amplion Grand is undoubtedly one of the finest radio reproducers in the world. This magnificent instrument utilizes the best principles of sound reproduction. For a demonstration number it has no equal on the market. Set manufacturers themselves use the Amplion Grand for demonstration purposes for they know that it brings out the very best that their set produces. This tribute to the Grand speaks volumes and is one of the greatest selling points of this model.

ADVERTISING

Campaign to focus this national advertising effort on the local dealers. Beautiful and artistic advertisements in the entire radio field. Novelty of design—Amplion prestige and quality—national advertising in Amplion truly "the line with least resistance."

your jobber

AMPLION CORPORATION of AMERICA
531-535 West 37th Street, New York

PAL Phonopact

\$12
Retail

11 $\frac{1}{4}$ in. wide, 12 in. long
3 $\frac{1}{2}$ in. deep, weighs 7 $\frac{3}{4}$ lbs.
Carries 6 records!

Overnight it has
become a tremendous
seller!



An over-night sensation because it is 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 to that of the standard size portable phonographs.

Ultra smart in design and finish—built for a life-time 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.

Repeat sales come quickly. Distributors and dealers throughout the country have already re-ordered many times their original anticipated quantities since the introduction of this phenomenal product. Order today!

PLAZA MUSIC COMPANY, 10 West 20th St., NEW YORK

Selling Musical Instruments and Radio

(Continued from page 22)

need dissect a piano movement or a talking machine motor.

Create desire by the same method you have always used—"The Lure of Music"—its value in the home. You have always known how to sell radios and your accepted methods sell it best. If you music men will just look back through your book of experience you will find there the answers to all of the radio problems that you believe to exist to-day. You found that by concentrating on fewer lines or items it became more profitable. Why not apply this to your radio problem? You found that the nationally known extensively advertised merchandise was your safest investment in the music field, why not therefore follow your experience along these lines in the radio field? You found that certain lines gave you much better and quicker turnover and this holds true even more so in the radio field. You found that if you handled everything the public asked for your store soon became cluttered with so many different items that profit was almost impossible. The same thing is happening every day in the radio field, and so on down through the entire radio industry we find the successful radio dealer paralleling in almost every instance the experience of the successful music dealer.

It is all very simple because you men have worked it out for yourselves. The key to radio selling as it applies to you music men is ADEPT, ADAPT and ADOPT. Follow these three from what you already have in selling knowledge and the radio business is yours for the taking.

Summertime is the season when portable phonographs should be featured.

Ethel Waters, Columbia Artist, Opens New Show

Famous Race Artist, Whose Records Are Nationally Popular, Appearing in "Africana," a New Colored Musical Revue

One of the foremost race artists of the day, Ethel Waters, exclusive Columbia artist, opened a new show, "Africana," at Daly's Sixty-third Street Theatre, New York City, on Monday evening, July 11. This show, billed as a colored



Ethel Waters

musical revue, is a worthy successor to the great colored revues of the past few years, and gives every promise of a long run.

The third annual Radio Show of the Rochester Radio Trades, Inc., will be held in Convention Hall, Rochester, N. Y., from September 19 to 24, 1927, instead of from September 26 to October 1, 1927, as previously announced. A very fine musical program has been arranged in connection with the exhibits.

Electric Supply Co. to Distribute Pathex Line

Firm Has Headquarters in San Francisco and Oakland—To Cover Northern California and Nevada Territory—Well Known Firm

The appointment of the Electric Supply Co., with offices and salesrooms in Oakland and San Francisco, as distributor in northern California and Nevada has been announced by Pathex, Inc., New York, manufacturer of the Pathex motion picture camera and projector. The Electric Supply Co., of which E. N. Watkins is president and general manager, has been identified with the radio and electric appliance business on the Pacific Coast for many years, and is regarded as one of the leading distributors of radio products in the territory.

Radio Scientists of World to Meet in Washington

Radio scientists from the leading countries of the world will gather in Washington, D. C., in October upon the occasion of the regular meeting of the International Union of Scientific Radio Telegraphy.

This meeting is significant because the presidents of the various working commissions will render their reports, these relating to studies of the big problems of radio. The four commissions will treat of the following subjects respectively: Instruments and standards, transmission phenomena, static and radio cooperation. Officers for the succeeding three years will be selected at the Washington meeting.

Preliminary to this world-wide gathering of eminent scientists the American section of the Int. Union of Scientific Radio Telegraphers will meet in Washington in April. Dr. L. W. Austin, is chairman of the American section.



The Peer of All Reproducers THE JEWEL No. 33

Because of its scientific construction and because all of the most advanced principles of sound reproduction are embodied in its construction, the Jewel No. 33 will reproduce the selection nearest to the way it was originally recorded by the artists.

No jangling—no distortion—no tin-canny noise—nothing but per-



fect harmony from the rumble of the kettle drums to the high tremulous silver tones of the violin and flute. Each instrument distinctly heard, yet all combined in one glorious harmonious whole.

The combination of the Jewel No. 33 Reproducer and the Jewel Instrument taper brass tone arm is the "last word" in equipment for tone reproduction.

Price, Nickel \$7.50—Gold \$8.50 Jobbers and Dealers write for discounts

JEWEL PHONOPARTS CO.

510 N. DEARBORN ST.

CHICAGO, ILL.

A Talking Machine Record Buyer Discusses Salesmanship of Records

Lack of Adequate Non-Technical Information Regarding the New Recordings Is a Serious Drawback to Efficient Sales Presentation

By Gerald M. Best

The problem of increasing the sales of phonograph records is paramount among the many problems confronting the music dealer, as such sales represent one of his principal sources of income, and bring into the store a class of trade from which prospective buyers of phonographs and other musical instruments are drawn. The phases of record sales governed by the popularity of artists and songs of the day have been given a great deal of thought, in the past, and judging from my own personal experience as one not connected with the music trades in any way, and as a buyer of records for my own use, most of the effort put forth by the average record sales person is to sell a certain artist, or a particular song or instrumental number on the basis of the popularity of the artist or number; not on any other point. To be sure, the phonograph salesman usually has a good line of talking points based on the improvements in recording and manufacturing of the records, and while demonstrating the machine to the prospect, he shows his appreciation of the great change which has taken place in the records themselves by the arguments he presents in their favor; associating these arguments, of course, with those relating to the phonograph itself.

Lack of Understanding

In my opinion, however, there is a great lack of understanding of the new order of things among those selling records exclusively, or among those who sell records from time to time along with other duties. This is natural as the amount of non-technical information which has been available on the new system of recording used by the principal group of manufacturers is conspicuous by its absence, and such information as has been published in the proceedings of the various Engineering Societies has been so technical as to be understood by only a limited class of readers, none of whom are phonograph record dealers, I am sure.

I was the proud possessor of a phonograph, 1920 model, and the history of this machine,

based on its use, shows a falling off in the number of times it was played during the years 1922 to 1925, to such an extent that commencing from the time when the first high quality radio broadcasting station came on the air, the machine could be classed as out of commission entirely. I ceased buying records of popular numbers, since I could hear them over the radio, with what I considered better tone quality or reproduction, and my record buying was confined exclusively to grand opera, or symphony orchestra music. Towards the end of 1925, I had ceased to buy even these, since at that time I had acquired a new loud speaker which put my phonograph at such a disadvantage that I could no longer enjoy listening to it.

New Records Stimulate Interest

Then came the new records, and it was not long before the newspaper advertising, and the reports of friends caused me to visit my dealer, to hear some of the new records played on a new style machine. The improvement in the records was so tremendous that I bought a number of them on the spot, and rushed home to try them on my old machine. Of course, it is needless to say that I was disappointed at the result, even though a considerable improvement was noted, and it was not until I had acquired a new machine, capable of reproducing what was on the records, that I could say that my phonograph was as good as my radio. So much for the reason why a radio man is talking to you about how to sell phonograph records.

To return to that subject, it is well to give the scientist's definition of perfect phonograph reproduction. It may be stated as "perfect" when the reproduced sound or groups of sounds, reaching the ears of the listener have the same relative volume and quality as the sound reaching the ears of an imaginary listener to the original sounds would have had. Since it is not possible to accomplish this effect perfectly, we have to content ourselves with as near perfect

reproduction as is possible with the equipment now available. To obtain perfect reproduction, we would require what is termed "two ears," which means that to get the true sense of direction of the various instruments in the orchestra, we would need two sources of sound at the receiving end, and two phonograph records, recorded simultaneously. Not having this method, the next best solution is to take advantage of the acoustic properties of the room in which the selection is recorded, and so design the room that the selections as recorded have a certain amount of reverberation or echo to give the roundness or fullness of tone required at the receiving end, to make the illusion that the instruments are in the same room with the listener as perfect as possible.

Improvements All Along the Line

I have touched on only a very small part of the improvement which has been obtained in the new records. We have improved reproducers, improved horns, electric systems of reproducing somewhat like the recording system only with everything reversed, and improved basic material from which the records are made. Of the latter, the most noticeable result is the absence of needle scratch, some of which was also due to deficiencies in the recording apparatus, but mostly in the friction between the needle and the record itself while it was being played. All of these go to make the record what it is today, and provide the greatest selling point which could possibly be wished for; to sell the records for the fine musical quality and perfection which they contain, and not the reputation of the artist or orchestra rendering the selection. It is no longer necessary to rely on some famous orchestra, particularly for the popular numbers, to sell records; it is not absolutely necessary to stress the popularity of some well advertised and catchy song; sell the records on the basis of the fine reproduction of each instrument in the orchestra, the perfect balance of the whole, the number in which the tuba or bass viol rounds out the rest of the instruments. I think I can safely say that the music lover of today, who has come to realize the great change that has taken place, does not care in the slightest whether the piece is played by the most famous orchestra in the country, or one of whom he has never heard, just so long as the piece he hears tickles his bump of music appreciation to the right degree. The same applies to the specialty records, such as the pipe organ, which is coming into a popularity never known before the advent of the new records.

[Interesting talk made before the Western Music Trades Convention in San Francisco last month by technical expert of the Radio Magazine.—EDITOR.]

Van Veen & Co. Installing Amplion Executive Offices

Van Veen & Co., Inc., New York City, makers of Van Veen sound-proof demonstration rooms and talking machine wareroom equipment, have been awarded the contract to install the executive offices in the new headquarters of the Amplion Corp. of America, 531 West Thirty-seventh street. Leon Tobias, secretary of Van Veen & Co., reports that the work will consist of three large offices and one large room. The color scheme of the entire job is mahogany and buff. Mr. Tobias predicts that the work when completed will provide the Amplion Corp. with one of the most attractive executive and general offices in this city.

This Radio Set Tester



Model 519

For servicing battery and battery eliminator operated sets. Three voltage ranges—200/80/8 and a 20 milliampere range. 1000 ohms per volt resistance—requiring only one milliampere for full scale deflection. A complete check-up can be made in a few minutes while set is in actual operation.

LOCATES

1. Every trouble with any D. C. operated radio set.
2. New customers for your radio products.

INCREASES

3. Number of service calls per day.
4. Your profits.
5. Customer confidence.

THIS Model 519 Radio Set Tester is much more than a mere instrument. It is the most convincing sales and prestige builder the radio dealer can employ. Sells tubes, batteries and supplies by *quickly and accurately* indicating required replacements. Inspires customer confidence and identifies *your store* with dependable service and merchandise. Slow-working and inaccurate testing "contraptions" only provoke impatience and distrust. Ask for demonstration of the incomparable Weston-Built Model 519 Radio Set Tester. It is a great *trade stimulator*.

Weston Electrical Instrument Corporation
190 Weston Avenue Newark, N. J.



STANDARD THE WORLD OVER

WESTON

Pioneers since 1888



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 automatic contact with its neighbors, and filling all available space inside the battery case.

Here is *battery* power in its most economical form

BATTERY Power has many advantages possessed by no other source of electricity. Batteries give pure DC, Direct Current, steady, quiet, noiseless, uniform, taking nothing from and adding nothing to radio reception.

B-power supply from batteries is reliable, for it is independent of all outside occurrences. No line troubles or blown-out fuses can stop your customers' radio reception if they use batteries. After months of perfect service, batteries give warning in plenty of time when new ones

are needed. Your customers need never miss a single concert from a battery-run receiver.

The reason that the Eveready Layerbilt has to be replaced so seldom lies in its construction. No other battery is like it. See the illustration above. It is built in layers of current-producing materials. This system packs more active materials in a given space, and makes those materials produce more electricity.

In laboratory tests and in actual home use during the last two years

the Eveready Layerbilt "B" Battery No. 486 has proved itself to be the longest-lasting and therefore most economical Eveready "B" Battery ever built. Because it is the longest-lasting it is also the most convenient.

For greatest economy, satisfaction and reliability in radio, sell the Eveready Layerbilt No. 486. Order from your jobber.

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

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[EDITOR'S NOTE—This is the seventieth 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.]

Franz Peter Schubert

Franz Peter Schubert, the hundredth anniversary of whose untimely death will be observed next year, was one of those astonishing personalities which come into the world at long intervals, thinking, acting and living in realms totally unknown to the generality of men. This young man, who died at the age of thirty-one, possessed that strange and mysterious ability to think in terms of music, to use music as a kind of mental language, actually more familiar to him than words are to the ordinary man, that ability which all great composers have had in great quantity, of course, but which no one has ever had just as he had it. Schubert in fact exceeded all other men who have lived before or since his time, of whom anything is known at least, in the ability to turn out a steady stream of beautiful, original and captivating melodies. Given the appropriate mood, he could write one lovely song after another, using any scrap of paper that came to hand. And all his work bears the unmistakable stamp of this spontaneity, of which he possessed a greater stock than any of his predecessors, contemporaries or successors.

Centennial

The phonograph world cannot help being interested next year in the Schubert Centennial, because records of his songs, string quartets, trios, quintets and symphonies are among the best sellers. Moreover the remarkable announcement made by the Columbia Phonograph Co. of a prize contest, world-wide in its scope, for the best third and fourth movements to Schubert's Unfinished Symphony has stirred up a great deal of discussion, which will now certainly continue until the issues shall have been decided. Some words about the man and his contributions to music are therefore very much in order at this time, if only as a preliminary to the events of 1928.

In point of fact very little indeed is known of

Schubert's private life. He was born in 1797 of poor parents, was sent to a school maintained for choir boys of the cathedral of Vienna, was turned out from it when his voice broke and thereafter shifted for himself. He played the piano, he composed and he taught. His music gradually came more or less into demand, especially among those who liked his songs, so that before his death he was acquiring a certain reputation among the musical connoisseurs of the most musical city of the world. The great Beethoven, however, overshadowed his fame, as was natural enough, and he remained to the end of his days poor and obscure.

The Child Man

Schubert had some good friends, like the Vogel family, and was favorably noticed by Beethoven himself. His ways, however, like those of most men who live in a dream world of their own, were singularly simple and unbusiness-like. Much legend has become attached to his name and many stories are told, most of them no doubt apocryphal, in illustration of his utter simplicity and unworldliness. The most famous was long later told by Robert Franz and is perhaps true enough. It appears that Schubert and his friend Franz were anxious to go and spend a day in the country, but when the time came both of them were flat broke. So Schubert rummaged around for some time and dug up some sheets of music paper which he asked Franz to take around to a certain publisher who had already taken some of his songs. Schubert thought he could get a little money for these sheets on which, in fact, he had written in music some of his previous thoughts. But he refused to go himself, saying that he had been turned down so often that he no longer had the nerve. So Franz went around, showed the publisher the music and was treated very gruffly. In effect the publisher said that "that fellow Schubert's" stuff was not selling and that he would not pay a ducat for a hundred more of his songs. Franz, however, stood his ground and the publisher, to get rid of him, at last threw him a ducat and said, "take it or leave it," picked up the songs and disappeared into his sanctum. Franz went back to Schubert half afraid to show him how little good he had done by his morning's work, but to his astonishment his friend was delighted at the outcome. So the two started off with a whole ducat between them, happy as kings. When lunch time came they stopped in a little wayside inn, had sausage and bread with red wine and sat there talking for some time. After a time Schubert called for some paper and a pencil, ruled lines and began to write down some more songs which had occurred to him on the way. Among these, says Franz, was the famous "Hark! Hark the Lark." And it is said that the greedy publisher did bring out his cheaply gotten prizes and among them were some of the loveliest of Schubert's songs.

This extraordinary little man, dark, near-sighted, short, bespectacled, insignificant, com-

posed altogether more than six hundred songs, a whole set of string trios, quartets and quintets, and nine symphonies of which three, at any rate, are well known and frequently performed. One of them, the so-called Unfinished Symphony, is probably the best known work in its form ever composed by anybody. The light opera "Blossom Time," dealing fancifully with Schubert's life, contains many lovely bits from his songs and other compositions, and its best remembered excerpt is a modified (and spoiled) version of the second theme from the first movement of the Unfinished Symphony. Hardly any of Schubert's work, however, was known beyond a very limited audience during his lifetime, nor did it obtain an introduction to the music-loving public of the outside world until some years after his death, when Mendelssohn, then at the height of his fame and in search of novelties for the famous Gewandhaus Orchestra of Leipsic which he then conducted, obtained permission to make a search through the trunk in which were stored the dead composer's remaining manuscripts. In this way the famous Unfinished Symphony, the last great Symphony in C major and other works were brought to light.

Melody

Schubert's music, if it has any weaknesses, suffers from an embarrassment of riches. Melody flowed from his brain so spontaneously that he often found himself unable to organize and mould into compact form his materials. His larger works, like the Symphonies, show plainly that often Schubert had more music flowing from his spirit than he knew how to handle effectively. These works are often somewhat incoherent, with too much richness of material and too little concentrated effort to finish and turn it into a perfected piece of workmanship. His songs on the other hand are usually flawless gems. "Hark! Hark the Lark," "Death and the Maiden," "The Wanderer," "The Erl-King," "Who is Sylvia," "The Miller's Daughter," "The Serenade" and "Margaret at the Spinning Wheel," one could lengthen the list almost indefinitely. All are lovely, some gems of the first water. All have been sung for a century and are as much beloved as ever. Nearly all of them have been recorded for the phonograph, some of them indeed many times by many singers of all types and ranges of voice.

Recordings

The string quartets, trios and quintets are marvelous things too. The new Victor electric recording of the Trio op 99 in B flat is probably the finest piece of recorded work done yet. The violin is played by Jacques Thibaud, the piano by Alfred Cortot and the 'cello by Pablo Casals. What a trio of stars! Then the Columbia recording of the so-called "Death and the Maiden" quartet, done by the London String Quartet, is another splendid example of electrical recording. The famous "Forellen" quintet is another fine Columbia recording too.

Of course the Unfinished Symphony has been done over and over again. Some history and analysis of it will no doubt be interesting, but I think it would be best to leave that for a later month. Meanwhile Schubert's centenary draws near. Let us get ready for it.

Tell the merits of the line you handle by arranging eye-arresting window displays.

RECORDING WAX

ALL TYPES
"G" Wax Specially for
Electrical Recording
F. W. MATTHEWS 126 Prospect Street
E. ORANGE, N. J.

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

TEST IT.

OUR VICTOR

Record Service

has a reputation for efficiency.

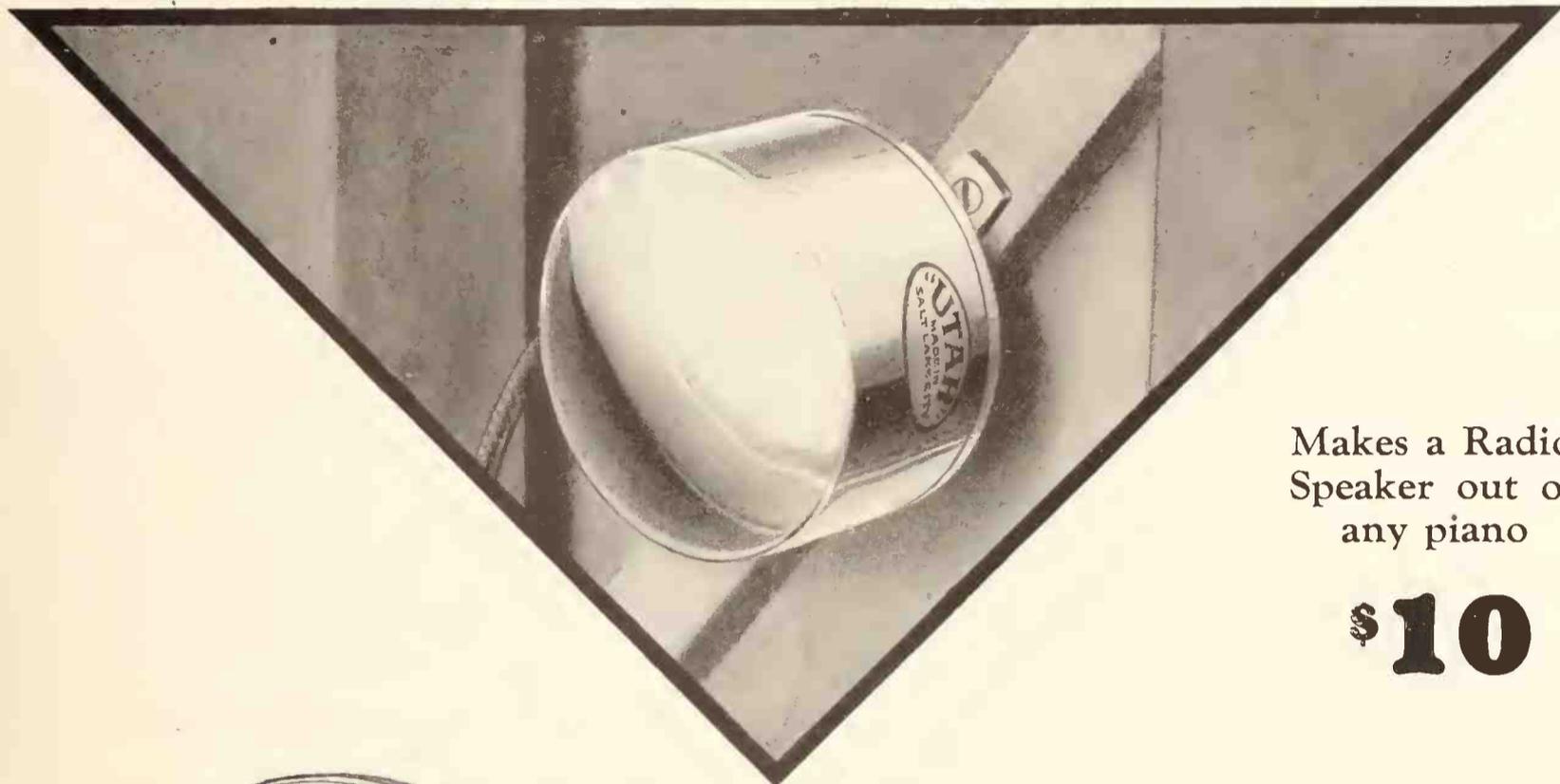
Suppose you try it.

E. F. DROOP & SONS CO.
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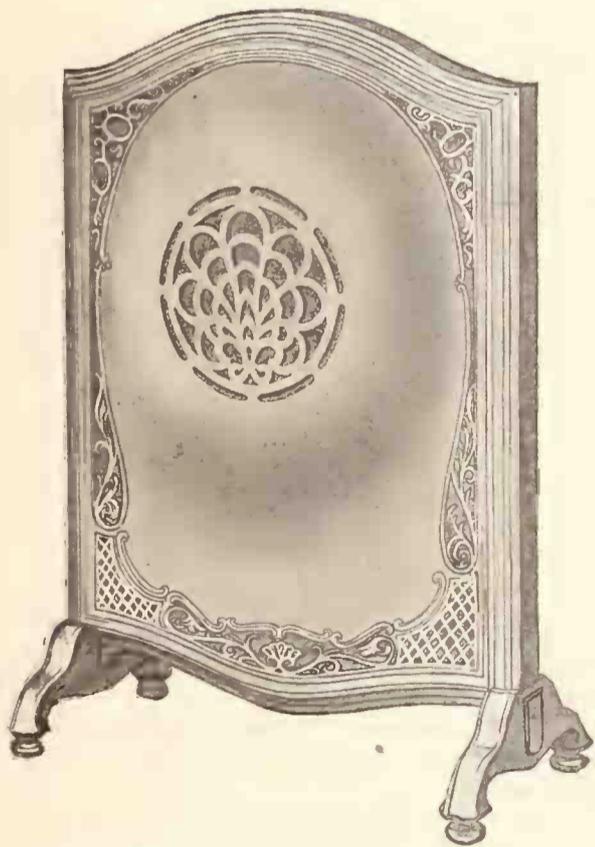
PIANO SPEAKER

EASILY INSTALLED WITHOUT DANGER TO ANY PIANO



Makes a Radio Speaker out of any piano

\$10



UTAH Screen Speaker

An entirely new and really decorative speaker idea. A screen adaptable to many uses. Made of five-ply walnut. The finest cabinet construction with bowed front. 10-foot air column. 40" high by 28" wide by 12" deep.

\$100

THE most complete line—the fastest selling line—the newest ideas—your customers' satisfaction guaranteed—Utah sets the pace.



UTAH No. 30 Cone

Carved with peacock grille design. Natural finish walnut. Size—Height, 18". Weight—15 lbs.

\$30

UTAH RADIO PRODUCTS CO.

1615 S. Michigan Ave., Chicago

Outdoor Sports and Other Entertainment Featured Outing of Berg A. T. & S. Co.

Employees of the Manufacturer of Artone Talking Machines Spend Enjoyable Picnic in Pleasantdale, N. J.—Guests Included Many Prominent Men of the Trade—Dancing Ended Day

The Berg A. T. & S. Co., prominent in talking machine circles as the manufacturer of Artone talking machines and portables, held its annual outing for its employes and their families on Saturday, July 16.

Five palatial busses of the interstate trans-

portation type were necessary to transport the picnickers, as well as several private cars. The arrangement committee, under the direction of Ed. Manning, treasurer of the company, led the procession in the cars of L. Baxter, of the Baxter Mfg. Co., and Lawrence Ottinger, of the U. S. Plywood Co., Inc. In the officials' car was Joseph Berg, president of the company, Z. M. Katz and other members of the official family. A motorcycle escort led the proces-

sion in a remarkably efficient manner throughout the mazes of New York City traffic so that the trip from the factory in Long Island City to the electric ferries at West Twenty-third street was made in about twenty minutes. Noisemaking devices and banners on each car

admirable host and personally saw to it that every member of his party felt at home and enjoyed himself or herself. Shortly after the arrival at Pleasantdale an elaborate course dinner was served in the dining room of the hotel, after which outdoor pastimes were again enjoyed until the return to Long Island City in the early part of the evening. In the ballroom of the hotel an Artone talking machine, which very efficiently took the place of an orchestra for dancing, was installed.

The day also marked the birthday of I. Gittelson, secretary of the company. Somebody



Employees of the Berg A. T. & S. Co. and Their Families Enjoying Annual Outing at Pleasantdale, N. J.

tion in a remarkably efficient manner throughout the mazes of New York City traffic so that the trip from the factory in Long Island City to the electric ferries at West Twenty-third street was made in about twenty minutes. Noisemaking devices and banners on each car

told the throngs on the sidewalks en route what it was all about.

A quick and pleasant trip through beautiful residential sections in New Jersey brought the procession to its destination at Goldman's Hotel, Pleasantdale, N. J. The entire facilities of the hotel were at the disposal of the guests and they threw themselves whole-heartedly into the enjoyment of shade trees or athletic events, as they preferred. Mr. Berg proved to be an

passed the news around and soon Mr. Gittelson was kept busy accepting the congratulations of his host of friends. Although the affair was primarily an outing for the employes of the company, other members of the trade were present as the guests of Mr. Berg. Among these guests were Homer Stevens, of the General Industries Co., Elyria, O.; Harry Fox, of the Okeh Phonograph Corp., New York City; L. Baxter, of the Baxter Mfg. Co., Elmhurst, N. Y.; Lawrence Ottinger, of the U. S. Plywood Co., Inc., New York City, and others.

There were also two guests of honor from overseas, S. Schmidt and D. Florea, of the Anglo-American Co., Bucharest, Roumania. These gentlemen had come to this country to make arrangements for handling the Berg Artone line abroad as wholesale distributors for Roumania and the Balkan States.

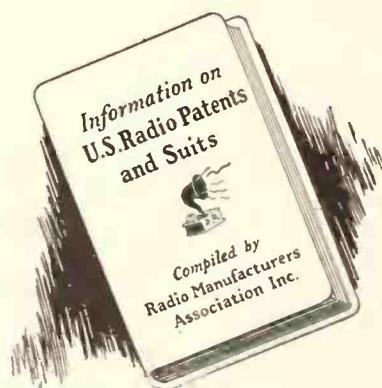
Shellac Shortage in India Causes Prices to Go Up

The shortage of shellac in India has grown more acute from week to week, according to reports from local authorities who point out that shipments from the factories to Calcutta for the first half of 1927 were 30,200 packages less than for the same period last year while exports from Calcutta to the world during the same period were 28,740 packages less than last year.

It is evident that the severe cut in the Bysaki crop is reflected in the price situation. The shipment price from Calcutta at the end of last month was 57 cents and the New York spot price was 58 cents a pound. A year ago the prices were 24 and 27 cents respectively. This marks a substantial difference in price.

Samuel J. Kelliher is now manager of the piano and phonograph departments of the United Music Co., Brockton, Mass.

NOW AVAILABLE TO NON-MEMBERS



THE most comprehensive survey of radio patents, adjudications and pending suits ever published.

A classified and indexed list of U. S. patents pertaining to the radio industry with a periodic supplementary service.

Write immediately for details

RADIO MANUFACTURERS ASSOCIATION, Inc.

32 West Randolph St.

Chicago, Ill.



THE NEAREST APPROACH TO PERFECTION

Beautiful instruments, built to the most exacting limits of mechanical precision. Masterpieces of acoustical design.



SYMPHONIC
The standard of phonograph reproducers.

Price \$8.00
Gold Plated \$10.00

THE Low-Loss Symphonic Reproducer transmits every note, every tone, every overtone on new type phonograph records with minimum loss in transmission. By special construction of diaphragm, sound waves, which tend to dissipate on other types, are collected in center without impedance and transmitted unimpaired through tone arm. Every genuine Low-Loss Symphonic is packed like a piece of jewelry in a beautiful container, and has across its face a purple silk ribbon stamped in gold, as illustrated. Price \$10.00.

The "Symphonic" Reproducer at \$8.00 and "Overture" Reproducer at \$5.00 are also built on the same scientific lines, to transmit carefully matched vibrations with amazing fidelity to the least variation in the record groove.

Their price range from \$5 to \$12 covers all classes of customers from those who want the VERY BEST to those who demand real quality at moderate cost.

(All prices slightly higher west of the Rockies)



OVERTURE
The finest low-priced reproducer on the market.

Price \$5.00
Gold Plated \$7.00

LOW LOSS Symphonic PHONOGRAPH REPRODUCER

SYMPHONIC SALES CORPORATION, Dept. W-7, 370 Seventh Avenue, NEW YORK



YOUR WINDOW WILL SELL THEM

MERELY showing the SYMPHONIC GLOBE SPEAKER in your window elicits inquiries, and creates tremendous interest. Children ask for them—women are attracted by the idea.

The present widespread fad for buying globes; the proven public interest in a globe and a fine loud speaker combined; the present-day desire for greater knowledge of the world and its affairs;—all of these things make half your sale assured when you exhibit the SYMPHONIC GLOBE SPEAKER.

And a demonstration does the rest.

Price \$35⁰⁰ with 20 feet of cord.

Write us for the name of your nearest jobber.

A few more wholesale territories open to good jobbers. Write us.

Illustration below shows Globe Speaker opened for full volume.



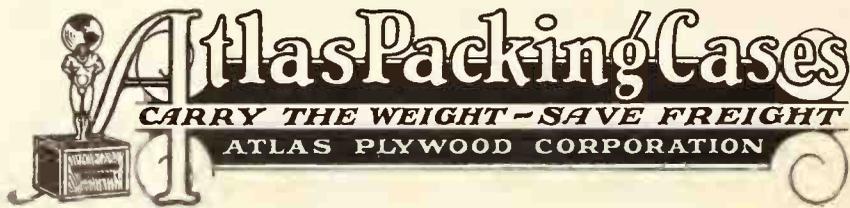
Symphonic GLOBE SPEAKER



Radio Advertising

If you ship your radios in Atlas Plywood Packing Cases you can take advantage of their clear veneer sides to get in your advertising licks with some striking two-color printing on one or more parts. Besides the advertising advantages that handsome lightweight Atlas Cases offer they effect a labor saving in your packing room, a freight saving in shipment and give superb protection to the radios or phonographs packed within.

Send us case sizes today. We'll gladly show you interesting figures on them.



PARK SQUARE BUILDING, BOSTON, MASS.

New York Office
90 West Broadway

Chicago Office
649 McCormick Building

Talking Machine and Radio Men, Inc., Staged Annual Outing at Briarcliff

Dealers From All Sections of the Metropolitan Territory Indulged in Sports at Annual Gathering of the Clan in Westchester Hills—Prizes for Winners of Contests

The annual outing of the Talking Machine and Radio Men, Inc., this year was held at Briarcliff Lodge, N. Y., Thursday, July 14, and a pleasant day of water sports and other games was enjoyed by close to two hundred members of the trade in the metropolitan district and their families. The crowd left New York in two busses, arriving at the Lodge about noon. A baseball game between the dealers and jobbers was won by the former, the score being 8 to 0. The swimming meet for men was won by E. D. Reynolds, and the relay swim and diving events were won by Ollie Graffen and his son, William. A duck race was won by Martin Mayers, son of Joseph Mayers. S. Abend captured first place in the foot race and in the race around the pool Sam Greenberg won by a good margin. Mrs. E. G. Evans and Mrs. Ira Greene took first and second places respectively in the women's foot race. Mrs. Ed. Biel won first prize in the ladies' diving

contest. A hotly contested golf match was won by Morty Salzman. Mrs. H. A. Brennan won the ladies' tournament.

During the luncheon and dinner excellent musical entertainment was furnished by Jack Kaufman, Ben Selvin's band and White and Bessinger, the Radio Franks, the Columbia Phonograph Co., co-operating with the association to secure talent for the event.

Prizes were donated by the following concerns for the winners of the various events: Columbia Phonograph Co., Griggsby-Grunow Hinds Co., E. B. Latham Co., Greater City Phonograph Co., Triangle Radio Supply Co., Progressive Musical Instrument Co., Sonora Phonograph Co., Okeh Phonograph Corp., North American Radio Corp., Charles H. Ditson & Co., Gross-Brennan, Inc., Chas. B. Freshman Co., E. J. Edmond & Co., New Jersey Radio, Inc., Silas E. Pearsall Co., and the All-American Radio Corp.

Tour of Twenty-four Cities by Aeroplane Introduces New Crosley Radio to Trade

Famous Plane, the "Stork," Entered in Third National Air Tour, Covered Distance of 4,110 Miles in Sixteen Days—Delegations of Distributors and Dealers Welcomed Flyers

Reviving an ancient legend and at the same time employing the most modern method of transportation, the Crosley Radio Corp. has introduced its new "Bandbox" six-tube receiving set to jobbers and dealers in twenty-four cities.

Samples of the set were conveyed to these cities in a Waco airplane known as the "Stork." This plane is the property of Powel Crosley, Jr., president of The Crosley Radio Corp., who entered it in the third annual National Air Tour. Fourteen planes participated in this tour, leaving Detroit on June 27 and stopping at twenty-four airports, over a distance of 4,110 miles in sixteen days. The purpose of the tour was to demonstrate the efficiency and reliability of modern aircraft.

Wishing to aid in the popularization of air travel and at the same time to have the new set displayed rapidly over a large extent of territory, Mr. Crosley entered his plane in the tour. It is a biplane with one of the Wright Whirlwind motors similar to that used by Lindbergh, and was piloted by Lieut. John Paul Riddle. It flew as Number 12 in the tour and established an excellent record for performance which was due to the splendid airmanship of Lieut. Riddle, as well as to the construction of the plane. On each side of the fuselage was painted a likeness

of a "Stork" carrying a "Bandbox" radio set.

Large delegations of distributors and dealers met the airplane at the various landing fields and saw the sets displayed. City officials and other distinguished citizens were included in these groups in many instances.

The plane was christened the "Stork," of course, because it was carrying a newcomer in the family of radio products. This feature of the affair was the source of much interest throughout the trip. In some of the cities the girls, dressed in nurse uniforms, were on hand to greet the "baby" Bandbox. Harry E. Sherwin, general sales manager of the Crosley Corp., was a passenger over the entire route and had charge of the demonstration of the sets at the airports. In a telegram sent to the distributors just before the "Stork" started from Detroit, Mr. Sherwin, signing himself "Nurse," stated that the plane was bringing a healthy "baby," one that does not squeal, but will keep people up at night, and which is ready for adoption in each territory.

During the tour, Mr. Sherwin told the story of the flight's progress from leading broadcasting stations in the cities visited. Daily bulletins concerning the tour were broadcast by the Crosley station, WLW, in Cincinnati. Among the stations to broadcast Mr. Sher-

win's talks were: WGR, Buffalo; WEA, New York; WIP, Philadelphia; KDKA, Pittsburgh; WLW, Cincinnati; WHAS, Louisville; WFAA, Dallas, and WOW, Omaha.

So favorably has this set been received by the dealers at the airports and at the Trade Show, that plans for a mass production schedule of 4,000 a day are under way at the Crosley plant in Cincinnati.

Cities visited by the planes were: Buffalo,



Powel Crosley, Pilot Riddle and Plane

Geneva, Schenectady, Boston, New York City, Philadelphia, Baltimore, Pittsburgh, Cleveland, Memphis, Pine Bluff, Ark.; Dallas, Texas; Oklahoma City, Tulsa, Okla.; Wichita, Kansas; Omaha; Moline, Ill.; Lansing, Illinois, near Chicago; Grand Rapids, Mich., and Detroit.

P. A. Ware, of Atwater Kent Co., on Trade Tour

Percy A. Ware, merchandising manager of the Atwater Kent Mfg. Co., is in the midst of an extensive speaking tour.

Mr. Ware left the Atwater Kent headquarters in Philadelphia on July 16, and will talk on merchandising at dealers' meetings in ten States, West Virginia, Pennsylvania, Ohio, Michigan, Missouri, Arkansas, Kansas, Oklahoma, Texas and Colorado. His new slide films on the best accepted methods of merchandising radio are attracting much interest wherever shown.

A. A. Trep Director of Frisco Radio Show

SAN FRANCISCO, CAL., August 3.—Anthony A. Trep, managing director of the Nevada Transcontinental Highway Exposition, has been relieved of his duties at the Reno Fair in order that he might take up his active work here as director of the Fourth Annual Radio Show to be held in the Exposition Auditorium, August 20 to 27.

Numbered among the exhibitors are all of the leading manufacturers of receiving sets and radio accessories. The show this year will evidence the growth over the exhibits of preceding years in many other ways than an increased number of exhibitors.



Empire Tone Arm No. 50

A drawn brass "S" shaped arm for all large machines. It's the latest Empire number.

EMPIRE

Empire No. 25

Similar to the No. 50, except that it is one inch shorter and is for portable machines. Sells at a price that cannot be equalled.

Five Good Reasons for Empire Tone Arms

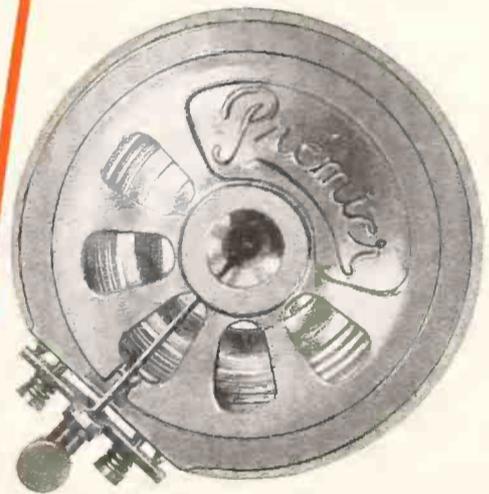
1. **PROPER DESIGN.** Thirteen years of experience and research are back of these Empire Tone Arms. Empire design Tone Arms are correct in every detail.
2. **CAREFUL MANUFACTURE AND INSPECTION.** It's one thing to design a Tone Arm and another thing to make it. The Empire factory has been specially equipped for this kind of work. Careful inspection prevents shipment of any defective parts.
3. **A RELIABLE COMPANY.** Conservative management, together with adequate financing, permits the Empire Phono Parts Co. to progress steadily and increase production to meet demand.
4. **PROMPT DELIVERIES.** This is an important item. You must have parts delivered promptly so as to maintain your production schedule. Empire makes prompt shipments.
5. **RIGHT PRICES.** Because of perfected manufacturing processes and large production, Empire prices are extremely low for high quality parts.

For Your Protection

Use these perfected Tone Arms. They will safeguard the reputation of your products.

Write or wire for quotation on your requirements.

EMPIRE Sound Boxes



More and more Empire reproducers are being recognized as leaders among Sound Boxes.

Thirteen years in the manufacture of Phono Parts, including reproducers, shows results in the efficiency of these Empire products. Write for information and prices.

The Empire Phono Parts Co.

WM. J. McNAMARA, Pres.

Established 1914

10316 Madison Ave.

Cleveland, Ohio



Empire Tone Arm No. 75

An all-brass, continuous taper, all curve Tone Arm equipped with full ball-bearing base.

Now Enjoy These Sales

DURING the next thirty days, five million boys and girls will go away to school. Thousands of these students are located right near you, and are now buying the things they want to take along.

Ever last one of them should have a **CARRUOLA MASTER**, the world's most popular portable, to provide wholesome fun and entertainment. Be sure to take advantage of this profit opportunity.

Enjoy the many sales that are yours by showing the **MASTER** in your windows and through your advertising. A good window card with the above suggestions will now bring you a lot of business. And remember that our advertising in the national magazines is working right with you--*the only nationally advertised line on the market.* Make your plans today!

a profit



THE **MASTER** is modern. Has all the new features—full curved throw-back tone-arm—an exclusive reproducer—self-contained record album. Case built to last a lifetime—decorated cover artistically embossed—available in five striking colors.

CARRUOLA MASTER
BEYOND THIS YOU BUY FURNITURE

WORLD'S LARGEST MAKERS OF

Opportunity

The **ARRUOLA** MASTER is the fastest selling portable on the market, and dealers everywhere are cashing in on a nation-wide public demand for this instrument.

Every Dealer is insured full profits because **ARRUOLA** products are sold everywhere on the same fair basis. They are priced right, built right, and quick sales are easily made by displaying them.

The Line Complete

The MASTER is the standard of the portable values.

The FLAPPER is a novelty instrument of unusual appeal.

The CUB is the one high quality portable priced low.

Now enjoy your full profit by showing the entire **ARRUOLA** line, the world's finest and most complete line of portables. 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

Let Not Another Day Go By—

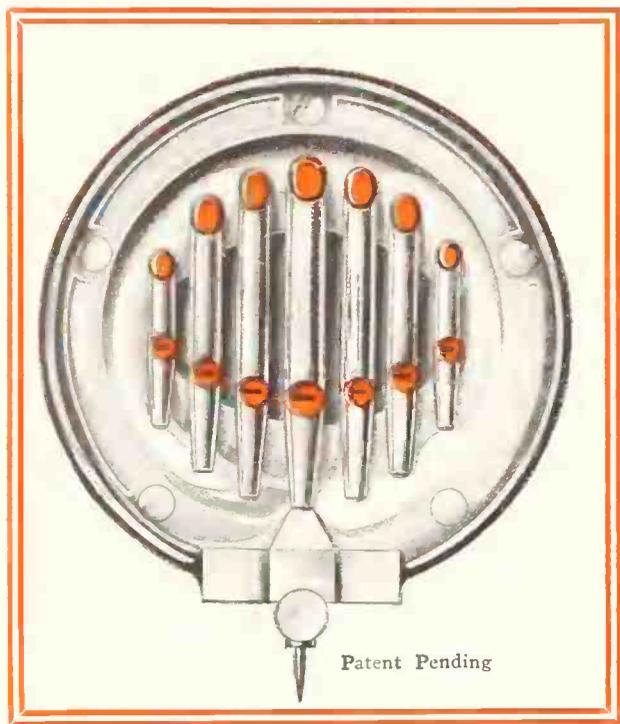
without sending for a sample of *The Organ-Tone*

King of Reproducers

It is **UNIQUE**.

It stands in a class by itself.

It will make a sale where others will not.



The Organ-Tone
King of Reproducers

The only reproducer
finished in three colors

Do not sleep on your prosperity.
Be convinced that this is more
than "just another reproducer."



Mr. Dealer: If your jobber does not
carry *The Organ-Tone*, we shall be glad
to supply you directly from our factory.

We Have Built the Better Reproducer

Unique
REPRODUCTION
COMPANY

*Makers of Tone-Arms
And Reproducers*

Makers of **ADD-A-TONE**

*32 Union Sq.
New York, N.Y.*

Last-Minute News of the Trade

L. B. Casagrande Elected Caswell Mfg. Co. President

Other Officers Elected Are J. G. Casagrande, Vice-President; J. R. Matthews, Secretary, and J. G. Bach, Treasurer—Directors Named

MILWAUKEE, Wis., August 5.—At the annual meeting of the stockholders of the Caswell Mfg. Co., of this city, manufacturer of Caswell portable phonographs, held on July 29, the following directors were elected for the coming year: L. B. Casagrande, J. G. Casagrande, J. R. Matthews, J. G. Bach and R. A. Bach. Immediately after the directors' meeting, the following officers were elected: President, L. B. Casa-



L. B. Casagrande

grande; vice-president, J. G. Casagrande; secretary, J. R. Matthews; treasurer, J. G. Bach.

In making this important announcement to the trade, L. B. Casagrande stated that the company had a number of interesting and far-reaching manufacturing and marketing plans to be presented to the trade in the near future. The control of the Caswell Manufacturing Co. is now in the hands of L. B. and John Casagrande, and plans are now being made to double the Caswell manufacturing facilities with a view to increasing the company's high standard of service. Since announcing its new line of portable phonographs, the Caswell Mfg. Co. has received orders which have utilized every square foot of manufacturing space, and the organization has been adjusted to take care of the increased demands upon its facilities.

The Caswell Manufacturing Co. has been one of the leaders in the portable manufacturing field for several years, and in the past has been operating in a certain degree as a subsidiary of the Abel & Bach Co. of Milwaukee. With the election of the new directors and officers, L. B. Casagrande states that there is no connection whatever between the two concerns, except that J. G. Bach retains his interest in Caswell and his place as a director and officer of the Caswell organization.

W. B. Gannon to Represent Stromberg-Carlson Co.

Former Talking Machine Executive to Act as Stromberg-Carlson Radio Representative in the Detroit Territory—Wide Experience

ROCHESTER, N. Y., August 4.—The Stromberg-Carlson Tel. Mfg. Co., manufacturer of the Stromberg-Carlson radio receiver and other radio products, recently announced the appointment of W. B. Gannon as the company's radio representative in the Detroit, Mich., territory.

Mr. Gannon has had seven years of experi-

ence in the talking machine business, having been a Victor factory representative and a distributor's representative, and was at one time in business for himself in the retail field. This experience will stand him in good stead in dealing with the music-radio trade in the Detroit field.

The appointment of Mr. Gannon was necessitated by the steadily growing volume of business in the Detroit area.

Plans for Fourth Annual Radio Industries Banquet

Twenty-two Prominent Radio Trade Associations Sponsor Event—Expect Nation-wide Broadcasting Hook-Up—President Invited

Twenty-two prominent radio trade organizations, including trade associations throughout the leading industrial centers of the country, are listed as sponsors for the Fourth Annual Industries' Banquet, which will be held on September 21, at the Hotel Astor, New York, during the course of the Radio World's Fair at the Madison Square Garden. The banquet gives every indication of not only being the greatest in the history of the radio industry, but one of the most important trade gatherings in the commercial history of the country.

Paul B. Klugh, chairman of the banquet committee, and L. A. Nixon, executive secretary, have been working day and night since July 1 to provide a program that would make history for the radio industry. Judging from present indications their efforts will meet with unparalleled success, and they are being ably assisted by the members of the various sub-committees who have met frequently in the past few weeks and reported as to the progress made in their respective activities. It is safe to predict that the capacity of the Hotel Astor ballroom and its adjoining rooms will be far below the requirements of the banquet committee, and Mr. Nixon is urging the manufacturers to send in their ticket requirements at the earliest possible date.

It is expected that the broadcasting tie-up for this banquet will be the greatest in history, with every possibility of including a chain of stations reaching from coast to coast. The various trade associations sponsoring the banquet will hold sectional banquets on September 21 for the benefit of the radio audiences in their various localities. The list of these joint meetings is growing rapidly and will be announced in detail on September 15.

The Speakers' Committee, of which Major Herbert H. Frost is chairman, is planning one of the outstanding features of the radio year, having extended an invitation to President Coolidge to address the banquet on September 21. Major Frost, accompanied by ex-Congressman Frank Scott, counsel for the R. M. A., visited the Black Hills, S. D., recently and extended this invitation to the President, who was keenly interested in the importance of the event, and whose definite answer in response to the invitation will be ready very shortly.

Major J. Andrew White, veteran radio announcer, will, as heretofore, act as master of ceremonies for the general program, and incidentally this program gives promise of being one of the most enjoyable entertainments that have been offered by any organization in the radio, theatrical or musical worlds. Major White will also direct the activities of four or five assistant masters of ceremonies representing the broadcasting stations in different parts of the country.

Listenwaller & Gough, radio wholesalers of Los Angeles, Cal., have been appointed Sonatron radio tube distributors.

W. W. Carroll Appointed Caryola General Manager

Formerly Sales Manager of the Radio Division of Briggs & Stratton Corp.—Extensive Sales Promotional Campaign Planned by Company

MILWAUKEE, Wis., August 3.—Effective July 15, W. W. Carroll was appointed general manager of the Caryola Co. of America, Milwaukee, Wis., prominent manufacturer of Caryola portable phonographs. Mr. Carroll is in charge of sales and manufacturing, and his broad experience in both the sales and manufacturing fields admirably qualifies him for his new undertaking.

For the past two years he has been associated with the Briggs & Stratton Corp., Milwaukee, as sales manager of the radio division. During the six years prior to his connection with the Briggs & Stratton organization, Mr. Carroll was vice-president of the Dure Co., Toledo, O., manufacturer of interior hardware.

An ambitious program of sales promotion and merchandising in behalf of Caryola products has been mapped out by Mr. Carroll for the current season and extensive plans for the sales organization are now being developed. The national advertising program of the Caryola Co. of America will continue in full force.

The firm has enjoyed the largest volume of business in its history during the first half of



W. W. Carroll

1927, and all indications point to a record-breaking year for the prominent Milwaukee institution, whose manufacturing program for 1927, it is said, will undoubtedly exceed 300,000 portable phonographs.

Victor Jobbers in Camden for Sales Conference

Just as this issue of The Talking Machine World goes to press, Victor jobbers from all parts of the country are assembling at Camden, N. J., to attend an important sales conference relative to products and marketing plans for the coming year. The sales meeting will take place August 15 and 16, and a very interesting program has been prepared under the direction of Roy A. Forbes, director of sales and merchandise. The entertainment part of the program will consist of a dinner to be given on August 15 at Greenhills Farms.

The Federal Radio Commission recently ruled that the broadcasting of mechanical reproductions such as records or piano rolls must be clearly announced as such. Violation of this ruling may be punished by a fine and revocation of the license.



(Registered in the U. S. Patent Office)

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NEW YORK, AUGUST, 1927

Do You Know Your Market Possibilities?

THE TALKING MACHINE WORLD is again privileged to present this month the results of a survey that will provide talking machine dealers with some interesting figures regarding the percentage of homes in an average of 30,000 inhabitants, and the market possibilities that are to be found in a city of that type. In this particular instance the Literary Digest made a careful canvass of Zanesville, O., homes, selecting that city as typical of the average because it did not enjoy the abnormal business stimulation found in a seaport city, nor, yet, did not suffer from the stagnation frequently found in communities that are more or less isolated. In other words, Zanesville may be accepted as a city enjoying natural business advantages.

The survey shows among other things that 54 per cent of Zanesville homes are equipped with phonographs, as compared with an average of 58.9 per cent in thirty-six other cities of similar population that were included in the same investigation. Only 16 per cent of the homes were equipped with radios, as compared with a 36 per cent average in the thirty-six other cities. It is interesting to compare these figures with a national average of 45 per cent of homes equipped with phonographs and 26 per cent equipped with radio as determined in the extended survey made by the General Federation of Women's Clubs and presented in The Talking Machine World in April.

The percentages brought to light in these surveys may mean little to the average dealer, but the purpose of the surveys should mean much to the talking machine or radio retailer who seeks to know his market and its possibilities. A farmer before he sets out his crops determines the soil characteristics of the various sections of his farm. He plants his potatoes, his corn and his cotton or his wheat in those sections where they are most likely to thrive. It is just as essential that the dealer consider the ground upon which he is to do business, to determine what sections may be considered most likely markets for the high-priced instruments, what may best be appealed to with medium-priced products, and those sections which from the caliber of the inhabitants might be expected to absorb normally only the lower priced goods. If

he does this, he is going to save much effort that might otherwise be wasted.

From the general survey the dealer can secure many ideas for the survey that he should make in his own territory, or, at least, regarding the information he should have on hand relative to his prospects. It is important, for instance, to know whether the prospect owns his own home, and if he does, what is the value of that home, and whether it is kept in good condition. It is important also to know the occupation of the head of the house, for that, in a majority of cases, determines his current buying ability. The number in the family and their ages also have a bearing on the ability or the inclination of the prospect to buy. In short, through the survey system, the dealer is enabled to go to those places where sales are most likely to be. The time and trouble expended on securing the information is more than offset by the saving of time in going after sales.

The fact that only 16 per cent of Zanesville's homes have radio, and 54 per cent phonographs does not mean that there remain 84 per cent of homes to be equipped with radio and 46 per cent with phonographs, for from the remaining percentages must be deducted a substantial number who for one reason or another are not in a position to buy and probably never will be. To separate the live possibilities from the dead ones is the object of studying the field, whether through the survey or by other means. Capital and time are too valuable to permit of wasted effort.

Fiftieth Anniversary of the Phonograph

IT is just a half-century ago this month, on August 12, 1877, to be exact, since Thomas A. Edison thrilled the entire country with the announcement of his new machine that was capable of recording, and in turn, reproducing the human voice. It was only a crude device, with its tinfoil-covered cylinder, a threaded shaft turned by a handle, and the simplest sort of diaphragm to transform the voice into vibrations that could be recorded, yet it proved one of the epoch-marking inventions in American history, and the basis of an industry that stands among the leaders of the great industries of the nation.

It is doubtful whether Mr. Edison, in first developing the phonograph, had even the slightest conception of its future, for it was hailed as simply a toy, and was not given really serious consideration until ten years after the first model was introduced. It, however, led to new inventions and constant improvements, one after another, until there has developed an industry representing an investment of many millions of dollars, a distributing organization that reaches into the far corners of the world, and a medium of entertainment and education, the possibilities of which are still, after fifty years, not yet exhausted nor, for that matter, even fully realized.

As a result of Mr. Edison's genius in presenting the first phonograph to the public, scores of other men have been spurred on to lend their brains and ability to the further development of this remarkable new entertainment medium in its various forms. But what is more remarkable is that Mr. Edison himself, after a half-century, still maintains the keenest interest in his phonograph, and even to-day is developing new improvements and refinements that in a sense are as noteworthy as the first introduction of the instrument itself.

Although the commercial developments of the instruments that have followed the introduction of the original phonograph in the recording and reproducing of the human voice and of music have proved marvelous, there must still be considered seriously the altruistic value of the phonograph in the musical development of the nation.

Through the medium of Mr. Edison's phonograph and the various instruments that followed, it has been possible to introduce into the homes of the world the voices of the great artists and the music produced by other noted artists and instrumental groups. It has meant that the individual citizen of most limited means has been able to hear in his own home voices of the opera and concert stars, has been able to enjoy the great orchestral works, and has thus been privileged to develop an appreciation of good music to an extent that would have been impossible were he compelled to visit the opera house and the concert hall regularly. The educational value of recorded music has long been

realized, with the result that a great percentage of the schools of the country are now equipped with record libraries and the instruments through which they may be heard.

In the United States, particularly, no single factor has contributed so much to a broad and general understanding and appreciation of music than has the phonograph. It is the one instrument that has had the rare distinction of being the basis of one of the country's great industries, and at the same time an outstanding factor in the education of the public in the art of music. Both commercially and artistically it has proved an outstanding success, and all within the brief span of fifty years, or, to be more accurate, forty years of actual development.

It is eminently fitting that the great industry which grew out of the invention of the phonograph, and outstanding figures in every walk of life throughout the country, should join together in paying tribute to Thomas A. Edison upon the golden jubilee of his invention, and Mr. Edison as the pioneer is to be congratulated not alone upon the success of the invention, but upon the fact that he is privileged to look back upon a half-century of marvelous accomplishment, and to take an active interest in developing that marvelous mechanism of 1877 along still broader lines. What will the next half century produce?

Price Maintenance Again to the Fore

THE proposal of the Federal Trade Commission to investigate the whole question of resale price maintenance and resale price-cutting from every angle is of outstanding importance to the talking machine and radio trade, and for that matter to manufacturers and distributors in every line of business, for the proposal brings with it the hope that the investigation will serve to clear up a situation that has been for the past ten years becoming steadily more complicated.

For the last decade or more, the courts have been called upon to render decision after decision upon this or that phase of price maintenance, or attempted price maintenance, and out of it all has come no single decision that can be accepted as a sound precedent by which to measure the legality or illegality of any move made by the manufacturer to protect resale prices of his products.

The Federal Trade Commission in proposing to investigate the economic, legal and business angles of the entire resale price-maintenance question is displaying a full measure of good sportsmanship, for the Commission has been the Federal agency charged with enforcing the laws against the legal methods of price maintenance and from many angles has had closer contact with the problem than anyone else.

The talking machine trade particularly has, on numerous occasions, gone on record as strongly favoring proposed legislation legalizing the maintenance of retail prices, for it has been recognized that the growth and prosperity of the industry, in its early years at least, was due in no small measure to a strict enforcement of retail price schedules by the manufacturers. On the other hand there are interests which are strongly opposed to any legislation

calculated to check the cutting of prices on patented and trade-marked articles.

The Commission's investigation, while it cannot, of course, result in a report that will please both factions, should, nevertheless, shed some real light on the question and give some definite indication regarding what may be expected in the matter of retail price protection in the future.

As it stands now, numerous manufacturers with perfectly honest intent have gotten into serious and costly trouble through their efforts to protect their products in the matter of prices charged to the public. Yet, there has been no guide by which might be determined the legality of any particular method, and not so long since the Supreme Court of the United States in the American Tobacco Case practically threw up its hands and declared that it could throw no further light on the subject.

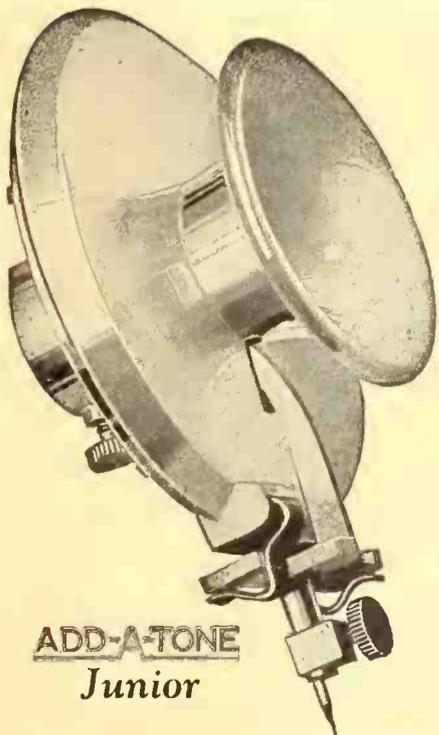
It is to be hoped that the Federal Trade Commission's findings will offer some definite information for those who favor, or who object to, price maintenance. If the report is favorable to the cause then it is likely that legislation to make price maintenance legal will have a much better chance than heretofore. If, on the contrary, the report is unfavorable, then members of industry will know just where they stand and can govern themselves accordingly.

Growing Confidence in the Radio Industry

WHATEVER may be the sales possibilities offered by the new radio season, and they seem to be fairly bright, if the consensus of opinion in the trade means anything, there is no disputing the fact that the dealers are entering the season with a feeling of confidence in the lines they are handling that did not exist some few years ago. This has been brought about in some measure by the natural readjustments in the industry, but to a great extent must be credited to the good business vision of the manufacturers and the success of their efforts in stabilizing the market so far as it lies in their power and with proper regard for the natural progress in the production field.

Within the past few years there has been a noteworthy change in the methods of the leading radio manufacturers, with the result that the new lines as introduced do not call for the complete scrapping of last season's goods, but represent such improvements in existing lines as are calculated to arouse interest and improve results without making it necessary to throw older models in the discard.

The new attitude is bound to react to the advantage of both the manufacturer and the retailer, primarily because the latter can feel free to place his orders and lay out his selling campaign on a basis of what business the market can produce, with the confidence that he is not to be caught in mid-season by the announcement of a radical change in products that will automatically antique the stock already on the shelves. As this feeling of confidence grows it will mean that the manufacturer will receive advance orders in a volume that will keep his factory operating on a satisfactory basis without the peaks and valleys of production.



ADD-A-TONE
Junior

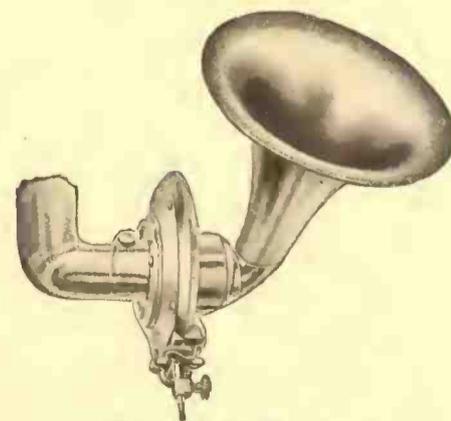
Pat'd 1925

DO YOU KNOW THAT—

the 283,000th ADD-A-TONE Reproducer is now serving the owner of a Carryola Master Portable?

Do You Know That—

THE ADD-A-TONE REPRODUCER CHANGED THE STYLE IN SOUND-BOXES FROM THE OPEN FACE TO THE CLOSED FACE TYPE?



ADD-A-TONE
Senior
and Harmony

UNIQUE REPRODUCTION COMPANY

32 Union Square

New York, N. Y.

Last-Minute News of the Trade

Victor Co. Announces New 1927-8 Electrola and Radio Combination Instruments

Roy A. Forbes, Director of Sales and Merchandise, Informs Trade in Letter of Proposed Portfolio Describing Electrola and Radio Combination Lines

The Victor trade received this week a very important communication from the Victor Talking Machine Co., over the signature of Roy A. Forbes, director of sales and merchandise, stating that shortly after August 15 the company expected to send out an attractive portfolio illustrating and fully describing each instrument in the Electrola and Radio Combination line for 1927. In the meantime, Mr. Forbes has placed before the trade such information as is available at the present writing. In his preliminary announcement Mr. Forbes said, "We now

know definitely that we shall be able to offer a most outstanding line—superlative performance, extreme beauty of design, instruments within the reach of the masses, instruments which will have an irresistible appeal for the most discriminating."

At the top of the new line there will be the "De Luxe" consisting of the Automatic—Electrola—six-inch cone—8-tube Radiola Super-Heterodyne, housed in a new and most convenient type of mounting with conveniently

(Continued on page 128)

Don T. Allen to Announce New Plans Shortly

Former Carryola Executive Visits in East—May Form New Portable Phonograph Corporation—George P. Hough Also in East

It is announced that the exclusive sales contract under which Don T. Allen has been handling the output of the Carryola Co. of America,



Don T. Allen

Milwaukee, Wis., was canceled on July 15 by mutual consent. It is understood that George P. Hough, former sales manager, and B. B. Conheim, special representative, are also no longer identified with the Carryola Co.

Mr. Allen and Mr. Hough, accompanied by their wives passed through New York recently on an extended motor trip through the East, calling on several of their friends in the industry.

It is probable that Mr. Allen will form shortly a new corporation for the manufacture and sale of portable phonographs, associating with him Messrs. Hough, Conheim and several other men formerly identified with the portable phonograph industry. This news will undoubtedly be received with interest by the trade in view of the large acquaintance which these men enjoy and their knowledge of the portable industry gained through many years of trade contact. It is stated that definite announcements as to future plans and the purchase of a suitable factory for the project will materialize at an early date.

Designate September 21 as National Radio Day

Radio Industries Banquet Committee, Realizing Public Interest in the Broadcast Program, Authorizes Designation—Seeks Tie-ups

The Radio Industries Banquet Committee, realizing the public interest in the program broadcast from the annual banquet in New York City each year, has authorized the designation of Wednesday, September 21, as National Radio Day. As in former years broadcasters all over the country will carry the broadcasting of the program of the banquet beginning at nine o'clock New York time.

Last year, in five cities, local radio associations staged trade and industry banquets, broadcasting their local programs up to the time the New York program began to go over the local station, thus linking up the two programs most effectively. This year the committee is urging that more local associations arrange such tie-up banquets and programs.

It is also the aim of the banquet committee that broadcasters in general should endorse the National Radio Day movement and designate their programs on September 21 as National Radio Day programs, endeavoring to give the listeners a special treat that day, if possible.

Impressive Ceremonies Mark Edison Jubilee

Fiftieth Anniversary of Invention of Phonograph Celebrated With Special Program at Thos. A. Edison's Home on August 12

The fiftieth anniversary of the invention of the phonograph by Thos. A. Edison was celebrated with much ceremony at Mr. Edison's home in Llewellyn Park, N. J., on Friday, August 12, and was participated in by Governor Moore, of New Jersey, together with other distinguished guests and executives of the great Edison organization from all parts of the country.

The party gathered at the Edison Laboratories at 11 o'clock, and proceeded to Mr. Edison's home, where Mr. Edison was presented with a bouquet of fifty yellow roses to commemorate the Golden Jubilee of his great invention. Governor Moore then presented Mr. Edison with a richly illuminated portfolio containing messages of felicitation from Governors of many States, prominent government officials and representatives of foreign governments.

One of the interesting features of the ceremony was the speech by Charles Edison, now president of Thos. A. Edison, Inc., who in the

course of his address turned to his father and said: "Fifty years ago you spoke into the first phonograph and it repeated your words to you; now the newest Edison model wants to speak to you in its own words." At this point an anniversary model, the latest development in Edison phonographs, repeated a brief address outlining the early days of the phonograph and the problems that have been overcome in its development.

In his reply to the various speeches, Mr. Edison talked briefly and consented to have his words broadcast over the air through Station WOR, in Newark.

Audak Co. President Is Awarded Reproducer Patent

Maximilian Weil, President of the Audak Co., Receives First Patent of Series on New Types of Phonic Reproducers

Maximilian Weil, president of the Audak Co., New York City, manufacturer of the ULTRA phonic reproducers, announces that he has received one of the first patents issued on the new type of phonic reproducer. This patent, No. 1,637,322, was granted on July 26, 1927, and consists of thirty-five claims. Mr. Weil points out that this patent is the first of a series of ten pending patents which he has filed.

The Audak Co. is one of the pioneers in the production of the new type of reproducers and has enjoyed exceptionally good business in this field. It has made acoustical and electrical apparatus for more than ten years, manufactures the ULTRA phonic reproducer in three models, the Polyphase Ultra, Singlephase Ultra and the Revelation Ultra. Maximilian Weil, president of



Maximilian Weil

the company, who is an inventor and prominent in the study of acoustics, is well known throughout the phonograph industry. He has spent many years in close application to this work and, despite the success with which the product has already met, he is engaged in still further research, development and experimental work.

Mr. Weil's formation of the Audak Engineering Corp., a manufacturing subsidiary of the Audak Co., as announced elsewhere in this month's issue, is a still further step in the advancement of the Audak Co. and will assure Mr. Weil's ideas being carried out to the minutest detail in the finished product.

Levitan, Inc., 4536 West Warren avenue, Detroit, Mich., has been incorporated to deal in phonographs with a capital of \$15,000.

Announces Oklahoma Columbia Distributor

Harbor-Longmire Co. to Distribute Columbia Products Throughout the State—Firm Well Known to Trade in That Territory

W. C. Fuhri, vice-president and general manager of the Columbia Phonograph Co., New York City, announced recently the appointment of the Harbor-Longmire Co., Oklahoma City, Okla., as Columbia distributor in the State of Oklahoma. This wholesaler has been identified with music activities for many years and has been serving dealers in Oklahoma territory to excellent advantage. They will distribute the complete line of Columbia products and their sales staff is being augmented to take care of the demands of the Columbia dealers.

Mr. Fuhri returned recently from a five-weeks' trip to the Pacific Coast which included a visit to the leading trade centers between Chicago and the Coast. He found Columbia business very satisfactory in all of the cities he visited, with the Columbia branch managers on the Coast keenly enthusiastic regarding their activities the early part of the year and the outlook for the future. The Platt Music Co., of Los Angeles, Cal., which has eight other stores in California recently became a Columbia dealer and is developing a very fine clientele for Columbia products.

Columbia sales in the month of June were 50 per cent ahead of last year and although the July figures are not yet available officially, it is expected that they will run considerably ahead of June. Record business is increasing rapidly and the demand for Viva-tonal phonographs is also showing a steady growth. While on this trip, Mr. Fuhri received many favorable comments regarding the completion of plans for the Columbia Broadcasting System and dealers everywhere are very enthusiastic as to the benefits which they believe will be derived from the inauguration of this broadcasting system.

R.C.A. Makes Fine Show in Earnings for June Quarter

Net profit of the Radio Corporation of America during the June quarter amounted to \$425,537 after depreciation, patent amortization, income taxes and accrued reserves for year-end adjustments. This compares with net income of \$126,778 in the previous quarter and \$82,020 during the same quarter in 1926. The June quarter profit is equal to \$1.08 a share on the 395,597 preferred shares of \$50 par value, against 32 cents a share in the preceding quarter and 20 cents a share in the second quarter of 1926.

Handsome New Home for Landau Bros. in Hazleton

The Standard-Sentinel, of Hazleton, Pa., has published in a recent issue an illustration of the handsome new four-story business block now under course of construction at 17 West Broad street, for Landau Bros., the well-known talking machine, radio, furniture and jewelry merchants in that city, which they expect to occupy early in the Fall. This concern has also acquired an equally attractive building in Wilkes-Barre.

Amplion Directors Elected

At a recent meeting of the stockholders of the Amplion Corp. of America, held at the New York offices of the company, the following directors were elected: Leslie Laurence, chairman of the board; S. B. Trainer, president; W. H. Lynas, vice-president; J. N. Trainer, treasurer; A. W. Harris, chief engineer; L. L. Spencer, general sales manager, and P. N. Gray.



Whatever sets you handle

A Sterling will provide exactly the Right "B" Socket Power



R-81 "B" Power
for 3 to 8 tube sets including power tube. All three voltages. Detector, Medium and High are adjustable within wide limits. On and Off switch. List Price: including Raytheon BH tube, - - - \$28.50



RT-41 "B" Power
for Radiolas and sets using up to 5 large tubes. Output at 25 mils. is 130 volts. Detector, Medium and High voltages adjustable within wide limits. List Price: including UX 213 tube, - - - \$27.00



R-98 "B-C" Power
A Universal "B-C" model for high-class sets. Will not hum at 100 mils. Has four "B+" voltages, two of which are independently variable. All four voltages are variable through primary control. Variable High "C" voltage. On and Off switch. List Price: including BH Raytheon tube - - - \$38.00
R-97 "B-C" POWER—the extra Heavy Duty Model, \$53.50 complete

PRACTICALLY every set has its own particular "B" power requirements. Unless these are met *exactly*, the radio owner will not get full benefit of improved tone quality from Light-Socket power.

No matter what set a Sterling Power Unit is operating, positive adjustment enables every tube to receive its correct voltage. The low voltage of peanut tubes, the heavy drain pulled by the 112 and 171 Power tubes—all are accommodated to a nicety by Sterling Power Units.

Sterling Power Units employ the Raytheon BH tube. These units are priced from \$28.50 to \$53.50—a model for every class of trade. Model RT-41 is expressly designed for Radiolas. It uses UX213 type tube and is priced at \$27.00.

Decide now to handle the Power Unit line that really does fulfill its promise for profitable sales without comeback, without after-sales servicing. A post card to us or your jobber will bring you trade information.

The Sterling Mfg. Co.

2831 Prospect Ave. - Cleveland, Ohio

Sterling

"B" Power Units



RADIO by Kellogg



The A. C. radio tube developed and made by Kellogg—experienced lampmakers for many years. This tube is used in Kellogg A. C. sets and sold generally to the trade.

**Battery-less
Radio /
No 'A' Batteries
No 'B' Batteries
No 'C' Batteries
NONE /**

One of the attractive models in which the new Kellogg A. C. Radio is shown.

Licensed under application for letters patent by Radio Frequency Laboratories (RFL).



Wichita A. K. Distributor Planning for Big Business

First Carload of Atwater Kent Radio Sets for 1927 Season Reaches Goodin Radio Corp.—Six More Carloads in Transit

WICHITA, KAN., August 6.—The first carload of radio sets for the 1927 season to reach Wichita was unloaded Saturday by the Goodin Radio Corp., distributor of Atwater Kent receivers and Pooley cabinets in this territory.

In anticipation of a much heavier radio business than was experienced last year, the Goodin Co. now has in transit six carloads of radio goods. The machines are being ordered much earlier this year than in the past, and shipments to dealers are being made as quickly as the merchandise is being received.

During the Summer the company's place of business at 333 South Lawrence avenue has been completely remodeled to make it possible to handle a great volume of business. The former automotive supply and repair business of the company has been entirely sold out, and the firm will operate henceforth only in the radio field. The corporation was formerly known as the Goodin Motor Service.

New Teletone Tip Table Cone Speaker Is Introduced

This New Model Has Met With Favorable Reception Throughout Trade

The new Teletone Tip Table cone speaker, illustrated herewith, which was recently announced to the trade by the Teletone Corp. of America, Long Island City, N. Y., has met with a very favorable reception, according to E. J. Madden, executive head of the Teletone organization. It is finished in two-tone mahogany

with a mahogany table top on which the speaker is mounted, 18 inches in diameter, thus permitting its use as a decorative, end or lamp table. The cone is so mounted as to use the entire wooden casing and table top as a sounding board. It is furnished with a 20-foot extension cord. Mr. Madden points out that this Tip Table model is not only a new Teletone speaker, but is a distinct advance in cone



speaker design and reproduction. As indicated in the illustration, it is a speaker which can be sold as a piece of furniture as well, being most attractive in appearance.

Another Teletone speaker which is proving very popular is Model 68, an advanced cone type enclosed in a mahogany grill and sounding board. The Teletone-made unit used in this speaker will not rattle under strong volume and operates with equal nicety on 90 volts or higher, according to the manufacturers. It is 15 inches high and 3¼ inches deep.

Peerless Portable Sales Continue in Good Volume

Demand for the Products of the Peerless Album Co. Exceeds Expectations, Says Phil Ravis, President of the Company

The demand for the Peerless portable phonograph, manufactured by the Peerless Album Co., New York, has greatly exceeded expectations, according to Phil Ravis, president of the company. Mr. Ravis states that the Peerless manufacturing plant has been exceptionally busy and all indications point to a very successful year's business.

J. E. Halpern, of the Peerless Co., recently returned from a trip through New York State, introducing the new Peerless all-leather portable to jobbers and dealers in the various trading centers. Mr. Halpern reports that he succeeded in booking a splendid volume of business and the Peerless product excited favorable comment wherever demonstrated.

Among the features of the Peerless portable, according to the manufacturer, are a built-in record album with eight pockets, new type phonic reproducer with metal alloy diaphragm, one-piece brass-drawn tone arm and a Junior Flyer motor. One model is said to be covered in genuine suede leather and the other in fabrikoid. The product is finished in two-tone combination color in maroon, blue and black.

Lynch Co. Features Columbia

The J. D. Lynch Music Co., Riverside, Cal., has been conducting quite a drive on Columbia Viva-tonal phonographs and records. In this connection Uncle Remus, KHJ broadcast entertainer, recently greeted friends and admirers of the Lynch store and helped to emphasize Columbia qualities.

A.C. Straight Through!

POWER TUBE & ALL

AS THE manufacturer of the first successful A. C. Tube, Kellogg has been expected to produce the finished, the ideal set for using that tube. We have done it. We have given you a set with seven Kellogg A. C. tubes—power tube and all. Many of the leading dealers have already placed their orders, knowing that this Kellogg A. C. set is sure to be the most talked-of and the most profitable seller the market has to offer. But YOU know—and WE know—that there will still be a big demand for D. C. sets. Some folks do not have A. C. current. Others want the kind of radio reception only a Kellogg can give — and demand it at a minimum price.

Kellogg D.C. Sets to retail at \$75 up!

For that trade we offer Kellogg D. C. sets in 5 and 6 tube models to retail from \$75.00 up. ALL have Kellogg's exclusive system of Inductive Tuning. ALL are built to the same quality standards that Kellogg has been building into its telephone equipment for the past thirty years. The time is growing short. If you are not yet assured of a Kellogg Franchise, NOW is the time to act. Write or wire!

Kellogg Switchboard & Supply Company

Dept. C-259

Member R. M. A. and N. E. M. A.

Chicago, Illinois

Important Matters Taken Up at Amplion Corp. Sales Talk

Lloyd Spencer, General Sales Manager, Presides at Conference—Recent Additions to Sales Staff Well Known to the Industry

Detailed discussion of Amplion Corp. sales plans occupied the attention of the sales department of the Amplion Corp. of America, at a recent sales conference held at the executive offices of the company in New York. Lloyd Spencer, general sales manager of the Amplion organization, presided, and outlined the company's sales policies and merchandising plans.

It was announced that several new members had joined the Amplion sales staff, which now comprises the following well known men.

W. L. Lown, for many years in the radio industry and recently associated with the Daven Corp. and previously with the W-K Electric Co.; Carl J. Main, who was associated with the A. H. Grebe Co., and previous to that with the Priess Radio Corp.; J. J. De Bona, who was general sales manager of the Homer P. Snyder Mfg. Co. for the last few years. H. G. Hillebrand and F. W. Piper continue in their posts.

Sleeper Announces Direct Current Operation for Sets

The Sleeper Radio & Mfg. Co., Long Island City, has announced the addition of direct current operation to its full line of electric sets introduced a short time ago for alternating current use. Gordon C. Sleeper, president of the company, states that this announcement has been received with particular interest by dealers in certain sections of New York, Boston, Chicago and other cities where only direct current is available. Two consoles have recently been added to the Sleeper electric table models.

Slogan for Gold Seal Tubes Has Been Registered

The Gold Seal Electrical Co., Inc., New York, manufacturer of Gold Seal radio tubes, has adopted the trade-mark illustrated herewith and it has been registered for all advertising and sales-promotion activities of the company. The slogan, "There is power behind the Gold



There's POWER behind the Gold Seal Line

Gold Seal Trade-Mark

Seal line," has also been adopted in connection with the illustration. This trade-mark is intended to convey the strength and stability of the firm and its product.

Brunswick Dividend

A dividend of 75 cents per share on the outstanding common stock to stockholders of record at the close of business on August 5 and payable August 15 has been authorized by the directors of the Brunswick-Balke-Collender Co.

Crosley Fully Protected Under Important Patents

Secures Rights Under Hazeltine and Latour Inventions Following License Under Group R. C. A. Patents—Complete Protection

An agreement has been signed by the Hazeltine Corp. and the Crosley Radio Corp., whereby the Crosley Co. obtains full rights under the Hazeltine Neutrodyne and Latour Corp. patents and inventions, according to a recent announcement. The Crosley Co. has already secured a license under the group patents of the Radio Corp., General Electric, Westinghouse Electric and American Tel. & Tel. companies. It is stated that this license, together with the agreement made with the Hazeltine Corp., gives the Crosley Co. full protection.

Commenting upon this agreement, Powel Crosley, Jr., president of the Crosley Radio Corp., stated:

"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. The rights obtained under the Hazeltine-Latour patents, in conjunction with other patent rights the Crosley Corp. enjoys, will enable us to manufacture the best and most efficient type of radio receiver engineering science knows. In doing this we feel we are materially assisting the Federal Radio Commission in its work of removing interference from broadcasting, because we will be able to produce receivers with a maximum amount of selectivity and free from any possibility of interference or annoyance to neighboring radio sets."

The latest addition to the Columbia library of Gilbert and Sullivan opera music, Selections from "Iolanthe," is recorded by the Court Symphony Orchestra.



Has a Real Album—
Not a Box

Another Leader in Peerless Popularity

An instrument of exceptional value—new and different, sturdy equipment throughout, loud, clear tone.

\$ 15⁰⁰
Retail

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 Heineman Motor—smarter in design—and in three attractive colors, blue, maroon and black.

JOBBER:

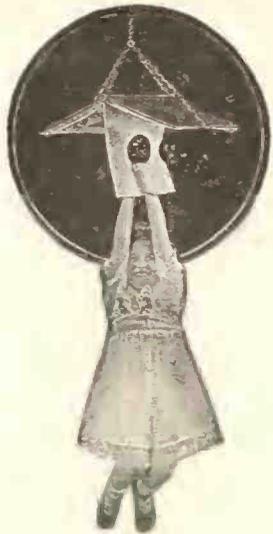
The new PEERLESS \$15 retail Portable will enable you to dominate the dealer trade in your territory. Write us for full details of our profitable proposition.

DEALER:

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

Why dealers now prefer the PEERLESS

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



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 CO.

PHIL RAVIS, President

636-638 Broadway

New York

Boley-Oliver Co. Shows the Kellogg Line at Open House

Metropolitan Retailers View Latest Radio Products of Kellogg Switchboard & Supply Co., at Warerooms of Sales Representative

The Boley-Oliver Co., 1440 Broadway, New York, sales representative for the radio products of the Kellogg Switchboard & Supply Co., Chicago, Ill., held open house the week of July 18 for the purpose of showing the dealers in metropolitan territory the new Kellogg A. C. receivers. David Boley, president of the company, and Fred Oliver, vice-president and general manager, were busy throughout the week demonstrating the new products to the dealers and giving in detail the distinctive characteristics of the new Kellogg sets. The dealers were keenly interested in the sales possibilities of the new line, and manifested their approval by placing good-sized orders for immediate delivery. The Boley-Oliver Co. was delighted with the success of the presentation as the orders in hand were far beyond anticipations.

The company recently completed its sales organization with the exception of several additional salesmen who will be added to the staff within the next fortnight. Albert Simons, well-known in the New York wholesale field, is now sales manager of the company; L. M. Lehr covers Bronx and the upper west-side in Manhattan; H. W. Rustin covers lower Manhattan; W. F. Walker covers Brooklyn and Long Island; H. C. Husk covers New Jersey and Leslie J. Hunt covers Westchester and Connecticut. S. L. Capell, secretary of the company, is working in close co-operation with the other executives.

WorkRite Mfg. Co. Will Open Canadian Factory

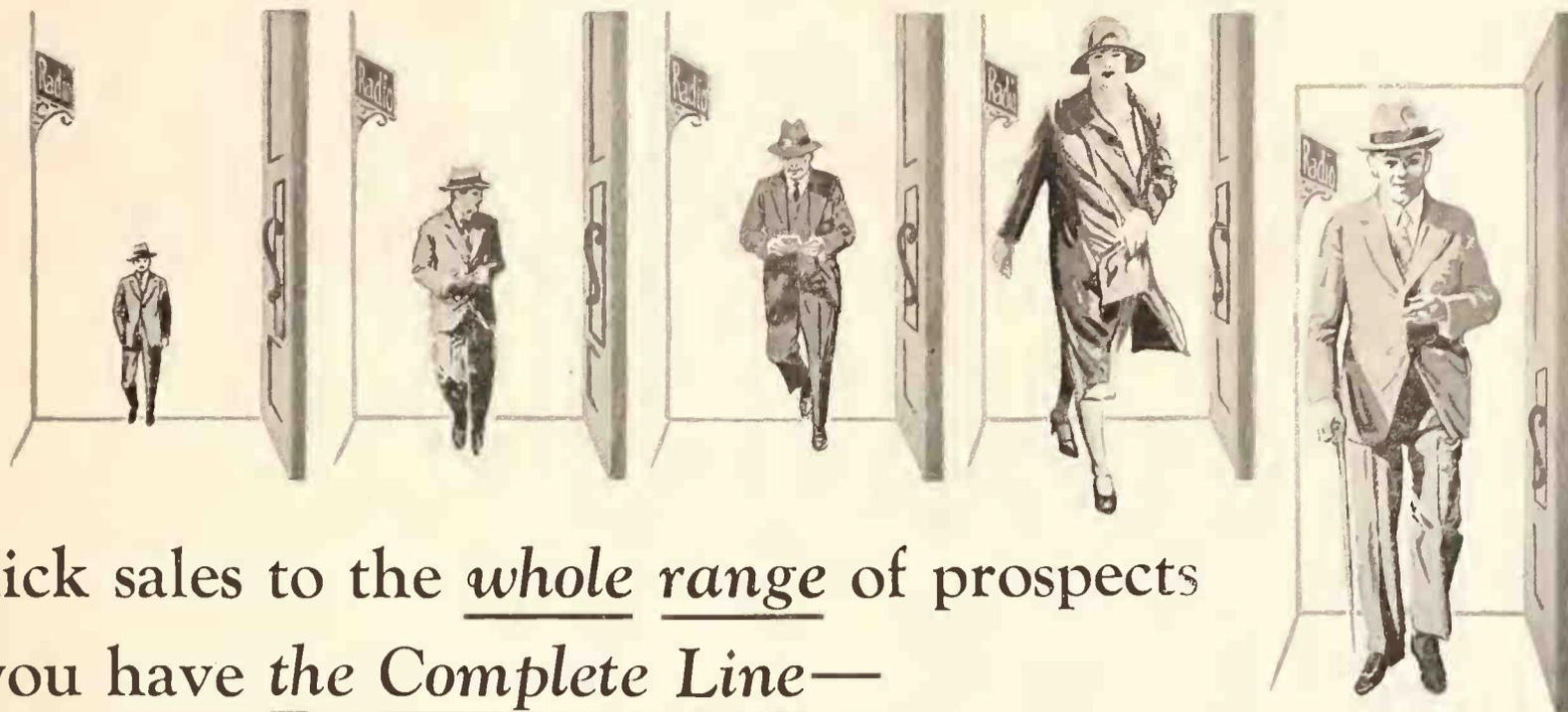
Announcement has just been made by Vernon Meyer, president of WorkRite Manufacturing Co., at Cleveland, that it has been granted a license in Canada by the Canadian Radio Patents, Ltd., which corresponds to the R.C.A. license in the United States. As this company is also a licensee under Hazeltine and Latour patents, this means that it will manufacture a line of neodyne radios in Canada under complete patent protection.

In order to take care of their rapidly increasing business in Canada, arrangements are being made to open a branch factory in Brantford, Ontario. This factory will be operated under the name of WorkRite Radios, Ltd., and is expected to be in active production by August 15. George H. Babcock, formerly general manager of Higel Radios, Ltd., of Toronto, will be in charge of sales.

Mr. Meyer states that several good contracts have already been closed in Canada for the coming season and a policy of exclusive distribution through jobbers will be maintained.

Splitdorf Production Facilities Extensive

"Rarely has any product the facilities back of it that Splitdorf Radio enjoys," stated Robert W. Porter, vice-president of the Splitdorf Radio Corp., recently. "Splitdorf Radio Corp. is a subsidiary of the Splitdorf Bethlehem Electrical Co.," continued Mr. Porter. "The facilities behind the Splitdorf Bethlehem Electrical Co., include the Newark plant, the Bethlehem plant, the cabinet plant, the Chicago plant and now the new plant of the Splitdorf Radio Corporation. With the experience and personnel for development and the physical necessities for production this company rests on a solid foundation. Radio building is with us a separate entity and yet a part of the closely-knitted whole of a gigantic organization."



Quick sales to the whole range of prospects if you have the Complete Line—

Stevens Speakers

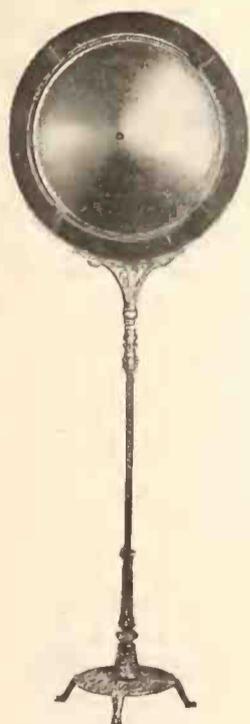
Whether the man who comes through your door looks like a big prospect or not—you've got what he really wants when you have the Stevens *complete line*.

He'll recognize the supreme quality of a Stevens the moment he hears it. And you can explain that the quality will stay. Hot or cold weather, wet or dry cannot disturb the "independent tension" of the diaphragm. No need to handle this rugged speaker as though it were delicate. No danger of "freezing" the armature of the vibrating unit when using power tubes. The Stevens *stays* in perfect condition for perfect performance.

With the Stevens *complete line* you have a name that guarantees fullest value for every purchase—and you get the maximum of business with the minimum of stocking-up expense.

Made by the Pioneers in Cone Speakers

STEVENS & COMPANY, Inc.
46-48 E. Houston St. New York, N. Y.



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



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



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

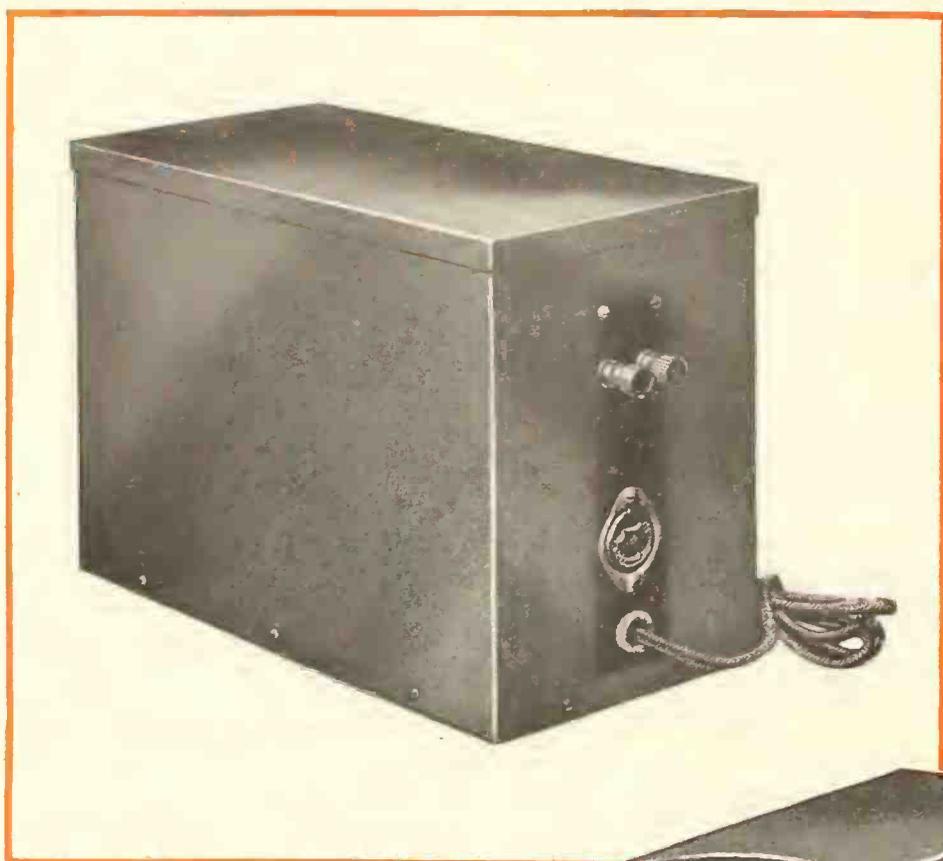
Every model with the
CONOIDAL
"Continuously Curved"
Diaphragm
the scientific curve of true
sound reproduction

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.

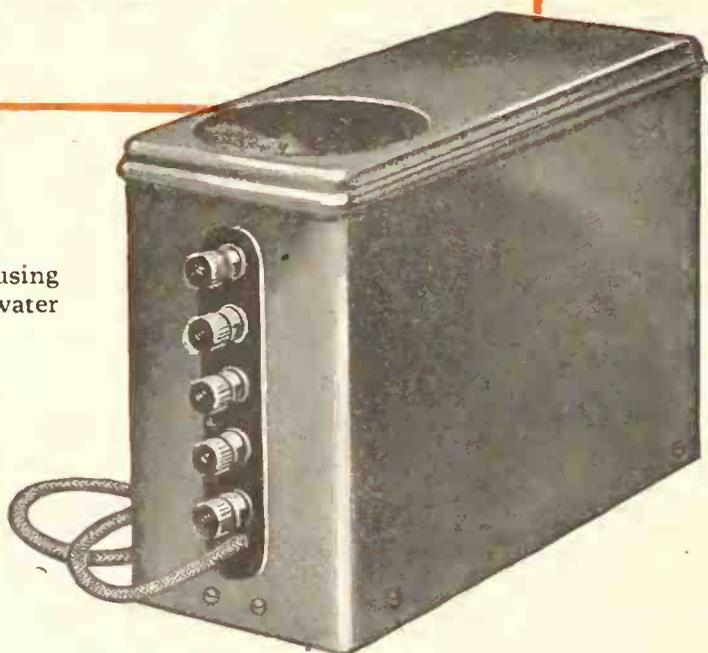


Electrify every



Kolster "A" Supply Unit

Designed to operate any set using up to six six-volt tubes. No water or acids. Price \$50 list.



Kolster "B" Supply Unit

Built to supply constant "B" voltage to any standard radio set of "B" current requirements similar to Kolster 6-tube models. Price \$35 list, without tube.

There are no adjustments to be made on Kolster "A" and "B" supply units. The "B" unit is built to deliver the exact voltage marked on its binding posts to any standard set with "B" current requirements similar to Kolster 6-tube models. No water is required; there are no acids to spill.

Sound construction and advanced design—the elements that have enabled Kolster Radio to break distance records, and are bringing fame to the unequalled tone quality of the Kolster Power Cone—will keep these units free of all service troubles.

Kolster

Kolster-Now!



Kolster Radio Model 6-G

Used with the "A" and "B" supply units illustrated on the opposite page, this model meets the demand for a completely electrified *all-Kolster* set. Now \$165 list, formerly \$185. ("A" and "B" supply units extra.)

When you sell Kolster Radio, you offer a complete unit, every part of which is backed by one organization. Kolster quality begins with the speaker and follows right down *through* the set to the power supply itself.

Model 6-G typifies this perfect coordination of every element in Kolster Radio. The two-tone mahogany cabinet, for example, was designed by Kolster to act as a sounding-board, still further enhancing the realistic beauty of tone from the specially designed built-in Cone. The famous Kolster six-tube model is the set employed, and there is ample room in the compartment below for either the Kolster "A" and "B" supply units, or batteries.

Kolster Radio moves fast because it provides indisputable quality at a popular price. Kolster dealers benefit by the complete protection the Kolster franchise gives them on an unusually profitable line. Mail the coupon to find out if there are franchises still open in your territory.

Radio

FEDERAL-BRANDES, INC. 44
200 Mt. Pleasant Ave.
New York

Please let me know immediately how I may participate in the success of the Kolster Line for 1927-1928.

Name

Street

City..... State

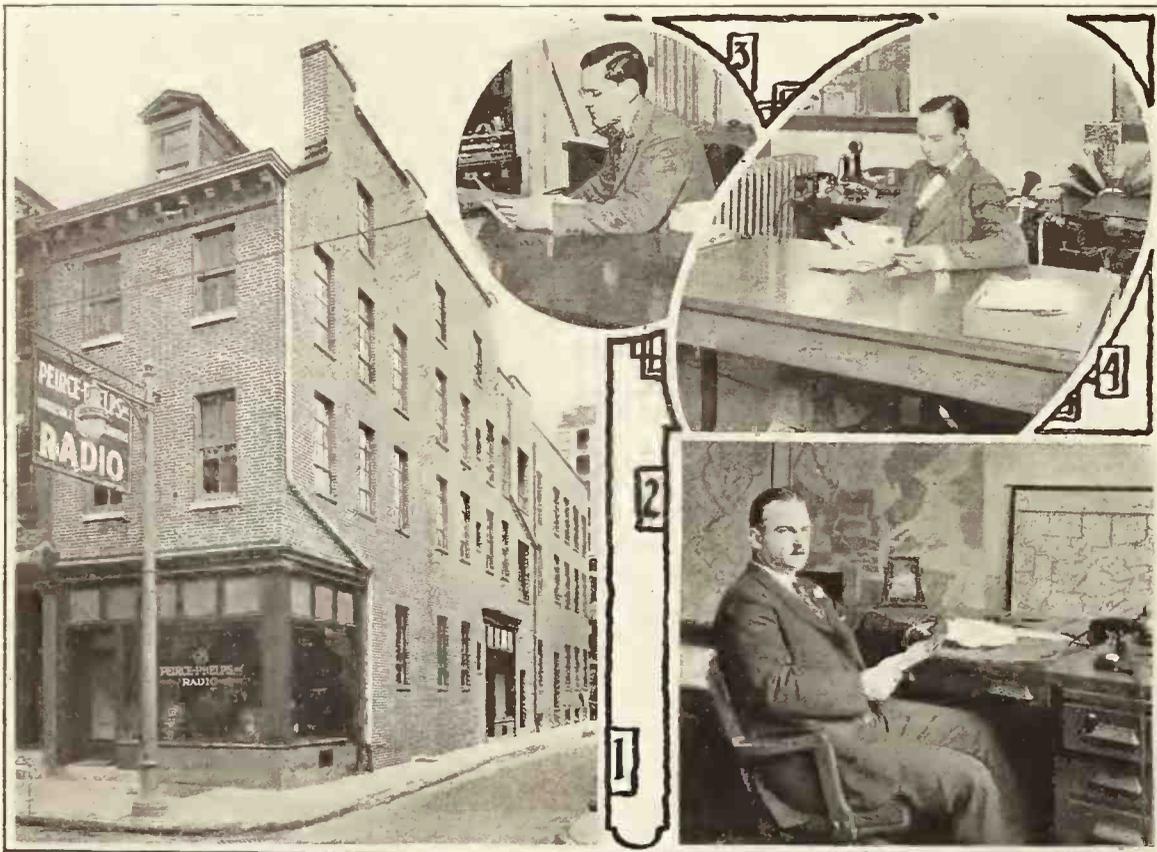
Dealers and Radio Executives Present at Opening of New Peirce-Phelps Home

Philadelphia Distributing Organization Entertains Host of Well-Wishers at Formal Opening of Handsome New Four-Story Building—Concern Is Featuring Standard Products

PHILADELPHIA, PA., August 4.—Peirce-Phelps, Inc., wholesale radio distributor in this city, recently held the formal opening of its new four-story building at 222 N. Thirteenth street, and throughout the day visiting dealers as well as many prominent radio executives were royally entertained by executives of the company and members of the sales staff. Although, comparatively speaking, a newcomer in the the Phila-

to use it for personal or business purposes. On the opening day the decorations included many floral pieces from manufacturers who felicitated Peirce-Phelps, Inc., upon the growth of their business and their rapid expansion.

The feature of the day's activities was a luncheon at the Elks Club at which the officers of Peirce-Phelps, Inc., extended a very cordial greeting to the dealers and the radio executives



1—The New Peirce-Phelps Building; 2—J. T. Peirce; 3—C. M. Phelps; 4—W. G. Peirce, Jr.

delphia wholesale field, Peirce-Phelps, Inc., has already gained an enviable reputation throughout the wholesale radio industry as one of the most aggressive and progressive organizations in the field. The company has established an exceptionally fine dealer clientele to which it is giving efficient service based on a thorough understanding of their merchandising problems.

The new Peirce-Phelps building in the heart of the wholesale center comprises four floors devoted exclusively to the wholesale distribution of standard products. The building is ideally located from transit and freight angles and the floors are so arranged that they provide for maximum efficiency for every department of the organization. On the fourth floor is a very attractively furnished room designed solely for the use of out-of-town dealers who may desire

present. J. T. (Trev) Peirce officiated as toastmaster, calling upon the visitors for a brief talk and personally contributing a fund of good humor and timely wit to the luncheon proceedings. Among the guests of honor at the luncheon were Otto N. Frankfort, vice-president in charge of sales of the Mohawk Corp. of Illinois; Herbert E. Young, eastern sales manager of the Grigsby-Grunow-Hinds Co.; W. A. Kellogg, sales promotion manager of the Crosley Radio Corp.; C. L. Johnston, vice-president of the Blackman Distributing Co., Inc.; Howard Baker, district sales manager and F. W. Schnirring, advertising manager of the Sonora Phonograph Co., Inc.; A. F. Nelson, of the O'Neil Mfg. Corp., and others. Practically all of the guests of honor made brief addresses, referring particularly to the whole-hearted co-

MICA DIAPHRAGMS

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

INTERNATIONAL MICA CO.

Phone
Barling 830 PHILADELPHIA, PA. Cable
Filasoo, Phila.

operation existing between Peirce-Phelps, Inc., and their dealers as evinced by the fact that over 160 dealers were present at the luncheon. This attendance was particularly gratifying in view of the fact that the opening was held on the hottest day of the year.

Mr. Frankfort made the keynote speech of the luncheon, telling the dealers present how and why Peirce-Phelps had been selected as a Mohawk distributor and emphasizing the fact that through the combined efforts of this wholesale organization and its dealers, Mohawk had become a recognized leader in the Philadelphia radio industry. He gave the dealers present an adequate idea of their responsibility as merchandisers of standard quality products, assuring the retailers that the Mohawk executives as well as the Peirce-Phelps organization would leave nothing undone whereby the radio dealer would become a prosperous and successful radio merchant; drawing a timely distinction between the terms "dealer" and "merchant." The officers of Peirce-Phelps, Inc., are W. G. Peirce, Jr., president; J. T. Peirce, vice-president (in charge of sales); C. M. Phelps, secretary and treasurer, and C. F. Limroth, credit manager. The lines merchandised by the company comprise Mohawk, Sonora, Crosley, Cunningham, Eveready, Majestic, Farrand, Magnavox power speakers, Newcombe-Hawley, O'Neil, Tritox, Brach Harvard storage batteries, Bristophone, Phonovox, Elkon, Kodel Kuprox, Powerizer, King Electron, Sterling, Jewell.

Otto Heineman Goes Abroad

Otto Heineman, president and founder of the Okeh Phonograph Corp., New York, sailed on Tuesday, July 19, on the Berengaria for a visit to the leading trade centers in Europe. In Paris Mr. Heineman will meet Louis Sterling, chairman of the board of the Columbia Phonograph Co., New York, and in Switzerland he will meet Mrs. Heineman, who has been abroad the past few months. Mr. Heineman's itinerary includes a visit to Berlin and London as well as a sojourn in Leipzig during the course of the famous fair held annually in that city. He expects to return to New York about the middle of September.



Let the Maulers maul!

Despite rough handling in transit Jiffycased merchandise invariably goes through undamaged. It never needs refinishing. The Jiffycase is not only the safest pack for merchandise—it is also the speediest and most economical.

Manufacturers receive Jiffycases made to size and knocked down. Assembling is easy and quick, cutting shipping room costs to the bone.

The Jiffycase relieves the dealer of all refinishing worries, brings in his merchandise at the lowest possible freight cost and gives him a box he can use over again. The ideal pack for phonographs and radio cabinets.

Write for details

The Northwestern Cooperage & Lumber Company
Gladstone, Mich.

Jiffycase

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

Interesting Events of the Trade in Pictures



Left—The Kolster Radios, a nine organized by Harper-Meggee, Inc., Federal-Brandes radio distributor, Seattle, won second place in local league. Fine publicity.



Above—This attractive window display was arranged by the Happy Home Furniture Co., of New Bedford, Mass., which handles the Columbia line of Viva-tonal phonographs and records. It is a Lindbergh display and the airplanes were equipped with motors and revolved constantly. Action windows attract attention.



Left—Stromberg-Carlson radio window staged by the Joseph Horne Co., of Pittsburgh, Pa., that attracted considerable attention from the public in that city.



Left—Radio Industries Banquet Committee gathered to discuss plans for the Radio Banquet on September 21. The meeting was held in the Hotel Astor, New York City.



Left—Representatives of the trade press inspecting the laboratories of the Dubilier Condenser Corp. in New York.



Right—A corner of the artistic warerooms of Ernest Ingold, Inc., Atwater Kent distributor, San Francisco, Cal.



Left—From left to right: Clifford Cairns, head of recording department, Victor Co.; Fred Oliver, Boley-Oliver Co.; J. S. Macdonald, head of Columbia recording department; John W. Ivins, treasurer, Geo. H. Doran Co., at Oliver Summer home, Lake Mahopac, N. Y.

Right—Federal Ortho-sonic dealers at a dinner given by the American Motor Equipment Co. recently in the Hotel Statler, Boston. Note, at the speakers' table, the "King of Swat," Babe Ruth. The meeting was marked by constructive addresses and an outline of the plans in the interest of Federal Ortho-sonic radio during the next year.



Joe Fido Service
Aug 1927

CASWELL



The ARISTOCRAT is encased in leather-like coverings of blue or brown, embossed in gold, and hand finished throughout. Tone chamber opening has mahogany scroll decoration backed with silk. Rigid inspection and testing maintain the Caswell tradition of uniform dependability in materials, workmanship and performance.



The
ARISTOCRAT
\$35.00 Retail

THE ARISTOCRAT is the most superb portable ever conceived or built. In every way it is the aristocrat of portables. Its tone is equal to that of the finest console. Its volume, too, gives exact reproduction of every note from human voice or instrument. The final achievement is in perfecting a portable that plays with the top down. In the ARISTOCRAT you have the most sensational portable ever built. Send for sample. Let the ARISTOCRAT sell itself to you.

*The New Portables are a revelation
in Tone and Volume!*

NOW PRESENTS

Americas Finest Line of Portable Phonographs



EVER before have there been such splendid portables as the new Caswells! Their *tone*, their *volume*, and their *faithful reproduction* will win the approval of the most critical masters of music. Their colorful beauty instantly appeals to all. Four models, retailing from \$35.00 to as low as \$15.00, give you a price range to fit every purse. By actual comparison with all others, each of the new Caswells is the greatest value and finest musical instrument for its price. Wire today for samples!



The
GIANTONE
\$30.00 Retail



The
GYPSY
\$25.00 Retail



The
MELODY
\$15.00 Retail

The GianTone has tremendous volume, clear tone, with the natural beauty of every note faithfully reproduced. Comes in black only. Like all Caswell models, only the finest fittings, motor, covering and tone arms are used.

The Gypsy comes in covering of gray, blue, red, black or brown. Positively the greatest value for its price on the market.

The Melody is stocked in red, black or blue covering and is sturdily built throughout. Slightly smaller than other Caswell models, yet big in value when compared to other portables at the same price.

"Build with Caswell!"—Leading retailers everywhere know the liberal, fair and square policy of Caswell. They know that with Caswell their efforts from year to year build up *increasing* good will, *growing* sales volume and *dependable* profits. In the Caswell sales plan jobbers and dealers get *more* than a fair deal. Let us tell you why

Prices slightly higher in Far West and South

CASWELL

Portable Phonographs of Distinction
Milwaukee, U.S.A.

LUND RADIO CABINETS

The market's best selling and most distinctive models in Radio Furniture. The LUND LINE consists of twenty models ranging in price from \$39.00 list to \$208.00 list. Our discounts to the trade are very liberal. Write for our 1927 proposition and descriptive catalogue of the complete LUND LINE, which includes a suitable type of Radio Cabinet for every set and every requirement.



Model 751

Takes any size panel up to 24 x 8½ inches



Model 777

Takes any size panel up to 30 x 8½ inches



Model 753

Takes any size panel up to 21 x 8½ inches



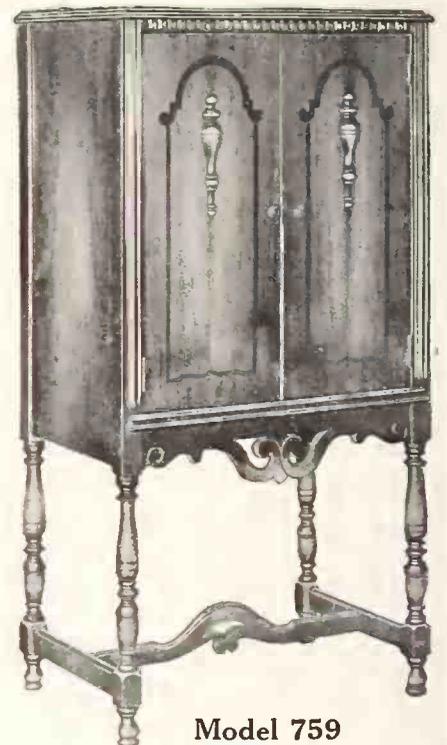
Model 755

Takes any size panel up to 30 x 8½ inches



Model 779

Takes any size panel up to 31 x 9 inches



Model 759

Takes any size panel up to 21 x 8½ inches



Model 752

Takes any size panel up to 21 x 8½ inches



Model 754

Takes any size panel up to 21 x 8½ inches

All LUND Radio Cabinets are equipped with Sliding Pull-out Panels and Mounting Boards. All compartments are accessible from front.

J.A. Lund Corporation

Cabinets by a Cabinet Maker

1018-1024 South Wabash Ave.

CHICAGO

Blackman

Now Presents

Another Dependable Radio Product

Mohawk

One Dial Radio

After carefully investigating the performance, tone quality, and reliability of the Mohawk One Dial Radio, the Blackman Distributing Company announces their appointment as Exclusive Metropolitan Wholesale Distributor.

All Mohawk One Dial Radio Receivers are six tube sets — shielded — wired for power tubes — A. C. electric or battery operated, interchangeable drawer units.

*Licensed under Radio Corporation of
America Patents.*

“The Long Dollar Value in Dependable Radio”

Franchise applications are now being considered.

Blackman

WHOLESALE DISTRIBUTORS
VICTROLAS - RADIO - ACCESSORIES

DISTRIBUTING CO. INC.

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

Blackman and Dependability—One suggests the other.

The Quali-Tone Matched TONE ARM &



Solid
Brass

Quality Unequaled

Retails at
\$7.50
Complete

YOU will say so the very minute you see this wonderful Quali-Tone "MATCHED COMBINATION". Why?—man-made precision-built—individually tested—manufactured complete in our own plant under the supervision of our long experienced engineers. Perfect to a degree that is astonishing—"MATCHED" to reproduce the full scale of harmonics—from the booming of deepest bass to the shrilling piccolo—all this with rounded volume and absolutely no rattling or distortion.

This reproducer will equal or out-perform any you have ever heard, regardless of price. The arm is a true exponential, scientifically correct, gracefully curved and finished in rich, deep nickel—long bearing throw-back type with free swinging—vibrationless base—leakproof thruout.

Comes to you fully guaranteed.

Matched for tone—built for service.

DURO METAL
2649 KILDARE AVE.



PRODUCTS CO.
CHICAGO, ILL.

Combination REPRODUCER

Retails at
\$7.50
Complete



Heavily Nickered

Sensation of the Industry

THIS sensational \$7.50 retailer solves the replacement problem. Why did every leading phonograph manufacturer adopt a full curved brass tone arm? Because the old style—leaky—loose jointed and choked arms would not develop the desired tone qualities and volume.

Now, for the first time, you can make a truly correct "MATCHED" replacement for your customer or on your trade-in phonographs.

This great mass market is now yours—Quali-Tone brings it to you. Packaged in an attractive carton—all ready to hand out to your trade—anyone in your store can now handle replacement business

intelligently—no more dead stock—no more tinkering and fussing around trying to fit new reproducers on obsolete type arms—no more disappointed customers.

Of course, full instructions and new screws packed in every carton. Furnished in four sizes to meet every condition as follows:

No. 7	Length	7 $\frac{3}{4}$ "
8	"	8 $\frac{1}{2}$ "
9	"	9 $\frac{1}{4}$ "
10	"	10"

Duro Metal Products Co.
2649 Kildare Ave., Chicago, Ill.
Please ship at once Quali-Tone Matched Combination in the following sizes (Price, any size, \$4.25 each)

No. 7 No. 8 No. 9 No. 10

Firm Name _____
Address _____
City _____ State _____

DURO METAL
2649 KILDARE AVE.



PRODUCTS CO.
CHICAGO, ILL.

Apex Achievements Create a Real Sensation —

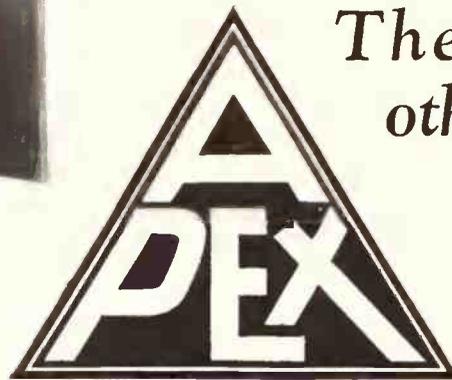


The Troubadour
9-Tube Technidyne
(Internal Loop Operated)



The marvelous performance of the new Apex Technidyne circuit has created a new standard of perfection in broadcast reception. That in itself is sensational, but—

Apex has achieved more; *Apex* has housed this incomparable circuit in Plymouth cabinets, which for beauty of design, quality of materials and craftsmanship are without a peer in the *radio* field. The whole world of radio is talking about the extraordinary qualities of *Apex*.



There is no
other Radio
like it!

Technidyne Radio

Receivers

are exceptional sellers because they give the buyer exceptional value in both performance and appearance. *Apex* quality never varies. Unswerving uniformity in manufacture and distribution is a guarantee of satisfaction to the Jobber, Dealer and ultimate owner of an *Apex* Receiver. *Apex* Radio is sold only through the legitimate Jobber-Dealer trade channels.

Write today for complete descriptive literature and price information on this profitable line.



Are you receiving the *Apex* Bulletins regularly?

— Glad to put you on our mailing list — Just drop a line.



APEX Receivers 1927-1928

Apex Troubadour
(Illustrated above) 9-Tube Technidyne, loop operated, console. Complete with loop and Peerless cone speaker. List Price . . . \$295.00

Apex Minstrel
7-Tube Technidyne, antenna operated, console type. Complete with Peerless cone speaker. List Price . . . \$225.00

Apex Corsair
7-Tube Technidyne, antenna operated, table model. List Price . . . \$170.00

The Milan
Apex 6-Tube, fully shielded, single dial control, console type. Peerless cone speaker equipped. Antenna operated. List Price . . . \$135.00

The Lyrie
Apex 6-Tube, fully shielded, single dial control, table model, antenna operated. List Price . . . \$80.00

APEX ELECTRIC MFG. COMPANY

1422 West 59th Street

:: ::

Chicago, U. S. A.



Recommend Legislation on Resale Price Maintenance

Federal Trade Commission Plans Investigation Covering Effect of Practice on Manufacturers, Wholesalers, Retailers and Consumers

WASHINGTON, D. C., August 5.—The Federal Trade Commission has issued an order to the effect that a general investigation of resale price maintenance be instituted with a view to recommending legislation on the subject to Congress. The resolution directing this inquiry points to the fact that several bills providing for maintenance of resale prices have been introduced in Congress, and that the United States Chamber of Commerce twice has gone on record for such legislation. The Commission itself once recommended a law permitting such maintenance under certain conditions of governmental control.

The actual investigation will be under the supervision of the chief economist of the Commission, Dr. Francis Walker, of both wholesale and retail resale price control by manufacturers. Advantages and disadvantages to competing manufacturers, to wholesalers and retailers and to ultimate purchasers are to be considered.

This inquiry will involve the costs, profits and margins of manufacturers and distributors and their prices to consumers on competing price-maintained and non-price-maintained goods, and particularly the relation of advertising expenses to such costs, profits, margins and prices.

A study will be made of the causes and motives for price-cutting by distributors and how far it has eliminated manufacturers and distributors from business and the effect of price-cutting on prices, profits and margins of manufacturers.

"Resale price fixing," a statement read, "presents probably the most perplexing questions before the Federal Trade Commission and the trade and industrial associations to-day. Conflicting decisions have been handed down by the courts. Among commercial leaders there is a sharp division of opinion as to the extent to which prices can and should be regulated.

"It is expected by the Federal Trade Commission that this investigation will go a long way toward clearing up these difficulties, as this will be the first really comprehensive investigation of the subject undertaken."

Auditorium Orthophonic Victrola Wins Northwest

Repeats Its Great Success in Portland and Seattle and Other Important Cities

The Auditorium Orthophonic Victrola has been scoring a tremendous success throughout the Northwest. Following its big success at the Rose Festival in Portland, Ore., where it was heard by two hundred thousand people, it achieved an almost similar success in Seattle, where several fine programs were given on Times Square and elsewhere in that city. Thousands of people enjoyed it and danced to the music of its terpsichorean records. The day following the Auditorium Orthophonic was heard in Woodland Park, where it was so placed that a quarter of a million people were able to hear and enjoy its music, thanks to J. M. Spain, Seattle representative of the Victor Co. Later the instrument appeared in such prominent cities as Bellingham, Everett, Yakima, Wenatchee and Spokane.

William B. Attmore, engineer for the Victor Talking Machine Co., was in charge of the operation of the Auditorium Orthophonic during its appearances in all these cities, and much of the success achieved may be attributed to his work in conjunction with the local dealers and newspapers who collectively brought the marvelous musical merits of this great creation to the attention of the people.



everything to
assure profits

Gold Seal Tubes offer everything the Public wants in tubes—and everything the jobber and dealer want in the *business of selling* tubes.

The tubes themselves are of the highest quality—they are made in our own plant, America's largest factory devoted exclusively to radio tubes.

The size of the Gold Seal business speaks volumes for the hold which Gold Seals have on public favor—the name is accepted as assurance of quality and fulfilled pledges.

With a real guarantee that *supports* the jobber and dealer in giving customers full satisfaction.

Your selling of Gold Seals is backed by effective national advertising, displays and aids to public attention.

GOLD SEAL ELECTRICAL CO.

Incorporated

250 Park Ave.

New York

Jobbers — Some valuable territory still open. Write for details of our attractive proposition.



Type GSX-213
Rectifier tube, designed to accomplish full wave rectification of alternating current (a. c.) to direct current (d. c.)
List price \$5.00



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



Type GSX-171
High power tubes for use in last stage of audio amplification give increased volume.
List price \$4.50

Gold Seal
Radio Tubes

*This Great Plant
— is back of all*

Sentinel

Completely Automatic!

A-B-C Power Units



FOUR factors contribute to the outstanding success of Sentinel Radio Power Units. America's foremost electrical engineers created and developed them. The highest skilled craftsmen obtainable are employed in their manufacture. Only first-grade materials are used, and the finest facilities of an ultra-modern plant make possible products which are peerless in their field.

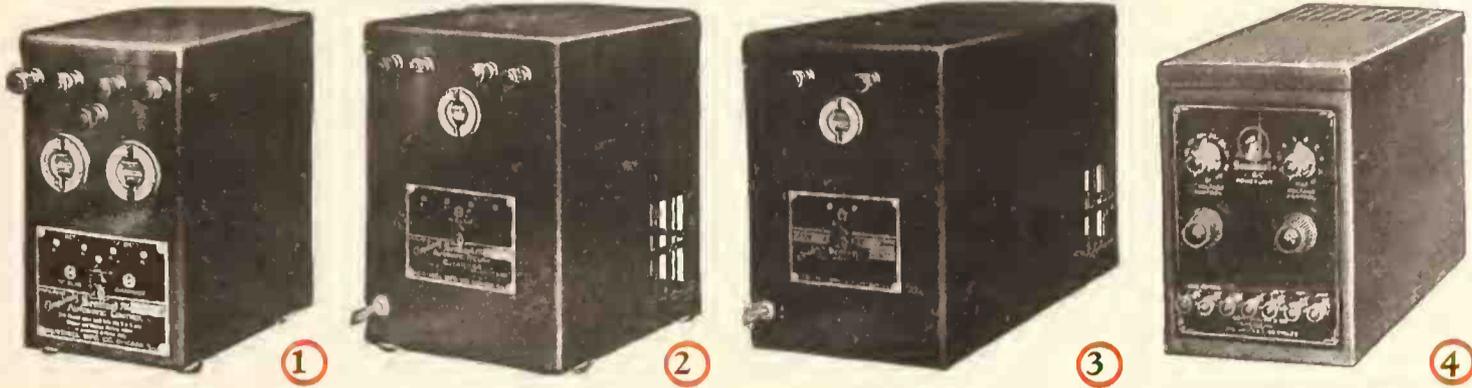
Sentinel offers the first and only complete line of completely automatic Radio Power Units. Progressive, money-making Jobbers and Dealers will find Sentinel units profit makers and prestige builders.

*Write today for complete descriptive literature,
prices and our co-operative merchandising plan.*

SENTINEL MANUFACTURING COMPANY

9705 Cottage Grove Avenue :: :: :: Chicago, U. S. A.





The Complete Line of Sentinel Power Units

1 For those already equipped with "A" Battery and Charger (other than the Trickle type), the Sentinel Automatic Control Unit makes the "A" power supply completely automatic. Price \$15.00

2 The Sentinel Automatic Control and Charger is designed for those already owning a good "A" battery but not a charger. This unit makes the "A" power supply permanently and completely automatic. Price \$29.50

3 The Sentinel Completely Automatic "A" Power Unit provides control, charger and a 4 or 6-volt battery all in one handsome compact case. This is not a Trickle Charger, but a completely Automatic Socket Power Unit. Price \$40.00

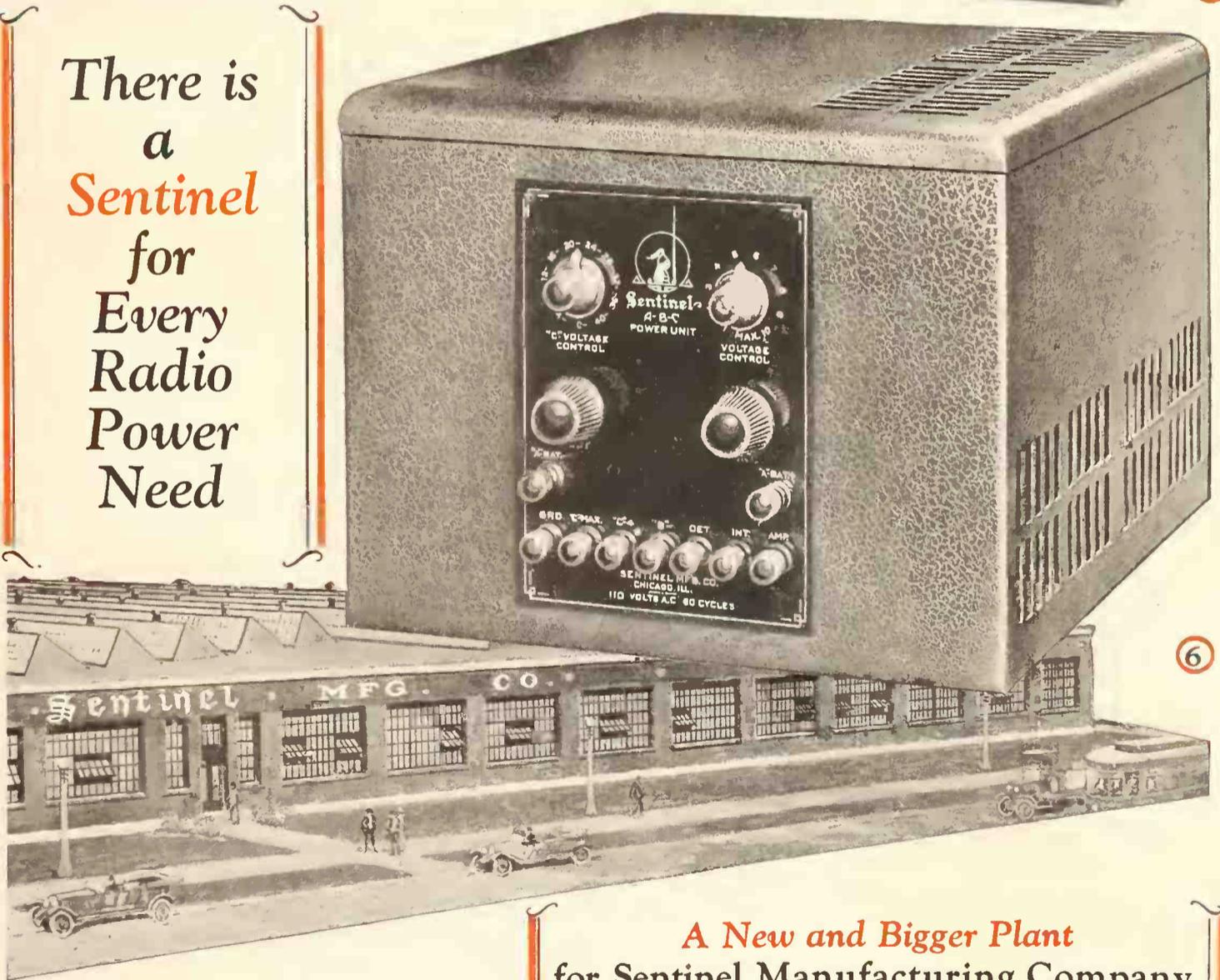
4 The Sentinel B-C Power Unit furnishes both B and C voltage for any set, regardless of the number of tubes — 80 mil. at 180 volts — approximately 50% reserve current for the average receiver. Price Complete \$44.50

5 The Sentinel B-C Beverly model combines completely automatic power with meter which gives control of all plate voltages. The price of the Beverly B-C Unit is \$65.00

6 The Sentinel A-B-C Completely Automatic Unit is the complete and modern answer to the radio power problem. It combines the Sentinel Automatic "A" battery and the Sentinel Automatic B-C Power Unit into one compact, efficient master unit. The price is \$79.50 complete. (Metered Beverly Model \$98.50)



There is
a
Sentinel
for
Every
Radio
Power
Need



A New and Bigger Plant for Sentinel Manufacturing Company

Rapidly growing demands for Sentinel Radio Power Units made it necessary to increase manufacturing facilities. This new three-quarter of a million dollar factory with its modern equipment enables us to keep pace with the ever increasing popularity of Sentinel Units.

Radio Manufacturers' Ass'n Adopts a Code of Ethics

Designed to Aid in the Further Development and Orderly Conduct of Business—Covers Every Phase of Business Relations

The Radio Manufacturers' Association, Inc., composed of leading manufacturers of radio products throughout the country, has adopted a Code of Ethics that embodies the principles of good business management. The Code provides for knowledge through gathering of statistics, and also deals with the standardization of parts, methods, terminology, rating and types insofar as possible without retarding the development of the industry, mutual relations, duty to the public, piracy of design, piracy of appearance of products, production costs, advertising practices, subsidizing buyers' representatives, jobbers' catalogs, cash discounts, returned goods, guarantees.

Provision also is made for registering of complaints regarding violations of any of the clauses of the code, which will be referred to the Fair Trade Practice Committee for review.

This is but another example of the progressive steps being taken by the Association for the elimination of evils that have existed in the industry since the inception of radio as a factor in the trade.

Trade Members Included in Music Industries Committees

Many well-known members of the trade are included in the standing committees of the Music Industries Chamber of Commerce for the coming year, it is announced by President Hermann Irion. Among them are C. J. Roberts, of Chas. M. Stieff, Inc., Baltimore, Md.; William J. Haussler, C. Bruno & Son, Inc., New York City, and C. D. Greenleaf, of C. G. Conn, Ltd.,

Elkhart, Ind., who are on the finance committee. Walter W. Clark, of the Victor Talking Machine Co.; M. V. DeForest, of Sharon, Pa.; A. L. Walsh, Thomas A. Edison, Inc.; Messrs. Haussler and Greenleaf; Jerome M. Murphy, M. Steinert & Sons; President Shirley Walker, Sherman, Clay & Co., San Francisco, Cal.; Robert N. Watkin, the Will A. Watkin Co., Dallas, Tex.; Parnham Werlein, Philip Werlein, Ltd., New Orleans, La.; Edward Uhl, Southern California Music Co., Los Angeles, Cal., and others on the music advancement committee. R. P. Alexander, of the Chicago Talking Machine Co., one of the leading Middle West distributing organizations, is a member of the credit committee. Henry C. Cox, of the Columbia Phonograph Co., and C. C. Baxter, of the Victor Talking Machine Co., are members of the legislative committee.

J. E. Rudell Home From Visit to European Centers

Joseph E. Rudell, executive head of the Vita-Phonic Products Corp., manufacturer of tone arms and sound boxes featuring the Vita-Phonic trade-mark, recently returned to New York from a seven weeks' European trip, during which he visited France, Belgium and Germany. Mr. Rudell announced shortly after his return that the Vita-Phonic organization will soon bring out a new line of reproducers and tone arms embracing many distinctive features.

New Charles Hackett Record

Charles Hackett, celebrated opera and concert artist and exclusive Columbia recording artist, has released his interpretation of "Ah, Moon of My Delight." This charming selection is from "In a Persian Garden," Lehman's celebrated musical setting of "The Rubaiyat" of Omar Khayyam.

F. A. Hinners Now Amrad Assistant General Manager

Former President and Chief Engineer of King-Hinners Co. Is a Popular Member of the Industry and Capable Executive

MEDFORD HILLSIDE, MASS., August 1.—Frank A. Hinners, well known throughout the radio trade, and recently president and chief engineer of the King-Hinners Co., has accepted an appoint-



Frank A. Hinners

ment as assistant general manager of the Amrad Corp. Amrad feels that it is to be congratulated upon acquiring a man of Mr. Hinners' accomplishments and ability. He has been an outstanding figure in the industry for more than ten years, going back to his early experiences with the North American Wireless Corp., where he was employed as laboratory assistant to Dr. DeForest. From that time on his rise has been rapid. He was one of the first directors of the Independent Radio Mfrs., and very closely associated with the early development of the Hazeltine inventions.

Duo-Craft Radio Cabinets Introduced to the Trade

Eastern Radio Sales Co., New York, Is Exclusive Sales Representative for Line in United States—Dan Golenpaul on Road

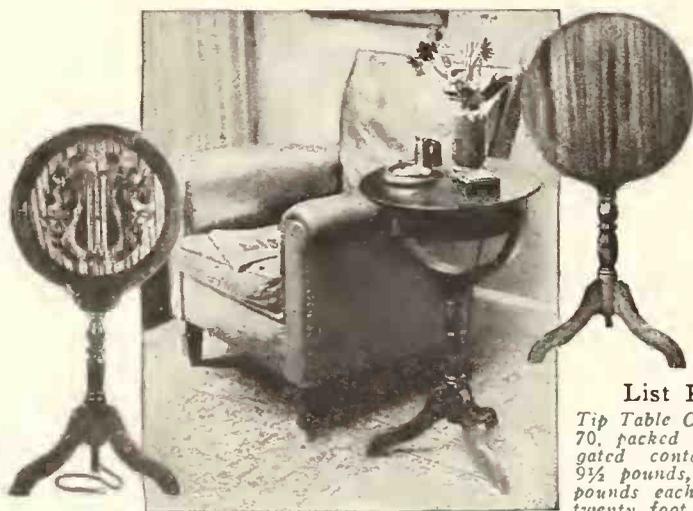
A new line of Duo-Craft radio cabinets, manufactured by the Hastings Table Co., Hastings, Mich., has been announced to the trade by the Eastern Radio Sales Co., New York, which is the exclusive sales representative in the United States. Dan Golenpaul, executive head of the Eastern Co., is now on an extended trip to the most important jobbing and distributing centers of the country, arranging for adequate distribution facilities. Mr. Golenpaul states that among the prominent jobbers who have already taken on the Duo-Craft line are the Blackman Distributing Co., Triangle Radio Supply Co. and the Emerson Radio & Phonograph Co. with territories in the metropolitan district of New York, and the Harry Alter Co., Chicago. The Hastings Duo-Craft cabinets include several art models and period styles in mahogany and walnut. Each cabinet is equipped with a horn.

Arthur Bergh Returns Home

Arthur Bergh, of the recording studios of the Columbia Phonograph Co., New York, and his family, recently returned from a vacation in Europe. Mr. Bergh spent most of his time in Italy, visiting Naples, Rome, Florence and the Italian lakes. After leaving Italy he went to Paris, remaining there but a few days before sailing for home.

TIP TABLE CONE SPEAKER

Model 70 is Furniture as well—



List Price, \$40.00

Tip Table Cone Speaker, Model 70, packed in individual corrugated containers, net weight 9½ pounds, shipping weight 20 pounds each. Equipped with a twenty foot cord.

MODEL 70 shown above is the new Teletone Tip Table Cone Speaker. It stands out not only as a new Teletone, but as an astonishing advance in cone speaker designing and reproduction. As shown in the illustration, it is a speaker which can be sold as furniture as well.

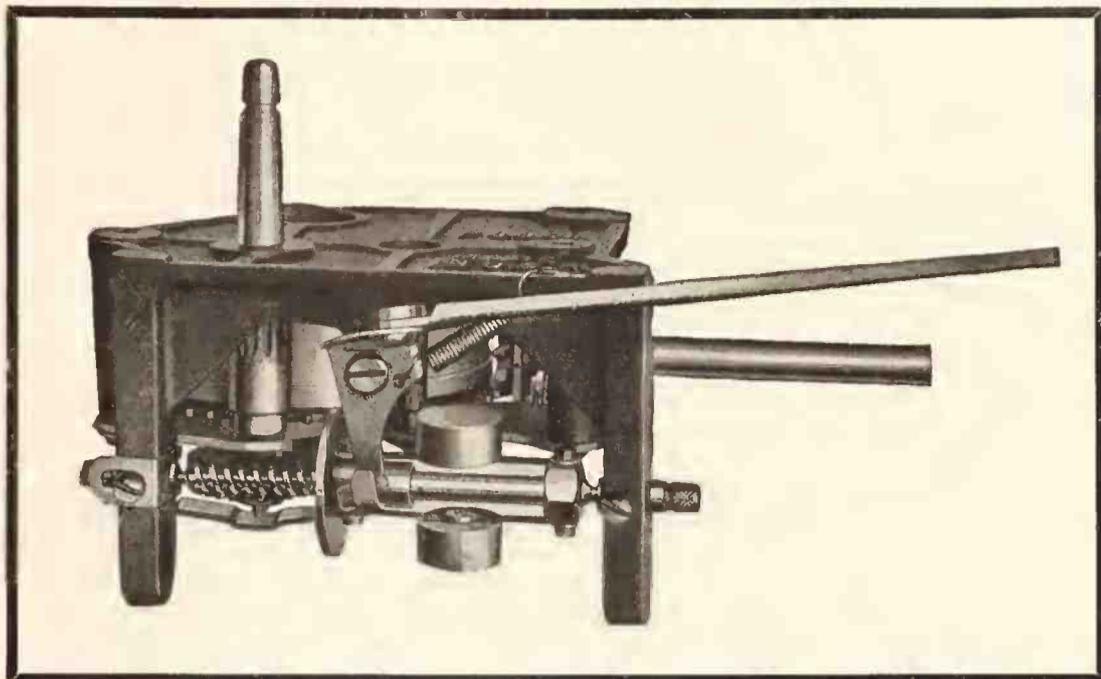
Its highly finished two-tone mahogany case is especially rich. The mahog-

any table top on which the speaker is mounted is 18 inches in diameter, thus permitting its use as a decorative end or lamp table. Bridge with music beneath the finger tips is one of the many powerful selling features that you can develop for this speaker. The cone is so mounted as to use the entire wooden casing and table top as a sounding board.

TELETONE CORPORATION OF AMERICA

Third Street and Van Alst Avenue

LONG ISLAND CITY, N. Y.



As Silent As a Fine Watch —and As Well Made

JUNIOR Motors are small editions of the famous Flyer, with the same long life, dependability and freedom from noise that have made the Flyer the most popular and most widely used motor for portables.

The Junior has a frame of cast iron, spring of the finest steel, bearings of everlasting bronze, and specially-cut precision governors and gears. It is rigidly inspected at every stage of manufacture, and *cannot* come to you in a portable unless it is 100% perfect and ready to stand up under long years of hard use.

The greater part of all portables sold are equipped with Junior or Flyer Motors. Dealers insist on these better motors because they have found by experience that portables equipped with them are easier to sell, give greater satisfaction, and assure freedom from returns.

Demand portables powered by Junior or Flyer Motors—and play safe.



GENERAL INDUSTRIES CO.

ELYRIA, OHIO

Formerly named The General Phonograph Mfg. Co.

Makers of Precision Products for a Quarter of a Century

Distributors of

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

Sonora Selective Six Radio
Sonora Electric Seven Radio
and the
Tonic Sonora Phonograph

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, Calif.

Mayer & Co.,
2320 Locust Street,
St. Louis, Mo.

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

Peirce-Phelps, Inc.,
222 N. Thirteenth Street,
Philadelphia, Pa.

James K. Polk, Inc.,
217 Whitehall Street,
Atlanta, Ga.
811 W. Broad Street,
Richmond, Va.

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

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

H. C. Schultz, Inc.,
442 Lafayette Avenue,
Detroit, Mich.
1742 E. Chester Ave.
Cleveland, Ohio

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

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

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

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

Twentieth Century Radio Corp.,
102 Flatbush Ave.,
Brooklyn, N. Y.

Proper Handling of Details Is Important in Business

Work of Sales Department Is More Effective
If Details Pertaining to This Branch of Business
Are Intelligently Handled

The following very interesting article dealing with a growing merchandising fault appeared in *Printers' Ink* recently:

Why should the sales department of an organization be hampered with the handling of details which, strictly speaking, belong to other departments? Thus inquires a manufacturer's advertising manager in a letter to the Schoolmaster. Why charge the sales department with the expense and responsibility of clerical work to correct lapses in making out orders, shipping and manufacturing? Why not keep the sales department free to concentrate on its one big job of bringing in the sheaves?

Probably because it just doesn't work out that way. The theory that a business is a thing of departments all more or less independent, will, if put into practice, result in befuddlement and failure, whereas the theory that a business is a selling proposition, first, last and all the time, leaves no time for debate as to whether this or that departmental function is a sales department responsibility or not.

A good illustration of what may happen when the sales department is "relieved" of these so-called details is set forth in another letter which came recently to the Schoolmaster's desk. The writer of the letters owns a phonograph. The manufacturer of this phonograph has now put out a new instrument and records made by a new process. Buying some inexpensive dance records made by the new process and using them on his "old" machine, he noticed they were scratchy where the volume was loudest. He therefore wrote the company to inquire whether this defect would be present in new-process records of the more expensive kind, those made by the great artists. Over a month after writing to the company, he received a reply captioned at top, "Re: Record Complaint," and stating that if he would return the records, the company would replace them if the trouble proved due to faulty material or workmanship. The letter was signed with a rubber stamp.

Comment is hardly necessary, the moral is so obvious. The Schoolmaster's correspondent doesn't say the letter he received was signed "Complaint Department," and it may not have been. That it was handled by a "complaint" department and not a "sales" department is as evident as can be. As this correspondent says, here is a large phonograph company, bringing out new processes of recording and reproduction, and doing its best to make new sales in the field, while the important task of transforming a satisfied old customer into a satisfied new customer is left to the handling of somebody who regards it as a "complaint."

A. R. Klein Visiting South American Trading Centers

A. R. Klein, son of Richard M. Klein, general manager of F. A. D. Andrea, Inc., is now on a tour of South American trading centers in the interests of Fada radio. His visit will include Buenos Aires, Rio de Janeiro and Montevideo, as well as other South American points, and upon his return to the United States he will render a detailed report to Fada officials.

Radio Fair Advertising

All advertising for the Fourth Annual Radio World's Fair—Madison Square Garden, New York, September 19-24, will again be handled by Paul S. Weil of Albert Frank & Co., advertising agency. Metropolitan newspapers, radio and allied trade papers will be used.

C. F. Crane Sales Manager of Basco Radio Division

Succeeds W. W. Carroll in Important Executive
Position With Briggs & Stratton Corp., of
Milwaukee, Wis.—Former Joins Carryola Co.

C. F. Crane, who has been identified with the Briggs & Stratton Corp., of Milwaukee, Wis., manufacturer of Basco radio power units, for some time past, has been appointed sales man-



C. F. Crane

ager of the radio division to succeed W. W. Carroll.

The Briggs & Stratton Corp. only recently introduced its new line of power units, which are already known throughout the country, because of the intensive promotion campaign placed behind them. Mr. Crane, who has had considerable experience in the sales field and who has a thorough knowledge of the problems of the industry, is planning to continue the progressive tactics that have won quick popularity for the Basco line.

Mr. Carroll resigned his connection with the Briggs & Stratton Corp. to become general manager of the Carryola Co. of America.

Enjoined for Infringement of the Hazeltine Patents

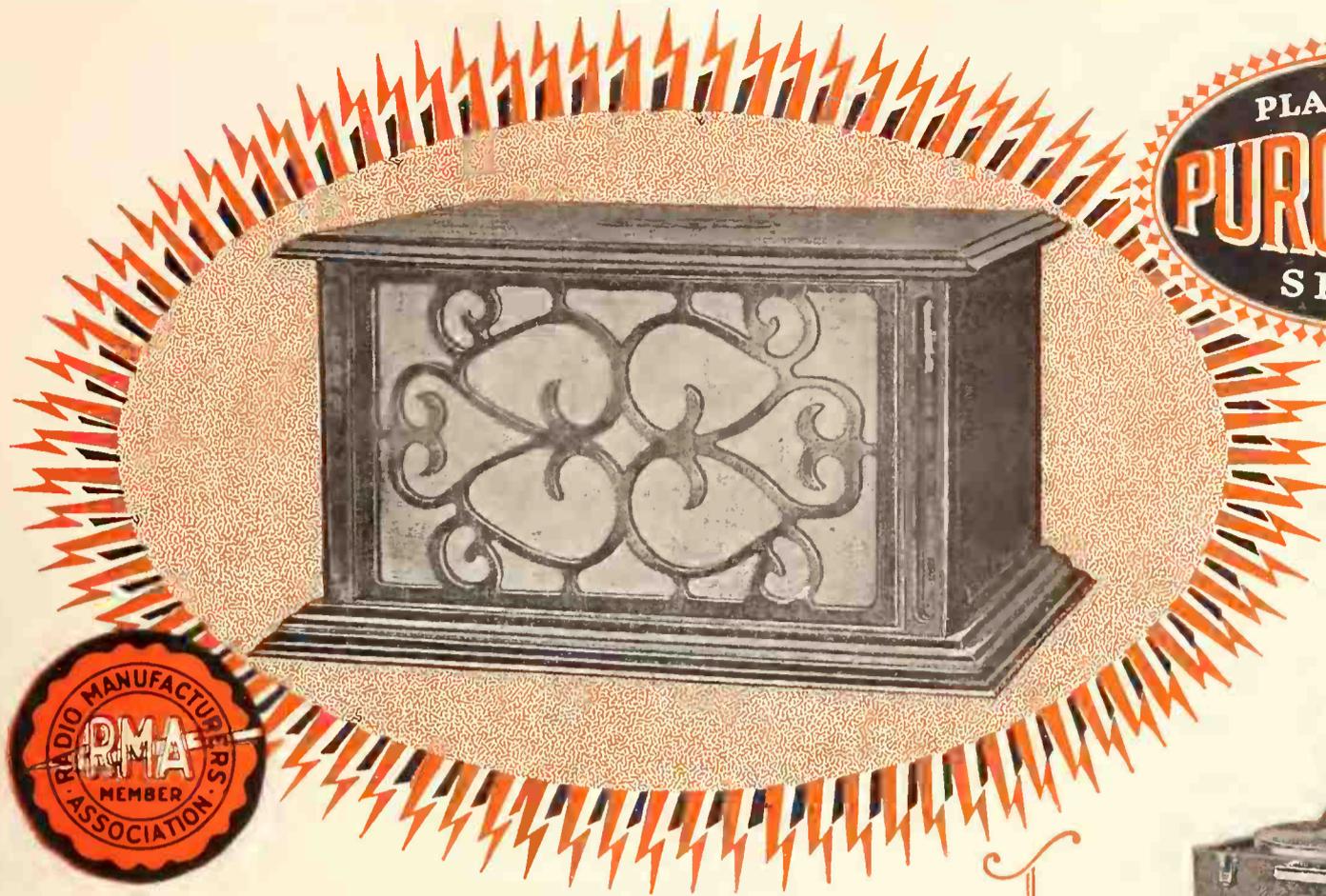
An injunction restraining the Electric Service Engineering Corp. of New York from manufacturing apparatus infringing the Hazeltine patents covering neodyne radio receivers has been signed by Judge Thomas D. Thacher of the United States Southern District Court of New York. This is the second injunction issued against the Electric Service Engineering Corp. for such infringement.

Shortly after the first injunction the defendant redesigned his receiver, making a number of changes. In his decision Judge Thacher says:

"The net result of the slight changes in structure between the two sets has been to slightly change the capacity values which are to be neutralized. I have no doubt that Dynodyne Exhibit 3 is an infringement of Claim 1, and the validity of this claim having already been adjudicated it follows that the plaintiff is entitled to an injunction pendente lite."

Splitdorf Radio Products Popular in Foreign Lands

American radio products continue to reach out to the far corners of the earth. Splitdorf Radio Corp. foreign distribution furnishes an instance in point. This company, through its connections abroad, has distribution on radio in the following countries: India, England, Czechoslovakia, Egypt, Brazil, Argentina, Japan and Cuba. In addition Splitdorf has radio distribution in New Zealand and Australia through the Arkell & Douglas Co., 73 Pearl street, New York City.



The Mystery Horn



Hearing is Believing

We do not ask anyone to accept Puropower on faith. The Platter representative carries with him this Comparaphone, so that you may hook up every radio horn and speaker in your place and compare them all with Puropower. If you don't say Puropower is best, we don't want your business.

Puropower invariably is proved best by test.

A PART OF THE PLATTER FRANCHISE

Every retailer who sells Puropower is given an opportunity to secure a Comparaphone for demonstration purposes *at our cost*. This Comparaphone is a part of the Platter franchise. We make it EASY for you to sell Puropower by enabling your prospects to hear THEIR OLD HORNS in comparison to this new and revolutionary improvement over all radio speakers of the past.

That's one reason why Puropower SELLS!

The Biggest Radio Hit of the Year

Any radio fan knows that he gets much better tone quality but insufficient power and volume on the first stage of his set, particularly on weak and distant stations, and so he plugs into higher stages. He admittedly amplifies the tone, but unfortunately he also amplifies the squeals, squawks, whistles and yowls.

The new Puropower enables the radio owner to get practically the same volume on the first stage as the best of the rest of loud speakers give on the second stage of amplification.

Now for the first time it is possible to get the power of the second stage in combination with the pure tone quality of the first stage—all on the first stage.

Mail the coupon for complete details of the entire Puropower line.

PLATTER CABINET COMPANY - NORTH VERNON, INDIANA



No. 400 HORN

To the left is the horn which comes inside the No. 7400 Puropower shown to the right. Outside dimensions of this horn as illustrated at the left—

Height over all . . . 12 inches
 Length over all . . . 19½ inches
 Depth over all . . . 14 inches
 Weight 6½ lbs.
 70 inches of air column

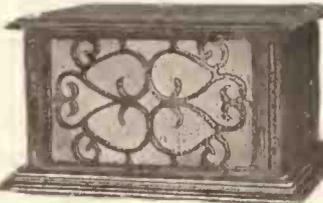
No. 7400 PUROPOWER

Top 17x23 inches. Height 13¼ inches. Horn has 70 inches of air column. Weight, crated, 26 lbs.; uncrated, 20 lbs.



No. 7300 PUROPOWER

Top 14x23½ inches. Height 8 inches. Top and ends. Plywood in rich Walnut Finish. Wood grille and gold cloth in front. Horn has 57 inches of air column. Weight, crated, 18 lbs.; uncrated, 14 lbs.



PLATTER CABINET CO.
 NORTH VERNON, IND.

Please send the information checked below:

- Puropower proposition for retail dealers.
- Puropower proposition for radio manufacturers.
- Puropower proposition for phonograph manufacturers.
- Puropower theater installation.

Signed _____

Address _____

City and State _____

Two Well-Known Firms to Distribute Sonora

Twentieth Century Radio Corp., of Brooklyn, N. Y., and Mayer & Co., Inc., of St. Louis, Mo., to Feature These Well-known Products

Frank V. Goodman, general sales manager of the Sonora Phonograph Co., Inc., announced recently the appointment of the Twentieth Century Radio Corp., Brooklyn, N. Y., and Mayer & Co., Inc., St. Louis, Mo., as Sonora jobbers. Both of these distributors are well known in their respective territories and are keenly enthusiastic regarding the sales possibilities for Sonora products among the dealers they are serving.

Mr. Goodman also announced that the Tay Sales Co., of Chicago, Ill., Sonora jobber, and one of the foremost wholesalers in the Middle West, had been appointed distributor for Sonora products in Milwaukee territory. The consistent growth of the Tay Sales Co. has

been commented upon generally in Chicago wholesale circles and the company is making aggressive plans to give dealers in Milwaukee territory efficient service and co-operation.

Larger Territory for Fada Distributor in Atlanta

The Capital Electric Co., Atlanta, Ga., has been appointed exclusive distributor for Fada radio in Georgia and Western South Carolina, according to an announcement by L. J. Chatten, general sales manager of F. A. D. Andrea, Inc. W. H. Brimberry, formerly of the Carter Electric Co., is in charge of the radio department of the Capital Electric Co.

Columbia Artist in Follies

One of the stars who will be heard in Ziegfeld's Follies, opening in August, is Ruth Etting, exclusive Columbia recording artist.

National Broadcasters to Meet in Annual Convention

Important Subjects Will Be Considered at Convention at Hotel Astor on September 19

Plans have been perfected for the fifth annual convention of the National Association of Broadcasters to be held at the Hotel Astor in New York City during the week of September 19. The opening session will be devoted to a luncheon meeting of the board of directors to be followed by committee meetings. The second session, on September 20, will be addressed by authorities on radio legislation, musical copyright, field of broadcasting and sales promotion and merchandising. In the evening the convention will be given over to a social meeting of all station owners and members of their staffs. One of the novel features will be an exhibition of a motion picture film, depicting the history of radio legislation which was taken by one of the members of the staff stationed in Washington during the past session of Congress.

On Wednesday, September 21, will occur the election of officers and business session to be followed at mid-day by a luncheon and joint business meeting of the boards of directors of the N. A. B. and R. M. A. which will continue in the afternoon.

Latest Talking Machine and Radio Patents Granted

NEEDLE REST. Joseph Wolff, Brooklyn, N. Y., assignor to the Sonora Phonograph Co., Inc., New York, N. Y. Patent No. 1,634,702.

NEEDLE RECEPTACLE. Joseph Wolff, Brooklyn, N. Y., assignor to the Sonora Phonograph Co., Inc., New York, N. Y. Patent No. 1,634,703.

SOUND REPRODUCING APPARATUS. Morris M. Gruber, East Orange, N. J., assignor to the Sonora Phonograph Co., Inc., New York, N. Y. Patent No. 1,634,662.

COMBINATION PHONOGRAPH AND RADIO CABINET. Alfred H. Haag, Baltimore, Md. Patent No. 1,635,837.

PHONOGRAPH RECORD AND METHOD OF PRODUCING THE SAME. Robert Quait, Jr., Brooklyn, N. Y. Patent No. 1,635,862.

PHONOGRAPH. Oberlin Smith, Bridgeton, N. J. Patent No. 1,635,965.

COMBINED PHONOGRAPH AND RADIO RECEIVING APPARATUS. Joseph W. Bishop, Muskegon, Wis., assignor to the Brunswick-Balke-Collender Co., Wilmington, Del. Patent No. 1,636,210.

SOUND RECORDING METHOD. Joseph P. Maxfield, Wyoming, N. J. Patent No. 1,637,082.

SOUND REPRODUCER. Maximilian Weil, New York. Patent No. 1,636,322.

STYLUS MOUNTING FOR SOUND BOXES. Carl Scrabie, Urbana, O. Patent No. 1,636,715.

STATION SELECTOR DIAL FOR RADIO RECEIVING SETS. Martin Nystrom, Chicago, Ill., assignor to the Brunswick-Balke-Collender Co., Wilmington, Del. Patent No. 1,634,625.

RADIOCONDENSER. Paul A. Chamberlain, Chicago, assignor to the Mohawk Electric Corp., same place. Patent No. 1,635,459.

MACHINE FOR MAKING RADIO TUBE AND LAMP PARTS. Charles Eisler, Newark, N. J. Patent No. 1,635,316.

RADIO RECEIVING APPARATUS. Frederick A. Kolster, Palo Alto, Cal., assignor to the Federal Telegraph Co., San Francisco, Cal. Patent No. 1,636,570.

RADIO RECEIVING SYSTEM. Edward W. Kellogg, Schenectady, N. Y. Patent No. 1,637,045.

DIAL FOR RADIO APPARATUS. Frederick W. Renwick, Camden, N. J. Patent No. 1,637,051.

RADIO SYSTEM. Paul F. Shuey, Pittsburgh, Pa. Patent No. 1,637,058.

REPRODUCER FOR RADIO RECEIVING APPARATUS. Theodore Lindenberg, Columbus, O. Patent No. 1,636,940.

ELECTROMAGNETIC SOUND REPRODUCER. Frederick A. Kolster and Sigurd A. Sollie, Palo Alto, Cal., assignors to the Federal Telegraph Co., San Francisco, Cal. Patent No. 1,637,119.

Fine Splitdorf Showing

The condensed balance sheet as of May 31, 1927, of the Splitdorf Electrical Co., and subsidiaries and the Splitdorf Bethlehem Electrical Co. shows current assets of \$2,205,789, compared with current liabilities of \$223,626, or a ratio of nearly 10 to 1. Fixed assets are valued at \$2,623,801, consisting of \$224,184 in land, \$953,544 in buildings (depreciated value), and \$1,446,073 in machinery and equipment. Total assets are \$4,892,042.

The New Trimm Cones Are Going Over Big!

No. 28
Concerto
14-in. Cone
A Speaker
Sensation at

\$10⁰⁰



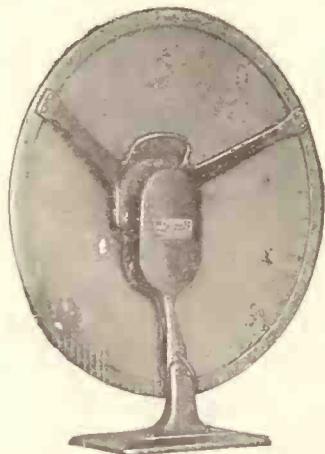
No. 38
Concerto Grande
17-in. Cone
A Big Value
at
A Medium Price

\$16⁰⁰

Don't lose a minute in giving these new cones a trial. Wherever they have been shown they are going over big. They bring to radio entertainment a new standard of enjoyment. Built on the balanced armature principle. Particularly well adapted for operation with semi-power and power tubes. Will take the higher voltages and maximum amplification without blasting or distortion and reproduce with utmost fidelity the high notes as well as the low.

The edge of the cone is fully protected. The unit is ruggedly built, of ample proportions, and all parts are rust-proofed before assembly. The unit is equipped with handy handle, and the cone may be used upright on the ornamental base, suspended from the wall, inserted in velvet or tapestry picture frame or installed in console.

Trimm Quality Reproducers have always brought customer satisfaction, quick turnover and profits. Here is another Trimm money-maker for you.



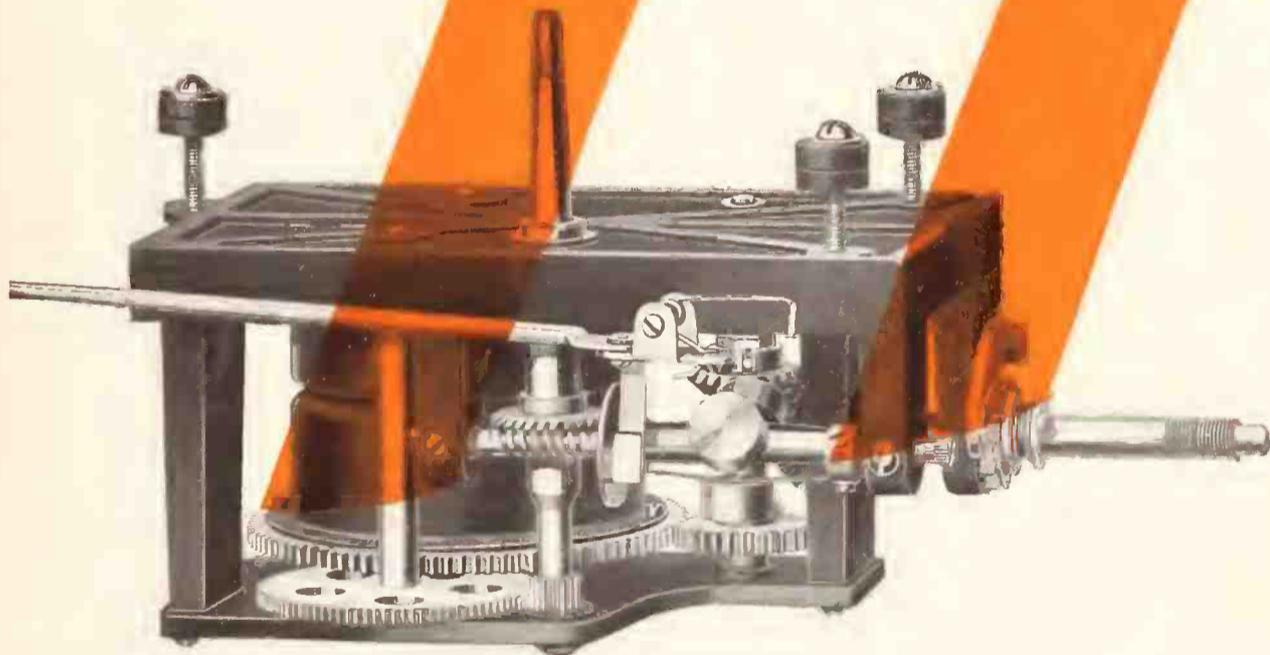
Rear View Showing
Handy Handle

TRIMM
RADIO MANUFACTURING
COMPANY
847 W. Harrison St.
CHICAGO
U.S.A.
ESTABLISHED 1922

Cones, Horns, Headsets, Phonodapters, Units

HEINEMAN MOTOR OF QUALITY

no.



EXCLUSIVE SALES AGENTS for

HEINEMAN MOTORS—OKEH-TRUETONE NEEDLES

Okeh Phonograph Corporation

OTTO HEINEMAN, *President and General Manager*

25 West 45th Street

New York, N. Y.

OUR GREAT BLUES SINGER



Okeh Phonograph Corporation

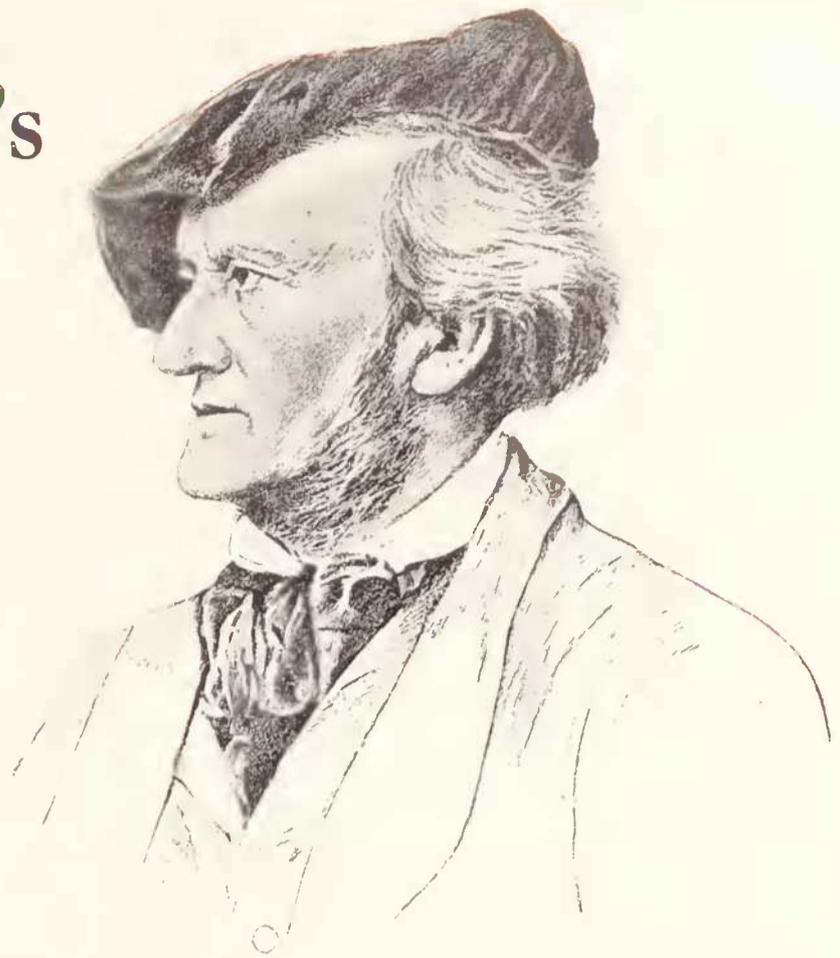
OTTO HEINEMAN, *President and General Manager*

25 West 45th Street

New York, N. Y.

Richard Wagner's Classics

European recordings
of the great composer's
masterpieces . . .



ODEON ELECTRIC RECORDS

5115
12 in.
\$1.50

LOHENGRIN—Bridal Chamber Scene—Duet.
"Das süsse Lied verhallt" ("The tender strain
is o'er")

LOHENGRIN—Bridal Chamber Scene—Duet.
"Wie hehr erkenn ich unserer Liebe Wesen"
("Of wondrous growth is our affection ten-
der")

*Both sung by Emmy Bettendorf, Soprano—
Lauritz Melchior, Tenor—Sung in German*

5116
12 in.
\$1.50

LOHENGRIN—Duet "Atmest du nicht mit mir
die süssen Düfte" (Dost thou not breathe, as
I, the scent of flowers?)

LOHENGRIN—Duet "Höchstes Vertrauen"
"Trust I have shown thee")

*Both sung by Emmy Bettendorf, Soprano—
Lauritz Melchior, Tenor—Sung in German*

5117
12 in.
\$1.50

LOHENGRIN—Duet "Hörtest du nicht, ver-
nahmst du kein kommen?" ("Dost thou not
hear? No sound thine ears are noting")
Emmy Bettendorf, Soprano—Lauritz Melchior,
Tenor—Sung in German

DIE MEISTERSINGER—Quintet III. Act—
Vocal Quintet—Sung in German:
Emmy Bettendorf (Eva), Michael Bohnen
(Sachs), C. M. Oehmann (Walther), W.
Gombert (David), M. Lüders (Magdalena)

5118
12 in.
\$1.50

THE BARTERED BRIDE—Overture Part I
THE BARTERED BRIDE—Overture Part II

*Both played by Eduard Moerike and the Or-
chestra of the State Opera House, Berlin*

5119
12 in.
\$1.50

CHANT HINDOU—Tenor
AY-AY-AY!—Schlaf ein, mein blond-Englein

*Both sung by Richard C. Tauber, Tenor, with
Violin and Piano Accomp.—Sung in German*

3199
12 in.
\$1.25

DEAR EYES THAT HAUNT YOU, from "The
Circus Princess"
LIKE YOU (Dark Eyes I Dream Of), from "The
Circus Princess"

Both played by Edith Lorand and Her Orchestra

3200
12 in.
\$1.25

WEDDING SERENADE—Hochzeitsständchen
THE PEASANT GIRL'S DREAM—Traum der
Sennerin

Both played by Dajos Bela and His Orchestra

3201
12 in.
\$1.25

MERRY VIENNA—Wiener Bürger—Waltz
DEAR OLD MUNICH—Munchener Kindl—
Waltz

Both played by Edith Lorand and Her Orchestra

Okeh Phonograph Corporation

OTTO HEINEMAN, President and General Manager

25 West 45th Street

New York, N. Y.



So durable and so
perfect—

All the advantages...and
no sales disappointments...
when your needle stock
is protected by our

Okeh and *Truetone* Needles

Sole Sales Agents for....

Okeh-Truetone Needles—Heineman Motors

Okeh Phonograph Corporation

OTTO HEINEMAN, President and General Manager

NEW YORK, N. Y.

25 West 45th Street

Cincinnati Crosley Dealers Tied Up With Prizefight

Approximately Thirty Dealers Took Advantage of Opportunity to Interest Public in New Six-Tube Bandbox Receiving Set

The Dempsey-Sharkey prizefight provided for approximately thirty Crosley dealers in Cincinnati and vicinity an opportunity to interest the public in the new six-tube Bandbox receiving set being manufactured by the Crosley Radio Corp. Each of these dealers held an open house in his store on the evening of the big fight and invited the public to hear the returns as received by the Bandbox from the Crosley station, WLW, at Cincinnati.

The dealers' stores are located in various sections of the city and gave a large public an opportunity to hear the story of the fight and inspect the Bandbox. In advertising the open house the corporation's slogan was brought into play. "When the gong sounds for the big fight—you're there with a Crosley," the advertisement said.

One of the merchants, Dirr Bros. Co., located at Price Hill, a community within the corporate limits of Cincinnati, took a Bandbox to an amusement park near the city, where merchants and their families from Price Hill were holding their annual outing. The Bandbox was hooked up with four Musicones at the shelter house of the park, giving everyone there an opportunity to listen to the fight broadcast.

The Bandbox set was prominently displayed in different stores and its complete shielding, acuminator, volume control, illuminated dial and other distinctive features were explained to those interested. Much enthusiasm was expressed over the clear and efficient reception of the fight returns on the part of this set.

Orders for Mohawk Sets Indicate Prosperous Year

E. C. Nickerson, president of the Interstate Electric & Radio Corp., Mohawk radio distributor, Omaha, Neb., in a letter to The Talking Machine World, states that since the R. M. A. Trade Show in Chicago in June, when the new Mohawk radio receivers were first shown to the trade, orders for delivery by September 1 number well over 500 sets. "The general outlook for business in our territory," writes Mr. Nickerson, "is wonderful, as crop conditions through the territory are actually the best that Nebraska has ever known. Wheat and oats are now being harvested with record crops. This will certainly be a banner year for Mohawk."

"With the enlargement of our corporation to \$75,000 now being made we will be in a position to represent Mohawk in a much better way this season. During the past season we used nearly 2,000 Mohawk receivers and expect to sell between 5,000 and 10,000 sets this season to our authorized dealers."

R. M. A. Is Dispensing Radio Patent Information

The patent committee of the Radio Manufacturers' Association has just distributed a folder containing the introduction and index to the compendium of patent information which is being compiled for the patent committee. The first section, which covers in detail the listing of United States patents affecting the radio industry, comprising over 300 pages, is ready for printing. The second section, dealing with suits relating to these patents, is expected to be ready within the next two or three months.

The patents committee is in possession of a copy of the first section and desires members to examine it with a view to obtaining suggestions regarding the most useful form in which to print it for distribution.

RED LION CABINET—ATWATER KENT RADIO



COPYRIGHTED MODELS

Built Exclusively for

ATWATER KENT



Of all types of radio cabinets, the *useful one* will be chosen first by the majority of your customers.

Red Lion Desks with their enclosed Atwater Kent receivers and speakers give them the set they want and the desk they need at prices they like.

No other cabinet combines these real selling points—for Red Lion Desks are unique, copyrighted designs made exclusively for Atwater Kent Radio.

Ask your Atwater Kent distributor to show you the complete 1927 line of Red Lion Desks and Consoles—with Atwater Kent Radios and Speakers—at these nationally advertised retail prices—

\$110, \$120, \$130, \$140 and \$150

ATWATER KENT RADIO

IN A

Red Lion Cabinet

RED LION CABINET COMPANY, RED LION, PA.

Makers of the famous Red Lion Furniture

Business in All Lines Continues Brisk in St. Louis Field Despite Mid-Summer Heat

Retailers and Wholesalers Report Satisfactory Volumes of Sales—Preparations Under Way for Anticipated Busy Fall Season—H. E. Brown in New Post—Other News of the Trade

St. Louis, Mo., August 7.—Despite the warm weather business in the talking machine and allied trades continues unabated. The demand for virtually all of the popular types of phonographs and records has been unusually brisk for July.

"Business has been extremely good this month," said H. A. Pope, assistant manager of the St. Louis branch of the Columbia Co. "In fact we will do a bigger business during the month of July than we did in June. Dealers throughout the territory served by us are enthused over conditions and are awaiting with keen interest the new combination machines."

"Business has improved marvelously," declared R. J. Dunn, of the local branch of the Brunswick Co. "We have experienced a de-

cidated spurt in activity, and look for continued improvement with the coming of cooler weather."

Similar enthusiastic comments were offered by representatives of the other companies in the city, most of whom are busy laying plans for the Fall season.

One of the interesting announcements of the local trade was that by the Artophone Corp., headquarters of which are here, that it would place on the market about August 15 a new table model phonograph. The new model will have a Rayophonic reproducer, and other features comparable to the larger cabinet models. The machine will be finished in mahogany.

The local branch of the Columbia Co. has inaugurated a similar campaign to further enhance the popularity of Ted Lewis, exclusive Columbia record artist, who is appearing this week at the Missouri Theatre. The week had been designated "Ted Lewis Week," and special newspaper advertising, window displays and other similar features are being used to exploit the appearance of the artist.

Continuing its policy of demonstrating the new Automatic Orthophonic Victrola, the Koerber-Brenner Co. here, Victor distributor, recently exhibited the new machines at a Fashion Show held at Weil's store. The machine furnished the music for the show, and elicited much favorable comment.

This company also is looking forward to the appearance at the Missouri Theatre early in August of Waring's Pennsylvanians, Victor record artists, which it is contemplated will do much to further stimulate Victor products in this city.

Announcement also was made that M. C. Shoenly had resigned as district manager of the local branch of the Brunswick Co. H. E. Brown, of the St. Louis branch, has been named to succeed him.

W. C. Fuhri, general sales manager of the Columbia Co., visited St. Louis on July 25, and the following day was in Kansas City.

Harry G. Koerber, president and treasurer of the Koerber-Brenner Co., left for an extensive tour of Norway, Sweden and Holland. He will likely be gone two or three months.

N. M. Smith, manager of the St. Louis-Kansas City branches of the Columbia Co., also has left for an extensive tour of the East by automobile. He visited New York, Buffalo and other places.

In the field of radio interest is focused on the gigantic boat ride, August 12, to be given under the auspices of the St. Louis Radio Trades Association for radio tradesmen of St. Louis, their employes, families and friends.

Announcement has been made that radio station KSD, the St. Louis Post-Dispatch, has been chosen to broadcast the State audition for Missouri Singers in the nation-wide contest for young singers that is to be conducted by the Atwater Kent Foundation. Appointment of the station follows the announcement that United States Senator Harry B. Hawes had been chosen as chairman of the State Committee for the competition.

T. Wayne MacDowell of A. K. Co. a Benedict

T. Wayne MacDowell, convention manager of the Atwater Kent Mfg. Co., Philadelphia, Pa., recently was married to Miss Radcliffe Ruth. Immediately after the wedding Mr. and Mrs. MacDowell left for the Pacific Coast, where Mr. MacDowell was scheduled to direct and address a number of Atwater Kent dealer conventions. En route at Indianapolis the H. T. Elec-

tric Co., Atwater Kent distributor, gave a real reception for the bride and groom. The newly married couple were met at the Union Station by a reception committee of dealers who provided an old-fashioned carriage drawn by horses, and appropriately driven by a driver with a ceremonial high top hat, to convey the bride and groom to their hotel. After attending the final convention in Seattle Mr. and Mrs. MacDowell will proceed to Alaska where they will spend their honeymoon.

Encarnita Marzal Is Now Exclusive Columbia Artist

Encarnita Marzal, exclusive Columbia artist, one of Spain's sweetest singers, is in New York recording for Columbia, under the direction of Senor Jose M. LaCalle. Audiences the world



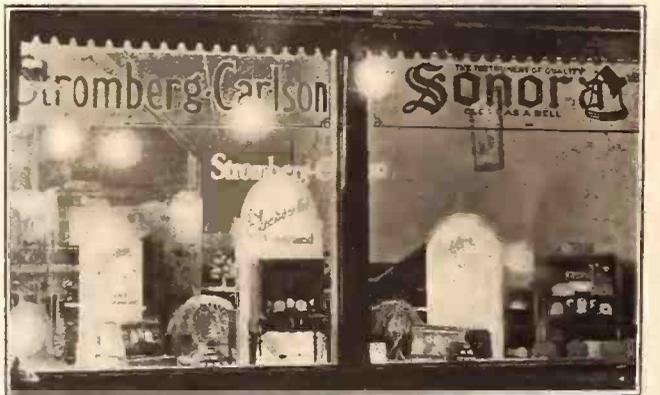
Encarnita Marzal

over have been captivated by both the beauty and vocal endowment of this noted Spanish singer.

How a Live Retailer Featured Radio in Window

Gilsenan Piano Co. Drew Attention to Stromberg-Carlson Line Through Excellent Window Displays of This Product

The Gilsenan Piano Co., of Union City, N. J., which handles a complete line of talking machines and radio, as well as pianos, has been featuring the Stromberg-Carlson line of radio



Attractive Stromberg-Carlson Display

receiving sets in a most aggressive fashion. The accompanying illustration shows how this radio line was exhibited to the general public through the medium of an attractive window display. Note that the window display cut-outs and other dealer helps distributed to its dealers by the Stromberg-Carlson Co. are used to advantage in making the exhibit eye-arresting. Displays of this character, in which the manufacturer's materials are used, are inexpensive and at the same time worth while from the sales standpoint.

The Arcade Record Shop, Indianapolis, Ind., is now located at 38 Virginia avenue.

1,913,433
Fans Are
Learning of
Televoal
Quality Tubes

EVERY month by our advertising in the big National radio publications. Take advantage of this advertising by ordering Televoal Quality Tubes from your jobber.



**TELEVOCAL
QUALITY
TUBES**

Televoal Tubes
are made in all
standard types

Televoal Corp'n
Televoal Building
Dept. G, 588 12th Street
West New York, N. J.

BOSCH RADIO

The widespread dealer enthusiasm for the new Bosch Radio is a strong endorsement of this complete line.

Performance stands foremost in influencing this great interest in the new Bosch models. They are "transportation proof"—so strongly constructed you can make deliveries to customers with the original factory settings (eliminating adjustment).

The steel chassis, the condenser unit assembly with its three-point mounting, the short, solid connections, the locked assembly eliminating numerous solder operations, are developments recognized by dealers as valuable sales helps.

All models have an electrically lighted Single station Selector—all Bosch RFL circuits are armored and shielded.

The new cabinets successfully meet the trend of the day for beauty in designs combined with fine woods, at moderate prices. Bosch Dealer policy is fair and fully supported. We have something for dealers who are in business to stay.

Write us in confidence about yourself, business standing, financial strength, your plans, and we will explain our plans.

AMERICAN BOSCH MAGNETO CORP.
SPRINGFIELD, MASS.

Branches: New York Chicago Detroit San Francisco

Bosch Radio Receivers are licensed only for Radio Amateur, Experimental and Broadcast Reception. They are manufactured under patent applications of American Bosch Magneto Corp. and are licensed under patent applications and patents of Radio Corp. of America and under applications of Radio Frequency Laboratories, Inc.



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 57—Seven tube Receiver, Single Dial, cabinet type, loop operated—built in reproducer—wired for battery or socket power operation \$340.00



Model 60—Six tube Receiver, Single Dial, table type, wired for battery or socket power \$99.50

Model 60—Six tube Receiver, Single Dial, table type, wired for battery or socket power \$99.50



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

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

BOSCH RADIO COMPLETE DEALER LINE

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

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

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



Informative Business Sessions Feature the Convention of Ernest Ingold, Inc.

San Francisco Distributor of Atwater Kent Line Shows Latest Models and Entertains Dealers—
Instructive Addresses Featured Event—Window Trimming Winners Get Awards

With the third edition of the Atwater Kent Follies running true to form before an audience of nearly a thousand, the Atwater Kent Convention of Ernest Ingold, Inc., San Francisco distributor, closed a remarkable series of sessions on July 22.

As usual, the event was carried out in typical Western style. In the morning the delegates registered at the offices of Ernest Ingold, Inc., although many registered at the hotel during luncheon. Luncheon was served in buffet style in the Borgia Ballroom of the St. Francis Hotel, and after lunch the guests were at leisure for fifteen or twenty minutes to inspect the Atwater Kent Museum, which included Atwater Kent sets dating back to the early days, Pooley models, charts and surveys and advertising.

Ernest Ingold, president of the company, extended the official welcome, and presented to the delegates the entire Atwater Kent line for the year. He was followed by L. M. Willis, who outlined the possibilities and the future of the industry and whose talk was illustrated by numerous complete charts. Atwater Kent advertising was covered by T. Wayne MacDowell, of the company, whose assistant, J. H. McKee, handled the advertising exhibit, and immediately after the advertising was shown the entire Pooley line was presented by T. W. Warren, of the Pooley Co.

One of the interesting features of the afternoon was the presentation to the Pooley window trimming winners of their awards.

R. E. Smiley, assistant sales manager of the

Atwater Kent Co., closed the meeting with a forty-five-minute address on "Radio Merchandising," which was forcibly and excellently presented.

When the visitors returned to the Italian Ballroom at 6.30, they found a high jinks in full swing with Neapolitan street singers; music and other entertainment running continuously until 7 o'clock, when the Colonial ballroom doors were opened. Allan Wilson, tenor of the Atwater Kent artists, was singing in the center of the room with a small orchestra, and promptly at 7.05 the meeting started.

Ernest Ingold was introduced by Arthur Rowe, who made a splendid introduction, touching particularly on the position of the evening's toastmaster in the industry, and Ernest Ingold then started off the third edition of the Atwater Kent Follies. At the conclusion of the show R. E. Smiley again spoke, taking for his subject, "Atwater Kent, the Man Himself," and he was followed by Dr. Edward James Cattell, Philadelphia's noted philosopher, humorist and speaker.

The meeting then heard, as its two closing numbers, Mildred Lenore Epsteen, coloratura soprano, who sang two operatic numbers, and Carolyn Cone-Baldwin, recording artist and pianist.

Canada Big Buyer of Radio Equipment From the U. S.

OTTAWA, ONT., August 8.—Radio equipment to the value of \$3,000,000 annually is being purchased from the United States by Canada, according to a report issued by the department of trade and commerce.

"Production of radio apparatus in the Canadian factories, including receiving sets, parts, and batteries, reached a value of \$6,227,544 in the fiscal year ending March 31, 1927," says the report. "Of this about \$2,500,000 represented complete receiving sets and the remainder batteries and tubes."

"Families in Canada owning radio sets now total 207,328, compared with 134,486 a year ago. Ontario leads the provinces in radio ownership with 97,851, followed by Quebec with 38,056. The prairie provinces of Manitoba, Saskatchewan and Alberta combined have 49,334 radios."

"Statistics show that farmers in Western Canada were the radio manufacturers' best customers last year. Radio has become an important factor in land colonization. Radio has banished the traditional isolation of the farm. It keeps new settlers in constant communication with the outside world, gives them information on the newest developments in agriculture and furnishes their families with music and entertainment. Radios, automobiles, good roads and other modern conveniences give the prairie farmer practically all the comforts of the urban dweller."

Two New Tubes Introduced by the DeForest Radio Co.

Two new tubes, a half-wave rectifier, type D-416B, and a 500 volt power amplifier, type D-410, have been announced to the trade by C. A. Rice, general sales manager of the DeForest Radio Co., Jersey City, N. J. These new types supersede the DR and DL-9 respectively, according to the announcement.

Commenting upon these new tubes, Mr. Rice stated that a unique development of an oxide treated platinum filament, processed under the exclusive DeForest formulae, is the basis of the new product. This filament is said to possess a greater emission life, is anchored in "triple V" formation, and due to the low burning temperature of platinum, it is claimed that it retains its mechanical strength under severe and continuous service. The functional characteristics of both tubes are standard and they are said to be interchangeable with the 216B and 210 types respectively.

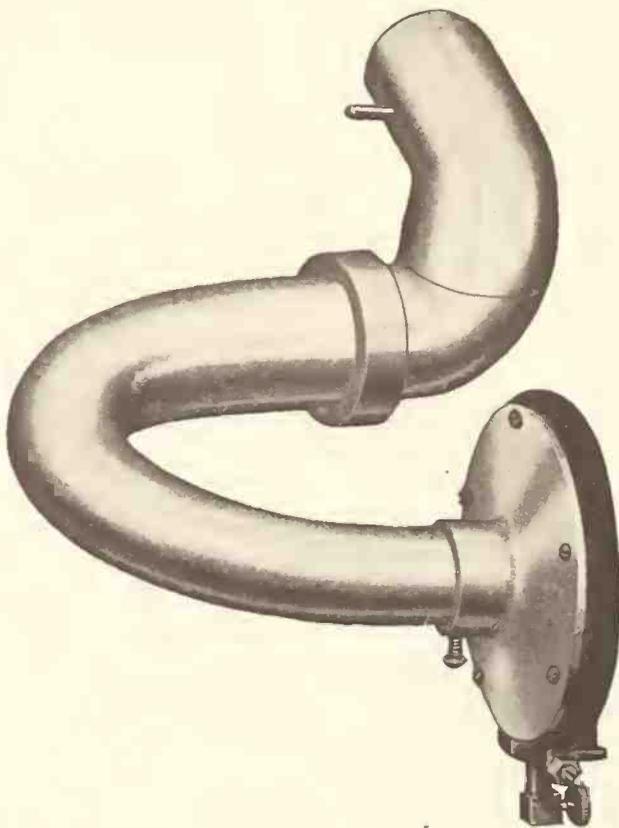
Announcing F. C. Kent's Latest Success

The **KENTONE**
REG. PAT. OFFICE.

Attachment No. 2

For Playing Lateral Cut Records on the Edison Disc Phonograph

KENT
PRODUCTS



"Win their
way
By their
play"

It involves the same tried and true principles incorporated in The Kent Attachment No. 1, the standard of comparison for over thirteen years. It is made with an improved and slightly enlarged elbow which has long constituted a unique and exclusive feature in Kent Attachments. A distinct change, however, may be noted in the arm proper. Instead of the familiar straight, non-tapered tube with slightly curved ends, the new arm proper is made with a full curve, continuously tapered. The result is a noticeable improvement in beauty, grace and tonal qualities. The KENT ATTACHMENT No. 2 may be used with the Kent "S", "B" or "Sensitized" soundbox or with any other make of reproducer having a standard hub.

Write for samples and prices



Reg. U. S. Pat. Off.

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

Wirt Cone Speaker



\$20
 15 in. high
 13 in. wide
 Price in Canada \$25

**NATIONAL
 ADVERTISING
 Begins
 AUGUST 13th
 in the
 Saturday Evening Post
 You'll Need Stock As
 Soon As You Can Get It.**

NATIONAL Advertising for the Wirt Cone Speaker opens with a full page in the Saturday Evening Post of August 13th. Dealers who are ready will get the cream of the rich business that grows out of this campaign. And to be ready you'll need plenty of stock on your shelves, a Wirt Speaker in your window and another one, hooked up for demonstration, in the store.

It is important to appreciate the sensational character of the Wirt Speaker campaign. It announces a great achievement in radio development — the perfection of a really high grade speaker to sell at a popular price. Immediate interest and action from set owners is certain.

You may expect a steady demand for Wirt Speakers all through the fall and winter. Wirt advertising

will continue regularly in national publications and it will be re-enforced by newspaper advertising in important local centers.

We are furnishing sales assistance in the form of striking price cards and streamers for counter and window, finely printed informative leaflets for distribution to customers and tie-up material for your local advertising. You may secure any or all of this material by sending a request to us.

Many dealers whose fall orders were already in, have requested additional stock from their jobbers in anticipation of this national campaign. Those whose first orders are sent now will do well to specify a quantity sufficient to prevent the embarrassment of being "sold out" while the season is still in full swing.

WIRT COMPANY

5245 Greene Street

Philadelphia, Pa.

Manufacturers of Dim-a-Lite and other Electrical Specialties for Twenty Years

New Gilfillan Batteryless Receivers on Market Soon

Prominent Concern Secures the Right to Manufacture Radio Receiving Sets Incorporating Patents Controlled by the Radio Corp.

Purchasers of Gilfillan radio receivers, on which production plans are now about completed, will have no need for either wet or dry batteries of any kind, according to a report emanating from the headquarters plant of Gilfillan Bros., Inc., at Los Angeles. The new Gilfillan radio receivers, it is said, will be absolutely batteryless and will operate direct from the electric lighting circuit without the aid of solutions, electrolytes or liquids of any kind. Gilfillan Bros. operate plants in Los Angeles, Kansas City and Long Island City, N. Y.

The Gilfillan concern, in addition to its license to manufacture under the Neutrodyne patents, has also been licensed to incorporate in its receivers basic features patented by the Radio Corp. of America, and affiliated patent owners. In lining up with this great combination, Gilfillan Bros, Inc., is the only Pacific Coast manufacturer so licensed and it is said that this protection against legal interference with the manufacture and sale of their product means much to both the dealers selling Gilfillan radio and the person buying it.

Importance of Cabinet-Making Facilities in Radio

It is interesting to note that radio has revamped the woodworking industry. Labor-saving machinery has of necessity been installed in woodworking plants to meet the heavy demands of radio cabinet-making. This change has been brought about in the last few years. "This great demand for radio cabinets is now becoming a critical problem among radio manufacturers," says Noel S. Dunbar, cabinet designer of Splitdorf Radio Corp. "It is plain that an entire radio manufacturing program can be held up by lack of cabinets from an outside source. The radio manufacturer who owns and operates his own cabinet plant is indeed fortunate. Quantity production was also practically an unknown thing in the woodworking plants of not so many years ago. It is not difficult to trace the betterments in woodworking plants directly to radio influences.

"Such examples of period furniture design as the Abbey, patterned after the old world Jewel Case, of Renaissance origin, and other Splitdorf Radio Corp. art furniture models go a step farther in creation and execution and are said to be as fine reproductions of hand-made furniture as can be found in the most exclusive interior decorating shops."

Kolster Radio Production Continues at Top Speed

Definite indication that radio has become an all-year-round business instead of a seasonable trade is shown by manufacturing activities at the Thomas street plant of Federal-Brandes, Inc., Newark, N. J., manufacturer of Kolster receivers, speakers and power units. According to R. C. Enderwood, plant manager, as many Kolster sets are being turned out daily during the Summer months as were produced during the height of the season last Winter, and arrangements have been made to increase the production this Fall. Mr. Enderwood states that three carloads of receivers were recently shipped to three Texas jobbers on the same day, an unusual amount of Summer business especially for the Southern States.

The Thomas street plant is one of the five operated here and abroad by Federal-Brandes, Inc. It is manufacturing the new Kolster six-tube models and the Kolster power cone, which have become widely popular.

Rudy Wiedoeft Records Charles Dawes Composition

"Melody," a composition by Vice-President Charles Dawes, has been recorded for Columbia by Rudy Wiedoeft, the world's premier saxophone player. Mr. Wiedoeft is an exclusive Columbia recording artist.

Outing of Seedman Employees

Members of the Seedman Club, composed of employes of the G. J. Seedman Automotive & Radio Co., Inc., Brooklyn distributor, were delightfully entertained at the recent annual outing at a shore resort on Long Island. Motor coaches and private automobiles were the means of transportation, and a varied program of entertainment was enjoyed.

To Study Conditions in Radio and New Industries

Bureau of Labor Statistics Plans Survey of Help Employed, Including Wages Received, etc.

WASHINGTON, D. C., August 5.—Ethelbert Stewart, commissioner of labor statistics, has announced the inauguration of a new survey which will cover wages and conditions of labor in the manufacture of radio receiving sets and parts, storage and dry cell batteries, low power motors and heating units. Mr. Stewart said that the rapid growth in the use of radio and electrical household appliances has resulted in a broadening of the scope of labor survey generally, hence the desire to get correct data on the shifting of labor from the old-established industries to the newer industries.

"The Bureau has realized for a long time," said Mr. Stewart, "that the decreasing percentage of employment in the old-established industries did not as a matter of fact mean unemployment of all the workers let out as the result of mass production or increased productivity of labor. It has realized that a large number of those who have been absorbed by industries which it heretofore has not covered, such as the manufacture and installation of radios and electrical household appliances of various kinds; hence the Bureau has inaugurated this investigation of the wages and conditions of labor in these newer industries to secure information that is deemed of great importance."

Announce Columbia Schubert Scholarship in Germany

In connection with the Schubert Centennial Observances, a feature of which is the offer of prizes totaling \$20,000 by the Columbia Phonograph Co. for the completion of Schubert's Unfinished Symphony, a scholarship, to be known as the Columbia Schubert Scholarship, has been announced for the State Academy Hochschule Für Musik, Berlin, Germany. This academy is considered the world's leading institution in music.

Gain in Fada Sales

Following a careful analysis, R. M. Klein, general manager of F. A. D. Andrea, Inc., has announced that Fada radio did three and six-tenths times as much business the first six months of 1927 as it did the first six months of the year preceding.

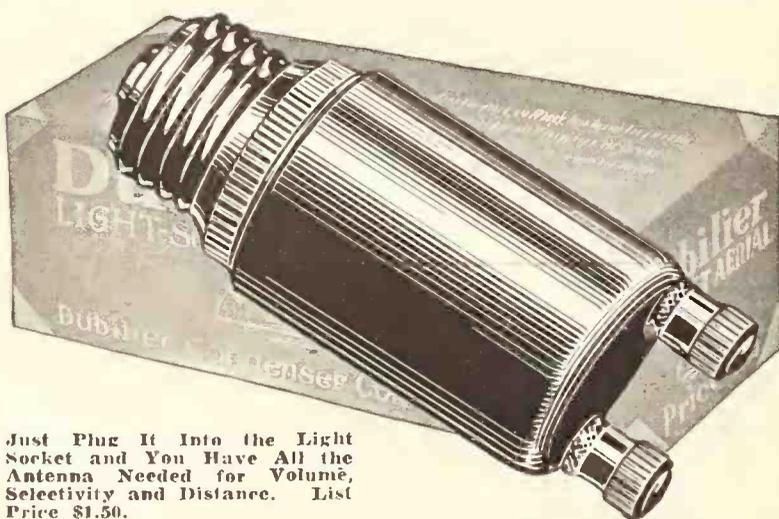
Commenting on this increase in volume of 360 per cent, Mr. Klein stated that this is believed to be a radio manufacturing record. It was also announced that Fada sales up to June 30 of this year equal the sales to October 18 of last year.

Death of F. T. Steinway

Frederick T. Steinway, president of Steinway & Sons, piano manufacturers, died recently while sojourning at his Summer home at Northwest Harbor, Me. Mr. Steinway was a grandson of Henry E. Steinway who in 1819 founded the business. The deceased, who was sixty-seven years old at the time of death, was widely known as a patron of the musical arts, as well as a leading figure in the manufacturing field. A widow and daughter survive.

An Opportunity for a Sale

Leslie H. Ely, of 709 North Kingsley Drive, Los Angeles, Cal., who is making a collection of vocal records of the world's greatest artists, desires to obtain at least one Victor Maurel record, as this particular recording is missing from his collection.



Just Plug It Into the Light Socket and You Have All the Antenna Needed for Volume, Selectivity and Distance. List Price \$1.50.

The new Dubilier Light Socket Aerial eliminates unsightly outdoor aerials or cumbersome indoor loops. Here is an item individually packed, attractively displayed, with a market limited only by the number of radio sets. It is soundly sold with a money back guarantee and like all Dubilier products, adequately advertised.

DUBILIER CONDENSER CORP., 4377 Bronx Boulevard, New York

Dubilier

LIGHT-SOCKET AERIAL

Value sells it
—all year
round!



BIG!

Big in everything but price — case full size of standard portable, in all popular bright colors, splendid motor, very fine reproducer and tone arm. *The Biggest Value in the Trade at \$15, list.*

\$15
LIST



CASES IN
ALL COLORS

Write your nearest
jobber or direct to

Consolidated Talking Machine Co.

Consolidated Building

227-229 West Washington Street, Chicago

Minneapolis: 1424 Washington Ave., South

Detroit: 2949 Gratiot Ave.

Federal Ortho-sonic Line of Radio Sets Designed to Meet Every Demand of Public

Twenty Radio Receiving Sets, a New Cabinet Speaker and a Power Tube Coupler Included in a Line That Is Designed to Give Dealers a Complete Range of Models of One Make

Twenty receivers, a new cabinet speaker, and a power tube coupler, included in the comprehensive Federal Ortho-sonic radio line, indicate

ceiver, but containing a circuit arranged for alternating current. Tested improvements will be incorporated as they are developed, accord-



Ortho-sonic Model E-40

that the Federal Radio Corp. will maintain its policy of showing a complete range of models and prices for the 1927-28 market. In accordance with its early season announcement, the Federal organization will make no obvious



Ortho-sonic Model E-45-60

ing to Federal engineers, with no intention of making regular or seasonal models.

The power equipment for the models operated from the house current is largely manufactured in the Federal plant. No liquids are employed in the power unit. Prolonged tests have shown that the Ortho-sonic A. C. receivers, operating entirely from the light socket, meet the highest standards of efficiency and tone quality, and Federal engineers emphasize the fact that the A. C. equipment cannot be used with a receiver which normally operates on batteries. It is for this reason that the Ortho-sonic line embraces two distinct groups of sets exactly alike in appearance and operation and containing the Ortho-sonic circuit but differing in their adaptation to power sources.

In order to accomplish the complete reproduction of Ortho-sonic tone, the Federal Radio Corp. has also announced a power tube coupler which may be connected between the set and the reproducer, and a new cabinet speaker of early American design. The latter contains the reproducing unit and seven-foot sound chamber incorporated in the four Ortho-sonic custom built models.

The slogan "A design for every setting—a price for every purse," together with the elimination of yearly models, has been announced by the Federal organization as its guiding principle for the future.



Ortho-sonic Model F-45-60

changes in the ten models offered last year. For each of these ten established designs there is also a set for house current operation, identical in appearance with the battery-operated re-

Splitdorf Policy Based on Ten Important Points

Models Made by Splitdorf Radio Corp. Designed to Fill Every Demand Made Upon the Retail Trade by the Public

The Splitdorf Radio Corp. has announced ten points of radio merchandising policies, "based on sound experience and long association with distributors' problems."

The ten-point plank is as follows: Twelve models—Four table models, four floor consoles, four period ultra designs—meeting the taste and requirements of all classes of buyers. Wide range of prices—\$45 to \$800—now available. Custom designs at higher prices on application. Wide range of prices and designs lifts burden from dealer of carrying four or five overlapping lines.

Radio receivers designed and built by an institution whose personnel has had long and varied experience in radio manufacture, and whose reputation was built on the fact that "Splitdorf sets stay sold."

Adequate national advertising supported by larger city newspapers and dealer help materials.

Splitdorf radio receivers manufactured under license association with Radio Corp. of America, General Electric Co., Westinghouse Electric & Mfg. Co. and American Tel. & Tel. Co. assure dealers of bulwark of protection against serious interruption of business because of patent litigation. Mammoth facilities and organized personnel assure dependable, satisfactory merchandise. Branches and sales agents located in important cities.

Long experience in merchandising assures jobbers and dealers of adequate and necessary co-operation along such lines as territories, service, sales assistance, etc.

In radio the Splitdorf outfit has stepped out with the slogan: "Splitdorf strikes a new note in Radio."

J. R. Gavin Promoted

PEORIA, ILL., August 3.—Joseph R. Gavin, who for eighteen years has been identified with the Victor talking machine business in a retail capacity, and who has established himself as one of the foremost salesmen in this section of the state, has been appointed manager of the music department of Block & Kuhl, large department store, which features a completely stocked music section. Mr. Gavin has been connected with this firm for the last nine years and is well known in the trade.

The Golden Echo Quartet have recently joined the Columbia Co. as exclusive artists. This Quartet is known throughout the South, their voices having been broadcast through radio station WSM.

37 YEARS

Still young—still growing!

THERE has been striking progress in the field of wood-working and cabinet making since the founding of the Wolf Industries in 1890, and the members of this company feel that their organization has had a goodly share in these developments and successes.

And now, with a new plant, amply large, splendidly equipped and well arranged, and with new incentives to attain the fine ideals which have always been the goal of the Wolf Industries, we are setting forth into what promises to be the most prosperous period of the company's existence.

We have much in our favor—years of rich experience, modern manufacturing facilities, new models of extraordinary merit, expert workmen and an especially fine sales organization. With these advantages at the start, the Wolf Industries have set out to make a record that IS a record!

THE WOLF INDUSTRIES
Kokomo Indiana

Detailed information on the new Mastercraft models will be sent promptly upon request



A RADIO with the rich, deep mellowness that made Sonora famous—a set that is supremely selective and tunes with a single control. The famous R. F. L. balanced-bridge circuit in three efficient amplifying stages. Remarkable distance range. Walnut Panel Cabinet—Dial light E. 850
\$99.50

SUPREME SELECTIVITY
WITH THE TONE THAT MADE SONORA FAMOUS



SELECTIVE SIX

De Luxe highboy

\$250

DISTINCTIVE period design cabinet of burled walnut with built-in new de luxe Sonora Cone Speaker. The power switch, built into the side of the cabinet, can turn on and off any type of power plant including trickle charge systems, regardless of its nature. For the protection of the chassis, a fuse is wired into the battery harness. Dial light equipment. Model E870.



SONORA

OFFERS THE GREATEST SALES OPPORTUNITIES IN QUALITY RADIO

LIKE THE PIPES OF PAN —

The enchanting melodies of these beautiful Sonoras irresistibly draw countless thousands to the dealers who are privileged to display them

WHAT greater opportunity for success can the radio dealer have than by featuring a line in which every one has confidence. A radio made by an institution which enjoys the priceless reputation of makers of the finest musical instruments in the world—and yet offers a model to meet every important price demand. The Sonora Selective Six — combines supreme selectivity with the tone that made Sonora famous. The chassis makes use of the famous r. f. l. balanced bridge circuit in three, now, more efficient amplifying stages. The new and remarkable distance ability, freedom from interference of this highly refined system will astound the entire radio world. The demand for even more ease of operation has been fully met by the reduction of controls to the absolute limit. One selector dial can accomplish the tuning. The new dial light serves the triple function of indicating when the set is on, illuminating the dial and casting the light shadow on the dial marker. Sonora is fully protected under important patents, including U. S. Government patents, the Alexanderson, Armstrong, Rice and Hartley and scores of others when and as needed. Inquire now for possibilities of securing Sonora franchise, and details of Sonora's cooperative advertising plan which will make you neighborhood headquarters for the finest musical instrument in the world.

SELECTIVE SIX STANDARD HIGHBOY

\$198

Illustrated at left — attractive highboy burlled walnut cabinet with built-in Sonora speaker. This model, while somewhat smaller and less ornate than the \$250 model is unquestionably one of the greatest values in radio. It is especially designed to meet that great demand of those who want a Sonora set with built-in speaker in an attractive cabinet equipped with a Dial light. E865.



SELECTIVE SIX JUNIOR HIGHBOY

\$165

Photographed at right — an attractive walnut design, doors in distinctive two-tone effect. This model will meet the demand of those who want their speaker outside the cabinet, but who at the same time want an attractive furniture model. Dial light for precision tuning. E860.



RADIO LINE

A MODEL TO MEET EVERY IMPORTANT PRICE DEMAND

THE MAJESTIC VOLUME OF THE ORGAN

*with
all its subtle tone
colorings and wide
range of chords*



Sonora
CLEAR AS A BELL 



THERE is a thrill that everyone experiences as the vibrant chords of the pipe organ peal forth! This symphony of glorious sound, with all its majestic volume, is now perfectly re-created through the world's finest radio receiving set—the new Sonora De Luxe Seven. This superb Radio is housed in a luxurious cabinet with built-in speaker. Four stages of newly perfected R. F. L. balanced-bridge radio amplification makes possible the reception of great distances. The electric equipment, Sonora A power and B power is installed by the dealer separately but where A. C. power is not available, batteries may be employed without any change in wiring. The loop is hidden within the hinged door, having full 180 degrees rotation. Bronze inlay walnut burl control panel. Licensed only for radio amateur, experimental and broadcast reception. Price without electric equipment, \$375.

SONORA DE LUXE SEVEN THE WORLD'S FINEST RADIO

Ray Thomas, Inc., Holds a Successful Convention

Southern California Distributor for Atwater Kent Line of Radio Products Stages Annual Conclave—Interesting Talks

Selecting the Elks' Club, Los Angeles, for headquarters, the Atwater Kent Mfg. Co., co-operating with its Southern California distributor, Ray Thomas, Inc., held its annual convention, which was attended by Atwater Kent dealers from all over Southern California. A luncheon took place at noon, at which Ray Thomas announced in detail the arrangements for the day, which consisted of a series of talks and addresses in the great lodgeroom during the afternoon, with a stag dinner and banquet in the evening. Interesting and inspirational addresses were made at the afternoon business sessions by George Podeyn, Pacific Coast manager of the National Broadcasting Co.; T. J. Mercer, Pacific Coast manager of the Bankers' Commercial Security Co., New York; Mark Smith, vice-president and general manager of Ray Thomas, Inc.; T. T. Warren, Pacific Coast manager of the Pooley Cabinet Co., Philadelphia; C. F. Coleman, sales manager of the Red Lion Cabinet Co., Red Lion, Pa.; L. M. Willis, Pacific Coast manager of the Atwater Kent Co., Philadelphia; T. Wayne MacDowell, convention manager of the Atwater Kent Co., Philadelphia; R. E. Smiley, assistant general manager of the Atwater Kent Co., Philadelphia. The entire club was then thrown open for the use of the delegates, including the swimming pool, during the hour and a half which elapsed between the business sessions and the banquet, which was held in the grand ballroom at 6:30 p. m. The speaker of the evening was that grand old man, Dr. Edward James Cattell, who brought the evening's entertainment of music and song to a close.

F. C. Kent Co. Announces New Product to the Trade

The F. C. Kent Co., Newark, N. J., has placed upon the market a new product known as the Kentone Attachment No. 2 for playing lateral cut records on the Edison disc phonograph. The No. 2 attachment constitutes an addition to the line, according to W. S. File, secretary-treasurer of the company, and does not supplant the Kentone attachment No. 1, which has enjoyed great popularity in the talking machine trade for over thirteen years. It has the same tested principles incorporated in the Kentone Attachment No. 1, including the slightly enlarged elbow, which is described as a unique and exclusive feature in Kent attachments.

Before being placed upon the market the new product had undergone many months of development and test work in the laboratories of the company. Its radical departure from the No. 1 attachment is found in the arm itself where, instead of the familiar straight non-tapered tube with slightly curved ends, the new arm is made with a full curve continuously tapered.

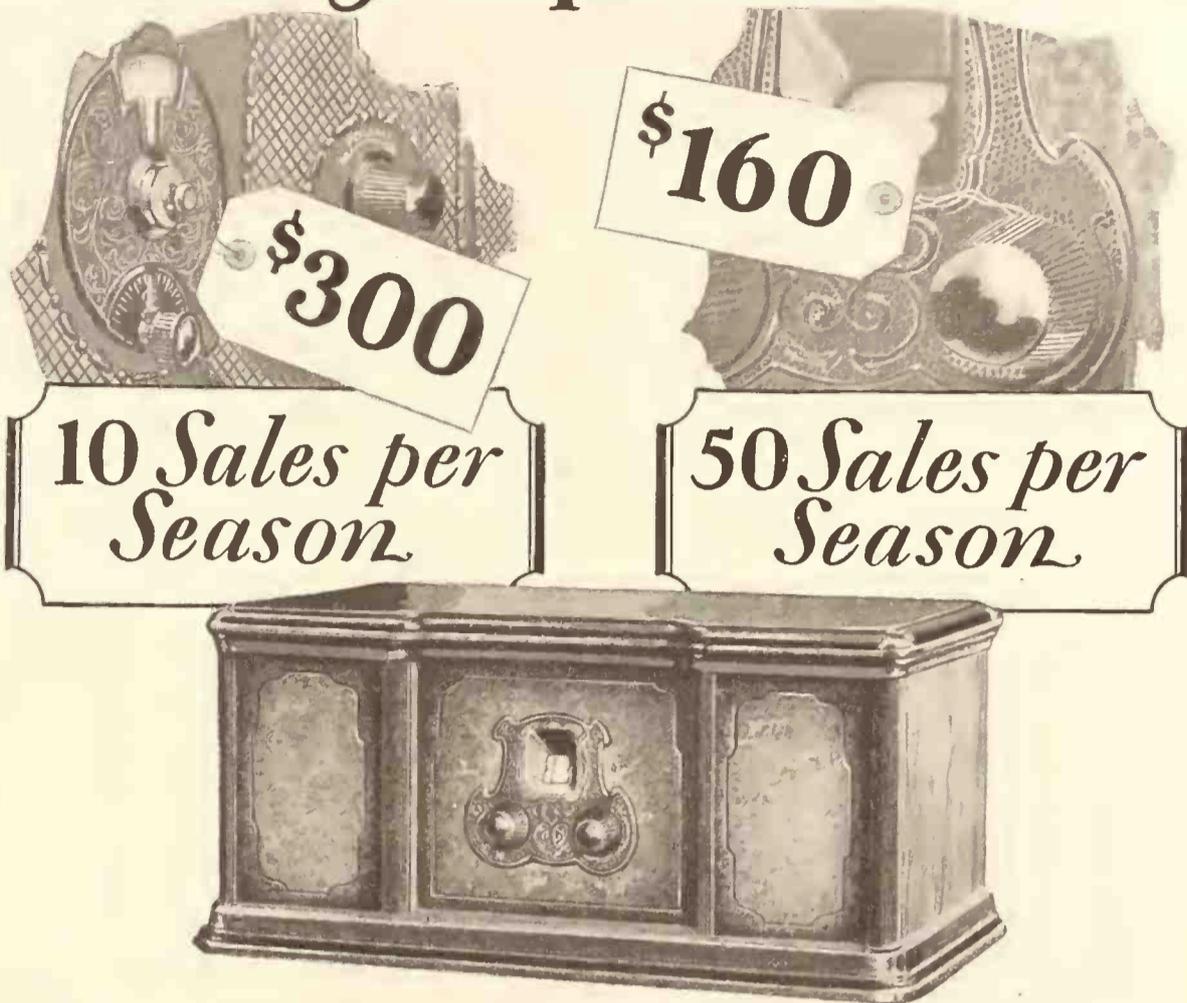
Kentone attachment No. 2 is produced in three finishes, nickel-plated, gold-plated and antique, and is sold either separately or as a unit complete with the Kent "S," "B" or "Sensitized" sound boxes.

In an announcement to the trade the F. C. Kent Co. states that a vigorous campaign is being placed behind the new product and that the Kent attachment No. 2 will be extensively advertised.

New Pathex Distributor

Hessel & Hoppen Co., New Haven, Conn., has been appointed exclusive distributor of the Pathex motion picture camera and projector in Connecticut, according to the announcement of Pathex, Inc., New York.

Which franchise would You prefer?



As a price proposition
the answer is obvious
- - - so let's talk quality!

QUALITY is self-evident in the WorkRite 37. In fact people expect it to cost much more than it does. And naturally so. Where can they get a one dial 8-tube super-circuit with all copper-shielding, ballbearing, positive-control tuning and all-metal chassis for \$160.00? Where can such a magnificent craftsman-designed cabinet be obtained, for anywhere near this price? And above all where such truly fine radio reception?

Because of its copper-shielded feature WorkRite 37 is one of the few sets at any price that you can sell with confidence even to those who are troubled by interference from street cars, electric railways, oil burners, flashing signs, nearby power houses and the like.

This very same quality enables you to demonstrate your set in your downtown showroom.

From beginning to end WorkRite 37 is a set of quality in design and construction. Its tone quality will delight you.

The WorkRite franchise is available to enterprising dealers in every locality. Our Sales Department will be pleased to give you the necessary information.



Manufactured by
THE WORKRITE
MFG. Co.
1812 East 30th Street
Cleveland, Ohio

In Canada:
WORKRITE RADIOS,
LTD.,
Brantford, Ontario

Sales Department
THE
ZINKE COMPANY
1323 So. Michigan
Blvd., Chicago, Ill.



WorkRite Model 17

A single illuminated dial control 6-tube radio receiver housed in a beautiful walnut cabinet.

Price \$95.00

WorkRite Model 26

A 6-tube radio receiver housed in a pleasing walnut console having built-in cone speaker and ample space for batteries or power units.

Price \$160.00

WorkRite Cone Speaker

Something New!

Send for Folder

Boudette Mfg. Co. Takes Possession of Added Space

Manufacturer of Sonochorde Cone Speakers Now Has 150 Per Cent Greater Facilities Available for Production of Its Popular Line

CHelsea, MASS., August 6.—The Boudette Mfg. Co., of this city, manufacturer of Sonochorde cone speakers, has taken possession of the additional factory unit which was added to its plant in this city. This new addition to the factory increases floor space more than 150 per cent, and the combined facilities now available make possible a production of 2,500 speakers per day.

The Boudette Mfg. Co. is one of the pioneers in radio. The business started in 1922, although the company was not formally organized until January 1 of the succeeding year. A rather unique feature of the Boudette organization is that the company was founded by three brothers and their father, and is to-day conducted entirely by the same management with outstanding success. An idea of the growth of this company may be obtained in a comparison with the business of the first year of the company,

production. In outlining the Boudette policy Mr. Boudette stated that concentration on one product and the improving of that product each season to meet new and changing conditions in radio has guided the company in the past and will continue to guide it in the future.

In the coming season the Boudette Co. will produce four Sonochorde models, all cones, the Senior Sonochorde, which is produced in three models for table, wall and floor, and the new product which has already become popular, the Junior model. Each model incorporates the distinguishing Sonochorde features.

Down Town Jubilee Planned for New York, Sept. 6-10

Dealers Along Greenwich and Cortlandt Streets, New York, to Herald Opening of Fall Season—Beauty Contest Included in Plans

To herald the opening of the Fall radio season, plans are being completed for a "Radio Jubilee" from September 6 to 10 along Radio Row, the name given by radio fans to that portion of Cortlandt and Greenwich streets, New York, where within two short blocks approximately \$22,000,000 in retail sales was done during the past year, according to Dudley Cohen, director of the "Down Town Radio Jubilee." Enthusiastic committees are at work adding features to make the event well worth while, one of which includes a beauty contest for the purpose of selecting "Miss Down Town Radio," who will represent that

European Nations Appoint Schubert Contest Judges

Official Recognition of Columbia Phonograph Co.'s Contest to Complete "Unfinished Symphony" Is Granted by Several Nations

The outstanding event in the plans for the Schubert celebration is the offering, recently announced, by the Columbia Phonograph Company, of international prizes, totaling \$20,000, for the best completion of Schubert's famous Unfinished Symphony. Recent cables from Europe report that the governments of France, Italy, Germany, Austria and Czechoslovakia have granted cordial official recognition to the contest. Mussolini, Fine Arts Minister Herriot, of France, and President Masaryk, of Czechoslovakia, unite in hailing the competition as "a constructive educational leadership by the United States for musical culture, and as a forward step in understanding between the peoples of the New and the Old World."

Simultaneously, announcement is made of the contest juries for France and Italy, containing the most celebrated musical names in both countries. France's chairman is Henri Rabaud, noted composer and former conductor of the Boston Symphony Orchestra. His colleagues will be Charpentier, Ravel, D'Indy, Messager and Dukas, the jury to meet at the National Conservatory of Music.

Italy's chairmen are U. S. Ambassador Fletcher and the Count di San Martino, industrial magnate and lavish patron of music. Their associates will be Pizzetti, Cassella and Molinari, the jury to meet at the Academy Saint Cecilia, founded by Palestrina in 1572.

The German jury, already announced, contains Richard Strauss, by many held to be the world's chief living composer, and the famous conductors Furtwaengler, Busch, Klemperer and Bruno Walter.

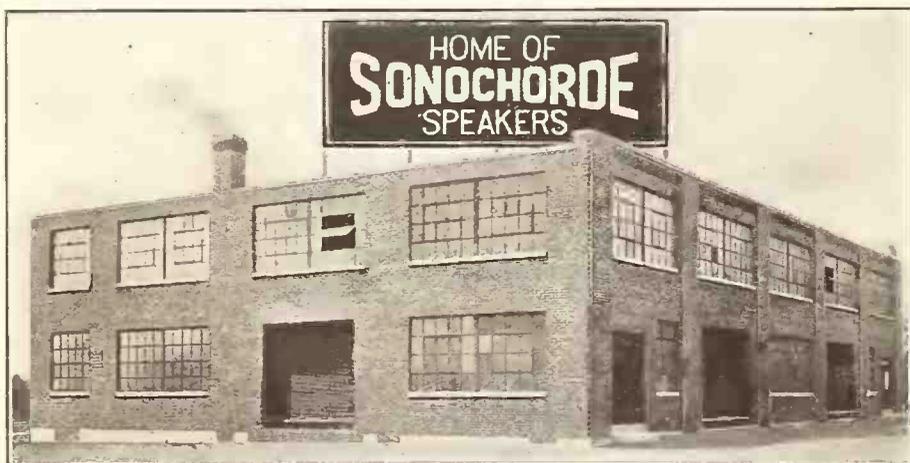
Austria's jury includes Guido Adler, the world's greatest musical scholar.

Though other great compositions have been completed after their composer's death—Mozart's Requiem, Weber's Sketches, the operas Boris Godounov and Turandot—the Columbia Phonograph Company scarcely hopes to find a new Schubert among the competitors for the prize. Its immediate purpose is to encourage a return to melody, and to introduce the Schubert masterpiece, through popular interest, to the millions who have never heard it. The American Executive Committee will foster, during Schubert Year, concerts, lectures, school and church exercises, films, broadcasting, Schubert's biography and a special edition of its Schubert Masterworks records.

New Mutual Reproducers and Tone Arms in Demand

Nathan Garfinkel, Treasurer of the Mutual Phono Parts Corp., Issues an Invitation to All Customers to Visit the Plant

In modern industry the factory behind the product plays an important part, and most manufacturers have adopted the policy of gladly throwing open their plants for inspection at all times. In accordance with this condition, Nathan Garfinkel, treasurer of the Mutual Phono Parts Mfg. Corp., New York City, has issued an invitation to its customers to inspect the Mutual plant and the methods by which the business is conducted. Mr. Garfinkel reports that the Mutual plant is in full production, and that the two new Mutual reproducers and the three new-type "S" tone arms are in great demand and have been adopted by some of the leading manufacturers in the industry. Mr. Garfinkel has conducted an entire reorganization of the plant and announces that it has resulted in not only an improvement in the product itself, but in the more speedy delivery of merchandise to the trade as well.



Additional Plant for Production of Sonochorde Speakers

when at the height of the season a production of 100 speakers a month was viewed with considerable satisfaction, whereas it is reported that last season ten times that quantity per day was wholly inadequate to fill orders.

In commenting on the new plant, Milton R. Boudette, one of the executives of the company, points out that while the increased facilities will result in increased production, quality will remain as the foremost consideration in the

section as candidate for the title of "Miss Radio Queen" at the coming New York Radio Show at Madison Square Garden.

Howard Barlow, American orchestra leader, has been engaged to direct a twenty-two piece radio symphony orchestra to play exclusively for the newly-formed Columbia Broadcasting System, which will go on the air for the first time on September 4.

Success In duplicate it's yours too

The New Departure

Supertron Tubes by a chemical process are better and more profitable tubes—including a gaseous eliminator tube—If you have not proven that to yourself

Do it now
It's easy



The Cage Antenna

by Supertron is a BIG seller with a good profit A complete aerial unit without a doubt as to its performance prove it.

Do it now
It's easy



SUPERTRON MFG. CO., Hoboken, N. J.
Member of the Radio Federation, Inc.

STEWART-WARNER

Matched-Unit Radio

The Franchise That Supplies Every Asset to the Building of a Sound, Profitable Radio Business — Full Particulars Sent on Request — Mail the Coupon Today!

STEWART-WARNER'S

1. *Great Financial Strength*
— is an assurance of permanency and leadership in the radio field.
2. *Tremendous Resources*
— mean uniform, quality production on a quantity basis. Reduces servicing.
3. *Good Will and Reputation*
— insure ready consumer acceptance, easier sales and greater profits.
4. *Complete Line*
— satisfies all prospects, fills all demands for models and prices.
5. *Matched-Units*
— give you the greatest of all radio selling features.
6. *Factory-controlled Distributors*
— protect your business against "next-door" competition.
7. *Generous Bonus Plan*
— compensates you for vigorous sales effort.
8. *Nation-wide Advertising*
— brings prospects into your store — keeps business good, the year 'round.



Compact Console Model 520. Six tubes. Single dial vernier control. Selected walnut veneer cabinet with lustrous finish. Price, \$125.00. West of Rockies, \$130.00.



Table Cabinet Model 525. Six tubes. Single dial vernier control. Cabinet of selected walnut veneer, richly finished. Price, \$80.00. West of Rockies, \$82.00.



De Luxe Table Cabinet Model 705. Fully shielded chassis. Solid walnut and selected walnut veneer cabinet. Six tubes. Single dial vernier control. Price, \$125.00. West of Rockies, \$128.00.



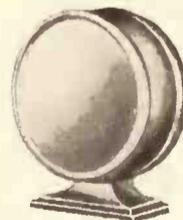
De Luxe Console Model 710. Exquisite cabinet of solid walnut, and specially selected burled walnut veneer. Six tubes. Single dial control. Fully shielded. Price, \$255. West of Rockies, \$263.50.



Table Cabinet Model 300. For those who prefer three dials. Metal panel and sides. Walnut top. Five tubes. Price, \$50.00. West of Rockies, \$52.50.



Stewart-Warner Reproducer Model 425. Newly perfected unit insures wonderful reproduction of all tones. Finished in gold bronze. Price, \$25.00. West of Rockies, \$26.00.



Stewart-Warner Reproducer Model 420. Extremely compact. Has new perfected unit. Finished in gold bronze. Price, \$17.50. West of Rockies, \$18.25.



Stewart-Warner Tube Models 701-AX, 501-A, and 501-AX. Price, \$1.75.



Stewart-Warner Antenna Kit Model 510. Price, \$2.25.

Stewart-Warner Speedometer Corporation
Radio Sales Department

1826 Diversey Parkway, Chicago, U. S. A.

Gentlemen: Send along more complete details of your Radio Dealer's proposition at once. We are interested in any plan that affords an opportunity to make more money. We understand this does not obligate us in the least.

Name.....
Street.....
City..... State.....

1927

Edmund Gram, Inc., Adds Victor Line and Greatly Stimulates Summer Business

Announcement of Columbia-Kolster Combinations Arouses Dealers' Interest—Yahr-Lange, Inc., Discontinue Distributing Sonora Line—Drive on Stromberg-Carlson Products

MILWAUKEE, Wis., August 8.—Continued activity in phonographs is reported by Milwaukee jobbers and retailers who note a good increase in business for the Summer months and a splendid outlook for business for Fall. Conditions are looking upward, dealers state, and they find that the work of educating the public to the tonal qualities of phonographs is helping materially in sales and in centering these sales in the better instruments.

Excellent Columbia Business

W. E. Pugh, Columbia representative in southern Wisconsin and northern Illinois, who has returned from an intensive trip through his territory, reports most satisfying business activity at present.

"The smaller towns are taking strongly to purchasing machines," he said, "and this has increased record business, for people in the small neighborhood localities are more dependent for amusement upon their phonographs."

"The announcement of the Columbia-Kolster combinations and magnetic pick-up phonographs has been enthusiastically received by the trade and inquiries about the marketing of the combination are coming in fast from dealers."

Reports Growing Demand

Victor sales have also been keeping up well, according to Harry Goldsmith, of the Badger Talking Machine Co., Victor jobber in Wisconsin. There is a growing demand for Automatic Orthophones with the slot attachment as dealers become better acquainted with this arrangement and local Victor retailers and merchants through the territory are evidently going in heavily for this type of business."

Edmund Gram, Inc., Adds Victor Line

Edmund Gram, Inc., one of the leading music houses in the northwest, has announced that it has taken on the Victor agency which it will feature with the Brunswick, the Steinway, and the Atwater-Kent lines. Miss Helen I. Gunnis, who is in charge of the phonograph department at the Gram store, reported the sale of seven large Automatic Orthophonic Victrolas during the first week in which the agency was procured.

"The Orthophonic has done wonders for Summer business," declared Miss Gunnis. During the mid-Summer period we also enjoyed a 50 per cent increase in record business through our Victor records."

No Longer Sonora Wholesaler

Fred E. Yahr, of Yahr-Lange, Inc., Sonora jobber in Wisconsin and Michigan, and distributor of the SuperBall antenna and the Yar loudspeaker, has announced that the company is discontinuing its jobbing business of the Sonora and accessories in Detroit and Milwaukee and will devote its entire attention to the distribution of the Super-Ball and the loudspeaker.

"We have been jobbers of the Sonora line for the past eleven years," Mr. Yahr stated, "and we have built up a very successful busi-

ness which we are loath to give up. However, in order not to be in competition with our own jobbers, to whom we sell the Super-Ball and the Yar speaker, we have decided to devote our entire time to this part of our business. During the comparatively brief period in which the Super-Ball has been on the market, and also the Yar speaker, we have found the growth of this business so great as to make imperative our entire attention."

Yahr-Lange has placed a commission with the Klau-Van Pieteron-Dunlap-Youngreen advertising agency at Milwaukee to put on a large advertising campaign to the trade for the Super-Ball and the Yar loudspeaker. The campaign will extend over a considerable period of time and will emphasize important merchandising points of the line.

Plans to Rate Service Men

Harry Weber, Inc., distributor of Stewart-Warner radio, is putting on a plan to examine and rate service men according to their ability, Harry E. Weber, president of the company announced, and an extensive course in handling the new type Stewart-Warner sets is planned. Dealers will be asked to send the foremen of their service departments to the Milwaukee office where they will be instructed in testing, repairing, checking and overhauling the sets. After the training they will be given a written examination as well as being examined on their actual practice. Those falling below a certain standard will be asked to resign or take further training until they are proficient

Farrand Mfg. Co. Announces Four New Cone Speakers

Laminated Driving Unit, New Feature of Farrand Speakers, Is Said to Produce Greater Degree of Tonal Purity Regardless of Volume

Four models of oval-shaped cones have been announced to the trade by the Farrand Mfg. Co., Long Island City, N. Y. Model 24 is the Oval Senior, mounted on a bronze base. Model 30-P is the Oval Pedestal mounted in a distinctive tip-table effect setting, with pedestal and frame of walnut. Model 20 is the Oval Junior, which is a smaller edition of the Senior. Model 30 is the Oval Wall, especially designed for hanging on the wall of the room. It is mounted in a walnut frame and is furnished with a heavy silk hanging cord and tassel.

A new feature of the Farrand speaker products is the laminated driving unit which is said to produce a new degree of tonal purity even at maximum volume.

Two models of "B" battery eliminators have been introduced by the Farrand organization. Model 180 is for use with sets up to six tubes, providing an output of 60 milliamperes. Neither acid nor water is required. It employs one rectifying tube, of the UX-280 or CX-380 type, and gives up to 180 volts on the last audio stage. Model 220 is a heavy duty eliminator for sets

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilseley'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

in handling the sets. Announcement of the plan came after a recent discussion held by the retail section of the Wisconsin Radio Trades Association.

Sidney Neu in New Post

The Great Lakes Radio Corp. has announced that Sidney Neu, secretary of the Wisconsin Radio Trades Association, who has been manager of the radio department at Julius Andrae & Sons Co., has become associated with it as vice-president and general manager.

Drive on Stromberg-Carlson Line

An advertising campaign of Milwaukee Stromberg-Carlson dealers was opened in connection with the advertising for WTMJ, the new Milwaukee Journal broadcasting station. Edmund Gram, Inc.; the Orth Music Co., the Noll Piano Co. and the McCoy-Robertson Radio Co. were included among the firms who featured the line.

Yahr-Lange Dealer Helps

A number of dealer helps issued by Yahr-Lange, Inc., in connection with marketing the Super-Ball antenna and other products, includes a list of free advertising cuts especially designed to work on different phases of the selling appeal, envelop stuffers for counter use and mailing, folders for counter use and mailing illustrating and describing the Super-Ball antenna and the Super-Ground clamp.

up to ten tubes, providing an output of 75 milliamperes. It gives a range of 135 to 200 volts on the last audio stage, which is said to



Farrand Oval Senior

be equivalent to one stage of power amplification and also employs a rectifying tube of the UX-280 or CX-380 type. Both models are built in a two-toned metal case.

The Columbia Phonograph Co. has recently announced the release of record couplings by The Happy Four and the Copperhill Quartet. The Happy Four, from Mineral Bluff, Ga., are famous in that region for their remarkable interpretations of sacred music. The Copperhill Quartet, named for their home town, Copperhill, Tenn., are noted for singing hymns.

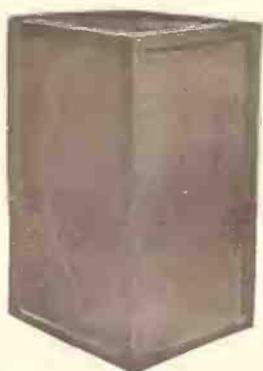
MICA DIAPHRAGMS

For Loud Speakers and Talking Machines
RADIO MICA

American Mica Works

47 West Street

New York



PHONOGRAPH CASES RADIO CASES Reinforced 3-ply Veneer

The Standard Case for Talking
Machines and Radio Sets

Let us figure on your requirements

MADE BY

PLYWOOD CORPORATION, Goldsboro, N. C.

Mills in Va., N. C. and S. C.

AMBASSADOR



\$ 25.

RETAIL



The Most Amazing Advance in a Portable Phonograph Value

OUTSTANDING FEATURES:

1. The remarkable new BELLPHONIC reproducer, with a metallic diaphragm.
2. An S-shape tonearm, with the throwback feature.
3. A fully guaranteed General Industries Flyer Motor.
4. A fully closed record compartment holding fifteen records.
5. Furnished in smart alligator-finish genuine leatherette.
6. Measures 15 $\frac{3}{4}$ inches wide, 12 in. deep, 9 $\frac{3}{4}$ in. long.
7. Weighs only 14 $\frac{3}{4}$ pounds.

AMAZING in tone quality—amazing in appearance—truly a value so far ahead of any other portable phonograph that it eliminates competition.

Larger in size—more imposing in design—richer in finish—more rugged in construction, permitting you to offer your customers the most remarkable portable that has yet been perfected.

Bellphonic Standard Portable

- | | |
|--|---|
| <ol style="list-style-type: none"> 1. BELLPHONIC Reproducer. 2. Nickel polished solid brass tone arm. 3. Spring tone arm holder. 4. GENERAL - INDUSTRIES FLYER MOTOR Junior. 5. Fully closed, solid record album, holding 15 records. | <ol style="list-style-type: none"> 6. Seamless heavy leather handle, metal reinforced, in colors to match. 7. Nickel polished, double side catches. 8. COLORS: BLACK, BLUE, MAROON. 9. Sizes 14$\frac{3}{4}$" wide; 11$\frac{3}{4}$" deep; 6$\frac{3}{4}$" high. 10. Weight, 11$\frac{1}{2}$ lbs. net; individually cartoned 14$\frac{1}{2}$ lbs. |
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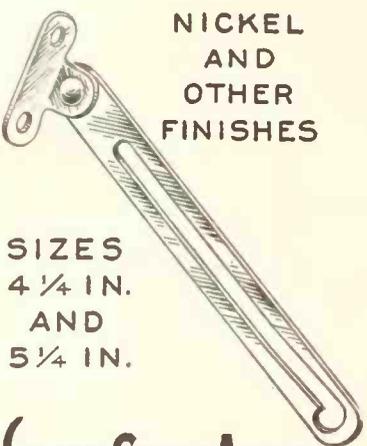
\$ 15.

RETAIL



Order Your Samples Today—At Our Risk

The Lifton Mfg. Co., 40-46 West 20th St., New York



NICKEL
AND
OTHER
FINISHES

SIZES
4 1/4 IN.
AND
5 1/4 IN.

KLOR STAY-ARM
TRADE MARK

H.K. Lorentzen

Manufacturer of

Phonograph and Radio Cabinet Hardware and Metal Specialties

155 Leonard St. NEW YORK, N. Y.
Near the New Court House
Samples and Prices on Request



SNAP COVER
STAYS
OPEN
OR
CLOSED

NONSPILL
NEEDLE CUP
PATENT PENDING

MEMBERS OF A BIG FAMILY—LEADERS IN THEIR LINE

Cincinnati Retailers and Wholesalers Report Satisfactory Sales Volumes

E. M. Abbot Co. Store Expands to Handle Growing Business—Reports Indicate Optimism of the Trade Over the Outlook During the Remainder of the Summer and Fall

CINCINNATI, O., August 9.—Talking machine dealers report that July sales were considerably larger than they expected, the demand being much better than in the corresponding period of the previous year. August, it is stated, has started off very well.

The store of the E. M. Abbot Co. has just undergone changes which give it considerably more space and greatly improve its appearance. All of the booths on the first floor have been removed, and the place they occupied has been filled with merchandise.

"The large models had a fine demand in July, and the indications are that they will move well in August, even though it is normally a very dull month," stated Mr. Abbot. "Going to the other extreme, there has been and still is a fine demand for portables, as well as for records."

"While business is not brisk enough to be called lively, our sales in the talking machine department are larger than they were at this time last year, and we regard this condition as satisfactory," stated George P. Gross, head of the George P. Gross Piano Co.

At the downtown store of the Otto Grau Piano Co. it was stated that up to the present time they have been having a fine demand for the more expensive models of talking machines.

At the store of Arthur Brand & Co., located on upper Vine street, it was reported that while business is rather quiet it is normal for the season. "Besides doing general repair work on talking machines, we sell parts to the trade," explained Mr. Brand. "A feature that I cannot account for has just sprung up," he continued. "This is the fact that we have been having an unusually large demand for new springs, to replace broken ones. I do not suppose that the makers of springs have let them fall below the usual standard, and the only way I can reason the matter out is that the owners are using their instruments more than they did before, and therefore a greater number of springs are giving out. This fact also may account for the increased demand there is for records."

At the store of the Starr Piano Co. it was reported that they are having less lull in their talking machine section than at this time last year and the demand is regarded as satisfactory for the season. "We are anxiously awaiting the advent of the new Gennett machine, which is to appear early in the Fall," said G. E. Hunt, the genial "greeter" of all who drop in. "The more expensive models are the leaders, but portables and records are moving well. Jos. C. Kilbs, Lebanon, O., dealer, was a recent visitor to the Starr executive offices.

A. H. Bates, secretary of the Ohio Talking Machine Co., left on July 28 for a vacation trip to the East, during which he will attend a conference at the Victor factory. C. H. North, vice-president, together with Mrs. North and their daughter, have returned from Lake Timagima, Canada, which is about three hundred miles north of Ontario.

"Business has held up splendidly with us," stated Miss Rose Helberg, manager of the local

New Loud Speaker of Novel Design Announced

A new loud speaker of novel design will shortly be introduced to the trade by the Oriental Loud Speaker Co., of New York. It is illustrated herewith. It will be manufactured in



New Oriental Loud Speaker

several antique finishes. The Buddha base and metal covering of this cone speaker are jeweled, and colored lights shine through the jewels when the speaker is in operation. In the center of the antique frame is a small clock.

M. Borris, executive head of the Oriental Loud Speaker Co., who is well known in the music-radio industry, states that the speaker is equipped with a radio wire nine feet in length for connection to the set, as well as a nine-foot lighting cord and socket.

branch of the Columbia Phonograph Co. "Combinations are in particularly good demand and records are moving rapidly." Miss Helberg is making plans to go somewhere this month to take a short rest, but at this writing she has not decided where she will go.

Accompanied by Mrs. Fantle, M. W. Fantle, head of the company that bears his name, motored up to Kokomo, Ind., the middle of July, to visit the new factory of the Wolf Industries, Inc. "This is a wonderful plant—the finest of its kind in the country, I am sure," commented Mr. Fantle. After making arrangements to become factory representative and distributor for the concern in this territory, Mr. and Mrs. Fantle toured to Indian Lake, where they spent several days.

The Oriental Co. is now getting settled in manufacturing quarters which will permit taking care of a sizable demand for the new speaker, according to Mr. Borris. He states that the new product has aroused favorable comment wherever it has been shown and demonstrated.

Radio Entertainers Open Rochester Song Shop

ROCHESTER, N. Y., August 6.—The Song Shop has just been opened in Clinton avenue south by Frank Nanna and Tommy Weir, widely known radio entertainers here, and will handle sheet music, instruments and the like. The shop is located next door to the new Rochester Theatre, to be opened this Fall.

Nanna, an able pianist, formerly had charge of the sheet music department of the Neisner Bros. store here. Weir, tenor singer, is a former professional entertainer. Both have been heard frequently over station WOKT here and are favorites with radio audiences in this section.

Death of John C. Houck

MEMPHIS, TENN., August 3.—John C. Houck, father of the late O. K. Houck and of Jesse F. Houck, president of the O. K. Houck Piano Co., passed away at his home here last week. Mr. Houck celebrated his ninety-sixth birthday anniversary on March 7.

Cook Opens Store

Louis E. Cook has opened a new music store at 451 San Benito street, Hollister, Cal., handling pianos, phonographs, sheet music and radio.

Charles Brawn, who has been a piano merchant in Gardiner, Me., for several years, has opened a new store in the Goodspeed Block, that city.

August 20th— The Public Will Know of the New Vesta Power Units

The New Complete Line of Vesta Socket Power Units — both WET and DRY — will be announced to the public in The Saturday Evening Post, August 20th—to be followed throughout the season by a series of interesting ads in The Saturday Evening Post, Liberty, Country Gentleman and Successful Farming.

Get in touch with the Vesta distributor near you for these new products and have them on display August 18th—the day The Saturday Evening Post reaches the public.

Don't fail to see this complete line — it will pull the biggest Volume of Business you have ever had in Radio Power Units.

VESTA BATTERY CORPORATION
2100 Indiana Avenue
CHICAGO, ILL.

VESTA

QUALITY RADIO UNITS



VESTA BATTERY CORPORATION
2100 Indiana Avenue, Chicago, Ill. T.M.W. 8-27

Please send me your folders on Vesta Radio Products,

particularly the one about _____

Name _____

Address _____

City _____ State _____



No Tubes—No Liquid

The New Vesta Dry Trickle Charger is the very latest development in Radio power supply.

No acid or liquid in any form—no tubes or moving parts to wear out.

Supplied with or without AUTOMATIC RELAY which turns on the current when set is turned off and likewise turns off the current when set is turned on.

This relay automatically cuts off and eliminates any possibility of line noises and insures full battery power.

Ask your dealer for the New Vesta Dry Trickle Charger. Compact, in a handsome metal case with high and low charging rate.

Without Relay, \$15
With Relay, \$17.50
Vesta Trickle Charger and "A" Power Units are also furnished with Balkie Rectifiers

Bring Your Radio Up to Date with VESTA POWER UNITS

With the experience of 30 years in building quality batteries—for Automobile and Radio—Vesta naturally has the ability to produce the highest type of Socket Power Units.

This should be your guide in the selection of Power Units and Tubes for your radio.

There is so very little difference in the prices of Power Units and Tubes that it will pay you to insist on Vesta Products.

Vesta dealers are everywhere and any radio, electrical, musical or automobile accessory dealer can get Vesta Products for you

VESTA BATTERY CORPORATION
2100 Indiana Avenue
CHICAGO, ILL.

VESTA

QUALITY RADIO UNITS

MAKERS OF VESTA AUTO-RADIO BATTERIES FOR 30 YEARS



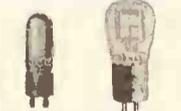
VESTA DRY "A"
Socket power unit. Everything visible—including batteries—dry trickle charger and built-in hydrometer. With relay \$37.50; without relay, \$32.50.



NEW "B" UNIT
Socket power with automatic relay. 40 mls, 180 volts, \$39.50, 60 mls, 100 volts, \$44.50.



COMPLETE "A. B." UNIT
Socket power (dry rectifier) automatic relay. 40 mls, 180 volts, \$72.00, 60 mls, 100 volts, \$77.00.



Complete line of Vesta Non-Microphonic Tubes for every radio purpose—the height of quality.

August 20th
The Saturday Evening Post
—half page

To be followed by half pages in Liberty, more Saturday Evening Post pages, and half pages in Country Gentleman and Successful Farming.



Bonus Payment Plan Stimulates Victor Sales at Lion Store Music Rooms, Toledo

Payment for Largest Sale of Each Day and of Each Week Helps Keep Salesmen Busy—Record Sales Girls Also Share in Extra Payment Plan—Dealers Report Increase Over Last Year

TOLEDO, O., August 8.—Talking machine sales here, contrary to expectations, are above last year. Retailers continue to sell a large number of big jobs, which is swelling the volume. Records have received impetus from the dealer tie-ups with such recording orchestras as Vincent Lopez, Zez Confrey, Roy Lombardy, Emerson Gill, Coon Sanders and others. Radio merchants are by no means loafing on the job. Active preparations are under way for the Fall radio show which, according to Secretary Cliff Johnson, will eclipse any previous attempt along that line.

At the Lion Store Music Rooms Victrola sales have maintained a steady gain throughout the Summer. One of the reasons for this splendid showing is, according to Manager Lawson S.

Talbert, that the department has gone after business with marked enthusiasm and has backed up the Victor sales letter campaign with hard work. Salesmen are paid a bonus for volume business. The method is employed this year instead of the usual sales contest and results, it is said, have been very satisfactory. The plan pays \$5 for the largest sale of each day; \$10 for the highest sale of the week and so on. In this way every salesman shares each week in one or more events.

Record sales girls likewise are given opportunities to earn more. A standing payment of 2c on all sales of \$2.25 is in force. Five cents is paid for "want to push" records. Specials of from 50c to \$1.50 on album sales and other opportunities make it decidedly worth while

for sales people to put extra effort into the day's work. Mr. Talbert stated the system keeps up the courage of the workers, puts money into their pockets, increases the business of the department and makes for a happy, contented organization, which is willing to go to great lengths to carry out plans of the house.

At the J. W. Greene Co. Summer sales are above the corresponding period of last year, Manager Robt. C. Elwell reported. The new Victor 830 X electric is upon the floor and is attracting interest. The large Panatropé is making new friends here constantly. One of the instruments has been placed upon the Lake steamer "Greyhound," where it has replaced the orchestra. A similar instrument was also placed in the pavilion at Walbridge Park, where it replaced the organ.

The United Music Store, in the theatrical district, recently coupled the store with the Loyal Order of Moose popularity contest. This brought many young people into the store who often bought records, Harry L. Wasserman stated. Here every effort is made to squeeze all possible Summer sales out of seasonable merchandise. Portables and ukuleles are arranged in new window combinations each week. Small descriptive signs offering suggestions for the use of the instruments aid sales. Pal, Regal and Victor small machines are featured. Then, prospects are being reminded that now is the time to purchase that radio. Mr. Wasserman stated that unless frequently reminded possible buyers soon forget a store.

Vincent DePrisco, small goods dealer, recently added Gennett and Vocalion records and Carryola portables. He reported a pleasing response from customers and ready acceptance of the new lines.

Thos. W. Reade, president of the Phonograph Supply Co., wholesaler, has returned from a trip to New York, Philadelphia and other cities where he purchased new merchandise for Fall.

Walter Bryan & Son, London, O., Columbia dealer, reported a pleasing Summer volume of trade. The Autumn outlook is very bright. The concern will shortly inaugurate a promotion campaign to embrace their entire territory.

Don O. Flightner, Columbia district representative, with headquarters in Toledo, is motoring in the East. Before returning home he will visit New York, Atlantic City, Washington, the Adirondacks and other points. His route West will take him through lower Ontario.

The University Music House, Ann Arbor, Mich., Victor dealer, is coupling its efforts in every department of the business with the musical events to be held during the Washtenaw County Fair late in August. H. G. Pulfrey, manager, stated on account of the aggressive promotion work carried on here Summer trade is very active.

Mal Hallett Entertains and Autographs Records

Mal Hallett and His Orchestra, exclusive Columbia recording artists, entertained recently at special "Tea Time Luncheon" served in the restaurant of C. T. Scherer Co.'s Department Store in Worcester, Mass. The restaurant was filled to capacity by those eager to hear this very popular artist. Following the hour of entertainment, Mal Hallett personally autographed his latest Columbia New Process Records for the patrons of the Scherer Store.

Norman Smith Visits Gotham

Norman Smith, manager of the St. Louis branch of the Columbia Phonograph Co., Inc., was a recent visitor to the company's executive offices in New York, making the trip East by automobile. Mr. Smith, who is one of the veterans of the Columbia organization, stated that Columbia sales in St. Louis have been very satisfactory throughout the year, June business showing an increase of 140 per cent over last year and July running ahead of June.



Only those manufacturers whose power units have been fully tested and approved by the Raytheon research laboratories are entitled to use the Raytheon long life rectifying tube or this seal in connection with their products.

Type BH 125 m.a.
For heavy duty applications of light socket power. Rating 125 m.a. output at 300 volts.
New list price \$4.50

These Manufacturers Have National Distribution on One or More Raytheon Equipped Radio Power Units:

Acme Apparatus Company
All-American Radio Corp.
American Bosch Magneto Corp.
American Elec. Co., Inc.
Battery House, Ltd., of Canada
Benjamin Electric Mfg. Co., of Canada, Ltd.
Bremer-Tully Mfg. Co.
Briggs & Stratton
Consolidated Battery Co.
Cornell Electric Mfg. Co.
Crosley Radio Corp.
Day-Fan Electric Co.
Electrical Research Labs., Inc.
Eagle Charger Corp.
Freed-Eiseman Radio Corp.
Federal Telephone Mfg. Corp.
General Radio Company
General Instrument Co.
A. H. Grebe & Co.
Indiana Manufacturing & Electric Co.
Interstate Electric Co.
King Electric Mfg. Company
Kokomo Electric Company
Martin-Copeland Co.
Mayolian Radio Corp.
The Modern Electric Mfg. Co.
National Company, Inc.
Prest-o-Lite
Sparks-Withington Co.
Standard Radio Corp. of Worcester
Standard Radio Mfg. Corp. of Canada.
The Sterling Mfg. Co.
Stewart Battery Co.
Thordarson Electric Mfg. Co.
U-S-L Radio, Inc.
Universal Battery Co.
Valley Electric Co.
The Webster Company
Wise-McClung Company, Ltd.
Yale Electric Co.
Zenith Radio Corp.

What Power Units Will Sell—And Stay Sold?

No radio dealer has the time, equipment or money to thoroughly test each battery eliminator he sells to determine its good or bad qualities. Nor is any such test necessary, for Raytheon has done it so thoroughly that the Raytheon Green Seal of Approval on any power unit is considered a positive guarantee of reliability.

If you would avoid the trouble and losses that accompany apparatus of uncertain performance, stock only those power units whose reliability is vouched for by a nationally-known institution—Raytheon. Makers of the Long Life Rectifying Tube.

Type B	Type BH	Type A	Type BA
60 m.a. 150 volts	125 m.a. 300 volts	2½ Amps.	A-B-C 350 m.a.

RAYTHEON MANUFACTURING CO.
Cambridge, Mass.

Raytheon
THE HEART OF RELIABLE RADIO POWER

KINGSTON



PRICES

Type 2, for 110-120 Volt AC 50 or 60 Cycle Current, \$35.00.
 For receiving sets having not more than eight tubes and not having type UX171 power tube or equivalent.

Type 2A, for 110-120 Volt AC 50 or 60 Cycle Current, \$42.50.
 For all sets using type UX171 power tube or equivalent and for all large sets having nine or more tubes.

Type 2C, for 110-120 Volt AC 25, 30 or 40 cycle current, \$47.50.

Prices include type BH Raytheon tube.

Any of these models will be furnished with an automatic control switch built in the unit for \$2.50 additional. With this the B unit is automatically switched on or off when switch on the radio set panel is turned.

WHAT THE KINGSTON IS

THE KINGSTON will maintain the radio set always at its perfection peak. It contains no acid or solution, operates without vibration or noise and will not heat. There are provided three different voltage terminals, each adjustable over a wide range, making possible any desired voltage from 5 to 200. A fourth variable voltage may be easily had, if desired, by connecting a separate variable resistor to one of the terminals. The primary or main current supply is controlled by a rheostat, making it possible to reduce the current entering the unit to the amount actually required for any individual set, thus protecting the set against overload.

Handsomely finished in satin black. Size: 9 inches long, 5 1/4 inches wide, 8 1/4 inches high. The Raytheon 85 milliamper type BH tube is used as rectifier. Fully guaranteed.

For Perfect Reception

THE KINGSTON B CURRENT SUPPLY UNIT insures everything Radio has to give—rich, full tone, clearness, perfect reception always! This unit last year met with unprecedented success, and this year it will attain a new high record in sales and satisfaction. Make the Kingston the leader of your fall and winter business.

KOKOMO ELECTRIC CO.
 KOKOMO, INDIANA

Kolster

*superiority proved once again
by exhaustive research*

of

Columbia Phonograph Co.

The Columbia Phonograph Company, which is today the largest and most active phonograph concern in the world, has, after long and thorough examination of the field, selected Kolster Power Cone Reproducers and Receiving Sets as the ideal equipment for Columbia Phonographs.

Columbia experts surveyed the *entire field* before deciding on Kolster.

They demanded equipment not only electrically and mechanically right for perfect results in tone, selectivity, volume, range and complete dependability, but evidence of *manufacturing standards* that would steadily hew to this line year in and year out.

No more convincing proof of Kolster superiority could be found. Both Columbia and Kolster have had many opportunities to make an alliance of this kind, but each has refused anything short of the best.

Kolster is proud to make this announcement and to give Kolster dealers one more reason to be proud of their Kolster franchise.

Kolster Radio



The New

Columbia-Kolster

Viva-tonal

The Electric Reproducing Phonograph

IT is with no uncertain pride that Columbia announces the introduction of the new Columbia-Kolster Viva-tonal Electric Reproducing Phonograph.

In its field Kolster holds an enviable position. Its development of the Kolster Power Cone Speaker is recognized as an outstanding achievement. That long engineering research should have

found a way to equip the Viva-tonal Columbia with this marvelous new invention is a matter of congratulation to the entire industry.

Once more Columbia demonstrates that it is a leadership organization. It has provided the phonograph industry with still another means of attracting and holding the most discriminating patronage.

"like life itself"

Columbia Phonograph Company

1819 Broadway, New York City

Canada: COLUMBIA PHONOGRAPH COMPANY, LTD., TORONTO

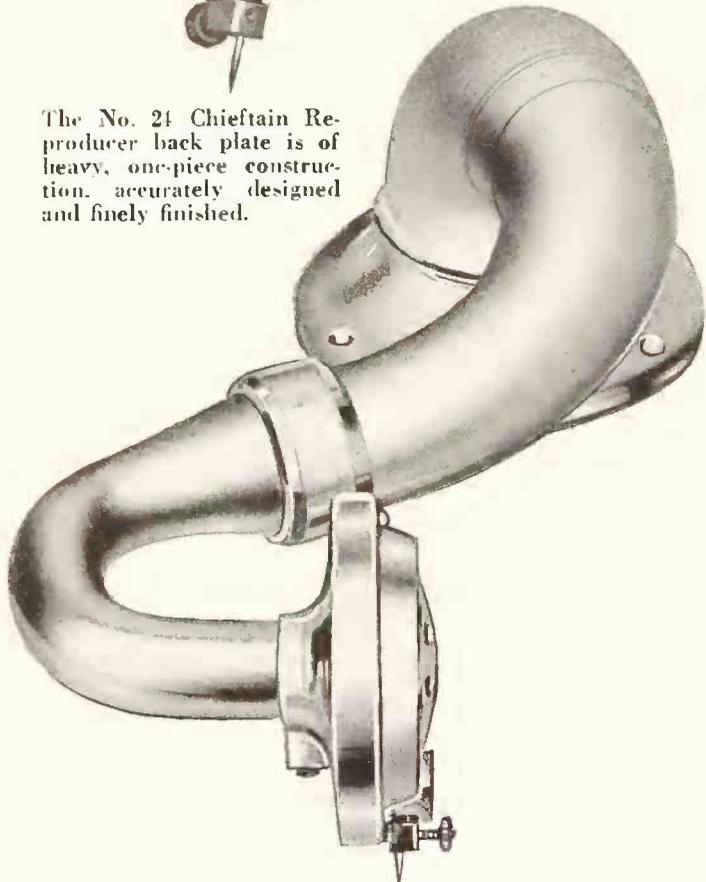
All Trade Marks Reg. U.S. Pat. Off.
M. & M. Inc. Patents Nos. 16473 & 18426 de 6 de
Ago de 1920 y 10079 de 13 de Agosto 1926. Marca
Jornal Registrada Bajo No. 1090, 2646 y 2672

A New Profit-Producing Oro-Tone Combination!

The H-1 Tone Arm and Chieftain Reproducer



The No. 21 Chieftain Reproducer back plate is of heavy, one-piece construction, accurately designed and finely finished.



No. H-1 Full-Curved Brass Arm

Nickel	List	\$5.00
Stat. Bronze	"	6.00
Gold or Oxidized	"	7.50



The No. 21 Chieftain Reproducer has excellent eye-appeal. It compares with that of the most expensive reproducer made. This feature is an unusual sales and profit-producer.

No. 21 Chieftain Reproducer

Nickel	List	\$3.50
Stat. Bronze	"	4.00
Gold or Oxidized	"	5.00

THIS is the sensational combination that has won instant acclaim from manufacturers, jobbers, and dealers throughout the nation!

The H-1 Tone Arm is a beautifully designed and finished product. It is scientifically constructed of brass and copper to produce rich, rare acoustical effects. It is extremely sensitive in arc or swing. The throw-back arrangement is compensating. It will neither bind nor become loose and noisy. *Its high-quality appearance will harmonize with the finest cabinet machines — its low cost permits adaptation to high-grade portables!*

The No. 24 Chieftain Reproducer is a reproducer that has remarkable sales assets. It is fitted with a special duro-alloy diaphragm and delivers loud, clear, deep-toned music without vibration. It can be matched against any reproducer of much higher cost, for fidelity of tone and range of scale. It will perform beyond your greatest expectations.

Get behind this superior combination and develop the profitable opportunities it presents. Manufacturers, jobbers, and dealers are invited to send for samples on approval.

Let these new Oro-Tone units prove themselves! Mail your order today and get the H-1 and Chieftain combination by return mail.

Announcement

A New Sound Reproducer by Oro-Tone for Radio and Phonograph

Another Oro-Tone achievement! After eight years of experiment and development Oro-Tone has perfected a sound reproducer for radio and phonograph electric pick-up that will astound you in naturalness of results.

This new sound reproducer by Oro-Tone has qualities never before attained. It is not a horn, a paper cone, or a cone type construction. It is a true tone reproducing musical instrument, new in principle, new in design and new in performance.

A demonstration will prove a revelation, and convince you that this new sound reproducing instrument by Oro-Tone is truly in a class by itself. Write today for literature and full particulars.

THE ORO-TONE CO.
1010 George Street - Chicago, Ill.

*Largest Exclusive Manufacturers in the World of
Tone Arms, Reproducers and Amplifying Devices*

ORO-TONE for a better tone

Atwater Kent Merchandising Manager Gives Some Pointers on Dealer Meetings

P. A. Ware, Merchandising and Sales Promotion Manager of the Atwater Kent Mfg. Co., Cites Meeting of Columbus, O., Dealers as Model of How Businesslike Gathering Can Be Held

Just how much a dealers' meeting may mean in the radio as in the phonograph business depends very largely on the manner in which the jobber himself looks upon the matter.

Should he refer to it as a "Get Together" the result will probably be a few "we're glad you're here, we want you to enjoy yourself" talks, much refreshments, the revival of such old classics as "Sweet Ad-a-a-line," "Hail, Hail, the Gang's All Here," and a large assortment of "Never Again" headaches together with nauseous memories of "Nellie Fewclothes" who furnished the late evening entertainment for the dealer-visitors.

Such dealer meetings are expensive inasmuch as they result only in doubtful and intangible "good will" and in reality produce no amount of noticeable business.

The Columbus Ignition Co., of Columbus, O., distributor of Atwater Kent radio products, held a dealers' meeting on July 22, which was to the writer's mind perhaps the best co-ordinated dealers' session and the most clockwise dealers' meeting he has witnessed in many years of radio and phonograph sales promotion work.

To W. W. Bennett, general manager of the company, and John McGuigan, Jr., district manager of the Atwater Kent Co., belongs the credit for this model meeting; the former for convention arrangements, and the latter for program arrangements.

Radio and phonograph distributors generally can profit from a study of the manner in which the meeting was put over. The convention took place at the Neil House, which offered not only a pleasant meeting room, but good service, and provided both. Dealers were invited to bring their wives, but with the knowledge that the average man is either self-conscious or a "show-off" when the gentler sex is about, the ladies were entertained elsewhere while the business session took place.

Two bright alert girls registered the dealer visitors and distributed identification badges before the noon luncheon which opened the meeting. The names of all dealers who had accepted the invitation were typed on the badges in advance. The dealers were also given a really handsome pigskin bound note book when they registered and the books were freely used in the meeting.

A word or two on the matter of the dealer acceptances may be helpful. They were secured through a series of letters and telegrams which were designed to produce attendance—and they did. There was a ninety-eight per cent attendance of dealers who were brought to the meeting, not on the "good time" appeal, but because all the letters and telegrams were based on the claim that the meeting was designed to show the dealer how to increase his business.

In the meeting hall there was erected a model window display, a model billboard display, and a series of show cards inscribed with telling facts regarding opportunities in the Atwater Kent business, such as comparative demand for the product on the part of non-owners of radio, the rapidity of turnover by dealers, etc.

The luncheon was by special arrangement served with a snap and precision that indicated to the dealers that there was business ahead and the effect of this was noticeable when the party moved to the meeting room. The usual "shooting in" process was not necessary. It is not necessary here to detail the speaking program other than to state that the new products were properly shown and described, the advertising plans of the company outlined, policies of both distributor and manufacturer related and opportunities outlined. However, it is interesting to note that all this was done between 2 p. m. and 4.30 p. m. and done thoroughly.

It was done thoroughly because the meeting

was completely rehearsed, not once but three times. There is the answer to it all. Mr. McGuigan, in arranging a series of dealers' meetings, of which the Columbus meeting was one, took the stand that manufacturers and distributors should not take the valuable time of dealers by stumbling and dragging through an unprepared meeting.

"Vaudeville audiences who pay to get in sometimes walk out of a poor show," said he, "and



John McGuigan, Jr.

I don't blame dealers for walking out on a poor meeting."

The speakers were given a number of "don'ts" which were adhered to such as: "Don't drag in funny stories by the heels. If they have a business point and bearing tell them but make them short. Don't tell them what other people are doing to increase sales. Tell them what they can do. Don't boast about how big we are. Tell them what we are doing to increase business and they will appreciate our size. Don't talk too long, better leave them hungry than give them "mental indigestion." Every

speech was edited and repetitions omitted. Every speaker but one talked less than twenty-five minutes and that one who outlined policies and a dealer advertising program talked less than forty minutes.

Dealers were informed that no questions would be answered from the platform, but the speakers were available to take up individual dealer's problems after the meeting. This prevented the too often occurrence at such sessions of a few garrulous dealers taking the floor through questions fired at the speaker and then monopolizing the meeting. A complete coverage of a year's plans was accomplished in two and a half hours. Its effect on the dealers is illustrated by a resolution offered at the evening banquet by D. Varien Lawrence, dealer.

"It so happens that I was one of the first Atwater Kent dealers in the territory served by the Columbus Ignition Co. I have attended all of the conventions and dealer meetings ever held by the Columbus Ignition Co. and have always gotten a great deal of good out of their meetings. However, in my estimation, and I believe I voice the sentiments of all the dealers present, this has been the greatest meeting of its kind that we have ever attended, and now, Mr. Chairman, I move that in order that Mr. Kent may know what a live-wire distributor he has down here in Columbus and what a live-wire bunch of dealers are back of this distributor, I move that the following telegram be sent to the Atwater Kent Mfg. Co.

"Resolved, That the Atwater Kent dealers in the Columbus territory as an expression of appreciation to the Atwater Kent Mfg. Co. and the Columbus Ignition Co., and in recognition of the excellent policies outlined by the factory representatives at this meeting, pledge their efforts in promoting the sale of the Atwater Kent products."

The evening session was a jollification, but the kind which the dealers' wives could remember with pleasure. Carnival hats, racket makers, and a clean entertainment marked the evening affair.

H. Emerson Yorke, who is connected with the New York offices of the Brunswick Co. as an executive in the recording studios, is spending an enjoyable vacation on the Pacific Coast. While in Los Angeles Mr. Yorke had the pleasure of visiting the studios of Warner Bros. when the Brunswick star, Al Jolson, was making a Vitaphone record. Mr. Yorke will return some time this month.

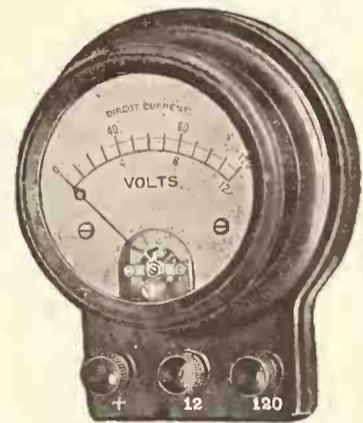


High Resistance Voltmeter

Dealers desiring a quick accurate means of determining and adjusting B eliminator tap voltages have the ideal instrument for that purpose in the Jewell Pattern No. 116 B eliminator voltmeter.

The voltmeter has an extremely high internal resistance, and accordingly, requires but a small amount of current for operation (1 1/4 milliamperes for full scale deflection on the 250 volt scale). It combines the characteristic Jewell qualities of sturdiness and accuracy.

Write for descriptive circular No. 1018



Pattern No. 116 high resistance B eliminator voltmeter has a double range of 0-50-250 volts. The internal resistance is 300 ohms per volt. Scale is silver-etched with black characters and movement parts are all silvered. It is equipped with zero adjuster—standard with all Jewell instruments.

Jewell Electrical Instrument Co.

1650 Walnut St.

Chicago

"27 Years Making Good Instruments"



Thomas A. Edison

THIS year is a momentous one in the history of the music industry, for it represents the golden jubilee year of the invention of the phonograph by Thomas A. Edison, which was announced to the American public on August 12, 1877. This year also marks the golden jubilee of the division of the industry which has grown to such tremendous heights since that first little iron and tinfoil machine repeated, with a faithfulness surprising at that time, Mr. Edison's own statement that "Mary had a little lamb."

Nation Celebrating Anniversary

As The Talking Machine World goes to press this month the fiftieth anniversary of the Edison phonograph is being celebrated with proper ceremony, with prominent men in every walk of life throughout the nation taking opportunity in one way or another to express to Mr. Edison their congratulations and their appreciation of what his inventive genius made possible for the American public. In addition to these messages of congratulation and good-will from distant points, there are being held at the Edison Laboratories at Orange imposing ceremonies to mark the notable event.

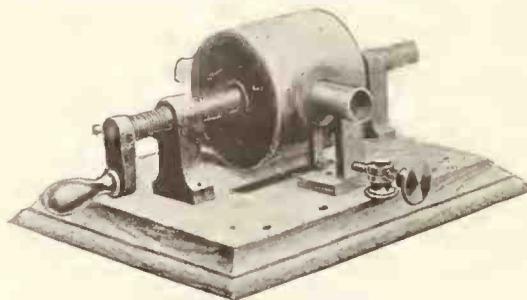
Various stories have been circulated regarding the manner in which Mr. Edison first devised his original phonograph, and a number of these stories claim that it was really the result of an accident. Mr. Edison strongly refutes such statements, and declares that the original idea of the phonograph came to him quite naturally and logically while he was experimenting on an automatic method of recording telegraph messages on a disc of paper laid on a revolving platen, exactly the same in principle as the disc talking machine of to-day. The platen had a spiral groove on its surface, and over this was placed a circular disc of paper; an electro magnet with the embossing point connected to an arm traveled over the disc and any signals given through the magnet were embossed on the

Golden Jubilee of Edison Phonograph

Thomas A. Edison Tells Own Story of the Invention of the Original Phonograph Fifty Years Ago—How the Edison Products Have Been Constantly Improved Up to the Present Day

paper disc. When the paper disc was removed from the machine and placed on a similar machine provided with a contact point, the embossed record would cause the signal to be repeated into another wire, thus raising the speed of telegraphic communication from 35 to 40 words a minute to several hundred.

"From my experiments on the telephone I knew of the power of a diaphragm to take up sound vibration, as I had made a little toy



The First Edison Phonograph

which, when you recited loudly in the funnel, would work a pawl connected to the diaphragm, and this engaging a ratchet-wheel served to give continuous rotation to a pulley," said Mr. Edison. "This pulley was connected by a cord to a little paper toy representing a man sawing wood. Hence, if one shouted: 'Mary had a little lamb,' etc., the paper man would start sawing wood. I reached the conclusion that if I could record the movements of the diaphragm properly I could cause such record to reproduce the original movement imparted to the diaphragm by the voice, and thus succeed in recording and reproducing the human voice.

The First Phonograph

"Instead of using a disc, I designed a little machine using a cylinder provided with grooves around the surface. Over this was to be placed tinfoil, which easily received and recorded the movements of the diaphragm. A sketch was made and the piecework price, \$18.00, was marked on the sketch. I was in the habit of marking the price I would pay on each sketch. If the workman lost, I would pay his regular wages; if he made more than the wages, he kept it. The workman who got the sketch was John Kruesi. I didn't have much faith that it would work, expecting that I might possibly hear a word or so that would give hope of a

future for the idea. Kruesi, when he had nearly finished it, asked what it was for. I told him I was going to record talking, and then have the machine talk back. He thought it absurd. However, it was finished, the foil was put on; I then shouted 'Mary had a little lamb,' etc. I adjusted the reproducer, and the machine reproduced it perfectly. I was never so taken aback in my life. Everybody was astonished. I was always afraid of things that worked the first time. Long experience proved that there were great drawbacks found generally before they could be made commercial; but here was something there was no doubt of."

Great Interest in Invention

This, in brief, is Edison's own story of the invention of the first phonograph, which created a furore throughout the country and made it necessary that he make numerous duplicate models of the original crude machine so that the people in various sections might see and hear for themselves this new device for record-



Jubilee Model Edison Phonograph ing, and reproducing the human voice and musical sounds.

Shortly after the first phonograph was produced, Mr. Edison became deeply interested in
(Continued on page 70)

Have You Heard
The "Phonic" Type
Tone Arms
and
Reproducers?

MUTUAL products
bring
MUTUAL satisfaction
Adding to distributors. Write for
particulars

DISTRIBUTORS:
Canadian Acme Screw & Gear, Ltd.
1209 King St., W., Toronto, Can.
Industries Unidas, S.A. Balderas 110,
Mexico City, Mex.



The Mutual
PHONO PARTS MFG. CORP.

610 Broadway, New York
MAX TARG, Western Factory Representative
229 W. Randolph St., Chicago
SHAPLEIGH HARDWARE CO.
4th St. & Washington Ave.
St. Louis, Mo.



BEAUTY
 is the new *NOTE* in
 radio

YOUR customers today demand beauty in radio. Beauty—not only in tone, but beauty in appearance.

Splitdorf has been the first to recognize this demand, and to strike this new note in radio. The beautifully designed models combine perfection of performance with the decorative value of fine furniture.

The sensation caused by the new Splitdorf models at the recent Chicago Trade Show *proved* that Splitdorf leads in radio beauty today.

12 models—\$45 to \$800
 Prices apply only east of the Rockies

THE ABBEY

Patterned after an Old World jewel case. Devoid of metal trimmings. Done in antique walnut with carved ornament. Equipped with the new Splitdorf single dial receiver, employing four tuned circuits. List price, without accessories, \$100. Splitdorf cone tone speaker, \$35.



Cabinets designed under the personal direction of Mr. Noel S. Dunbar

THE LORENZO

A magnificent model in the style of the Italian Renaissance. Massive, yet its tapered sides permit of its placement in a restricted space. Equipped with the new Splitdorf six-tube receiver unit. Single knob control. Illuminated dial, enclosed loud-speaker and Splitdorf socket power plant. List price, \$350.



Fiftieth Anniversary of the Invention of the Edison Phonograph Being Observed

(Continued from page 68)

the electric light problem, and for a number of years devoted practically his entire time to the development of his electric light system, so that it was somewhere around 1887, or forty years ago, that he began his long line of experiments looking toward the improvement of the phonograph, which resulted first in the production of instruments with six cylinders, and then developed through many and varied stages of improvements, in the mechanism, the recording methods, and the materials used. It is interesting to learn that to-day, forty years after the introduction of the wax cylinder record, and a machine to play it, there are being sold annually some thousands of Edison cylinder machines now known as Amberolas, and well over a half million records to be played on them.

This constant desire for improvement resulted in Mr. Edison devoting himself for a period of over five years, beginning in 1905, to the development of the Edison disc phonograph, for the purpose of recreating most faithfully the music as performed by the living artist. The new instrument was introduced in 1910, and the perfection of its reproduction was impressed upon the public through the medium of tone-tests comparing the living artist with his recorded voice, conducted in all parts of the country, and which are still a feature of the Edison promotion work each season.

While it is true that many others have played important parts in the development of the phonograph and the talking machine, to the point of perfection that they enjoy to-day, Edison deserves the tribute of the industry because of the fact that he was the pioneer who, by first introducing the phonograph to the public, crude though it was, developed a desire on the part of that same public for recorded music and thereby opened up the market that has become world-wide in its scope, has reached into the fields not dreamt of originally, and has brought millions upon millions of dollars into the pockets of those who have made, sold, and performed for the phonograph and the talking machine.

From the standpoint of the public the Edison invention proved of incalculable benefit. Originally conceived as somewhat of a novelty, it has proved the means for bringing to the American home musical entertainment of the highest order, and for developing appreciation of music in this country to heights never before attained. These heights probably would be still unattainable were the average citizen compelled to go to the opera or the concert hall to hear the voices of the great artists and the music of symphony orchestras and other organizations. In this particular the phonograph and its counterparts have proved an important and highly appreciated factor in education, and have done more than their full share in making America musical.

As has already been said, upon the introduction of the original phonograph Mr. Edison did not leave the work of development to others but he, himself, for the past forty years has given earnest thought to ways and means for improving his own products and keeping step with progress. Following the development of the old cylinder phonograph came the introduction of the Edison disc machine and records, and the latter has already undergone numerous experiments and improvements, promoting a wide

range of tone, greater volume, and longer playing ability without getting away from the basic principles upon which the Edison disc phonograph was built originally.

The culmination of these various improvements in Edison products is found very fittingly in the new line of Jubilee Models which have been shown privately to a few members of the trade much to their gratification and will be announced formally in the September issue of *The World*. These models, displayed and demonstrated during the Jubilee celebration at Orange, aroused keen enthusiasm for their greatly improved qualities, as well as for the artistic and modern character of the case designs. They are regarded as fitting memorials of the passing of the half-century mark by the Edison phonograph.

Red Lion Cabinet Co. Anticipates a Record Season

Desk Design Cabinet Which Proved so Popular Last Year Is Retained and Companion Desk Model Added—Console Cabinet Also in Line

RED LION, PA., August 8.—Although last year's business surpassed all expectations, indications are that the sales volume of the Red Lion



Large and Modern Factories of the Red Lion Cabinet Co. at Red Lion, Pa. Cabinet Co. for the 1927-28 season will greatly surpass last year's exceptional record.

Although only engaged in the manufacture of radio cabinets for a comparatively few years the Red Lion Cabinet Co. is an old-established firm. It is universally recognized that cabinet building is an art, and the many years' experience of this old-established house in the production of cabinets enabled them to place upon the market a year or so ago a radio cabinet in the form of a desk that became immediately popular and just as quickly established the Red Lion Cabinet Co. in this field.

Another contributing factor to the remarkable achievement of the Red Lion Cabinet Co. in the radio field is that it entered the radio industry with a particularly well equipped manufacturing plant.

Red Lion, Pa., a picturesque little town in the foothills of southern Pennsylvania, is relatively unknown outside of its own state, except for its largest and busiest industry, the Red Lion Cabinet Co. The Red Lion Cabinet Co. factory with its four and one-quarter acres of floor, space, and equipped with the most modern woodworking machinery, electrically driven, seems almost out of place in its rural surroundings, but the advantage of this location is reflected in the quality and workmanship of the

SCULLY

RECORDING
MACHINES

SHAVING
MACHINES

MASTER
WAX

SUPPLIES

JOHN J. SCULLY

3265 MAIN STREET
BRIDGEPORT, CONN.
TELEPHONE BARNUM 4998

product. The Red Lion cabinet factory is not subjected to the shifting of labor common in larger centers. Practically all of the cabinet makers in the Red Lion plant have their own homes nearby and have been connected with the organization for exceedingly long periods of time, and thoroughly know their work.

The guiding hand in the success of the Red Lion Cabinet Co. is J. B. Sechrist, vice-president. As chief executive of this company Mr. Sechrist has safely guided it in its steady growth, and has still greater plans for it for the future. Another popular member of the Red Lion organization is C. S. Coleman, who might be

described as trade ambassador, and who is at present presenting the merits of the Red Lion line at the various gatherings of Atwater Kent dealers throughout the country.

The useful as well as ornamental copyrighted desk design which proved so popular last year has been retained in the new line and has a companion desk model constructed to contain not only the Atwater Kent models 30 or 33, but the new model "E" speaker as well. There is also added to the line this year a console cabinet.

Mr. Sechrist has announced an intensive national advertising campaign which opens this Fall, and which, Mr. Sechrist points out, is destined to provide Atwater Kent dealers and distributors with a big increase over last year's sales.

Bosch Radio Brings Fight News to Fans in Theatre

A round-by-round description of the Dempsey-Sharkey fight was made available to the patrons of Loew's Circle Theatre in New York City through a Bosch radio receiver and speaker, installed in the theatre by the New York branch of the American Bosch Magneto Corp. Many favorable expressions were heard regarding the clear reception which the Bosch products afforded.

The Demand for Quality Never Ceases

To learn the difference between ordinary Cotton Flocks and "QUALITY" Cotton Flocks, order a sample bale of our Standard No. 920 for Phonograph Record Manufacturing.

CLAREMONT WASTE MFG. CO.

Claremont, N. H.

COTTON FLOCKS

Air floated, all injurious foreign matter eliminated
for

Record and Radio Manufacturing

THE PECKHAM MFG. CO. 238 South Street
Newark, N. J.

The FADA "Special"

FADA Radio

The Fada Special

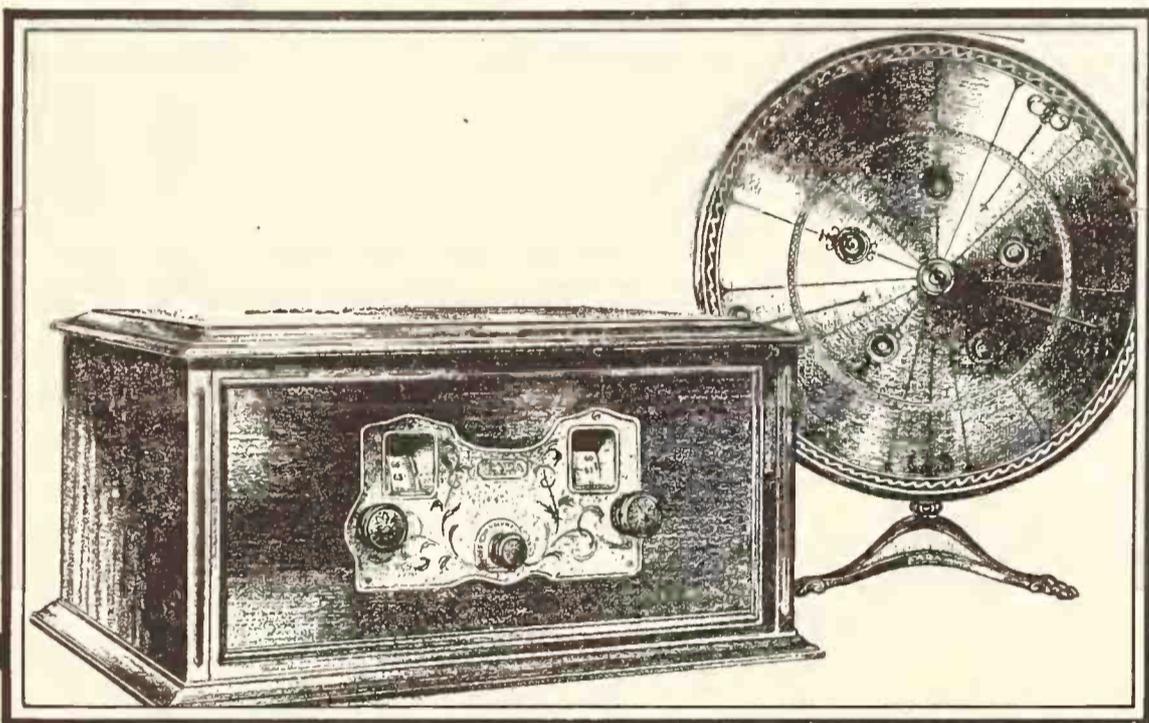
6 tube — 3 radio frequency stages — detector — 2 audio amplification stages. Individual stage shielding. Equalized amplification.

\$95.00

Fada 22" Cone

22-inch free-floating cone — permanent Parkerized magnet. Cone of Grecian design. Antique bronze finished trifoot.

\$35.00



Why the furore?

ASK any live-wire dealer in New York where practically every radio is available for comparison — "What is the outstanding seller in the market? What is the public taking to with real enthusiasm?"

They'll tell you that the Fada Special and the Fada Cone Speaker — the latest combination added to the Fada Harmonated Reception family — is in a class by itself. It satisfies — in performance and purse.

Dealers have found that the reliability and stability of Fada offer a profitable franchise to work under.

Your town may still be open. Prompt action is urged. Wire or write *today* for details.

F. A. D. ANDREA, INC.
NEW YORK, N. Y.

Licensed under Hazeltine Corporation patents, Latour Corporation patents,
Radio Corporation of America patents —
Licensed only for Radio amateur, experimental and broadcast reception.



Fada advertises that its equipment is guaranteed only when purchased from an authorized Fada dealer. This free decalcomania sign stamps you definitely as our authorized representative.



Wealth of Interesting Discussions Were Feature of Western Trades Convention

Practically Every Angle of the Retail Music Trade Discussed in Addresses by Outstanding Dealers—Edward H. Uhl Elected President of Association—Victor and Atwater Kent Entertain

SAN FRANCISCO, CAL., July 29.—The recent convention of the Western Music Trades Association was one of the most successful ever held, both from the point of attendance and from the interest displayed in the important and interesting subjects discussed. In other sections of this issue of *The Talking Machine World* appear full reprints of three addresses of prime importance to talking machine and radio dealers. They are: A talk by Gerald M. Best on methods for increasing record sales; "Radio and Talking Machine Service—What It Should Be and How It Can Be Made to Pay," by Loren L. Ryder, and an address on selling radio in the music store by R. E. Smiley.

Other talks of interest included: "The Advantages of State and Local Associations," by Edward H. Uhl, past-president of the National Association of Music Merchants; a talk by L. E. Fentron, president of the Music Trades' Association of Southern California, who described a successful series of lectures for salesmen staged by that Association in co-operation with local dealers, each paying half the cost. These talks were the principal features of the first day's meeting.

On the second day, G. L. Taylor spoke on "All Kinds of Music for All Kinds of People"; C. W. Banta, local banker, treated the subject "Instalment Selling To-day." Other talks included a detailed description of operating a business on a budget system and one on the training of salesmen.

In addition to the addresses which are mentioned in the opening paragraph and which appear in full, the following were also heard on the third day of the convention: "The Phonograph Trade-in," discussed by William M.

Cross; "Electricity in Music," by R. J. Heffner, and the relation of broadcasting to radio merchandising, discussed by J. W. Laughlin of Station KPO.

Edward H. Uhl, of Los Angeles, was elected president; G. F. Johnson, of Portland, Ore., first vice-president; Loyal W. Daynes, of the Consolidated Music Co., Salt Lake City, second vice-president; Frank Grannis, Southern California Music Co., Los Angeles, treasurer; D. Palmer Tucker, Wiley B. Allen Co., Los Angeles, secretary, and A. G. Farquharson, of Los Angeles, executive secretary. The directors are: For Arizona, Gene Redewill, of Phoenix. British Columbia, James Fletcher, of Victoria, and Daryl Kent, of Vancouver. California, Frank Anrys, San Francisco; Wm. Cross, Oakland; Mrs. S. S. Hockett, Fresno; A. D. Lamotte, San Diego; John Martin, Los Angeles; Norman F. Maw, San Diego; Ellis Marx, Sacramento; Don C. Preston, Bakersfield; Frank Salmacia, Glendale; Morley T. Thompson, San Francisco, and James T. Fitzgerald, Los Angeles. Idaho, C. B. Sampson, Boise. Montana, W. C. Orton, Butte. Oregon, E. B. Hyatt, Portland, and G. C. Will, Salem. Utah, George S. Glen, Ogden. Washington, Russell T. Bailey, Spokane; Hugh Campbell, Seattle, and E. R. Mitchell, Seattle. Los Angeles will be the next convention city.

A number of dinners and other entertainments were arranged for delegates. On the second night all those who had registered at the convention were the guests of the Victor Talking Machine Co. at an elaborate dinner and dance held in the Colonial ballroom of the St. Francis. A number of Victor artists entertained, among them Morice Gunsky, popular tenor; "The Rounders" Quintet, now appear-

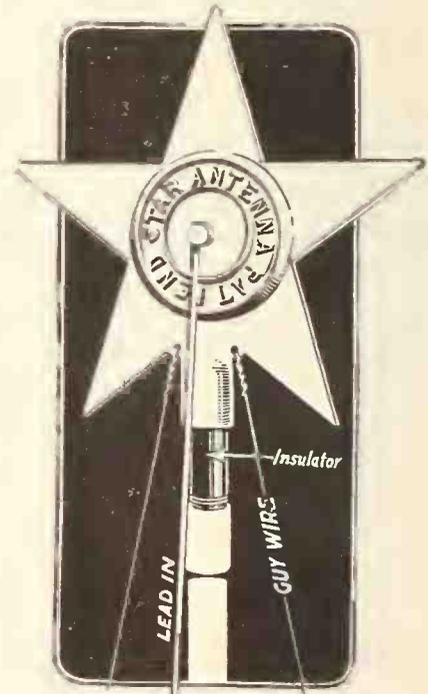
ing in "Topsy and Eva," and others. The Horace Heidt Orchestra from the Athens Club, and Eddie Harkness, from the Mark Hopkins Hotel, furnished music for the dancing. It was an evening that will not soon be forgotten.

On the following evening registered delegates were the guests of the Atwater Kent Manufacturing Co. at a dinner and dance at the St. Francis. The guests gathered in the Italian ballroom, where a Bohemian atmosphere had been arranged with entertainment and singing. They then adjourned to the Colonial ballroom where supper was served, and a number of unique features were introduced. The dance music was by the Atwater Kent Radio Orchestra, and during the evening a number of artists were presented, including Allan McQuahe, popular tenor and Brunswick artist, and Carolyn Cone-Baldwin, pianist, and Chickering-Ampico artist.

Tests Prove the Efficacy of Star Antenna Outfit

Surface Area of Fifty-five Square Inches Is Equal to 200 Feet of Stretched Wire—Works on All Types of Radio Receivers

"Hitch your radio to a Star Antenna" is the slogan of Star Antenna Sales of Elkhart, Indiana, whose new product appeared on the mar-



Star Antenna

ket recently. The antenna is said to be especially well adapted, as it supplies a surface area of fifty-five square inches, which is equal to 200 feet of stretched wire. The manufacturer states that the receiver equipped with the Star antenna will be more selective, signals will be clarified, and static reduced. Tests have been made which show that it will work efficiently both Winter and Summer and on all receivers.

The Star antenna, made of cast aluminum, which will not rust or corrode, is ten inches across the tips, and 3-16 of an inch thick. It is installed on the house-top on a ten-foot length of electric conduit pipe. A binding post is mounted in the center of the Star to which fifty or more feet of insulated wire lead-in should be attached. The new product, which is said to utilize the principle of the lightning rod, and applies it directly to the radio receiver, retails for \$5.00. The Star Antenna Kit, which lists at \$1.50 additional, supplies everything needed for the installation except the ten feet of pipe.

Appointed Distributor of Cunningham Radio Tubes

The Progressive Musical Instrument Corp., New York, has been appointed distributor of Cunningham tubes in the metropolitan district, according to announcement by Edward Biel, secretary and sales manager of the Progressive organization.



No. 7661
(closed)
H-54, W-31, D-19½
Antique Walnut
Panel 8½ x 25
With Newcombe-Hawley Horn

One of the many new designs in the most comprehensive line of Radio Cabinets on the market.

Thirty-five patterns to select from in all the leading finishes and with panel sizes for all receiving sets.

Write today for catalog and prices of Radio, Record and Roll Cabinets.

THE UDELL WORKS
Established 1873

Indianapolis, Ind.

RADIO POWER

A Super-Quality line backed by an Intensive Sales and Advertising Program ~ ~ ~

FIRST of all, Basco Radio Power Units are *quality merchandise*. They are built to material and precision standards comparable with the manufacture of the finest radio receivers the industry has to offer!

Basco Power Units convert 110 volt 50-60 cycle A. C. current into ideal radio power for all 6-volt receivers of 1 to 10 tubes. New standards of radio reception are established—in uniformity, constancy, musical range, clarity, volume. New standards of convenience are provided—almost total freedom from upkeep attention and servicing.

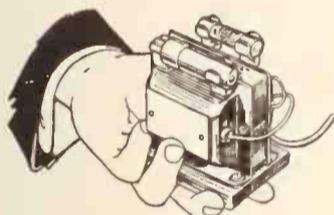
We're telling the radio public about these super-quality radio power units through a complete, intensive advertising and retail merchandising program—newspaper advertising, local ads for dealers' use, window displays, direct mail, booklets, folders, etc. All of this advertising will be centered around Basco dealers to produce direct results—*immediate sales for these dealers!*

Write for full details of our selling program and particulars about Basco Radio Power Units—descriptive information, prices, discounts, names of distributors.

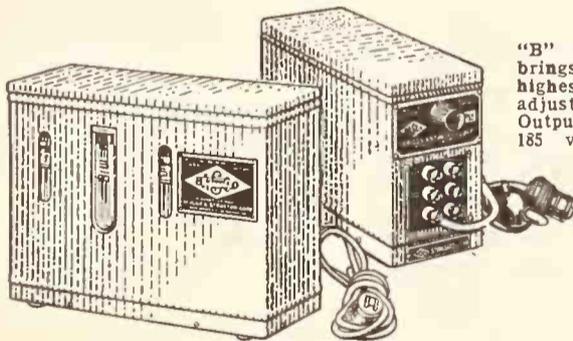
BRIGGS & STRATTON CORPORATION, Milwaukee, Wis.



This attractive sign will guide interested prospects to your store—will identify you as the Basco dealer in your community. Ask your jobber for one of these signs.

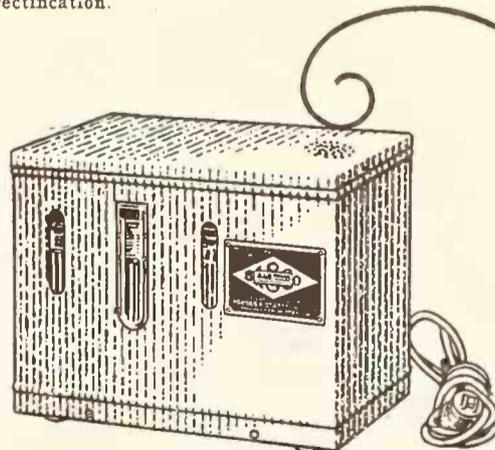


Charger—Small, compact. 2½ ampere charging rate. High efficiency. No moving parts. Raytheon rectifying tube. Absolutely noiseless. Economical.



"A" Power—Automatic operation. Glass-jar Exide "A" battery; Basco automatic charger—full rate, 2½ ampere. Raytheon tube. No line noises. Low power consumption.

"B" Power—Exclusive hook-up brings out, deep, low notes and highest-pitched tones. Easily adjustable to all power tubes. Output of 50 milliamperes at 185 volts. Tube rectification.



"A" and "B" Power—Entirely automatic. Highest quality, glass-jar Exide "A" power with Basco self-charger equipped with Raytheon rectifying tube, (not a trickle charger). "B" Power of exceptional efficiency.





A
Complete List
of



Distributors

JAMES K. POLK, INC.
217 Whitehall St., S.W., 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.

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

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



Cleveland Victor Dealers Effect Tie-up with Recent Visit of Col. Lindbergh

Window Displays and Newspaper Advertisements Used in Connection With Visit of Aviator—
B. W. Smith Co. Appointed Mohawk Distributor—Plans for Annual Convention

CLEVELAND, O., August 8.—The B. W. Smith Co., distributor of Edison phonographs and records, has on display the new type of machine known as the Consolette, and a great deal of interest has been shown by the trade in the new model. Mr. Hershberger, manager of the company, states that practically all Federal dealers are continuing this line again, and that they are busy getting ready for an early buying season. The company has also been appointed distributor for the Mohawk line of radio receivers for northern Ohio, and samples of these receivers are now on display in the show-rooms. Territory is being assigned to dealers. The outlook for business is very good, Mr. Hershberger feels, judging from the way orders are coming through.

H. C. Schultz, president of H. C. Schultz, Inc., of Detroit and Cleveland, was a visitor to the Cleveland branch on Chester avenue and East Seventeenth street, the latter part of the month. The company, which is a Sonora distributor, has received samples of the new six and seven-tube sets that have created a very favorable impression in the trade. A good indication of the growing popularity of Sonora in Ohio is shown by the record of C. H. Mauck, a salesman for the company, who opened fifty-nine new accounts from May 10 to June 30.

Cleveland Columbia dealers are highly enthused over Guy Lombardo and his Royal Canadian's first record which has just been released. This band is very popular in Cleveland and is a regular broadcaster over WTAM. The first record, "Under the Moon," is having a very heavy sale and all dealers are tying up with the event through window displays and advertising.

The Wright Music Co. in particular had a fine tie-up, having large banners across the front of the store, and a large photo of Guy Lombardo in the window with a display of the records.

Another Columbia record that is proving a knockout is "Two Black Crows." R. J. Mueller, district manager, states that the branch is being swamped with orders for it and it is impossible to take care of all the orders received in the customary prompt Columbia manner. Business on records has been very heavy, and the movement on machines, especially portables, has been satisfactory.

Plans for the coming convention of the Music Merchants Association of Ohio are practically complete, Rexford C. Hyre, secretary, has announced. While the speakers have not yet been announced it is understood that they will all be prominent in the trade and well worth listening to. A boat ride on Lake Erie, a golf tournament, a theatre party for the ladies, luncheons, banquet, etc. The Hotel Winton, the headquarters, is right in the heart of the downtown district and is modern in every respect. "The largest and most successful convention ever staged," is the slogan of the officers of the Association.

Victor dealers throughout Cleveland made a splendid tie-up with the visit of Colonel Lindbergh on August 1 in connection with his address in New York recorded by Victor Co. Many of the trade had special newspaper ads as well as displays of the record and a large number were sold. The Cleveland Talking Machine Co., distributor of Victor products, had all its trucks decorated with banners announcing the record.

Trade Activities in the Salt Lake City Field

Retail and Wholesale Business Continues Good, According to Reports of Trade Leaders, Who Express Optimism Over the Outlook

SALT LAKE CITY, UTAH, August 6.—The talking machine business, both retail and wholesale, has been exceptionally good during the past month. This applies to machines as well as to records. Everyone in the business is delighted with the situation and with the outlook for Fall. There is not quite so much activity just now from an industrial standpoint, but the crops are in fine shape with a good outlook for satisfactory prices, and no one doubts that the industrial situation will improve in the Fall.

John Elliot Clark, head of the John Elliot Clark Co., Victor distributor for this territory, said today: "Business is fine with us. We can't get enough merchandise to meet the demand and are sold well in advance of shipments from the factory."

At the Columbia Stores Co., distributor of the Columbia line of phonographs and records, it was announced that "Business has been exceptionally good this Summer."

The Brunswick Co. reported business as ahead of last year. "There has been a particularly good demand for smaller Panatropes," said G. C. Spratt, manager of the local branch. Mr. Spratt said that their portable phonograph business had been better than usual, and that the machine retailing at \$27.50 had been in greatest demand. In the record department, he said, they had had a good demand for their organ and new waltz records.

Collections seem to be in excellent shape when one takes into consideration the fact that business men in many other lines are complaining. We have not heard one phonograph

wholesaler or dealer complain about slow collections for a long time.

C. H. Wilkes, an experienced phonograph man well known in the Montana section, has been secured by the John Elliot Clark Co., Victor distributor for the Mountain States, to represent them in that section.

Algonquin Electric Co. Perfects Remote Control

Manufacturer of Thermiodyne Receiver and Algonquin Cone Speaker Announces Products That Are Something New in Design

"Remote Control" by which a radio set may be operated by one control only, and at a distance from the instrument, has been perfected by the Algonquin Electric Co., Inc., New York, manufacturer of the new Thermiodyne receiver and the Algonquin cone type speaker.

"We have been busier in our laboratory perfecting 'Remote Control' Thermiodyne Algonquin speaker and other new radio devices than in the development of merchandising plans," states Leo Potter, president of the Algonquin Electric Co. "However, we now have something as revolutionary in radio dial control as the automatic changing of records in the phonograph field. There are two types of 'Remote Control.' The mechanical type permits control of the set from across the room, and the electrical type permits the owner to install his set anywhere he likes, place his loud speaker wherever he chooses to do so, and operate the instrument from wherever he finds it most convenient."

Mr. Potter stated that the "Remote Control" device may be used in conjunction with any single control radio receiver by simply removing the dial, attaching the new device and making one hook-up to the rheostat terminal.

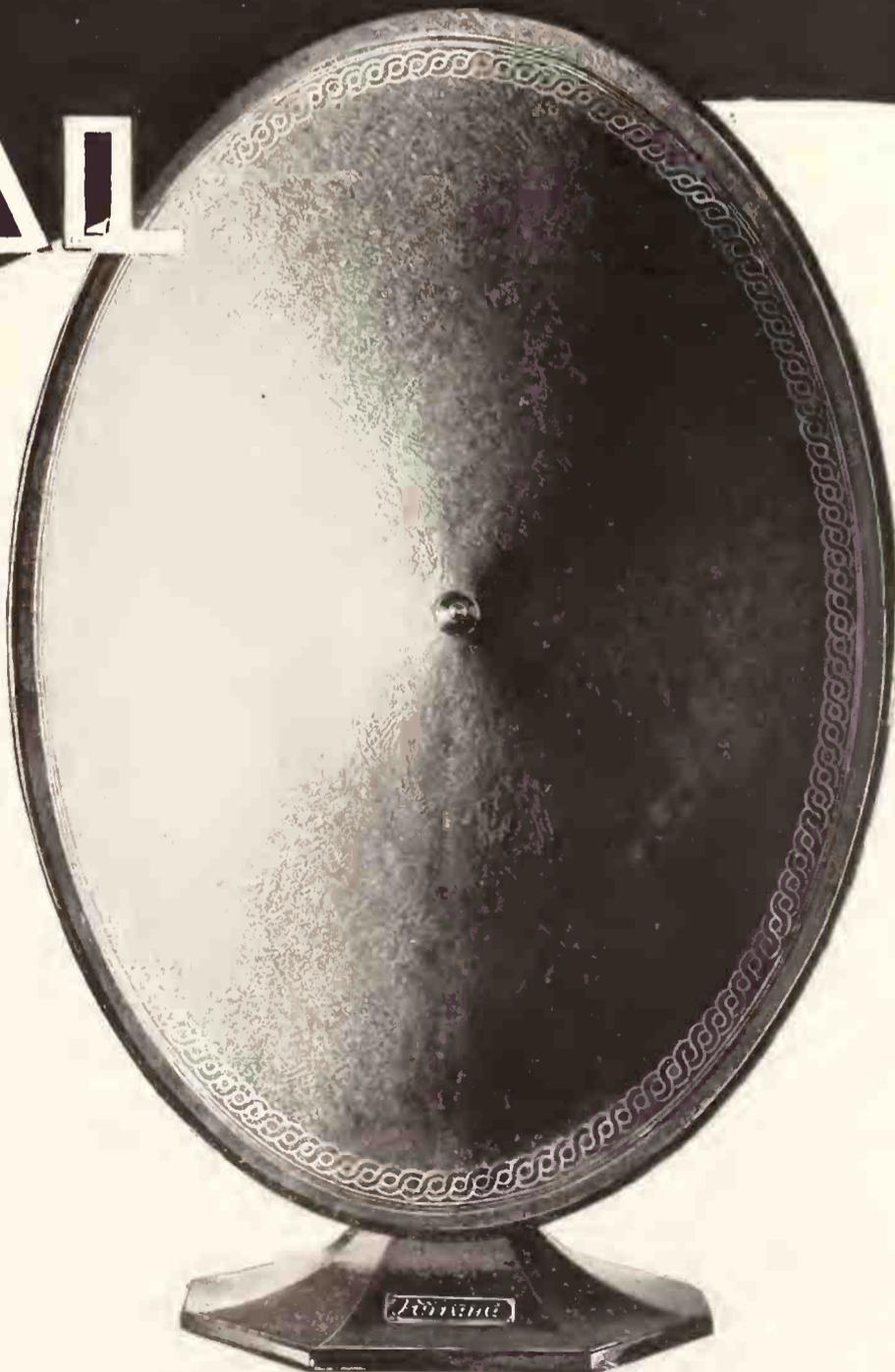
Making the Best BETTER

Once again, from the laboratories that gave radio its first cone speaker, comes another startling advancement—the Farrand OVAL Speaker—to further revolutionize tonal reproduction. Its advent will not only usher in a countrywide wave of enthusiasm among radio owners, but mark a *greater-than-ever* Farrand season among radio dealers.

The
new

Farrand

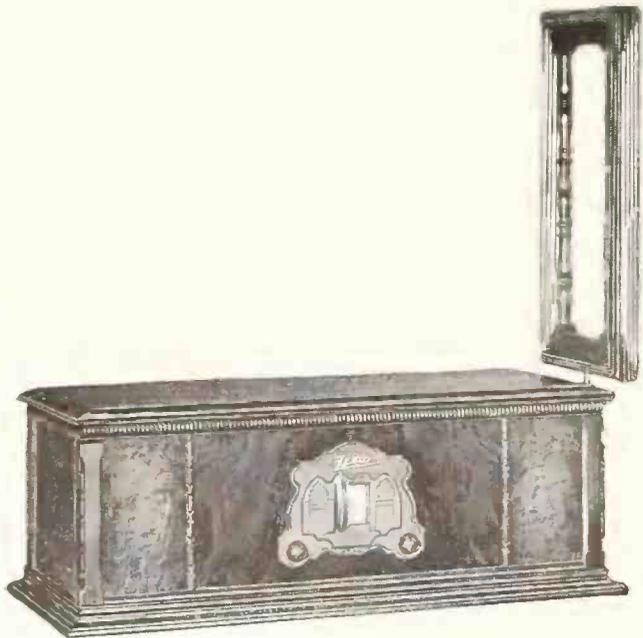
OVAL



FOUR MODELS—the OVAL Senior, at \$32.50—the OVAL Junior, (illustrated), at \$16.50—the OVAL Wall, at \$45—the OVAL Pedestal, at \$60—slightly higher in Far West and Canada.

FARRAND MFG. CO., INC.
LONG ISLAND CITY, N.Y.

August will



Model 15

August—the month when you establish your radio connection—will decide how much profit you make out of radio this season and the seasons to come. In making your plans, we suggest you bear 6 facts in mind / / /



Model 11



Model 17-E

ZENITH

TRADE MARK REG.

→ LONG DISTANCE ← RADIO

TRADE MARK REG.

WORLD'S LARGEST MANUFACTURERS OF HIGH GRADE RADIO

Decide!

- 1 Who is the manufacturer that has uniformly made money for his dealers the last four successive seasons.
- 2 Who is the manufacturer that is the largest producer in the world of high quality radio.
- 3 Who is the manufacturer that has never overproduced, never dumped, never slashed prices.
- 4 Who is the manufacturer that makes a complete line—3 circuits—6, 8 and 10 tubes—loop and loopless—battery or electric—16 models—meeting all pocketbooks, \$100 to \$2500.
- 5 Who is the manufacturer that gives you protection—makes it worthwhile for you to sell.
- 6 Who is the manufacturer whose franchise is acknowledged the most valuable in radio.



Model 16



De Luxe English Model

ZENITH
TRADE MARK REG.
→ **LONG DISTANCE** ← **RADIO**
TRADE MARK REG.

WORLD'S LARGEST MANUFACTURERS OF HIGH GRADE RADIO

Here is a—
“New and Better Voice”
for all Radios



Retails
for
\$17.50

The **QUAM** LOUD
SPEAKER

Embodying the New “Stretched-Reed” Principle

The Quam Loud Speaker introduces a new and startling improvement in Loud Speaker construction. Instead of a floating reed secured at only one end, the Quam Speaker has a *Stretched Reed* — like the human vocal chords. The result is amazingly superior to any you have heard before.

- It gives a much wider range of accurate tone reproduction.
- It picks up and reproduces the highest tones of the violin as faithfully and as fully as the deepest tones of the pipe organ.
- It has unmatched range—and *gives you all*.
- It is free from “blasting.”

Matchless Quality—Striking Beauty and
Popularly Priced at \$17.50

A product of a factory that has been supplying parts to America's greatest radio manufacturers for a number of years. Exceptionally permanent construction — requires no adjustment at any time. It is a beautiful, lasting, marvelous “New Voice for Radio.”

Write for descriptive circular and dealers' discounts, or better still, order one for personal trial.

QUAM RADIO CORPORATION

9702 Cottage Grove Avenue

Chicago, Ill.

New England Columbia Dealers Acclaim Company's Tie-up with Kolster Radio

United Music Co. Opens Tenth Store at Providence, R. I.—Columbia Masterworks in Demand—J. T. Pringle With J. H. Burke Co.—Burke Co. Increases Facilities—Other News

BOSTON, MASS., August 9.—W. S. Parks, manager of the New England department of the Columbia Co., has just returned from an automobile trip to most of the large centers and was much impressed with the improved business conditions throughout the territory. Dealers, generally, he says, are most enthusiastic over Columbia's tie-up with Kolster and the formation of the Columbia broadcasting chain which at present includes two New England stations, WNAC and WEAN.

Columbia Masterworks in Demand

J. C. Hodge, special sales promotion representative of the Columbia Co., has covered most of the important places in New England during the past few weeks and he reports unusual interest on the part of dealers in the Masterworks Fine Art series. He predicts that the Fall and Winter business will exceed any previous season in this class of recording.

United Opens Tenth Store

Charles Feldman and Charles Popkin, both widely known in the music field of New England, have just opened up their tenth store, this latest one being located at 283 Weybosset street, Providence, R. I. As proprietors of the United Music Co. these energetic young men have been rapidly expanding since 1901 when they opened their first warerooms at Brockton, soon opening stores in Plymouth and Wilimantic, Conn. Other places where they now have stores are Rockland, Taunton, Webster, Mass.; New London and Stafford Springs, Conn., and Westerly, R. I. In their first store at Brockton only talking machines were carried, but as they began to expand they broadened their field of activity until now they also handle radio and accessories as well as pianos.

J. H. Burke Co. Settled in New Home

Now that the J. H. Burke Co., of 221 Columbus avenue, is completely settled in its enlarged quarters, business, despite mid-Summer, is coming along well, so well, in fact that Man-

ager Joe Burke has been able to get away only once or twice and then for brief intervals. Joe says the new stuff, especially the Atwater Kent line, is coming along well and everything is shaping up satisfactorily for a big Fall business. A caller at the Burke company's offices a few days ago was Frank Goodman, general sales manager of the Sonora Co.

J. T. Pringle With J. H. Burke Co.

The J. H. Burke Co., this city, wholesale radio and phonograph distributor in the New England States, announces the recent appointment of John T. Pringle as office manager.

Mr. Pringle has had extensive executive and



Handsome Display Room of J. H. Burke Co.

sales experience, and is well known in the phonograph and radio trade. For over eight years he was connected with the Sonora Phonograph Co. in various capacities, starting as office manager and later becoming assistant sales manager, and branch agency manager. He resigned from the Sonora Co. to become office manager of the Magnavox Co. in charge of the Eastern branch office in New York, and from

there went to the home office of the company, in Oakland, Cal., where he had charge of merchandising distribution to the jobbing trade.

The steady and sturdy growth of the J. H. Burke Co. in the past few years has necessitated enlarged office and warehouse facilities, and a general increase in the office and sales force. The expansion has recently been provided for by additional space leased in the same building, immediately adjoining the former quarters.

With its enlarged facilities the company is now equipped to properly handle the big volume of business expected this Fall from the diversified line it now carries. This includes: Atwater Kent radio, Pooley and Red Lion cabinets, Sonora phonographs and radio, R C A and Raytheon tubes, Majestic eliminators, Eveready batteries, Elkon chargers and a general line of leading radio accessories.

How Trade Figures Are Spending Holidays

Vacations are now in order at the Burke headquarters. Tom Burke is at Hull though he comes up to the office often; Dick Keyes is at North Woodstock, N. H.; Daniel Lynch is touring Canada and Bob Stewart is spending his vacation with his family at York, Pa.

Robert Steinert, of M. Steinert & Sons, with Mrs. Steinert, is taking a short vacation at Peterborough, N. H., where he and his wife are the guests of the latter's parents, Mr. and Mrs. Guy Currier.

Francis T. White, manager of the talking machine department of

the C. C. Harvey Co., is away on his vacation.

Harry Spencer, of the Brunswick Co., who hasn't been with the military organization for several years, is planning to go to camp with the First Corps of Cadets the middle of this month, the camp as usual being at Fort Wright, Fisher Island, in Long Island Sound. Platt Spencer, his brother, also of the same house, has just returned from his vacation.

Months of Opportunity

After a busy summer with portables for the vacationists, and the larger models, of course, for the stay-at-homes, what then?



Here comes August with the need for preparation, then September to open a new season of heavy selling with a balanced line of instruments—plain and in combination—that is the most complete in Victor history.

How are you prepared? Ditson Service can help you.

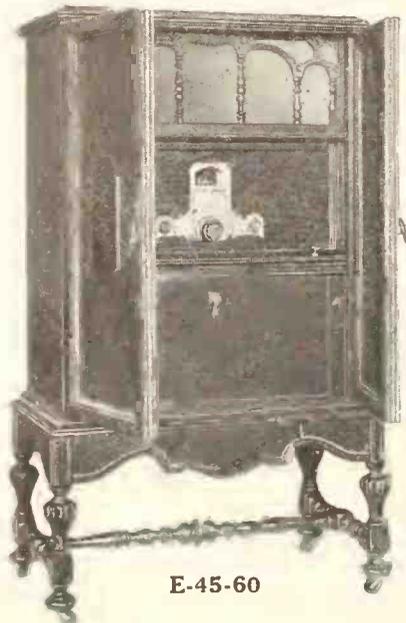
Oliver Ditson Co.
BOSTON

Chas. H. Ditson & Co.
NEW YORK

FEDERAL ORTHO-

REG. U.S. PAT. OFF.

New and Improved light socket



E-45-60

E-45-60 Six tubes. Balanced tuned radio frequency. Full operation from light socket. Has current supply equipment eliminating all batteries. Single control. Very selective. Built-in speaker, latest design. Set is completely shielded. Splendid original cabinet design of figured walnut, with rich overlay of fiddle-back mahogany. Built-in coupler provides utmost in tonal rendition. Without tubes or accessories.. \$460⁰⁰



The Sign of the Designated Federal Retailer

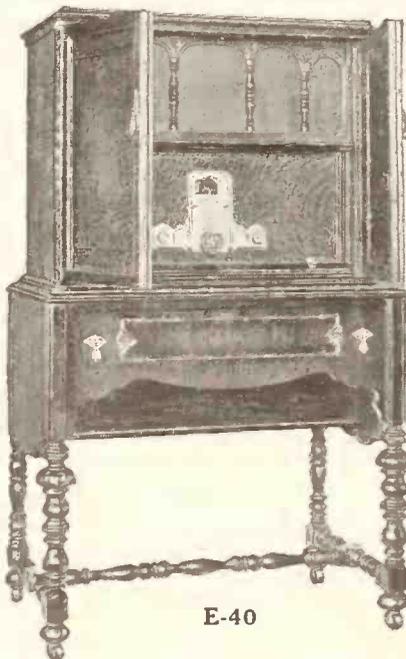
Federal Retailers can now add socket-operated Ortho-sonic radio reception to the long list of desirable selling features already offered by the widely known Federal line.

Not only are new models now offered, models more beautiful than ever and with greater refinements in physical appearance and chassis construction—

Not only does this line insure you the *greater sales* opportunity arising from wide variety, an all-satisfying price-range, and a performance that no radio in the world has ever surpassed—

But now—in Federal construction—still further enhancing Federal's prestige and desirability, comes full operation from light socket.

Federal radio engineers have been working for years on the various types of light-socket operation. This epoch-making, new Federal development is the fruit of their efforts. And the brilliant performance of the new Federal Ortho-sonic sets, functioning with all A, B and C batteries eliminated, proves how successful they were.



E-40

E-40 Six tubes. Balanced tuned radio frequency. Single control. Extremely selective—maximum receiving range. Rugged, all-metal construction. Illuminated scale. Built-in speaker—latest acoustical design. Receiver compartment slides out to install tubes. Genuine walnut cabinet, artistically antiqued and inlaid with fiddle-back mahogany. Ample space for all batteries or current supply devices. Without tubes or accessories \$350⁰⁰



E-10
E-5 Console

E-10 Six tubes. Balanced tuned radio frequency. Extremely selective. Single control. Maximum receiving range. Rugged, all-metal construction. Illuminated scale. Perfect control of volume. Rich brown mahogany cabinet. Beautiful inlay. Without tubes or accessories..... \$165⁰⁰

E-10-60 E-10 receiving set with circuit adapted for light-socket operation. Has current supply equipment, eliminating all batteries. Built-in coupler giving finest tone quality. Without tubes or accessories..... \$275⁰⁰

E-5 Console

Specially designed and finished to match E-10 and E-10-60. Ample space for all batteries \$40⁰⁰ or current supply equipment.....



F-10
F-5 Console

F-10 Seven tubes. Balanced tuned radio frequency. Designed for use with loop only. Single control. Maximum selectivity—long range reception. Rugged, all-metal construction. Illuminated scale. Perfect volume control. Mahogany cabinet—vermillion inlay. Finished in rich brown—satin texture. Without tubes or accessories (but including loop)..... \$250⁰⁰

F-10-60 F-10 receiving set with circuit adapted for light-socket operation. Has current supply equipment, eliminating all batteries. Built-in coupler giving finest tone quality. With- out tubes (but including loop)..... \$360⁰⁰

F-5 Console

Specially designed and finished to fit F-10. Ample space for all batteries or current supply equipment. Equipped with special rubber tired casters \$50⁰⁰

[The Federal line also includes four Custom-built Art Models priced from \$650.00 to \$1225.00]

SONIC[★] RADIO

The fundamental exclusive circuit making possible Ortho-sonic reproduction under U. S. No. 1,582,470

designs with full operation!

This new Federal development moreover incorporates tremendous strides in the elimination of the familiar shortcomings of light-socket operation. By ingenious design, the maximum of regulation to offset current fluctuations is obtained. A Hum and other objectionable noises are reduced to a negligible degree. No electrolyte, liquid or other material requiring replacement is used. And the current supply feature requires but a single tube, and this carries a six months' guaranty with replacement made on a pro-rata "mileage basis."

You should know about these sets. The Federal line is backed by an organization of pioneers in the electrical communication field. It is a line that will never be "orphaned." It is broadly advertised nationally. An unusual line-up of newspaper advertising and selling helps goes behind it. It holds the respect and confidence of the most reliable class of retailers in the field. No radio designation you can secure will ever bring you more sincere co-operation or pay you more handsomely for your efforts.

Get in touch with your wholesaler; or write us—at once.

FEDERAL RADIO CORPORATION, Buffalo, N. Y.

(Division of The Federal Telephone Manufacturing Corp.)
Operating Broadcast Station WGR at Buffalo



F-45-60

F-45-60 Seven tubes. Full operation from light socket. Has current supply equipment, eliminating all batteries. Built-in coupler gives finest tone quality. Balanced tune radio frequency. Single control. Loop concealed in door. Built-in speaker. Newest acoustical design. Set is completely shielded. Cabinet of new and unique design. Splendid appearance accomplished by artistic use of diamond matched walnut with maple and burl overlays. **\$600⁰⁰**
Without tubes



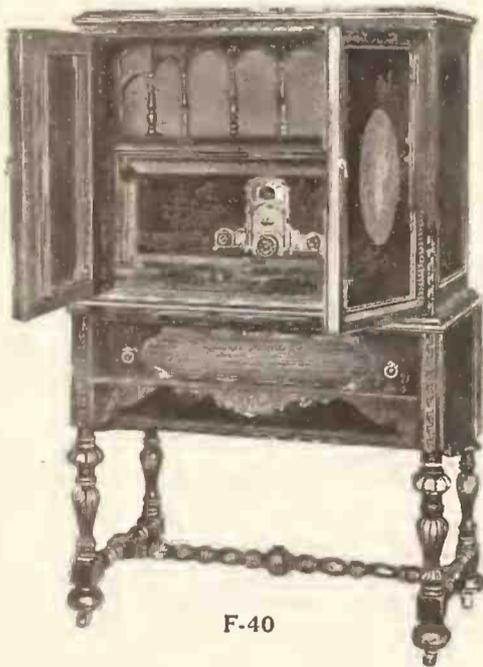
D-10
D-5 Console

D-10 Five tubes. Balanced tuned radio frequency. Centralized control. Very selective. Genuine mahogany cabinet. Finished in rich brown. Without **\$100⁰⁰**
tubes or accessories.....

D-10-60 D-10 receiving set with circuit adapted for light-socket operation. Has current supply equipment, eliminating all batteries. Built-in coupler giving finest tone quality. Without **\$185⁰⁰**
tubes or accessories

D-5 Console

Specially designed and finished to watch D-10 and D-10-60. Ample space for all batteries or current supply equipment. **\$30⁰⁰**



F-40

F-40 Seven tubes. Balanced tuned radio frequency. Designed for use with loop only. Single control. Maximum selectivity—long range reception. Rugged, all-metal construction. Illuminated scale. Exceptionally large built-in-speaker—latest acoustical design. Genuine walnut cabinet. Artistically antiqued. Inlaid with vermillion. Ample space for all batteries or current supply equipment. Without tubes or accessories (but including loop)..... **\$450⁰⁰**



D-40

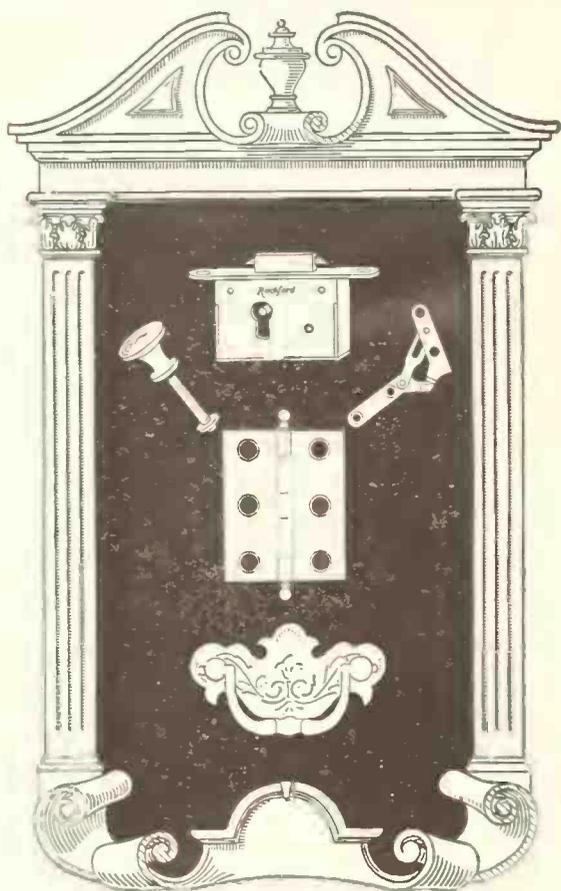
D-40 Five tubes. Balanced tuned radio frequency. Centralized control. Built-in speaker—latest acoustical design. Deep, rich tone quality. Receiver compartment slides out to install tubes. Genuine walnut cabinet. Ample space for all batteries. Without **\$200⁰⁰**
tubes or accessories

D-40-60 D-40 receiving set with circuit adapted for light-socket operation. Has current supply equipment, eliminating all batteries. Built-in coupler giving finest tone quality. Without tubes or accessories. **\$285⁰⁰**

Plaza Music Co. Enters Radio Distribution Field

Splitdorf Radio Products to Be Leader in Line of Famous New York Concern Long Connected With the Talking Machine Trade

The Plaza Music Co., New York City, has announced its entrance into the radio field. The company occupies the enviable position of being one of the oldest established and largest distributors in the music field, as well as the manufacturer of the Pal "family" of portables, including the new Pal Phonopact, Banner records and other well-known merchandise. In the many years of its business history the Plaza Music Co. has established itself in the distribution of only products of high reputation and, what is more important still, throughout this span of years has rendered a service to its dealers that has built up a large following and strong friendship throughout the entire industry.



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

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

U. S. A.
Cable Address: NATLOCK

Rockford Hardware

Branch Sales Offices:

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

The same successful policies which have guided this company in its career in the music field will be applied to the radio division of the company. In keeping with its policy of distributing only quality products, the announcement is made that the major item in the radio line will consist of the products of the Splitdorf Radio Corp., of Newark, N. J.

The Plaza Music Co. is already busily engaged in the awarding of dealer franchises in the territory which includes the metropolitan district, Westchester and Rockland counties. A comprehensive display of the Splitdorf line has also been arranged at Plaza headquarters. The radio division of the Plaza Music Co. will also distribute a comprehensive line of fine radio console cabinets and will include other nationally known and advertised lines of tubes, speakers, power plants, "B" eliminators, etc. This new department of the Plaza organization has been placed under the efficient care of Emil S. Schenkel, who has been connected with the Plaza organization for many years and is well known throughout the entire talking machine industry.

Splitdorf President Comments on Advanced Season

Walter Rautenstrauch, President of Splitdorf Radio Corp., Reports That Benefits of Early Trade Show Are Already Apparent.

The Radio Show and R. M. A. convention occurring considerably in advance of the consumer buying season seems to have met with the hearty approval of everybody connected with the radio industry. Walter Rautenstrauch, president of the Splitdorf Radio Corp., Newark, N. J., reports that the stimulating effect of the show has already been felt.

"I gave it as my opinion just after the show," said Mr. Rautenstrauch, "that the convention, enabling jobbers, dealers and manufacturers for the first time to get together considerably in advance of the consumer buying season, would have a highly beneficial effect. There was opportunity to look over new models, and for the trade to get properly lined up. Another thing that impressed me at the time was standardization of sets and of the industry.

"Now, since contacts have been made in the field the pushing forward of the season is very much in evidence. It simply means that where jobbers had dealers lined up in September, or later, this season all the preliminary work is to be soon concluded, leaving the Fall season open for the attention of the consumer. An interesting feature in going around among the dealers, as reported by our field men, is the significance placed by the dealers on proper license associations and patent controls. Never before have radio dealers been so interested in where a manufacturer stands on patents."

Musical Products Dist. Co. Adds Kolster Line

Federal-Brandes, Inc., Announces Placing of Line With One of the Leading Wholesalers in the Metropolitan Territory

The appointment of the Musical Products Distributing Co., Inc., New York, as a jobber of Kolster radio sets, speakers and power units, has been announced by Federal-Brandes, Inc. In making this announcement, Federal-Brandes officials state that the appointment of the Musical Products Distributing Co., which is one of the best-known jobbing houses in the East, is in line with its policy of increasing the strength of its distributing organization. The territory includes New York City, the lower Hudson Valley, Long Island and Northern New Jersey.

Other Kolster jobbers in the metropolitan area of New York are McPhilben-Keator, Inc., and Alpha Electric Co., Inc., both of New York City, and the Newark Electrical Supply Co., of Newark, N. J.

Choose Columbia Records for Educational Series

Ginn & Co., Publishers of Text Books, Make the "Music Education Series" on Sixty-three Double-Faced Columbia Records

Ginn & Co., of Boston, the largest publishers of text books in the United States, with branch offices in New York, Chicago, San Francisco, Columbus, Dallas and Atlanta, have announced that after a careful examination of all similar products on the market they have selected Columbia New Process records upon which to record selections which are issued in record form as an integral part of the course of singing books, known as the "Music Education Series."

The "Music Education Series," begun in 1923, has just been completed, consisting of sixty-three double-faced records, of which forty-four are ten-inch and nineteen are twelve-inch. On these records 229 pieces of music are recorded, all by members of the Philharmonic Orchestra of New York. The series includes a five-book course for schools in smaller towns, and an eight-book course for large cities. The records are equally adapted to either of these courses.

One of the deciding factors in the selection of Columbia New Process records by Ginn & Co. is the "laminated" or "new process," the patents of which are controlled by the Columbia Phonograph Co. Records, such as Ginn's Music Education Series, made for study and many replays, whose every note must be reproduced exactly as recorded, and with a maximum of clarity, should have a playing surface of the utmost smoothness and durability. This the laminated process insures.

Yahr-Lange, Inc., Withdraws From Distributing Field

H. C. Schultz Takes Over Detroit Branch and Milwaukee Branch Is Made a Division of Tay Sales Co.—To Push Super Ball Antenna

MILWAUKEE, Wis., August 4.—Fred E. Yahr, president of Yahr-Lange, Inc., announced late in July that his firm had withdrawn from the distributing division of the phonograph-radio industry. The Detroit branch of Yahr-Lange, Inc., has been taken over by H. C. Schultz, Inc., and the Milwaukee branch is now a division of the Tay Sales Co., of Chicago, Sonora distributor. In making the announcement of the change, Mr. Yahr stated that in the future his firm would not be a direct competitor with other distributors who handle Super Ball Antennas, Yahr Speakers and the Super Ground Clamp, which are sold through authorized distributors appointed by Yahr-Lange, Inc.

Since the introduction of its popular radio product, the Super Ball Antenna less than two years ago, the Yahr-Lange organization, under the leadership and direction of Mr. Yahr, has made rapid strides in its distribution. This Summer the Yahr Speaker was added to the line, and it is said that 278 distributors now handle Yahr radio products which are making very satisfactory strides in popularity both with the trade and the public.

New Sleeper Distributors

The appointment of two new distributors with territories in the eastern counties of Ohio has been announced by Gordon C. Sleeper, president of the Sleeper Radio & Mfg. Corp., manufacturer of the Sleeper all-electric sets. They are the Willis Co., of Canton, and the Akron Parts Co., of Akron. Mr. Sleeper stated that both of these houses, which are well known in Ohio, are enthusiastic over the prospects of a big year with the Sleeper line following exhaustive performance tests in their territory. Active dealer interest has already been noted in the Sleeper line in Ohio, according to reports which are reaching the Sleeper Corp.

White

"A" SOCKET POWER UNIT

CLEAN PROFITABLE BUSINESS

White "A" Socket Power Units are easy to sell—and they stay sold. A demonstration is convincing proof of their supremacy. Continually efficient service invariably rendered insures absolute satisfaction, establishing consumer good will and endorsement that create an ever increasing demand. Truly an "A" Battery Eliminator. Abolishes "A" Batteries entirely. Requires no trickle charger. Never charged. Never discharged. Designed to operate any standard 6 volt receiving set from 1 to 9 tubes. Housed in handsome sage-green Duco-finished 20 gauge metal case. Moderate price—and proven performance guarantee big volume trade. Liberal dealer discounts.

Write for complete information and trade stimulating selling plan that insures greater and quicker profits.

*Never
charged*

*Never
Discharged*

WHITE "A" SOCKET POWER is licensed by Andrews-Hammond Corporation under Andrews Condenser and other Andrews-Hammond patent applications.



Our complete line of "A," "B" and "A-B" Power Units gives a wide, active range of sales.

Julian M. White Manufacturing Co.
Sioux City, Iowa

Steinite Labs. Receive the Radio Corp. License

Steinite Distributors Informed of Latest Step Taken by the Company to Keep Steinite Receiver Abreast of Radio Progress

CHICAGO, ILL., August 8.—The Steinite Labs., manufacturers of Steinite radio receivers, through their general sales office here, recently announced that the firm had been granted a license by the Radio Corp. of America. The announcement was made by Oscar Getz, general sales manager, who stated in a bulletin to Steinite distributors that the company, in addition to the engineering talent already possessed by the organization, now had available the combined engineering facilities of the Radio Corp. of America, General Electric Co., Westinghouse Electric & Mfg. Co. and the American Tel. & Tel. Co.

Mr. Getz's announcement in part follows: "This array of talent becomes available to us



\$160—and the Finest of Its Kind **MAGNAVOX** POWER SPEAKER (Dynamic)

Built on the electro-dynamic principle, under exclusive Magnavox patents. Quality to match the finest sets. Center of attraction at Chicago Show in June. Works directly from light socket. Uses one 216B and one 210 type tube. Speaker unit can supply B current to set. A sure-fire sales leader.

LOBOY Model (above) list \$160 (without tubes).

Magnavox electro dynamic speaker, unit only, type R4, for 6 volts, ½ ampere field winding \$45.00

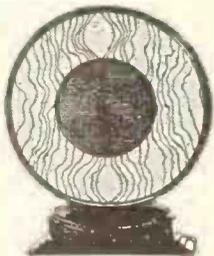
Type R5 unit only, for use in electric phonograph 100 volt, 40 milliampere field winding \$45.00

Type R50, unit only, as used in LOBOY Speaker complete with amplifier and eliminator \$110.00

WARWICK Model Cone

Permanent magnet type — handles power tube volume without distortion— \$27.50

Type M7 Self-contained, complete permanent magnet cone, unit only, 8½" diameter— \$12.50



Write at once for name of distributor.

THE MAGNAVOX CO.

Oakland, California

Chicago Sales Office 1315 South Michigan Ave.
Chicago

through a license arrangement with the Radio Corp. of America and its associated companies, which enables us to manufacture radio sets under various patents owned and controlled by them. It is a real pleasure to make this announcement because it insures the continuation of our already well-known ability to keep Steinite sets well abreast of radio progress. This announcement will enable our jobbers to go ahead and plan for the coming radio season, fully confident that the Steinite is bound to prove one of the most desirable and profitable connections available in the radio field."

The license arrangements were completed recently when Fred W. Stein, president of the Steinite Labs., visited New York City to confer with RCA officials.

Seattle Dealers Benefit From Co-operative Drive

Seattle Music Trade Association Sponsors Co-operative Campaign, Adopting Slogan "Electricity in Music"—Most Successful

SEATTLE, WASH., August 4.—The co-operative campaign waged by the members of the Seattle Music Trade Association during the month of June strongly emphasized the new types of musical instruments which utilize electricity in reproducing. June was selected because the Auditorium Model Orthophonic Victrola was sent to the city for a week of concerts, and the trade realized the benefit of effecting a tie-up with the publicity which was given the instrument.

The slogan "Electricity in Music" was adopted and appeared in all the publicity and advertisements which were inserted in various newspapers, and which appeared three times weekly. These advertisements described in detail just exactly what electricity has to do with the modern musical instrument. The difference between the old and new methods of recording was also explained. The music dealers were fortunate in securing the co-operation of the Pacific Telephone & Telegraph Co. and the Puget Sound Power & Light Co., both of which companies advertised liberally, using descriptive copy written by engineers, telling the story of amplification from the side of the utility companies.

Reports from dealers indicate that the benefits from the campaign were immediately apparent, and all agree that the campaign has built a great amount of business for the future.

Herman Segal Home From Extensive European Trip

Herman Segal, executive head of the Unique Reproduction Co., New York City, manufacturer of phonograph reproducers, returned to New York on August 5 on the S. S. "Berenaria" from a combined business and pleasure trip to Europe. Mr. Segal was away for seven weeks and visited England, France, Germany, Switzerland, Hungary and Roumania.

Upon arrival at his desk, he found that samples of the Organ-Tone reproducer, a new product recently announced to the trade, were being widely distributed under the direction of his son, Martin W. Segal, who directed the affairs of the Unique Reproduction Co. in his absence. He announced the appointment of a number of jobbers, including one in New England, who will handle the Unique Company's products exclusively in that section. Mr. Segal stated that wherever no jobbers have yet been appointed, sales will be made direct to dealers until arrangements are made with distributors in those sections.

The Universal Electro Chemical Corp. has been incorporated at Albany, N. Y., and will engage in the manufacture of radio receivers and other products. The company is capitalized at \$150,000 preferred stock and 5,000 shares of common.

Edison and Walsh Attend Pacific Coast Convention

Receive Enthusiastic Welcome From Dealers Who Admire New Edison Phonograph Products Shown for the First Time

Charles Edison, president of Thos. A. Edison Inc., and Arthur L. Walsh, vice-president and general manager of the phonograph division of the company, returned to Orange, on July 25, from a special trip to the Pacific Coast to attend the annual convention of the Western Music Trades' Association in San Francisco. It



"Three's a Crowd" Is the Title of Harry Langdon's Latest Picture, But With Charles Edison at His Right and Arthur L. Walsh at His Left Three Seems All Right

is the first time in a number of years that Edison factory executives have visited the Coast and Messrs. Edison and Walsh were received enthusiastically by the dealers, who were likewise much impressed with the latest development in Edison products displayed during the meeting, these including the newest records, and a sample of the new instrument to be introduced as marking the golden jubilee of the invention of the phonograph by Thos. A. Edison.

Newspapers in San Francisco and other cities where the Edison officials stopped were fully alive to the importance of the visitors, and interviews with Mr. Edison not only appeared in San Francisco and Los Angeles papers, but were sent all over the country by the news agencies. In connection with these interviews Mr. Walsh tells a story that is well worth repeating. It seems that a young lady reporter of a San Francisco newspaper commented upon the wonderful naturalness of the Edison reproduction. Mr. Walsh admitted this and said to her: "Our records are so natural that we do not dare use artists who suffer from Halitosis." The young lady was properly impressed and mentioned the fact in her story.

After leaving the San Francisco convention Messrs. Edison and Walsh stopped for a few days at Los Angeles, and while there took the opportunity of visiting the motion picture industry of Hollywood, where, as the accompanying photograph proves, they mingled with the elite of the movie lots. On the way back to Orange the executives stopped at Ogden, Utah, and one or two other centers to visit Edison distributing branches.

Pal Phonopact Is Popular

The Plaza Music Co., New York City, reports that whereas all models of the Pal family of portable phonographs are moving well, the newest number, the Pal Phonopact, is meeting with phenomenal success. The Pal Phonopact, which is a "thin" portable only 3½ inches deep, found a very ready market when it was introduced a month or so ago and an indication of its popularity is to be found in the repeat orders which are being received at Plaza headquarters. Many distributors and dealers have reordered many times their originally anticipated quantities of the Phonopact. A particularly descriptive slogan has been adopted by the Plaza Music Co. for this little portable, "A portable phonograph that is really portable."



Reg. U.S. Pat. Off.



Reg. U.S. Pat. Off.

ARTONE GRAND PORTABLE
With 53-in. Tone Column and
Artone De Luxe Reproducer

\$35

—AND WORTH IT

EIGHT OTHER
PORTABLE MODELS
\$15 to \$30



No. 85—Nickel finish \$85
No. 95—Gilt finish \$95



No. 125—Brown finish \$125



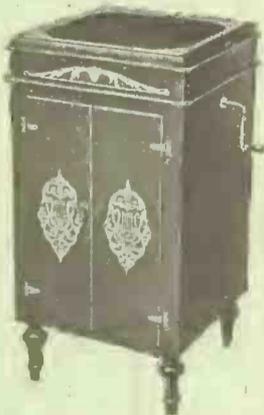
No. 65—Nickel finish, \$65
No. 75—Gilt finish - \$75

SIX MODELS
of
CONSOLES and CONSOLETTES
\$65 to \$125

Write Today
for Catalog



No. 79—Brown finish, \$85



No. 76—Brown finish, \$75



No. 80—Brown finish, \$95
No. 81—Gilt finish - \$110

BERG A. T. & S. CO., Inc., Long Island City, N. Y.

Designers and Makers of Cases for Over Twenty Years

Pittsburgh Auto Equipment Co. Is Host to Fada Dealers at Pre-Showing

Samples of 1928 Fada Models Shown at Annual Gathering of Dealers in Pittsburgh Territory—Washington Storage Battery Co. to Handle Grebe Line—Atwater Kent Dealers Meet

PITTSBURGH, PA., August 8.—The demand for talking machines, records and portable phonographs, especially the latter, for the past month has been rather satisfactory, according to some of the leading talking machine dealers here, although by no means as brisk as the trade would like to have seen it. The number of vacationists this year who are using portable phonographs and radios is materially increased over last year.

The Pittsburgh Auto Equipment Co., Fada distributor, entertained 150 Fada dealers in the English room of the Fort Pitt Hotel on July 28. Samples of the 1928 Fada models were on display. Thomas I. Jenks, manager of the radio department of the company, presided. J. A. Sherrod, of the New York office of F. A. D.

Andrea, Inc., spoke on metropolitan sales in the Summer season. He is said to have increased the New York territory sales this year by an intensified selling campaign over \$100,000 per month for the last three months. He stated that the 1927 sales volume at the present time is 12½ per cent over the entire sales of 1926. L. J. Lutz, factory representative of the company for the Pittsburgh district, gave some valuable figures on the potential radio market. H. C. Reese, of the National Carbon Co., explained the Eveready broadcasting program his company had planned for the coming season. Finley Weisberger, of the Philadelphia Storage Battery Co., followed with an interesting talk on the Philco socket power units.

The co-operative advertising plans of the

Fada Company for the Fada dealers for 1927 were explained by Harry Winston of the Winston & Sullivan Co., New York, advertising counsellors.

H. R. Dague and R. T. Jones, of Washington, Pa., have organized the Washington Storage Battery Co., with warerooms and offices at 48-50 North Franklin street, that city. The firm will handle the Grebe radio sets and the Prest-O-Lite battery as well as a full line of radio parts.

Martin A. Sigler, senior member of the firm of C. M. Sigler, Inc., Steinway and Victor dealer, of Harrisburg, died at his home there on July 23, aged sixty-eight years. He had been ill for the past three years. His widow, one son and two daughters survive.

The Atwater Kent radio dealers in western Pennsylvania to the number of over 250, their families and sales staffs were guests of the Esenbe Co. at the third annual meeting and banquet held in the William Penn Hotel, Tuesday afternoon and evening, July 19. A. A. Buehn, president of the Esenbe Co., welcomed the dealers. There was a fine display of the latest Atwater Kent receiving sets, which was visited by every dealer, who was given first hand information on the latest developments in the Atwater Kent field. Interesting addresses by Atwater Kent executives featured the event.

The W. F. Frederick Piano Co. has opened a branch store at 21 East Eighth street, Erie, Pa. A full line of Victrolas and Victor records have been installed in the new store, which is admirably located in the business section of the northwestern Pennsylvania metropolis.

M. V. DeForest, head of the music house of W. C. DeForest & Son, Sharon, Pa., Victor and Atwater Kent dealers, has been appointed a member of the Music Advancement Committee of the Music Industries Chamber of Commerce. Mr. DeForest, who was in Pittsburgh recently, stated that work had been started on the installation of a handsome new front for the music store in Sharon. The present display window will be enlarged and in the center of the entrance there will be installed a large floating showcase. Mr. DeForest stated that some interior improvements to the store will also be made for the purpose of enlarging some of the departments.

E. B. Heyser, general manager of the W. F. Frederick Piano Co., Victor distributor and dealer, has returned from a motor trip to Canada. He was accompanied by Mrs. Heyser and their daughter.

The Doubleday-Hill Electric Co., of this city, distributor of radio, has conducted for several years past a radio broadcasting station of its own, the call letters of which are KQV. This station through all-day broadcasting has been rendering a valuable dealer service, enabling the radio dealers to demonstrate, test or install radio sets during the day when there is no local station on the air. The programs hitherto have been short and broadcast at the request of the dealers and for their convenience. This station is now going on the air with regular evening programs three nights each week. It is announced the programs will be of a high-class nature, which will further add to the popularity of this station.

Moran and Mack Go West

Moran and Mack, exclusive Columbia recording artists, opened in Los Angeles, August 1st, on the Pantages Circuit. The Columbia record, "Two Black Crows," has swept the country, winning for Moran and Mack the highest praise, and tremendous sales on Columbia New Process records. Their unprecedented popularity inspired the Pantages Circuit to engage them for a tour of California and the Northwest.

Incorporation

The Culver Radio Music Shop, Brooklyn, N. Y., was recently incorporated at Albany with a capital stock of \$10,000.

Majestic

SUPER "B" Current Supply

New Low Prices



Greater Radio Power

National Reputation

Sells Steadily—Profitably!



Because of their consistently satisfactory performance, Majestic units are asked for by name, showing public confidence, and assuring you that Majestic goods MOVE. And at a handsome margin of profit. Note the new low prices!

Majestic Super "B"

Recognized as the leader in popularity, sales and efficiency. For sets 1 to 12 tubes. List price of unit complete with the Majestic Super Power Tube **\$29.50**

Majestic Master-B

The precision B Power Unit offering complete control of all output voltage taps. List price complete with Majestic super power tube **\$32.50**

Majestic Special Master-B

Similar in appearance and design to Master-B but equipped with four B + taps for sets requiring same. List price complete with Majestic Super Power Tube..... **\$32.50**

ACE Models for Sets using the new A-C Tubes

The 1927-28 season will see a tremendous demand for Power Units—Majestic has established a solid reputation with the trade and the public.

Manufactured by

GRIGSBY-GRUNOW-HINDS CO.

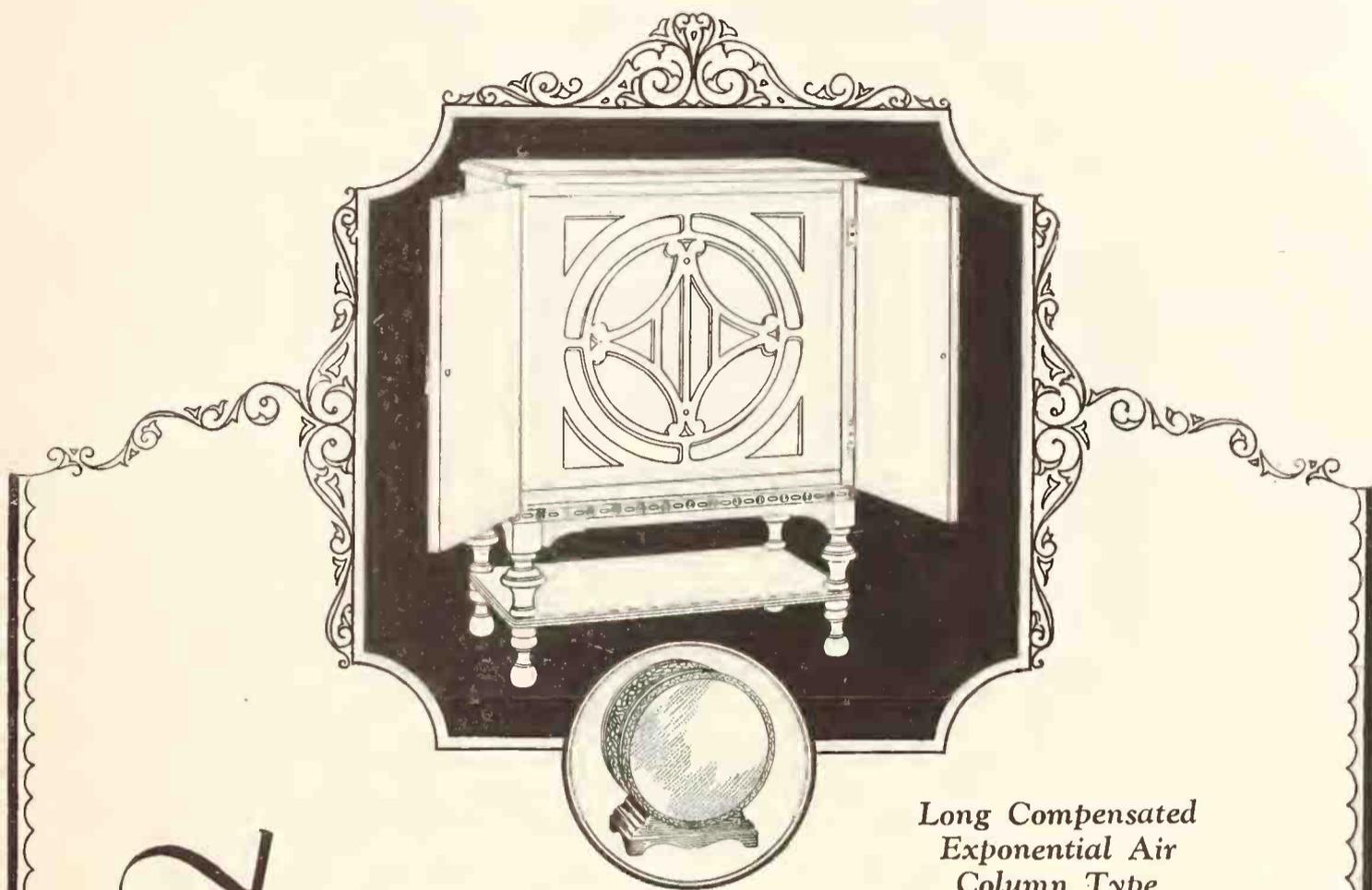
4558 Armitage Ave., Chicago, Ill.

Majestic

Super-Power
B-Rectifier

Most powerful B-Rectifier made, sturdily built for long life and heavy duty. 1000 hr. guaranteed (glass breakage only excepted). Gives a year or more of service.

Retail price \$4.50



Long Compensated
Exponential Air
Column Type

The **TEMPLE SPEAKER**

improves the tone quality of ANY radio set

THE Temple Speaker is not just "another speaker" for you to sell. To the contrary it is truly a musical instrument that *sells itself*.

Wherever the Temple is heard its audience is more than enthusiastic—it marvels—for no one believed that such reproduction of tone was possible.

Listen to the Temple once. That's the way your customers buy speakers and that's the way you *should* buy them.

Here is a speaker that is worthy in every way of your most enthusiastic support. It will add many more dollars to your profit sheet this fall.

Rigid sales policy backed by extensive advertising campaign.

13 inch priced at \$29.00 West of the Rockies \$32.00

18 inch priced at \$48.50 West of the Rockies \$55.00

Console Model priced at \$65.00 West of the Rockies \$75.00

TEMPLE, Inc., 213 S. Peoria St., Chicago

Sales offices in all principal cities

LEADERS IN SPEAKER DESIGN

H. T. Electric Co., Indianapolis, Holds Third Annual Atwater Kent Dealer Meeting

Approximately 200 Dealers From All Parts of Indiana Attend Annual Gathering—Atwater Kent, Pooley and Red Lion Cabinet Officials Speak—New Models Displayed

INDIANAPOLIS, IND., August 7.—The H. T. Electric Co. held its third annual Atwater Kent radio dealer convention on the roof garden of the Hotel Severin recently and about two hundred dealers from various parts of the state attended.

Prior to the serving of lunch the dealers inspected the new lines of receivers, speakers and

Pa.; H. P. Humphries, of the Pooley Co., Philadelphia, Pa.; G. R. Hock, of the Bankers Commercial Security Co., New York City; George Jaud, district manager of the Atwater Kent Mfg. Co., who presented the new Atwater Kent merchandise and spoke on "Merchandising Right and Wrong"; T. Wayne MacDowell, who presented the Atwater Kent advertising plans



Among Those Present at H. T. Electric Co. Convention

From left to right are: George Jaud, J. McGuigan, Frank Miller, J. McKee, R. E. Smiley and T. Wayne MacDowell, Atwater Kent Mfg. Co.; Adolph Wagner, Frank Low, J. W. Laufer and D. McKay, H. T. Electric Co.; C. S. Coleman, Red Lion Cabinet Co.; H. Humphries, Pooley Co.; J. T. Conner, Conner Furniture Co.

cabinets, and in the afternoon attended a business session. The meeting was opened by Adolph Wagner, president of the H. T. Electric Co., who welcomed the dealers. The session was subsequently addressed by the following speakers: J. T. Conner, president of the Conner Furniture Co., of New Albany, Ind.; C. S. Coleman, of the Red Lion Cabinet Co., of Red Lion,

for the coming year, and Richard E. Smiley, who spoke on sales and merchandising of Atwater Kent radio.

During the afternoon a theatre party was given for the ladies, followed by a drive around the city and later all were present at a banquet on the roof garden of the hotel, a most enjoyable convention wind-up.

McMillan Radio Corp. Is Featuring Electric Sets

In addition to the standard battery line of radio receivers, the McMillan Radio Corp., Chicago, is featuring for 1927 its new electric line of sets which has met with popular trade approval since its introduction. The McMillan

electric receiver is in answer to the public demand for a completely self-contained unit which operates from the light socket, since the new receiver uses no batteries of any type in its operation. The manufacturer states that there is nothing built into the set which requires any attention from the owner, and the operation by the user consists simply of turning on the light circuit and tuning in the station desired. This

result has been achieved by the use of A. C. tubes and a special McMillan circuit on which patents are pending. Its audio amplifier is the successful result of extended experience and effort by McMillan engineers to reproduce voices and instrumental music with fidelity and volume.

Each of the new McMillan cabinets has been particularly designed for the McMillan electric receiver and they are all equipped with a built-in speaker, long air column and de luxe Utah unit. The models range from the Baronet, a dainty table cabinet, to the Seville, a de luxe console type, with other models at various price ranges.

The McMillan battery line for 1927 features new beauty and performance at prices appealing to the pocketbooks of every type of consumer and the work done to perfect the McMillan Electric receiver has produced many advances in engineering which have also been incorporated in the McMillan battery line of sets, thus improving their tone quality and sensitivity.

More Variety in Radio Programs, Says G. H. Kiley

Vice-president of the Farrand Mfg. Co. Sees Marked Improvement in Reception Conditions and Facilities of Broadcasting Stations

More variety in radio programs than ever before will afford the radio listener a greater degree of satisfaction this season than ever, according to George H. Kiley, vice-president of the Farrand Mfg. Co., Long Island City, manufacturer of Farrand speakers.

"With three broadcasting chains covering the Eastern States, and a chain on the West Coast that will be linked with the Eastern program on special occasions, many cities will find three home stations serving them with programs originating in New York studios," said Mr. Kiley, who has recently completed a survey of the radio situation.

The stabilization of the wave-length situation has also had a beneficial effect on broadcasters, in Mr. Kiley's opinion, as increases in bookings of commercial programs by the smaller stations of the country seem to indicate that the number of hours of commercial programs offered by stations not affiliated with any chain are almost four times what these hours were a year ago.

Dr. F. A. Kolster Discusses New Type Speaker

Electro-Dynamic Principle Applied to Radio Loud Speakers Represents a Marked Improvement in These Products, Says Engineer

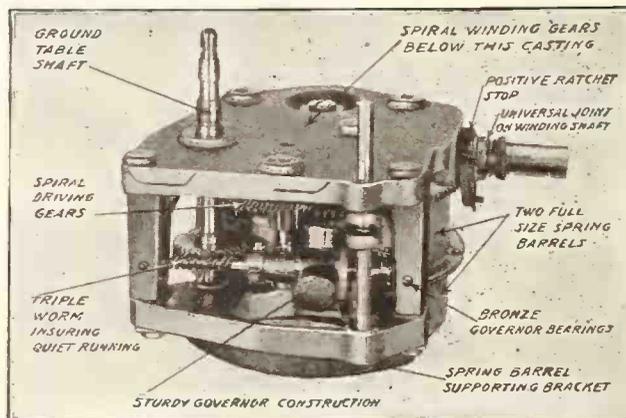
A radio receiver will be judged henceforth by the speaker and reproducing mechanism in general, rather than by the appearance of the set, an unusual cabinet or its name, in the opinion of Dr. F. A. Kolster, former head of the U. S. Bureau of Standards radio laboratory, who is now designing Kolster sets and speakers for Federal-Brandes, Inc.

"A substantial improvement in loud speakers has been effected recently through the successful use of the electro-dynamic principle, which has been responsible for the greatly improved reproduction of the phonograph," Dr. Kolster states. "Progress has been slow in the development of radio reproduction, the problem being to perfect a mechanism which would make it possible to secure a degree of sensitivity that would insure clear and faithful recording of sound. After considerable laboratory research, a mechanical and electrical design giving the desired results has been obtained, and production is now under way on the new reproducer, which will appear in two forms, as a separate console unit and as a part of a complete console receiver."

UNITED MOTOR No. 5

Improved "6-Record" Motor

at a
LOWER PRICE



- Perfected and proven by more than 2 years' successful operation
- Plays 6 records with one winding
- Very quiet and easy winding
- Runs evenly and noiselessly
- Very rugged in construction

- All parts standard United parts
- Built to give years of satisfactory service
- Carries our absolute guarantee
- The lower price makes this the outstanding value in high-grade motors

Write for quotation and sample—Phonograph Motor Division

UNITED AIR CLEANER CO., 9702 Cottage Grove Ave., Chicago, Ill.

Makers of

UNITED
PHONOGRAPH MOTORS



When the
Greatest
Show in
History thrills
the World

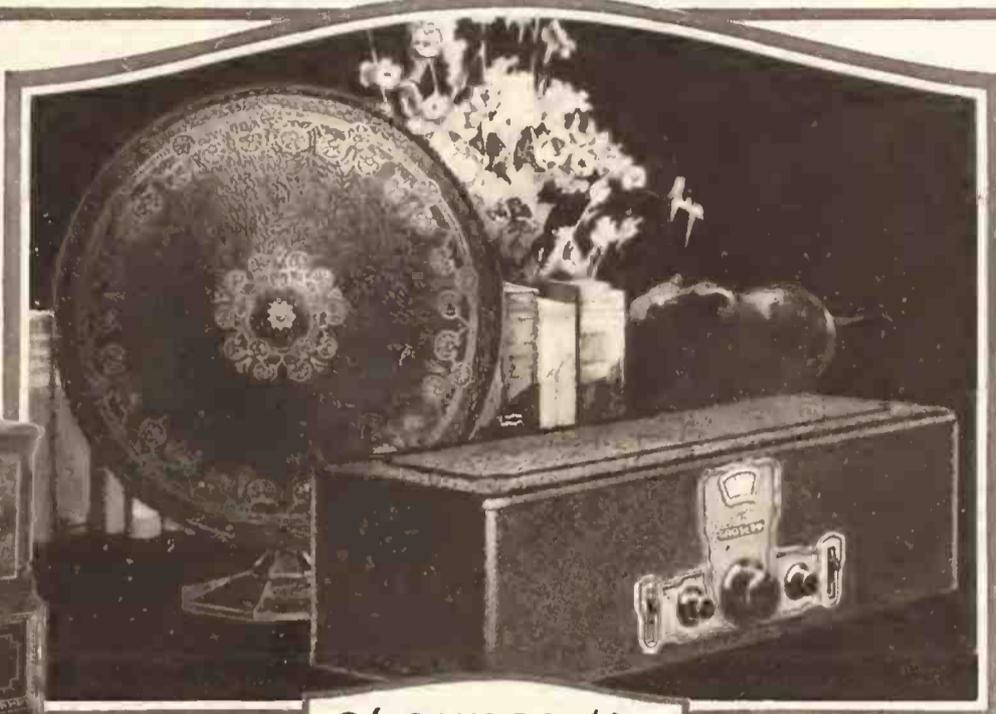
“...You’re there with a Crosley”



\$35



\$85



The **BANDBOX** \$55
A 6 tube Receiver



\$65

These approved cabinets have been selected by Powel Crosley, Jr., as ideal consoles, acoustically and mechanically, for the installation of the Crosley “BANDBOX”. Genuine Musicones built in. Crosley dealers secure them from their jobbers through

H. T. ROBERTS CO.,
914 S. Michigan Ave.,
Chicago, Ill.
Sales Agents for Approved
Console Factories:
SHOWERS BROTHERS CO.
THE WOLF MFG.
INDUSTRIES

A tremendous Crosley radio achievement for 1927-28

Recent court decisions which clarified the radio patent situation have paved the way for still greater Crosley triumphs.

Now completely available to Crosley—and amplifying Crosley supremacy in fullest measure—are the enormous resources, great discoveries and ideas embodied in patents of

- 1—The Crosley Radio Corporation.
- 2—The Radio Corp. of America.
- 3—The Westinghouse Co.
- 4—The General Electric Co.
- 5—The American Telephone & Telegraph Co.
- 6—The Hazeltine Corporation.
- 7—The Latour Corporation.

under which Crosley is now licensed to manufacture.

Here are the seven big things which represent radio's greatest advancement, brought together by Crosley and combined with the experience, mass production method and leadership of the Crosley organization. No wonder a waiting radio world pronounces the “Bandbox” at the unprecedented price of \$55, Crosley's paramount achievement.

The Bandbox Is Shielded

Radio coils are surrounded by magnetic fields similar in every respect to the magnetic field around the earth that moves the needle of a compass but around radio coils these fields make nuisances of themselves by feeding back on each other. Heretofore it has been customary to make inefficient coils with inefficient fields to prevent such feeding back. The Crosley Bandbox incorporates copper shields around each coil to prevent such feeding back. The coils consequently can be made and are very much more efficient. The amplification of the receiver is, therefore, much higher—the sensitivity is greatly increased. Condensers are also completely shielded from each other in separate metal compartments. Hitherto, only high priced sets have enjoyed this super radio advantage.

There Is No Oscillation

The Bandbox employs completely balanced or neutralized radio frequency stages to prevent oscillation, instead of the common form of lossy method. More costly, to be sure, but extremely necessary in achieving such results as are obtained by this marvel of radio reception.

For Sharpness—The Acuminators

“Bandbox” acuminators enable “fishers” for distant stations to bring them in loud and clear. As powerful telescopes magnify distant scenes, acuminators increase the volume of far-away signals so they seem like local programs.

Volume Control

This is another big “Bandbox” feature which permits full brass band power for those who want their dance notes strong and loud. For others it cuts volume down to a soft and gentle murmur, without distortion.

Illuminated Dial

A Master Station Selector has an illuminated dial for easy reading in shadowy corners.

A single knob permits full tuning for ordinary reception of local, nearby and super powered stations.

Installation Simplified

A woven cable, containing varicolored rubber covered leads makes installation and hook-up easy for the veriest novice. No waiting for the radio service man, should the batteries be changed.

Easily Adapted to Consoles

Simply remove screws in escutcheon and in base of set. Lift off metal case. Chassis now stands ready for installation in console cabinet. Opening in console cabinet permits control shafts to protrude. Escutcheon screws in place and—Presto! the console radio is complete.

For AC Operation

A special Bandbox is available at \$65, wired specially for use with the Crosley Power Converter at \$60. This special Bandbox utilizes the new R.C.A. AC tubes which have made the operation of radio receivers direct from house current so simple, efficient and dependable. The first three tubes



IMPROVED MUSICONES

Although Musicones improve the reception of any radio set, they are perfect affinities in finish, beauty and reproductive effectiveness for Crosley Radios. A new model built in the form of a Colonial Tilt-Table with brown mahogany finish, stands 3 feet high. Price \$27.50.

- 16-inch Super Musicone (As pictured with Bandbox) \$12.75
- 12-Inch Ultra Musicone \$9.75

employed in the A C model are UX 226. These go into the radio frequency sockets. The detector tube is UY 227, with indirectly heated emitter. Another UX 226 is used in the first audio stage. Raw A C current heats the filament of all UX 226 tubes. Power tube UX 171 is in the last audio socket. This makes the “dog houses” rumble sonorously and the bass drums deeply boom.

The Power Converter

The power converter which smooths the alternating current is a marvel of engineering ingenuity. Only half the size of an ordinary “A” storage battery, it supplies the required A, B and C currents, without hum. Finished in brown frosted crystalline.

There are models for 25 and 60 cycle current. A snap switch shuts down the set and power converter completely.

Price of Power Converter—\$60
You owe it to yourself to see the “Bandbox” and listen to its remarkable performance. If you cannot easily locate the nearest Crosley dealer, his name and address will be supplied on request. Write Dept. 26.

CROSLEY RADIO

Crosley Radio is licensed only for Radio Amateur, experimental and Broadcast Reception



Crosley recommends the use of five 201-A Radiotrons and one UX171 power tube or Cunningham equivalents, which are furnished



at standard tube prices, with each Bandbox. While Radiotron UX171 is 180-volt tube, it gives a superior performance for 135-volt “B” batteries.

The Crosley Radio Corporation
Powel Crosley, Jr., Pres. Cincinnati, Ohio
Prices slightly higher west of the Rocky Mountains

Trade Factors in Baltimore District Are Optimistic as Brisk Demand Continues

Sales Volumes Exceed Those for the Same Period of a Year Ago, According to Reports of Leading Wholesalers and Retailers Handling Talking Machines and Records.

BALTIMORE, Md., August 10.—Talking machine and radio business held up remarkably well during the month of July and total volume of sales is reported as showing a very gratifying increase over the corresponding month last year. July and August are usually two of the duller months in the year in the music trade, but last month proved one of the exceptions and practically the entire trade reports increases varying from 5 per cent to as high as 25 per cent over July, 1926.

Record sales have been unusually good and in a number of instances the trade has been oversold practically all month on some of the more popular records.

The radio business has held up remarkably well all Summer, due to the unusually cool weather prevailing, as well as to the fact that dealers have been doing more advertising during the past few months than in former years. Another factor which is aiding the radio business and has helped to greatly stabilize it is the general knowledge that there are not going to be any revolutionary changes in radio and that the machines on the market to-day will not be obsolete for a long time. In commenting on this phase of the radio business a prominent dealer said:

"It has been the practice of prospective radio buyers for a long time to hold off buying with the expectation of newer and more highly developed or concentrated sets being placed on the market. I have had dozens of prospective purchasers tell me they wanted a radio but were afraid to buy for fear some new model or radical change in present styles would come on the market and reduce the value of the set they wanted. Since the recent convention of the Radio Manufacturers' Association in Chicago I have heard but little of this talk and I attribute it to the wide publicity which was given the displays in the public press.

"The industry has now become as stabilized as that of the automobile or any other, and there are not going to be any revolutionary changes. This has a great meaning from the consumer's standpoint, as the owner of a radio need not fear that the set purchased to-day,

last week, or several months ago, will soon become obsolete."

The local branch of the Brunswick-Balke-Collender Co. reports the signing up of the following firms in the territory: Arthur Jordan Piano Co., Washington, D. C.; Carteret's Piano Co., Beaufort, N. C., and the Parker Gardner Piano Co., of Charlotte, N. C. The Arthur Jordan Co. is one of the largest music stores in Washington and is carrying a complete line of the Brunswick machines and records. The Brunswick department was opened on the first of the month under the direction of Sidney Schwartz, traveling promotional sales manager, assisted by Miss Ellen Haggerty, of the local branch, who spent a week installing the Brunswick department.

W. F. Roberts, manager of E. F. Droop & Sons, Victor jobbers, left on an automobile trip to Canada on July 29. Mr. Roberts was ac-

Berg A. T. & S. Co. Adds 12,500 Feet to Its Plant

Manufacturer of Berg Artone Phonograph to Devote All of New Space to Phonograph Line—Big Demand Necessitated Addition

The Berg A. T. & S. Co. has taken possession of the additional space which was added to its already large plant in Long Island City, increasing by 12,500 feet the manufacturing facilities of the plant, to be devoted, it is announced, principally to the Artone line of talking machines.

Joseph Berg, president of the company, reports that the popularity of the Artone talking machines greatly taxed the facilities last season and that additional space was an absolute necessity. Mr. Berg also states that his company is working on a number of new models which will be announced soon.

E. R. Manning, treasurer and sales manager of the company, has made an extensive trip through the Middle West, meeting with his usual great success. Orders in hand indicate a big Fall season.

companied by his wife and will return in time to attend the Victor jobbers' meeting at the factory this month.

The Jones Radio Service, Inc., has filed articles of incorporation with the State Tax Commission. The company, which is capitalized at \$25,000, is located in the Citizens' National Bank Building and will deal generally in radio sets and equipment. Winter Jones, Hugh H. Jones, and H. Sinclair Miller are the incorporators.

Columbia Wholesalers, Inc., report that business during the month of July was most satisfactory and that comparisons with the past month and with July of 1926 showed increases in sales volume for both records and instruments. The portable line is also in great demand. The activity is not confined to talking machine products alone, however, for dealers are beginning to show interest in the coming season which promises to be one of the most successful ever experienced. The announcement made last month of the appointment of Columbia Wholesalers as Crosley distributors aroused much interest and members of the trade have visited the warerooms to inspect the line. Many advance orders have been received.

Announce New Vesta "A" Unit With Dry Rectifier

One of the latest developments to be announced in radio power application is the new Vesta complete "A" unit, with dry rectifier. This unit is built in glass for clear visibility of all that is going on inside the unit and with the dry rectifier included, provides a compact, convenient, economical source of power.

The Vesta dry rectifier operates through the medium of a series of discs of two dissimilar metals, the elements being aluminum and copper sulphite. The aluminum discs, being of tripod construction, known as the Vertrex type, give actual contact at three points, maintained by a central spring pressure of 800 pounds. This insures such perfect contact that heat is said to be largely eliminated.

A switch provides a high-charging rate of one and one-fourth amperes and a low rate of five, permitting a range that will take care of practically any size set under variable operating conditions. The unit is supplied with and without automatic relay. The automatic relay disconnects the charging current from the battery when the set is turned on and, if used with a B socket power unit not equipped with a relay, automatically connects the "B" when set is turned on.

The complete unit, which includes a battery of either four or six-volt sizes, has a built-in hydrometer in plain view which gives the exact state of charge at all times. The four-volt fifty-ampere without relay retails at \$28, and the same with relay at \$33. The six-volt without relay lists at \$32.50 and the same with relay at \$37.50.

Attractive Broadside Describes Pooley Products

Entire Line of Pooley Radio Cabinets and Cabinet Speakers Illustrated and Described in Broadside Sent to the Trade

PHILADELPHIA, Pa., August 6.—The Pooley Co., maker of Pooley radio cabinets, has mailed a broadside to the radio trade announcing the Pooley line of cabinets and cabinet speakers for the 1927-28 season. Each model in the Pooley line is illustrated and described in the broadside.

In an accompanying letter it is stated that national advertising of Pooley cabinets will appear in a number of magazines, including Harpers, The Golden Book, The Atlantic Monthly, The Review of Reviews, Scribners, World's Work and the Saturday Evening Post.



Away to a Good Start

THIS is the season of year to lay your plans for big autumn business. Columbia offers a line of phonographs, records and accessories that means increased prestige and sales

for the alert dealer. Now is the time to get away to a good start.

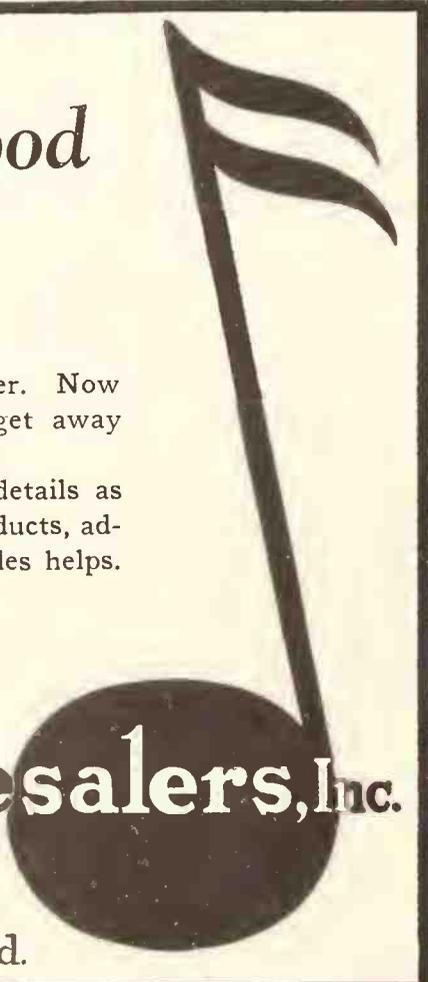
Write us for details as to Columbia products, advertising, and sales helps.

Columbia Wholesalers, Inc.

L. L. Andrews — Wm. H. Swartz

Exclusively Wholesale

205 W. Camden St., Baltimore, Md.



ATWATER KENT RADIO

Little town or big town *the story is the same*

WITH no object except getting the FACTS, the American Press Association made a survey this year among the newspapers of 6,000 towns under 25,000 population.

The newspapers, in turn, had the radio dealers of their towns answer the questions.

Result of the most important question:

Q "What radio set is the best seller?"

A *Atwater Kent* FIRST—by more than 2 to 1.

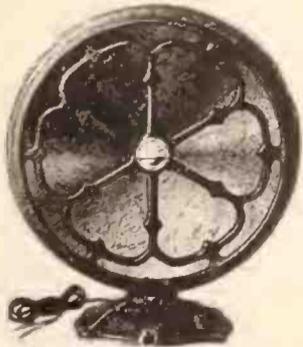
In small towns as well as big towns, merchants who concentrate on Atwater Kent Radio concentrate on the radio people really want and buy. Figures as well as common knowledge prove it.

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

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

ATWATER KENT MANUFACTURING COMPANY

4725 WISSAHICKON AVE. *A. Atwater Kent, President* PHILADELPHIA PA.



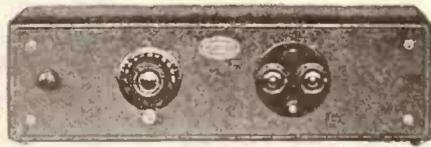
MODEL E RADIO SPEAKER. The result of nearly three years' laboratory work. Faithfully covers the entire range of musical tones, from the lowest to the highest register. With 9 feet of flexible cord. \$30.



MODEL 35, six-tube, ONE Dial Receiver. Crystalline-finished cabinet; gold-plated ship-model name plate, decorative rosettes and power supply switch. \$65.



MODEL 30, six-tube, ONE Dial Receiver. Solid mahogany cabinet; gold-plated name plate, power supply switch and vernier knob. \$80.



MODEL 33, six-tube, ONE Dial Receiver. Antenna adjustment device. Unusual selectivity. Solid mahogany cabinet; gold-plated name plate, power supply switch and vernier knob. \$90.



MODEL H RADIO SPEAKER. Entirely of metal. Crystalline finished in two shades of brown. With 9 feet of flexible cord. \$21.

Prices slightly higher from the Rockies West and in Canada

Write for illustrated booklet of Atwater Kent Radio

Richmond Dealers and Wholesalers Anticipate Good Autumn Business

Crops, Particularly Cotton, Reported in Good Shape in All Sections—Comparison of Sales Volumes With Past Months and Last Year Shows Upward Trend—Major Vivian Recovering

RICHMOND, VA., August 6.—Indications point to a good Fall business in the phonograph line in this territory, in the opinion of jobbers and dealers. LeRoy Goldberg, of Goldberg Bros., Lyric and Artone distributor, who is just back from the semi-annual furniture exhibition at High Point, N. C., where he exhibited his lines, says that dealers attending the show from various parts of the South appeared to be optimistic as to the Fall outlook. In practically all sections crops were reported in good shape, particularly cotton.

F. W. Corley Optimistic

Frank W. Corley, vice-president and general manager of the Corley Co., likewise views the outlook with optimism. Volume of business achieved by this company during the first six months of 1927 was somewhat better than that for the corresponding half-year period of 1926. July, 1927 also ran ahead of July, 1926. This, in his opinion, indicates pretty clearly that business is on the upward grade and justifies his view that the Fall trade is going to be particularly good.

Mr. Corley is planning to visit the Victor factory about the middle of August, and he is expecting the company to make an important announcement at that time of interest to the trade.

Major Vivian Recovering

The many friends in the music trade of Major Arthur Vivian, veteran salesman for the Corley Co., will be interested to know that he is now rapidly recovering from injuries he sustained recently in a motor bus accident near Kingston, N. C.

A repetition of the fire which swept the Cor-

ley Co.'s store here several years ago was narrowly averted recently when city firemen succeeded in choking out a blazing trash pile in the basement of the establishment by the use of chemicals. The blaze is believed to have originated from spontaneous combustion just as the previous one was supposed to have started. The damage was negligible.

Miss Inez Verser to Wed

Miss Inez Verser, secretary to Lee Ferguson, of the Lee Ferguson Piano Co., Victor dealer, has resigned to get married. It is understood that she will make her new home in Indiana.

Fred Kessnich, wholesale manager of the Corley Co., just back from a business trip to Norfolk, reports business picking up materially in that city and surrounding territory.

Joseph H. Steinbrecher, Jr., manager of the phonograph department of the Stieff Piano Co., is back on the job following a brief spell of illness. This firm took on the Brunswick line several months ago and is pushing the line hard.

Nick Lucas' records are much in demand at Howell Bros., Brunswick dealers. According to Robin A. Frayser, manager of the phonograph department, July was the best record month with the firm since it added that department some months ago. He is also selling many portables ranging in price from \$15 to \$25.

Two \$1000 Sales

Kenneth Lord, manager of the phonograph department of the Columbia Furniture Co., reports the recent sale of two \$1,000 Victor Orthophonics. These sales were made as a direct result, he says, of demonstrations given in two local theatres during performances. Both instruments were of the Borgia II type. The general run of the trade, according to Mr. Lord, is now buying medium-priced consolettes. The upright model retailing at \$95 is also in excellent demand at present.

Popular Records and Portable Phonographs Best Sellers in Kansas City Area

Wurlitzer Music Co. Continues to Do Well With Automatic Victrolas Equipped With Coin Boxes—Jones Dry Goods Co. Reproduces Music From Electrola Through Eight Loud Speakers

KANSAS CITY, Mo., August 6.—Kansas City is maintaining its interest in records and the popular dance numbers, and dealers report that they are enjoying one of the busiest Summer seasons in years. The turnover in portables is good, and the combination and plain Orthophonic machines are selling as well as they did throughout the Winter months. "Two Black Crows" continues to be the popular favorite, and the number sold here of the Moran and Mack record runs into thousands. It is almost

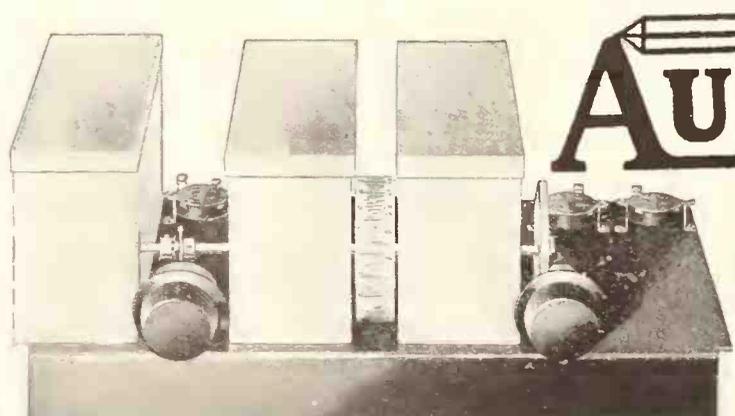
impossible for dealers to meet the demand for this number, and "Sundown." Gene Austin is always a best seller here, and his new record "Yesterday" is proving popular. "Forgive Me" remains a favorite, as do all of Mr. Austin's numbers.

V. K. Henry, manager of the radio and phonograph department of the Wurlitzer Music Co., says that there has been a satisfactory increase of business over last year in the months of June and July. The Orthophonics with coin-box attachments have been especially popular with proprietors of small restaurants and cafes. With a loud speaker attachment, these provide music for the diners and have proved to be such an asset that they have increased business and paid for themselves in a short while from the coin-box receipts. Mr. Henry is pleased with the results of his carefully planned advertising material, and says that he expects a 200 per cent increase in the business of his department for the month of July, 1927, as compared to July, 1926.

M. M. Paul, of Paul's Music Shop, reports that Victor Automatics remain the outstanding feature of his sales records. There has been a dropping off of sales in portables during July, Mr. Paul says, but adds that the sale of the Automatics has made up for any such loss. Records have sold as never before, and here as elsewhere in Kansas City, the sale of Moran and Mack's "Two Black Crows" leads all sales records. Paul's has sold over eight thousand of this number in the past few weeks.

The Chickering Studios, at 3712 Broadway, which carry a complete Victor line, report a fine sale of portables, automatics and records. This shop has only been opened since May and the managers, Arthur B. Nall and W. G. Robertson, are enthusiastic about the business their attractive establishment has drawn.

An interesting feature in department store trade was recently tried out at the Jones Dry Goods Co. with great success. From an Orthophonic Electrola on the fourth floor music department, is broadcast popular and classical music to all parts of the house, by the means of eight loud speakers. The music has proved, according to Miss J. M. Poynter, manager of the music department, the best hot weather tonic they have yet discovered, both for tired shoppers and employes. It has also drawn attention to the department and the record business has been unequaled as a result of this indirect sales promotion.



AUDIOLA

Stage shielding is used—each tuned circuit including the tube is individually shielded. Two knob control, the Steering Wheel to select the station, the Throttle to control the volume. Audiola has made a distinct gain in selectivity and distance obtainable.

SELL THE CHASSIS

Because it is the Chassis that determines popular approval

YOU can be positive of the Audiola chassis. We were positive of its design, performance, and super-sturdy mechanical construction before we announced this new single dial radio. When you sell an Audiola Radio (cabinet, console, or Baby Grand) you sell exterior beauty and interior (chassis) perfection. The new 1928 Audiolas, both 6 and 8 tubes, are very attractive and the Audiola chassis will sell radio sets for you in profitable numbers.

Our complete line is distributed thru recognized jobbers. Complete sales co-operation thru our advertising program. Get details now.

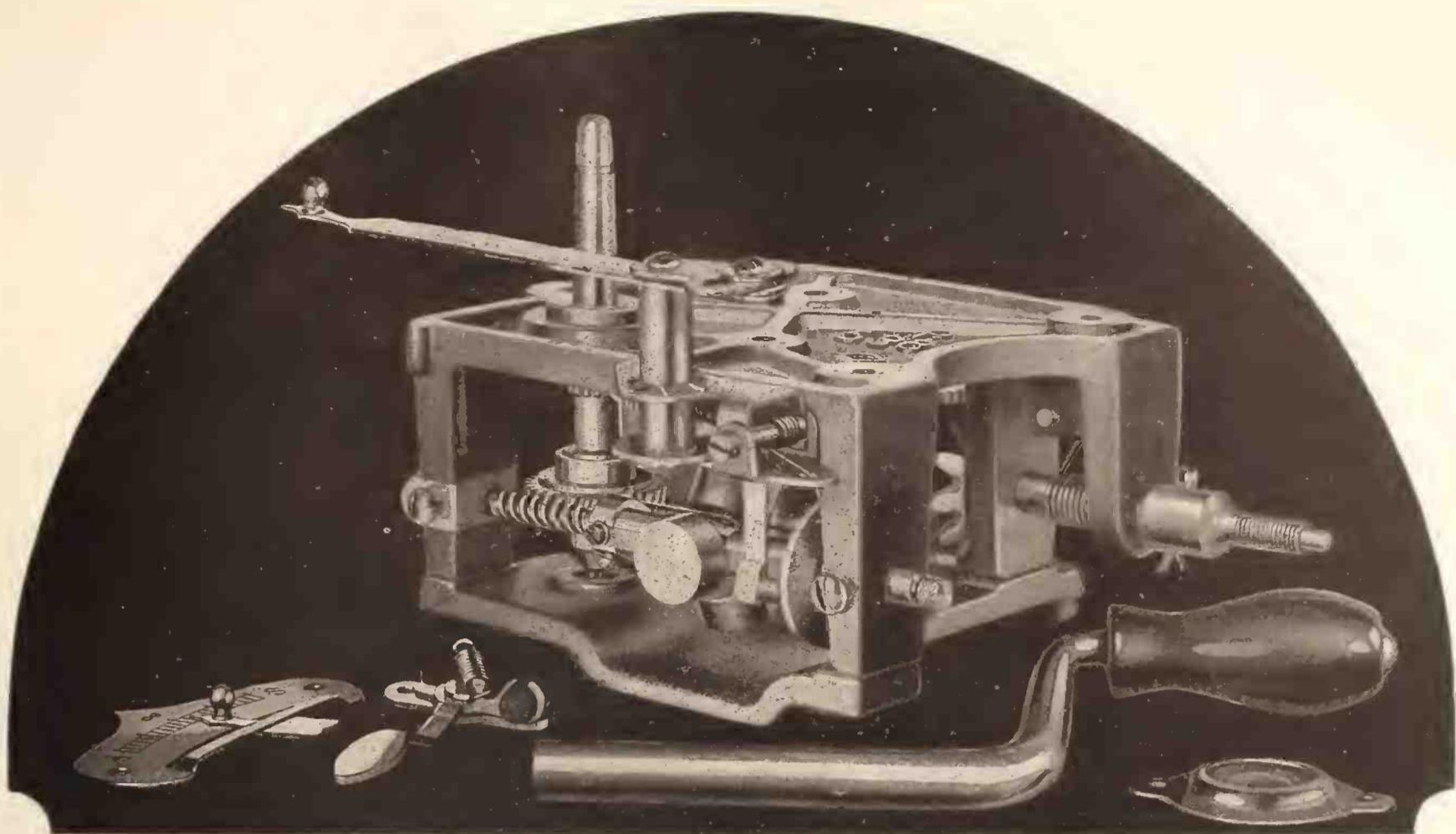
6T—Six Table Model	\$75.00
8T—Eight Table Model	\$125.00
6 Spl. C.—Six Special Console	\$110.00
6C—Six Std. Console	\$175.00
8C—Eight Std. Console	\$225.00
6B—Six Baby Grand	\$225.00
8B—Eight Baby Grand	\$275.00





6C STAGE SHIELDED
Six Std. Console, \$175
8C STAGE SHIELDED
Eight Std. Console, \$225

AUDIOLA RADIO CO. 430 S. Green Street CHICAGO



If the Portable You Sell Has a Flyer Motor It's a Good Portable

A PORTABLE phonograph can be no better than its motor. A pretty case won't pacify a customer if the motor inside goes bad.

That's why it pays to handle Flyer-equipped portables. The Flyer is the motor with the tough athletic spring, cast iron frame, specially cut precision governors, gears and bearings, and with fibre used in the fibre gear seasoned for over a year. The Flyer is the motor that must pass 77 inspections before it can be used. The Flyer is the motor that is noiseless, free from all vibration, and built to stand long years of hard use and abuse.

That is why the majority of all portables sold are equipped with Flyer Motors—manufacturers and dealers both know their business is safe and their profits sure with the dependable Flyer.



GENERAL INDUSTRIES CO.

ELYRIA, OHIO

Formerly named The General Phonograph Mfg. Co.

Makers of Precision Products for a Quarter of a Century

Twin Cities Talking Machine Jobbers Report Satisfactory Summer Business

New Brunswick Panatrope Models Selling Well—Victor Sales Campaign Results Encouraging—
Auditorium Model Victrola at Amusement Park—John Strom Makes Gennett Records

ST. PAUL AND MINNEAPOLIS, August 8.—One or two new models announced or issued have added interest to the month of July in the talking machine trade. E. L. Kern, president of the Brunswick Northwest headquarters, is very enthusiastic over the new P14 \$450 Panatrope model. The machine is entirely electrical, requiring 110 volts AC and no batteries. It has a beautiful walnut cabinet and its easy adaptability to radio uses insures a large demand. The \$90 Panatrope mechanical model (Prismatone) is also a popular seller.

J. W. O'Neill, manager of the Brunswick Co., was called to Boston because of the serious illness of his mother.

John Strom, who is employed in the mechanical division of the Brunswick offices, is an artist on the accordion and has made his first group of recordings for Gennett. Harry Bernstein, St. Paul music man, who has eight music shops in St. Paul and Minneapolis, is responsible for Mr. Strom's recognition. The records are Swedish favorites and are "Swedish Love Waltz," "Eampland Mazurka," "My Heart Waltz" and "My Favorite Schottische." Mr. Strom also heads a trio composed of himself and accordion, Hugo Buch and John Langley, violin and base viol. They broadcast over WHDI on Thursdays and Saturdays.

Mrs. Helen D. Beggs, Northwest manager of the Columbia Co., returned from her vacation to find her desk swamped with back orders on records and portables. July was an excellent month, she asserts.

The Victor sales campaign under the leadership of C. C. Hicks moves along with entirely encouraging results. One line that started a

drop in February came up in June and bettered that in July. Both North and South Dakota have hit the best stride in five years and there is every outlook for a splendid Fall business. The 4-40 continues a leader and the 4-3 at \$90 shows excellent reports on the books.

The newest Victor issue is an Orthophonic machine for use in schools. It has the full beauty of Credenza tone and the cabinet is plain oak, appropriate for its use. It is fitted with rubber tired wheels and a handle for moving it from one room to another. The dealers have booked the entire allotment.

Goldberg Bros., proprietors of the Majestic Music Shop, have had the Auditorium Orthophonic at Excelsior Amusement Park at Lake Minnetonka. They have had a fine business in the pavilion branch of their shop.

Judge Hershey, music dealer of Wilmar, Minnesota, was a visitor to Victor headquarters.

Columbia Network Opens Nine European Offices

Columbia Broadcasting System Represented in
Nine Principal Continental Musical Centers—
Try-out Studios Attached

The Columbia Broadcasting System, New York, operating a network of stations covering the United States, east of the Rockies, has established offices with radio broadcast entertainment try-out studios attached in nine principal European cities.

Explaining the significance of this move, which was regarded as sufficiently important to

be among the first steps taken by the Columbia Broadcasting System, H. C. Cox, president of the Columbia Phonograph Co., which controls the broadcasting system, said he has felt for many years that the general amusement public of America, as well as the comparatively small part of the public which can afford opera and the more exclusive concerts, has been entitled to share in the privilege of drawing on the centuries of continental musical heritage.

The new offices are located in the greatest of the musical centers, including Vienna, Amsterdam, London, Madrid, Rome, Lisbon, Berlin, Paris and Leningrad.

Akradyne Corp. to Bring Out New Eight Tube Set

A new eight-tube tuned radio frequency receiver will shortly be announced to the trade by the Akradyne Radio Corp., New York City.

The design of the circuit and its component parts is such that the receiver can be converted into a power-operated installation with little inconvenience, according to the manufacturers. The new set is equipped with an illuminated dial and may be used with either an aerial or a loop, a short aerial of approximately 15 feet being recommended.

Amperite Adapter System Proves Popular With Trade

The Amperite Adapter system, a self-adjusting rheostat, manufactured by the Radiall Co., New York, is finding its market in the demand for simplified operation of radio receivers. The system consists of two Amperites arranged in parallel and connected in the minus A lead of the usual radio receiver, for the purpose of controlling all filaments of the receiver for proper operating temperature. The method may be applied to any set.



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.

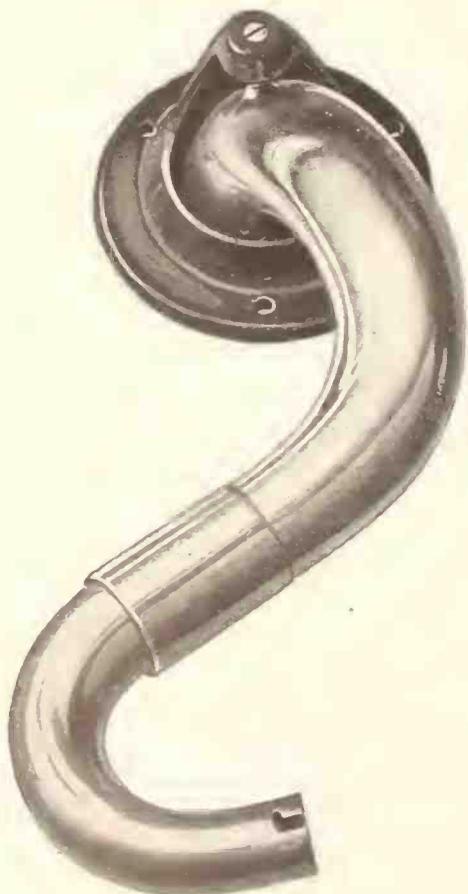
Pollock-Welker, Limited

Established 1907—Pioneers in the Phonograph Industry

KITCHENER—CANADA

Cable Address—Polwel, Kitchener

Code—A.B.C. 5th Edition, Bentley's



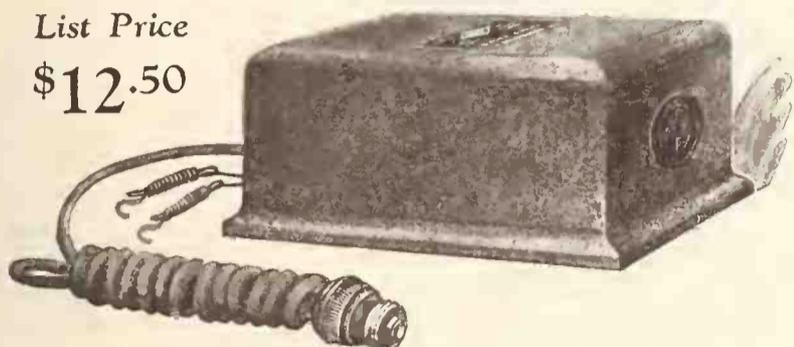
What's New in Radio?

S-H

OUT of the host of new products there are a few which stand head and shoulders above the crowd. Either their design or construction command attention and give them added sales features. And so it is with the new S-H Products shown here which were designed first of all from the standpoint of increasing the pleasure and convenience of radio reception and then the profits of the dealers handling them.

The ingeniousness of these S-H Products will satisfy the demand for something new and more practical in radio. Their appearance, compactness and inviting prices, along with the quality Swan-Haverstick is noted for, make them profitable numbers for you to handle. Swan-Haverstick national advertising will acquaint the radio-buying public with the unusual merits of these products.

List Price
\$12.50



The Switch on the Set
Does It All

Automatic

"A"-DRY POWER UNIT

Unique in every way—no tubes to break or blow out—no acids and liquids to spill or require attention—and absolutely no hums. A special patented device guards against the chance of a reverse current flowing back through the charge and causing the battery to run down.

It's a full wave unit operating at $\frac{3}{4}$ ampere rate. Economical to use. Compact enough to fit inside average cabinet—neat and attractive.

"AERO"

It Sells and Sells

List Price
\$2.50 TO \$4.00



Complete Outdoor Aerial Kit

"AERO" the *Outdoor* Aerial Kit needs no special introduction, but just a reminder to prepare your stock for the heavy selling season.

"AERO" is known to the public through Saturday Evening Post advertising. Selling a whole kitful instead of a few insignificant odds and ends is good business and a mighty fine and profitable service to your trade.

Indoor "AERO" Aerial Kit

List Price Per Pkg.
\$1.00



Sells Faster Than Outdoor Kit

"AERO" the *Indoor* Aerial Kit comes with 100 ft. of insulated indoor aerial cord, and 12 special tacks for holding. It's easy to put behind picture molding so that it's out of sight. Installed in a few minutes. Different from all other indoor tapes and cords because its insulation characteristics form a positive low-loss covering.

IF
YOUR
JOBBER
CAN'T
SUPPLY
YOU
WRITE
TO
US

Light Socket Antenna

The SH Light Socket Antenna gives you something big to talk about. The best reception is assured because four different connections are possible. Static is reduced to almost zero. It's a trim looking article—created to win public approval!

The public will learn more about it from our Saturday Evening Post advertising.

Take a good look at the low price and then get ready to sell them fast.

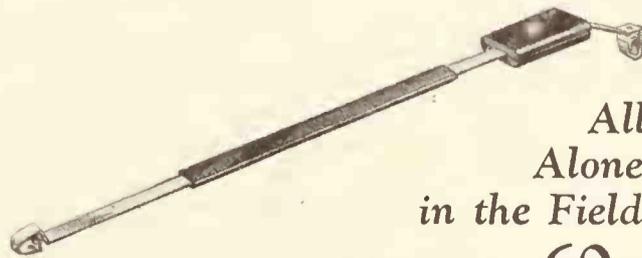
Retail Price
\$1.00



Lead-in Lightning Arrester A Two-in-One Combination

Unlimited sales possibilities are in store for this daring device which makes all separate lead-in and lightning arresters obsolete. Does away with five troublesome connections—requires only three and these are made secure with knife-type terminal clips which grip tight and rub clean at the same time. Why not be among the first to display this ingenious product? Note the attractive price.

All
Alone
in the Field
List Price 60c



SWAN-HAVERSTICK, Inc., TRENTON, NEW JERSEY

The Trade in PHILADELPHIA and LOCALITY

Philadelphia Radio Rodeo of 1927 to Take Place September 12 to 17

Commercial Museum Will House Annual Showing of New Radio Products—First Day to Be Devoted to Trade—J. P. Peirce to Head Radio Association—Victor Dealers Stage Tie Up

PHILADELPHIA, PA., August 9.—Despite the apparent duller mid-Summer times, the wholesalers of talking machine accessories, such as records, sound boxes and other goods, ordinarily less active during the hot weather months, report the July and early August demand fairly well maintained. It has been a notable achievement among the jobbers and manufacturers selling direct to the trade to continue the distribution of these commodities throughout the customary lagging days of this season. This year the record sales have been remarkably maintained on a parity with the Spring business and distributors report a bright outlook for the coming Fall demand.

While the sales of machines were not as gratifying as those on the record list, there has been predicted a brisker market in the advance orders that now are being sought in preparation for Autumn stocking among the dealers. Portable machines have kept the Philadelphia manufacturers' shipping departments humming to meet demands from all parts of the nation and for the foreign requirements from South American and Oriental representatives.

Accessories and parts produced by the nationally advertised Quaker City manufacturers have been moving in fair volume. Sound boxes used in converting old-type machines into modern types were principally active, while the

increased orders for mainsprings and other parts have been notable in the past few days.

Philadelphia Radio Rodeo in September

The latest products designed by leading radio manufacturers will be on exhibit at the Commercial Museum in this city during the week of September 13 to 17, when the Philadelphia Radio Rodeo of 1927 will be held here. Monday, September 12, will be devoted entirely to giving the members of the trade the opportunity of viewing the newest in radio that will be on exhibit, and to give them time to tie up with the event through advertising, window displays, etc. Tuesday the doors of the exposition will be thrown open to the general public. Present plans call for one of the most impressive exhibits ever held in this city.

J. P. Peirce to Head Association

Although several meetings have been held by the radio manufacturers and jobbers in the Quaker City trade for the purpose of organizing the allied industry, no action has been taken for the practical solving of the problem of associated effort because of the divided opinion among the attendants at these gatherings on the matter of a trade show or exposition this Fall. There will, however, be a special session of the radio trade associates, held on August 5 at the Elks' Club, for the purpose of formulating by-laws and rules governing the organization of a Radio Association with J.

P. Peirce, of the firm of Peirce & Phelps, Inc., radio distributor, as president. It is expected that arrangements will be made for the application for a charter for the Philadelphia Radio Dealers' Association and that active functioning of the organization will begin at this session. The meeting will be held in conjunction with luncheon at the Elks' Club on North Broad street.

H. A. Weymann & Son Busy

Among the distributors reporting a very active July business was the H. A. Weymann & Son Co., 1108 Chestnut street, where Manager Charles Bahl is in charge of the talking machine department. The Weymann sales in July showed a substantial increase over last year in the same period for both records and machines. While there has been some interest shown in the Fall demand for talking machines, the dealers are not anticipating much activity until after the meeting of the jobbers to be held at the Victor Co. headquarters in Camden, August 15 and 16, when the new combinations are to be shown to the distributors and the Fall supplies considered from the displays then made.

Effective Tie-Up With Artists

Always on the alert for help for its dealers, the Philadelphia Victor Distributors, Inc., 835 Arch street, aided in a tie-up of sales with the personal appearance of Creator and His Band at Willow Grove Park during the three Sundays in late July and August that he played at the Park. In co-operation with the management of Willow Grove, window cards were printed with the listing of Creator recordings and sales boosted through the exploitation of

(Continued on page 94)

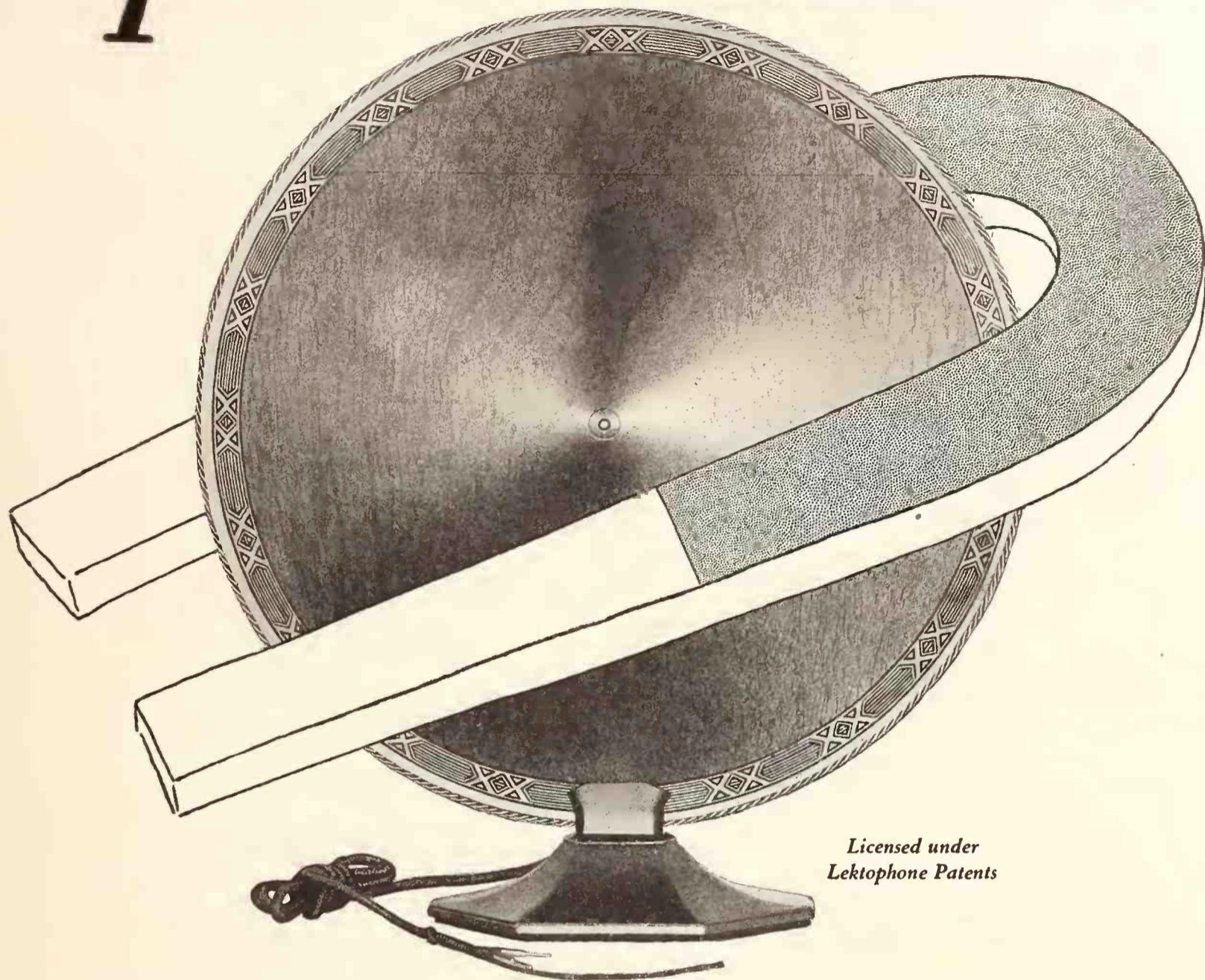
What Are You Doing

to increase your VICTOR RECORD SALES? Statistics show a normal increase throughout the entire Country but we are sure more than this normal increase is possible for every VICTOR DEALER who will give the selling of RECORDS the attention it deserves.

We believe you now have the greatest opportunity for VOLUME BUSINESS that has ever been offered. Orthophonic Victrolas in a variety of design at prices to fit every pocketbook and Orthophonic Records to suit every mood makes this possible. Will you embrace this opportunity and do your part?

Philadelphia Victor Distributors, Inc.
835 Arch Street, Philadelphia

A *positive* MAGNET



Licensed under
Lektophone Patents

THE Sandar Speaker has won the hearty endorsement of so many fans that it has proven a positive magnet in attracting a heavy and sustained demand on dealers all over the country—so much so that the manufacturers have been hard put to it to keep production up to their re-orders.

Perfect performance, attractive design and remarkable price, \$27.50—lowest of

any speaker of its size—united in drawing attention to Sandar and earning for it a sensational success. Now we have introduced a Junior model also, retailing at \$16.50, which has already created widespread interest.

There is some territory available, so you still have the opportunity to cash in on Sandar's popularity by writing TODAY for terms and full information.

SANDAR S P E A K E R

SENIOR Model \$27⁵⁰
 (No. 25)
West of the Rockies \$30⁰⁰
 or
JUNIOR Model \$16⁵⁰
 (No. 21)
West of the Rockies \$17⁷⁵

SANDAR CORPORATION, Crescent Plaza Building, Long Island City, New York

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 92)

the Meyer Davis offices and the wholesalers. The firm also supplied the dealers with helpful sales-promotion matter in the Gene Austin sales help window posters, envelope stuffers and colored reproductions of autographed photographs. These were responsible for many sales of the Gene Austin recordings.

Strong Demand for Columbia

Manager J. J. Doherty, of the Philadelphia branch of the Columbia Phonograph Co., 40 North Sixth street, gives glowing accounts of the progress made in the distribution of Columbia phonographs and records during the current Summer months. These he bases upon the practical evidence that the Columbia is in the limelight of popular favor by the heavy orders that have been placed with his branch office for recordings and machines from all points of this territory. There were particularly good sales made of the Milton Charles organ records, an exclusive Columbia artist. The records, "Me and My Shadow," "Halleluja,"

"Forgive Me" and "Cheriberibi," played on the Gunn school organ, have been particularly good sellers.

J. C. Callahan, who travels the State for the Columbia Co., is on vacation for two weeks in the Poconos. A. A. Platt, up-State coal region representative, is back at his duties after a fortnight vacation at the seashore.

J. D. Westervelt, who looks after the Philadelphia trade for the Columbia Co., has been besieged with orders of the recordings of the Rev. J. C. Burnet, a prominent race preacher, who has been making an evangelistic campaign at the Salem Baptist Church, Tenth and Bainbridge streets, in this city. He left for Chester last week and increased sales are looked for.

Interest in Columbia Broadcasting

There is much interest among the trade in the proposed broadcasting of the Columbia over WCAU station in this city in accordance with the plan of the Columbia Phonograph Co. to organize a chain broadcasting system

covering the nation. The dealers look upon this publicity as a forward step that will mean increased business for those handling the recordings of the Columbia Co. Another interesting factor for the boosting of the Columbia is the \$20,000 prize offer made for the completion of the Unfinished Symphony of Schubert in observance of the centenary of his death, announced by the company in a national competitive campaign.

New Portable on Display

The new portable machine made by Everybody's Talking Machine Co., 810 Arch street, is now ready for exhibition in the newly constructed display headquarters of the company on the first floor of the building. The portable is the Quakertone Special.

C. Ludeke Returns to Ludwig Co.

Charles Ludeke, who formerly was head of the talking machine department of the Ludwig Piano Co., 1103 Chestnut street, has returned to the firm as manager of that department and the radio service and sales after an absence of a year or more. Since taking over his old duties he has been assigned to campaigning on the newest type Edison phonograph and has aided materially in bringing this machine to the fore within the month in this city.

Orthophonic Entertains

Hart's Music Store, in Chester, Pa., entertained 10,000 people in a special Victrola Orthophonic concert on Model 860 in a three days' program in July at the Aberfoyle Country Club, in that city.

Folk dances of all nations were played during the annual Folk Dance Day celebration, held in July by the Public Playgrounds in Reading, Pa., on the Model 860 Orthophonic furnished by Leon Wittich, of the Wittich Music Store.

Max Lang Touring Europe

Max Lang, head of the three music houses bearing his name and with main store at 1213 Columbia avenue, will return from a two months' sightseeing tour of Europe in late August. He has been touring Russia, Rumania and other Slav countries within recent weeks after a round of Western Europe.

T. W. Barnhill Home From Abroad

A tour of Scotland and England was enjoyed during the past five weeks by T. W. Barnhill, head of the Penn Phonograph Co., 913 Arch street, now returned to his desk here. Before making the homeward voyage he stopped over in Paris. Mrs. Barnhill and their daughter, Miss Marjorie Barnhill, will remain abroad, completing a tour of Continental Europe taking in all the important centers.

Plan Display of Radio Lines

The Penn Phonograph Co. will have on display by September 10 a complete line of the Fada and Zenith radios for the Fall stocking of customers. There will be ready for distribution to its dealers the complete catalog of radios and accessories and parts by August 15.

Stage Summer Sales Drive

A mid-Summer sales promotion feature was the novel method employed by C. J. Heppe & Son, 1117 Chestnut street, during the closing week of July. The firm combined two departments in its window novelty advertising scheme. Tying up the exploitation of Victor records, the Orthophonic and the pianos, the firm arranged "The Heppe Musical Windows" for the continuous programs of musical demonstration. On the hour there were classes in the Melody Way teaching of piano playing to children, with the classes arranged in the window while the instructress demonstrated the Melody Way method. Following the hourly classes there were concerts on the Orthophonic. The Orthophonic was concealed and operated from the inner store and attached to the loud speaker at the base of the window, where it was not visible to the spectators. The concave glass in the two windows fronting the

(Continued on page 96)

REMOVAL NOTICE!

Trilling & Montague

Announce their Removal to larger and better quarters at

**N. W. Cor. 7th and Arch Streets
Philadelphia, Pa.**

The same principles of doing business which have guided us on the road to success and growth since the founding of our business four years ago will be strictly adhered to in our future dealings with our friends in the trade, and aided by our improved facilities we shall be enabled to strengthen every branch of our service, which is our constant aim.

1927-28 LINES ON DISPLAY

With the cooperation of our manufacturers we are enabled to show in our new quarters an attractive display of the principal radio lines for the new season. You are cordially invited to visit our display when in Philadelphia and see the new items of interest, many of which will not be publicly displayed before the New York Radio Show in September.

TRILLING & MONTAGUE

Wholesale Distributors

ZENITH

KOLSTER

GROSLLEY



Radiotrons

and also nationally recognized radio accessories

N. W. Corner 7th and Arch Sts.

Philadelphia, Pa.

"Grow With Us"

DOUBLE YOUR MONEY

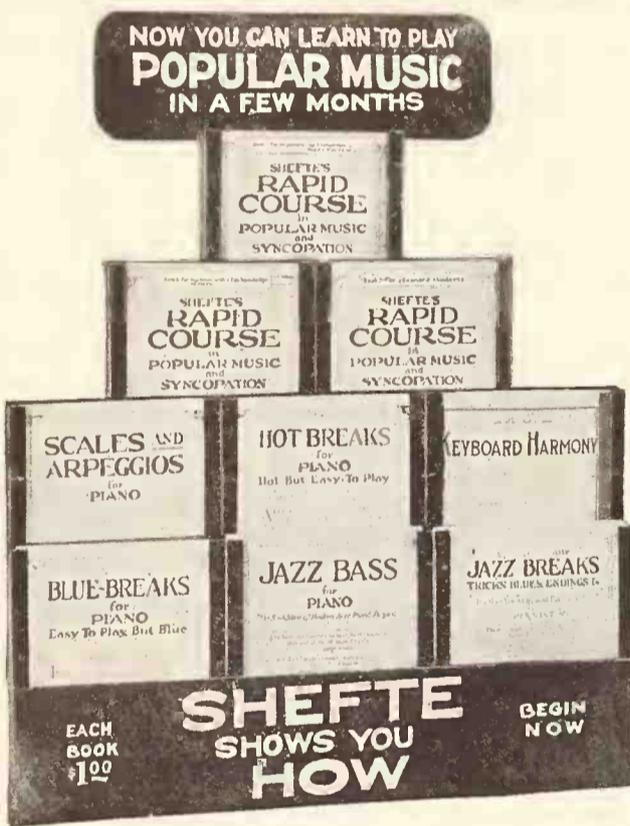
NO MATTER What You Sell — This Is a 100% PROPOSITION!

For Any Piano Dealer, Record Store or Music Shop
A SURE-FIRE CAN'T-MISS MONEY-MAKER



A MILE AHEAD OF EVERYTHING AND EVERYBODY

*The Biggest
Revelation
the
Music Industry
Has
Ever Had!*



*Nearly
1,000
Displays
Already
Contracted
For!*

Today, when miles are measured in seconds—pushing a button brings instantly two-thirds of our needs—the turning of a dial brings music seemingly from nowhere—**SPEED** is everything.

ART SHEFTE, master musician, has made it possible to learn to play popular music in a few months instead of a few years.

A book for everything—from the beginning of music to the last "Z" in **JAZZ**: **HOT BREAKS** — **BLUE BREAKS** — **JAZZ BREAKS** — **KEYBOARD HARMONY** — **JAZZ BASS** — etc.

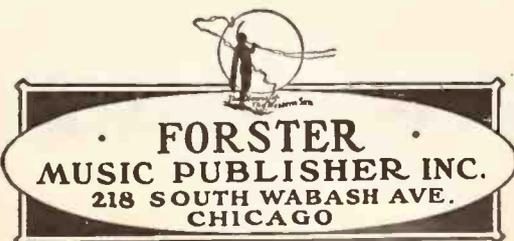
\$22,000.00 Being Spent in Advertising in the Mediums Mentioned Below:--

Saturday Evening Post
Liberty
Etude
Musical Leader
Musical Courier
Musical America
Music News

Musical Observer
Music and Musicians
Pacific Coast Musical Review
Musical Advance
Pacific Coast Musician
Musical Digest

The Metronome
Billboard
International Musician
Jacobs Orchestra Monthly
Jacobs Band Monthly
Melody
Musical Enterprise

Wire, Phone or Write for



Our Special Proposition!

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 94)

Heppe store made excellent reflectors for the music numbers played and softened the tones through the special arrangement of the loud speaker facing the windows and not directly playing into the street. Crowds of spectators and customers were congregated daily at the windows throughout the week, attracted by the novelty, and sales were reported doubled during an otherwise dull period of the Summer. The plan will be continued throughout August.

G. C. Ramsdell Home Again

President G. C. Ramsdell, head of the firm of Ramsdell & Son, 127 South Twelfth street and chief executive of the Philadelphia Piano Trade Association, and one of the leaders in the music industry of the Quaker City, has returned from a six weeks' sojourn in Denver, Col., where he visited relatives. The Ramsdell store carries an extensive line of the Brunswick phonographs.

R. J. Boldt a Daddy

Trade congratulations are being extended to Raymond J. Boldt, manager of the record department of the Philadelphia Victor Distributors, Inc., upon the arrival of Norma Edith Boldt, whose birth took place on July 31. Manager Boldt is proudly bearing his new dignity as "Daddy" to the newcomer in the family circle.

Val Phonic Orders From the West

From the Western trade larger orders for the Val Phonic sound box have been coming into headquarters of the manufacturer, the J. A. Fischer Co., 730 Market street, as a result of the present tour of that section being made by Irvin Epstan, of the company. So heavy has been the Summer demand for the various products made by the Fischer Co. that it has been necessary for the firm to provide larger shipping facilities and fixtures to take care of this need for expansion.

Jack Marden a Benedict

On June 24 Jack Marden, assistant sales manager of the Motor Parts Co., Atwater Kent distributor, Philadelphia, Pa., married Miss Louise Sparrow, whose family has long resided at Virginia Beach, and who, among her many accomplishments, is a talented coloratura soprano. The happy bride and groom have been honeymooning for almost a month in the White Mountains. It is also reported that the couple went to Niagara Falls and took the customary ride on the "Maid of the Mist." Upon the return of the couple to this city a



3 1/2 inches diameter
Patented 1922

942 Market Street

Velvaloid Record Brush

Ideal for advertising purposes or resale. Write us for full information.

PHILADELPHIA BADGE CO.

Manufacturers

Philadelphia, Pa.

kitchen shower was engineered by Jack Tillet, one of the Motor Parts trade ambassadors. The entire sales staff, led by Huyler Allen, sales manager, took part in the festivities and "a good time was had by all."

Air Demonstration of Amplifier

A new accomplishment in air feats was that of the Victor Co. in its testing of the latest amplifying devices during the late days of July, when an aeroplane soared 4,000 feet and then was demonstrated as to its long-distance sound range. After the first flight and demonstration of the amplifier the aviator descended and took Ray Marshall, head of the advertising department, on the second trip. While at a distance of 4,000 feet in the air the advertising manager spoke through the amplifier with President E. E. Schumaker and other officials of the Victor Co. as a test of its range and perfection in sound radiation.

Guarantee Portables in Demand

The Guarantee Talking Machine Supply Co. reports satisfactory portable business. William H. Posner, president of the company, will spend his vacation at Atlantic City. E. Bauer, sales manager, is taking his vacation in week-ends at Tuckerton, N. J., at his favorite sport—fishing. Mr. Bauer has an established record extending over many years as a talking machine salesman, and it is reported that he is establishing almost an equally high record as a fisherman.

Fierko Takes Over United Music Stores

The United Music Stores, of 619 Cherry street, this city, operated by Oscar A. Kern, have been taken over by Stephen A. Fierko, who will continue to distribute the same line of products for which the United Music Stores have been well and favorably known, including music rolls, records, sheet music, etc.

Harry Stolfo Sells Business

The former talking machine business of Harry Stolfo, located at 612 South Ninth street, has been purchased by Giuseppe Russo, who has removed it to the corner of Eighth and

Christian streets. The new owner will continue to deal in talking machines and supplies of various makes.

News Brieflets

Frank Reinick, secretary of the Philadelphia Victor Distributors, Inc., 835 Arch street, is now touring the Yellowstone Park, accompanied by Mrs. Reinick. They will remain in the West for the next three weeks. Vice-President Harry Ellis and William Anderson, son-in-law of President Buehn, of the company, are commuting to Atlantic City and Ocean City during the Summer months.

C. Dunbar, of the Heppe Co. and head of the record department, is vacationing in Maryland for the next fortnight.

Charles Taylor, who conducts the music store at State College, is sojourning in Atlantic City for the Summer vacation days.

Miss Elizabeth Ertelt, daughter of Richard Ertelt, head of Ertelt's, 2135 North Front street, met with a painful accident during the early days of the month. While en route to the basement of the store she tripped and fell, breaking her arm.

Congratulations are being extended to William Heineman, manager of the Frankford avenue store of Linton's, Inc., upon the birth of a son, Donald.

Stokowski Makes Record Explaining Brahms' Opus

August Victor Records Contain Unusual Features—Health Records by Gene Tunney Expected to Have Stimulating Effect on Sales.

The Victor record releases for August 26 contain several unusual features, chief of which is a single-face spoken record by Leopold Stokowski on which with the aid of a piano he explains the Brahms First Symphony. He tells how the symphony is constructed and plays the themes. This record is included with Symphony No. 1, in C minor, played by Stokowski and the Philadelphia Symphony Orchestra and enclosed in an attractive special album.

The records of President Coolidge's reception to Colonel Lindbergh on his arrival at Washington are also included in this release.

Another release of the month which should stimulate record sales are Gene Tunney's Health Records, complete on two double-face ten-inch records, prepared and supervised by the heavyweight boxing champion of the world. These records are complete in an album with an illustrated explanatory chart and list at three dollars.

Major H. H. Frost Sails in Interest of Radio Show

Major Herbert H. Frost, chairman of the Radio Manufacturers' Association, stated recently that the 1928 annual convention of the Association and the radio trade show would be held in either New York, Chicago, Detroit or Cleveland. It is planned to broadcast the proceedings of the event over a chain of more than seventy-five stations throughout the country.

Major Frost sailed recently to Europe to gather European radio inventions for exhibition at the Radio World's Fair, which will open September 19 at Madison Square Garden, New York. He was accompanied by Mrs. Frost.

A PORTABLE VICTROLA

at \$2500

The portable season is now here. This popular-priced portable has a wide sales appeal. Everyone is a prospect.

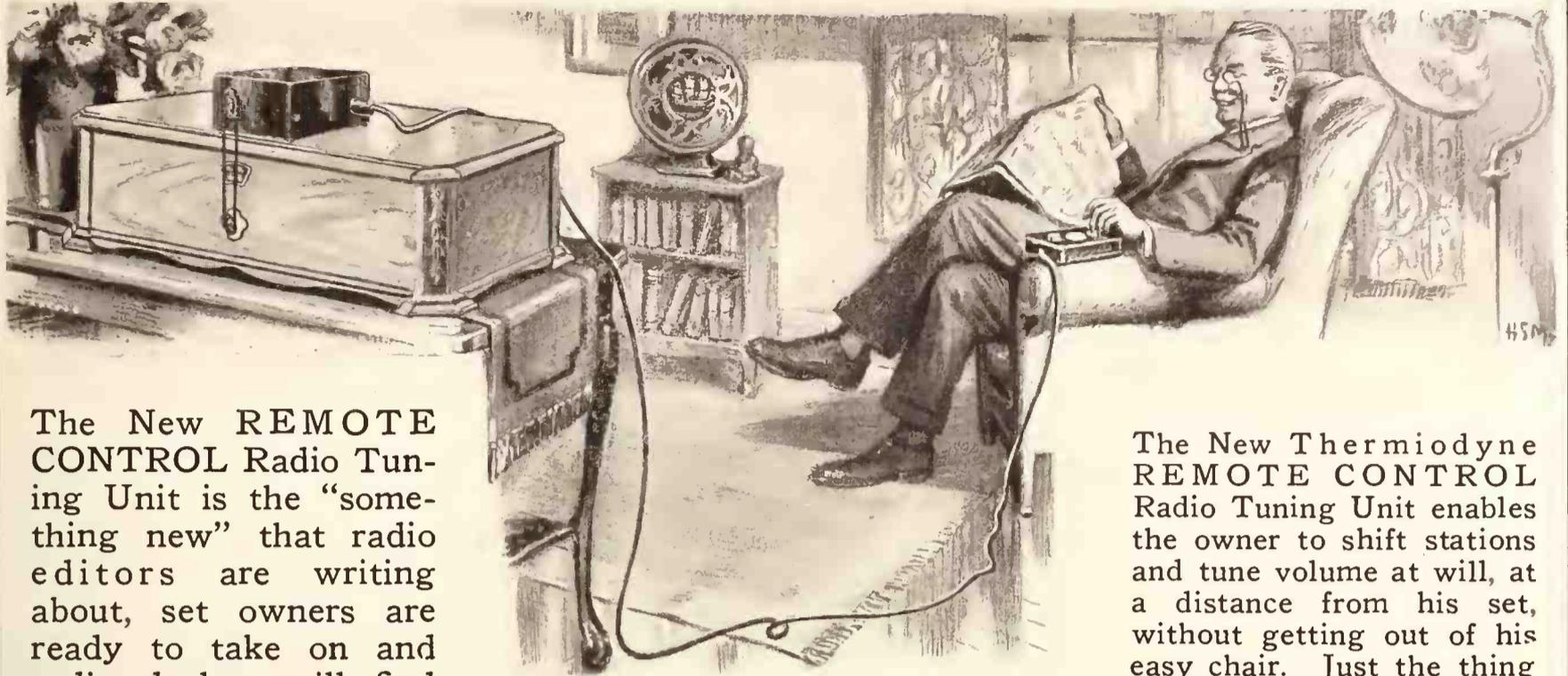


It will pay you to feature this Victrola for the next few months

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

Victor Wholesalers

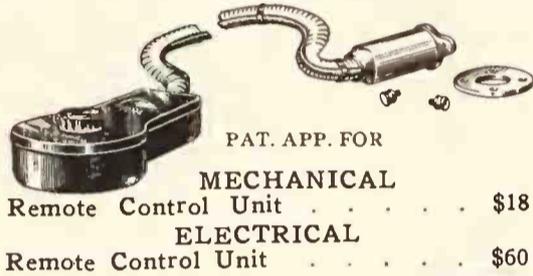
REMOTE CONTROL—A Radio Revolution



The New REMOTE CONTROL Radio Tuning Unit is the "something new" that radio editors are writing about, set owners are ready to take on and radio dealers will find among this year's fast selling items.

Radio editors and reporters at the big Chicago Trade Show called it a "Lazy Man's" device or referred to it as the "Radio Long Arm Reach."

First and Only Successful Practical Device Ever Invented to Control Radio Reception at a Distance



PAT. APP. FOR
 MECHANICAL Remote Control Unit \$18
 ELECTRICAL Remote Control Unit \$60

The New Thermodyne REMOTE CONTROL Radio Tuning Unit enables the owner to shift stations and tune volume at will, at a distance from his set, without getting out of his easy chair. Just the thing for invalids and shut-ins.

Easily attached to any single dial receiving set, simply by removing the dial and attaching adapter plate as furnished with unit and hooking up connection with set terminal.

Algonquin

Trade-Mark Reg. U. S. Pat. Off.

Speaker

High quality and popular priced. Sells itself on demonstration. Nothing like it in its class. Exceptionally fine electro-



PAT. APP. FOR

magnetic reproducing unit. Extremely sensitive throughout entire vocal and instrumental register. Full floating 18" cone of moisture-proof fabric — not paper.

Art metal frame with ornamental scroll and ship model design, in polychrome gold stipple finish.

List Price . . . \$15
 (West of Rockies . . . \$17)

Algonquin Radio Products will be backed up by Extensive Advertising this 1927-28 Radio Season. Liberal Discounts, Acceptable Terms and Exclusive Territory to Radio Merchants of High Community Standing and Responsible Financial Rating.

LONG DISTANCE Thermodyne WT 7

"Trade Mark, Reg. U.S. Pat. Off." [Ther-MY-odyne]

Hard pan radio value. No furniture or cabinet features, but sturdy, high-power, go-getting radio reception. Without doubt the best set value on the market today.



PAT. APP. FOR
 New Thermodyne TA 7

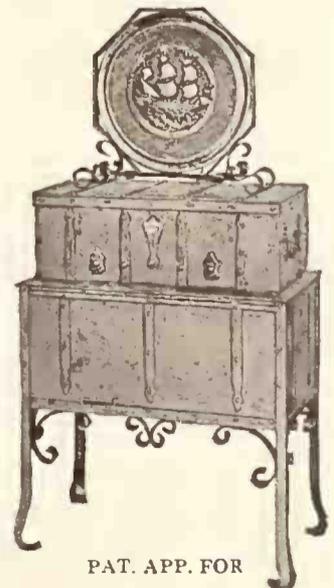
Same hook-up in every detail as wonderful TA 7 outfit.

Price \$150

Improved construction and refinement of characteristics make this the over-topping example of Power and Quality in today's radio reception. XV Century all-metal Spanish Treasure Chest cabinet, individually, doubly and totally shielded. Polychrome gold and pastel stipple finish.

Price \$180
 Wrought Iron Console to match cabinet. Price, \$40
 Thermodyne Speaker. The finest reproducer we have ever turned out. Price, \$30

Complete Assembly \$250
 All Prices quoted List, f.o.b. Factory, Poughkeepsie, N. Y. Tubes and Accessories excepted unless otherwise quoted.



PAT. APP. FOR

ALGONQUIN ELECTRIC COMPANY, Inc.

LEO POTTER, President

Makers of Algonquin Speakers and New Thermodyne Receivers
 245 FIFTH AVENUE, NEW YORK CITY



THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 96)

Radiotron Tube Distributor Is Appointed

Radio Distributing Co., Wheeling, to Cover West Virginia, Ohio and Pennsylvania Territory—Handles Other Standard Radio Lines

Announcement has been made of the appointment of the Radio Distributing Co., of Wheeling, W. Va., by the Radio Corp. of America as a distributor of Radiotron tubes in West Virginia, Ohio and Pennsylvania. Complete stocks will be maintained for the benefit of dealers in that territory, according to Howard Hollobaugh, manager of the Radio Distributing Co. Among other leading lines handled by the Radio Distributing Co. are Amplion, Farrand, O'Neil and Peerless speakers, Mohawk and Zenith radio, Burgess, USL batteries; Stewart and Kodol power units.

New Columbia Dance Orchestra's First Record

Gerald Marks and his Hotel Tuller Orchestra, long favorites with Detroit dance audiences and vaudeville and radio favorites, have been added to the long list of Columbia dance recording orchestras. The first offering of the aggregation on Columbia records is "I'd Walk a Million Miles," coupled with "Dawn of Tomorrow."

New Steinway President

Following a meeting of the board of directors of Steinway & Sons, New York City, announcement was made of the election of Theodore E. Steinway as president of the corporation, to fill the vacancy caused by the death of his cousin, Frederick T. Steinway, who died July 17. This action continues the uninterrupted management of the piano house by members of the Steinway family since its founding seventy years ago.

Julian T. Mayer, New York City, was recently incorporated at Albany to deal in musical instruments with a capital stock of 100 shares of common.

 <p>ZENITH and FADA Radio</p>	<p>PATHEX Cameras and Projector</p> <p>Radio Accessories</p> <p>Penn Phonograph Co. 913 Arch St. Philadelphia</p>
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Formal Opening of New Quarters of Trilling & Montague Attracts Dealers

Opening Ceremonies Take Place During Week of July 18—Warerooms of Well-known Radio Distributing Firm Resemble Successful Radio Show—About 1,000 Dealers Inspect Quarters

PHILADELPHIA, PA., August 4.—The formal opening of the new headquarters of Trilling & Montague, radio distributors of this city, almost took on the proportion and appearance of a radio show. During the week it was estimated that nearly one thousand retailers inspected the quarters and viewed the exhibits.

Four years ago David Trilling and Harry Montague foresaw the future of radio and established a comparatively small organization for not only the wholesaling but the servicing of radio sets, accessories and parts. A location was secured on North Seventh street, less than 200 feet from the present large headquarters of the company. Although originating in a humble manner, Trilling & Montague immediately adopted the slogan "Grow With Us" and J. Lobel, sales and advertising manager of the company, points out that many dealers whom Trilling & Montague have served have grown with them to almost the same degree.

The new quarters of Trilling & Montague are located on the N. W. corner of Seventh and Arch streets. The entire street floor is devoted to display and service rooms and the executive offices of the company. Full length plate glass windows on both the Seventh street and Arch street sides admit the maximum amount of light for the display of the merchandise. The large amount of floor area permits a separate display

of each line. The executive offices of Messrs. Trilling, Montague, Lobel and McIntyre are also on this floor, while the bookkeeping, business offices and private offices of other executives are housed on a balcony at the rear. A



Trilling & Montague Display Room

large basement with an equal amount of floor space is used for the stock rooms and shipping departments.

The formal opening of the new quarters occupied the entire week beginning Monday, July 18. Upon registering in the guest book each visitor was also presented with a leather key folder with the compliments of the company. On Tuesday and Friday the visiting dealers were the guests of Trilling & Montague at ball games, and on Wednesday evening a large theater party was engineered. On Thursday evening dealers assembled to hear the broadcast of the Dempsey-Sharkey fight. This was received on the new Kolster power speaker.

As previously stated, the exhibit at the new quarters strongly resembled a radio show. A contributing factor to this resemblance was the separate display of each line in charge of either a local or headquarters representative of the manufacturer. Among the lines displayed were those of the Zenith Radio Corp., Chicago, Ill.; Federal-Brandes, Inc., Newark, N. J.; Crosley Radio Corp., Cincinnati, O.; Radio Corp. of America, New York City (Radiotron); Farrand Mfg. Co., Long Island City; United Radio Corp., Rochester, N. Y.; Stewart Battery Co., Chicago, Ill.; Sterling Mfg. Co., Cleveland, O.; Tower Mfg. Co., Boston, Mass.; General Radio Co., Cambridge, Mass.; Kodol Radio Corp., Cincinnati, O.; Eagle Charger Corp., Philadelphia, Pa.; Fansteel Products Co., Inc., North Chicago, Ill., and Hartford Battery Mfg. Co., Milldale, Conn.

The show rooms were decorated with a large number of floral pieces and a visible indication of the good spirit prevailing in the "city of brotherly love" were two pieces received from local distributors, the Penn Phonograph Co. and Peirce-Phelps, Inc.

C. A. Klebart Dead

C. A. Klebart, who was formerly manager of the distributing division of the General Phonograph Corp., now the Okeh Phonograph Corp., and more recently special representative of the sales division of the Columbia Phonograph Co., died recently from a complication of diseases.

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 Mohawk Distributors Appointed in Southwest

Otto N. Frankfort, Vice-President, in Charge of Sales of Mohawk Corp., Visits South and West Trade and Finds Conditions Good

Otto N. Frankfort, vice-president, in charge of sales of the Mohawk Corp. of Illinois, was a recent visitor to New York, calling upon the Blackman Distributing Co., which recently became the exclusive Mohawk distributor in the New York metropolitan territory. While here Mr. Frankfort stated that arrangements had



Otto N. Frankfort

been completed with a number of prominent wholesalers in important territories whereby they became Mohawk distributors. Among these recent appointments are the Higginbotham-Pearlstone Hardware Co., Dallas, Tex.; Curtis Co., Houston, Tex., and the Rex Electric Co., New Orleans, La.

As usual, Mr. Frankfort covered twice as much ground on his Western and Southern trip as is credited to the average traveler and in addition to the cities mentioned, he visited St. Louis, Oklahoma City, Galveston, Memphis, Cincinnati, Baltimore, Washington, Richmond, Va.; Philadelphia, Harrisburg and Albany. He states that general conditions throughout the country are excellent, with the crops very satisfactory and the Southern States in the midst of exceptional prosperity. At Richmond, Va., Mr. Frankfort attended the annual sales convention of the dealers served by the Tower-Binford Electric Co., Mohawk distributor. This meeting was held at the Ocean Beach Hotel, Ocean Beach, Va., over a period of three days, and was a decided success. At Harrisburg, Pa., Mr. Frankfort was the chief speaker at a dealer meeting sponsored by the Excelsior Auto & Battery Co., Mohawk distributor.

Commenting upon the activities of Mohawk traveling representatives, Mr. Frankfort stated that E. R. Kuhn, Western and Coast representative, had recently attended a three days' convention given by Listenwaller & Gough, of Los Angeles and San Francisco, Calif., Mohawk distributors. The meeting was held at Lamande Park, Calif., the handsome Summer estate of Phil Gough, and the spirit of the

convention is well exemplified in the following phrase which symbolized the meeting: "Accept competition as something you have—that the other fellow is willing to fight for."

Radio Corp. Officials to Visit Regional Meetings

Series of Meetings of RCA Wholesalers and Dealers to Start on August 29 at Boston—General James G. Harbord Will Attend Each

A series of regional meetings of RCA wholesalers and authorized dealers, under the auspices of the Radio Corp. of America, will be inaugurated on August 29 with a luncheon and conference at Boston, Mass. The itinerary includes eleven cities, with a luncheon meeting planned at each by the district RCA wholesale distributor. General James G. Harbord, president of the Radio Corporation, will head the group of visiting executives, which include Quinton Adams, manager of the Radiola division, and Pierre Boucheron, advertising manager. An address by General Harbord on RCA activities will feature each meeting.

The cities which will be visited on the RCA tour, besides Boston, are as follows: August 31, Buffalo, N. Y.; September 2, Cleveland, O.; September 6, Chicago, Ill.; September 8, St. Paul, Minn.; September 9, Kansas City, Mo.; September 12, St. Louis, Mo.; September 13, Cincinnati, O.; September 16, Pittsburgh, Pa.; September 19, Washington, D. C., and September 20, Philadelphia, Pa.

A large attendance at each meeting is forecast because of the dealer and jobber interest in the Radio Corporation's present and future plans, which will be outlined by General Harbord.

Gould Storage Battery Co. Markets Kathanode Battery

Three Years of Preliminary Tests Preceded Introduction of Latest Product of the Gould Storage Battery Co.

The Gould Storage Battery Co., New York City, has announced its new Kathanode battery. Similar to other products in the Gould line, this announcement was made only after three years of preliminary tests and observation. It is stated that batteries of this type have been officially approved and are already in use in submarines of the U. S. and British navies. The Kathanode battery is equipped with patented retainer mats of spun glass and wool, which are fitted snugly against positive plates of the battery. This improved method of construction is claimed to be setting new standards of battery life and performance.

The Gould Storage Battery Co. has issued an attractive treatise on "How Gould Kathanode Helps Radio." This improved method is now used in the Gould Unipower. This treatise, five pages in size, fully describes the improved type of Gould Unipower and points out three distinguishing features believed to be essential to socket power operation and said to be distinctive to the Gould Unipower. First, Kathanode cell construction; second, automatic cut-off in the rectifier cell which stops charging if user fails to add water when needed; third, five charge rates with 1½ amperes high, providing for the requirements of all types of radio sets.

Buffalo T. M. Co. to Job American Bosch Radio Line

Will Distribute Bosch Radio Products Exclusively in Western New York and Northern Pennsylvania—Other Lines Are Added

BUFFALO, N. Y., August 8.—The Buffalo Talking Machine Co. has just announced that it has secured the exclusive wholesale distributorship for western New York and northern Pennsylvania for the complete line of radio receivers, loud speakers and power supplies of the American Bosch Magneto Corp. M. O. Grinnell, sales manager of the company, completed arrangements on a recent visit to the Bosch plant at Springfield, Mass. The Bosch line comprises receivers ranging in price from \$68.50 to \$340, all six and seven tube, one-dial control instruments with loop or antenna operation.

In addition to the Bosch line the Buffalo Talking Machine Co. has also added Newcombe Hawley speakers, Adler Royal cabinets and Yate "B" batteries.

Mohawk Corp.'s Production Capacity Is Increased

Production Lines Rearranged to Accommodate Six Additional Full Assembly Lines—Will Increase Plant Capacity 850 Sets Daily

The production lines in the large plant of the Mohawk Corp. of Illinois, Chicago, have been re-vamped so as to accommodate six additional full assembly lines. According to Douglas De Mare, vice-president in charge of production, this new arrangement will increase the plant's capacity about 850 sets daily. Production this year started ninety days earlier than last year, the first shipments leaving on July 1. Mohawk officials declare that the general good faith of their representatives and distributors relative to the coming year, is responsible for the earlier start.

The increased facilities and the jump in production schedule, according to Otto N. Frankfort, vice-president in charge of sales, are due to a number of things, such as the increasing stabilization of the industry, the fact that Mohawk radio receivers are now merchandised on a national scale, there being nearly seventy wholesalers and over 4,000 retailers handling the Mohawk line, and lastly, the good will built up by the Mohawk receiver last year.

J. W. Sands With the Splitdorf Radio Corp.

The Splitdorf Radio Corp. of Newark, N. J., has announced the appointment of J. W. Sands, of Dayton, O., as special sales representative, traveling out of the Splitdorf Chicago branch. Mr. Sands' territory covers Michigan, Indiana, Ohio, Kentucky, Illinois and eastern Missouri.

Receives Congratulations

C. L. Johnston, vice-president and general manager of the Blackman Distributing Co., New York, and one of the most popular members of the Eastern wholesale trade, received on August 6 congratulations of his many friends in the industry, this day symbolizing the fact that Mr. Johnston was one year younger.

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

Vaughn de Leath Recording for Five Record Catalogs

Popular Radio and Recording Artist Is Making Records for Victor, Columbia, Brunswick, Edison and Okeh Catalogs

Vaughn de Leath, widely known recording and radio artist, is one of the busiest and most popular singing comediennes in the field at the present time. Miss de Leath, in addition to broadcasting a weekly program from station WJZ, is under contract to make records for the Victor, Brunswick, Columbia, Edison and Okeh record catalogs. Among the recent releases which Miss de Leath has made for the various companies are: "I'm in Love Again" and "Just Wondering" for Brunswick; "Mighty Lak a Rose" and "Kentucky Babe" for Victor; "I Wonder How I Look When I'm Asleep" and "Volga Boatmen" for Columbia; "Dew, Dew, Dewy Day" and "Vo Do Di Oh Blues" for Okeh, and "Lonely" and "It's a Million to One You're in Love" for Edison.

An interesting happening recently illustrated the manner in which radio listeners-in look forward to securing the numbers of their favorite artists on records. Miss de Leath sang the old favorite "Stay in Your Own Back Yard" on a recent radio program and so many of the audience wrote in asking if the selection was available in record form, that the Edison Co. and Miss de Leath recorded it.

Artists' Appearances Aid Akron-Canton Trade Sales

AKRON-CANTON, O., August 9.—With Summer on the wane music dealers in the Akron-Canton area are looking forward to improved business with the advent of September. There has been a fair demand for portables and most dealers have been putting forth special efforts to dispose of their stocks on hand.

The Van Horn Music Co., for many years on East Main street, Massillon, has moved across the street into a new building, and in addition to musical merchandise, talking machines and pianos, will deal in house furnishings.

George S. Dales, well-known Akron music merchant and jeweler, was re-elected a director in the Ohio Retail Jewelers' Association in convention recently at Cedar Point.

Olen Dawson, East Liverpool Victor dealer,

reports talking machine sales normal for mid-Summer, and says new Orthophonic machines are still much in demand in the upper Ohio valley.

The appearance in Canton within two weeks of Vincent Lopez and his Casa Lopez orchestra, Ray Miller and his Brunswick recording orchestra and Austin Wylie and his orchestra from Station WTAM, Vocalion record artists, has helped record sales considerably during July and early August, dealers of Canton claim.

Several Canton retail music houses will be represented with attractive booths at the annual Stark County Fair which opens Labor Day. Retailers plan some innovations in booth display, and will exploit radio as well as talking machines and pianos. The William R. Zollinger Co., George C. Wille Co. and the Rhines Edison Shop, will be among the Canton exhibitors at the Fair.

A number of Canton music stores joined with half a hundred other retail merchants in North Market avenue recently in observance of North Market Avenue Progress Sales Week, and presented newest music merchandise in their windows and exploited their merchandise in special advertising sections of local newspapers.

New Metropolitan Freed-Eisemann Jobber Appointed

The appointment of the Superior Lamp & Auto Equipment Co., New York, as a distributor in Manhattan and Bronx, has been announced by the Freed-Eisemann Radio Corp. The Newark, N. J., branch of the Superior Lamp & Auto Equipment Co. will handle Freed-Eisemann in northern New Jersey.

The Wholesale Radio Equipment Co., New York, with a branch office in Newark, N. J., will continue to serve Freed-Eisemann dealers in Manhattan, Bronx and northern New Jersey.

Amrad Corp. Issues Booklet

"The Royal Road to Pleasure" is the title of an attractive consumer book issued by the Amrad Corp., Medford Hillside, Mass. A warm, red-toned cover, which color is carried in tint throughout the book, gives a distinctive effect in the presentation of the Royal series of Amrad neotrodyne. In addition there are interesting articles upon radio, the pleasures of radio and the factory behind the product.

Attractive Window Display Aids Sparton Receiver Sales

Approximately 100 Sparton Radio Receivers Sold by Justin Bros., Cicero Dealers, by Featuring Better-Class Merchandise

Why some music-radio dealers in suburban or even rural communities stand out prominently as aggressive merchandisers is not hard to understand when photographs such as this are studied. Justin Brothers, retailers of Cicero, Ill., have built up an amazing business in better-



Justin Bros.' Sparton Radio Window

class radio receivers, largely through use of a quality appeal. Their window, shown above, was part of a sustained sales drive which enabled them to sell nearly a hundred Sparton receivers, products of the Sparks-Withington Co., Jackson, Mich., during the past season.

Sonatron Tube Co. Has New Half-Wave Rectifier Tube

New Product Said to Require No Rejuvenation and Produces a Smooth, Even Flow of Current—Decreases Current Consumption

The Sonatron Tube Co., Chicago, has announced a new development in the form of a half-wave rectifier tube, which is used to a great extent in the new "B" eliminators placed on the market by many firms in the industry. Especially since the advent of the completely electrically operated AC sets, the half-wave rectifier tube 216-B has come into its own as a working unit for rectifying "B" current supply.

The decrease in current consumption, by the new Sonatron tube, is one of its most attractive features. Instead of a filament amperage of 1.25 the new Sonatron 216-B has a current consumption of .375 and this decrease will relieve to a great extent the strain on the transformer and on the receiving sets which are built to use the lower-priced "B" eliminators.

In keeping with the decrease in current consumption there is a natural increase in the life of the new tube, for the saving in heat energy is passed on to the longer life of the tube, which is made with a special oxide-coated filament. The new Sonatron 216-B is said to operate efficiently for at least 1,200 hours and under laboratory tests the new half-wave rectifier tube has operated up to 3,000 hours when properly used.

The Sonatron engineers, recognizing the demand that will be made for the new type Sonatron tube with the increase in production of AC sets and eliminators, experimented with many different methods of increasing the life of the tube, and as a result, the new oxide-coated filament is used to secure longer life. It is said that the new Sonatron tube requires no rejuvenation whatsoever and produces a smooth even flow of current, strengthening the tone quality of the set and enhancing its volume.

The new Sonatron 216-B will replace the old type of 216-B, which has been a member of the 33 different types of tubes manufactured by the Sonatron Tube Co.

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.

New Officers and Directors of R.M.A. Hold Meeting

The newly elected officers and directors of the R. M. A. held their monthly meeting from July 26 to 28 at the Hotel Commodore, New York City. Following a very interesting address by President Colby, the agenda for the meeting called for detailed reports of standing committees, the highlights of which were the final reports on the first radio trade show, and the third annual convention held in Chicago during June. Appointments were made for representation in the radio section of the I. R. E., radio advisory committee and bureau of standards, and counsellor to the United States Chamber of

Commerce. Preparations were also made for the Association's participation in the International Radio Telegraph Convention to be held in Washington in October.

The legislation committee has under advisement recommendations for any amendments to the Radio Act of 1927 which Congress may be asked to consider when it holds its December session.

Albert Stoessel, orchestra conductor and well-known musician, in a recent address before the Chautauqua Women's Club paid tribute to the phonograph and the radio receiver, saying: "They are a great force in the appreciation of music and they teach the language of music by ear and cultivate the musical taste."

Harry C. Browne With Broadcasting System

Harry C. Browne, stage and screen actor, stage director, playwright and for the past year and a half station director of WGHP, Detroit, has joined the staff of the Columbia Broadcasting System as production director. He will also lend his playwrighting experience in writing special continuities for Columbia programs.

Anselmo Fortier, solo bass of the New York Philharmonic Orchestra, has been contracted for to be a member of the all-soloist orchestra which will play exclusively over the Columbia Broadcasting network starting in September.

STEADY AS A RIVER'S CURRENT—SILENT AS A SUNSET

Every one
a Winner



A
Super-Performing
GREENE "A" Unit
New! Practical Radio "A" current from the light socket. Entirely Automatic. A 2 1/2 ampere, 6-volt unit for all sets of 10 tubes or less. "A" battery troubles ended.
LIST: East of Rockies... \$30



The New
GREENE Simplified
"AB" Combination
All-in-one. The new GREENE "A" and "B" Hi-Power Units for "A" and "B" Power. For all sets of 10 tubes or less. Perfect operation Guaranteed. Complete with 85 Mill. tube
LIST: East of Rockies... \$60



The New Complete
GREENE "B" Hi-Power
Heavy duty service for 10-tube sets or smaller. Light-socket "B" current, with all voltages fixed. Capacity 85 Mills. 180 volts. Any novice can connect it. Tube included.
LIST: East of Rockies... \$30



The Finest
BROWN "B"
SUPER-POWER
For extra heavy duty on sensitive 12-tube sets or smaller. Larger capacity. Has variable adjustments with switch for "high" or "low" and "off" position. Formerly \$39.50. New price, includes tube.
LIST: East of Rockies \$33.50

Value!

The World's Greatest
Socket-Power
Device at
Any Price



Complete With Tube
for only

\$27.50

East of Rockies

This new complete GREENE "B" 5-6-7 supplies ample Direct plate Current from the light-socket for all 7-tube sets or less. Operates with 95-125 volt, 60 Cycle AC current. Capacity 35 Mills—135 volts. Noiseless and Unfailing. All voltages fixed. None finer at twice this price.

NOTHING
ELSE TO
BUY

We say:

"Try one overnight, in your own home on any type of set—then, if it doesn't sell itself to you—don't keep it." Dealers are authorized to make this money-back inducement. We back up the dealer.

Designed and Priced to Win Sales Leadership

Country-wide jobber enthusiasm—record-making performance reports from dealers and purchasers—plus steadily mounting sales—have followed our R. M. A. Show exhibit of these new low-priced Socket-Power Units for Radio. Improved reception results—sharper tuning—clarity, almost beyond belief until your own ears prove it—indicate this amazing 1928 Greene-Brown line will set a new high sales record in the industry.

Without regard of expense or effort in research, material or workmanship, the utmost quality is designed and built-in each Greene-Brown Unit.

Our guarantee for each sums up tersely in three words: "It cannot Fail." Each is compact in size—Absolutely FOOL-PROOF—Any novice can connect it. Fixed output voltages with no variable adjust-

ments (now featured in all GREENE models) insures constant controlled reception, at any distance.

Greene-Brown Units are built for dealers to sell over-the-counter. The sale completes the deal. No profit-killing servicing obligation after sales are made. Nothing to break down or wear out.

A few more territories are available to distributors and dealers who can qualify. The Greene-Brown Advertising and Merchandising plan insures success. Nationally, and locally, radio-owners will demand this "better-than-batteries"

satisfaction and long service provided in Greene-Brown Socket Power. There is an "A" or "B" model suitable for every set. For full particulars, write, or better yet, WIRE for selling franchise.

SOLD WITH AN ABSOLUTE
GUARANTEE

GREENE
POWER **AB** UNITS
Better than Batteries

MAIL
THIS
NOW

Greene-Brown Mfg. Co. (Desk F-2) 5100 Ravenswood Ave., Chicago, Ill., U. S. A.
Please tell me all about Greene-Brown Power Units. (Indicate whether dealer or jobber.)

Name Business

Address

PIN THIS COUPON TO YOUR LETTERHEAD

G
R
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RADIO
POWER
UNITS

TOMORROW'S RADIO POWER FOR TODAY'S ENJOYMENT

Making the Radio SUPERIOR

Address all inquiries to
Studner, Cumming Co., Inc.
National Sales Agents

67 West 44th St., New York City

Chicago Branch: 28 East Jackson Boulevard

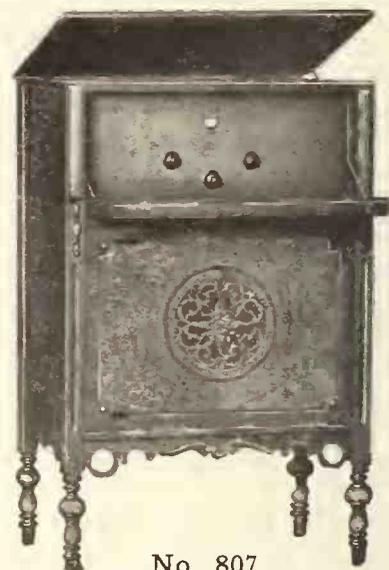


No. 803
Closed View

All cabinets made of Walnut and selected Butt Walnut fronts of a workmanship comparable with the best in furniture



No. 803
Open View
Size 53 inches high, 27½ inches wide, 18 inches deep



No. 807

Size 43 inches high, 28 inches wide, 18 inches deep

Made to fit all popular

Tax Appeals Board Upholds Regulations of Commissioner on Instalment Sales

Taxpayer Who Changes From Accrual to Instalment Sales Method Must Return as Income Proper Proportion of Payments in Each Year on Previous Sales

WASHINGTON, D. C., August 1.—Regulations of the Commissioner of Internal Revenue relating to instalment sales are upheld in a sweeping decision just rendered by the United States Board of Tax Appeals in the case of Blum's, Inc., dealer in phonographs, pianos and other merchandise on the instalment plan, of Baltimore. The regulations in question require that a taxpayer who changes from the straight accrual method to the instalment sales method of returning income must return as income of the year in which the change is made, and of all subsequent years, a proper proportion of all instalment payments, actually received in those years, relating to sales effected in years prior to the change in method, notwithstanding that the entire profits from the sales to which such payments relate were, under the method of returning income then employed, returned and taxed as income of the years in which such sales were effected.

The board, in this case, went exhaustively into questions relating to returns of income from instalment sales. It was held that a taxpayer employing the accrual method of accounting, but returning income from instalment sales on the instalment sales method, is entitled to deduct from the income of any taxable year all of the expenses, allowances and losses enumerated in sections 214 and 234 of the revenue act of 1918, which were paid or incurred, or paid or accrued within the taxable year. Instalment payments received and refunded by a taxpayer in the same year, it was ruled, should be excluded from the total instalment payments received before computing the proportion to be returned as income.

Discussing the results of a change in method of accounting, the board in its decision pointed out that there ensues in such cases a "period of transition," being the time before which the taxpayer making a change of method would begin to report his normal level of profits, which has given the board deep concern. Testimony taken from two recognized authorities on Federal taxation indicated that the distortion of income of the transition period must be corrected by requiring a taxpayer, returning income through the employment of the instalment sales method, to return as income, for any taxable year, all of the profits actually reduced to possession in that year, notwithstanding there may be included profits from instalment sales of earlier years which had been returned and taxed as income of those years, as required by the regulations.

"It is manifestly clear that Congress has conferred upon dealers in personal property on the instalment plan the privilege of returning income from instalment sales upon the method prescribed in section 212 (d) of the revenue act of 1926," the decision continued; "that such dealers may avail themselves of this right in computing income under the revenue act of 1916, and all subsequent revenue acts, and acts amendatory thereof; and that Congress, by implication, at least, has rejected the rule prescribed by Article 42 of Regulations 45 (1920 edition) for returning income on the instalment method, and has manifested an intent to sanction the rule laid down in Article 42 of the second edition of Regulations 45, promulgated December 29, 1919, as a proper interpretation of the statute and as correctly de-

fining the instalment sales method of returning income.

"The rule laid down in Regulations 45, promulgated December 29, 1919, is that a taxpayer employing the instalment method of computing income must include a proper proportion of the instalment payments received during the taxable year on account of sales effected in earlier years. Note also that the statute does not provide for returning only a proportion of the instalment payments received during the year relating to sales made after the change of method, but provides for returning a proportion of 'the instalment payments actually received in that year.' To the same effect are the provisions of Article 42 of Regulations 69, promulgated by the commissioner under the revenue act of 1926.

"Thus, at last we have a remedy for the most glaring ills of the transition period in the requirement that a taxpayer employing the instalment sales method of returning income must include a proper proportion of the entire instalment payments received during the year, though some of them may relate to sales the entire profits from which were returned in years prior to the change of method."

New Automatic Patented

United States patent No. 1,422,989 has been awarded Glenn R. Knick of Troy, O., for an automatic talking machine which plays a record on one side and then turns it over so that the reverse side can be played. The instrument contains a magazine capable of holding six records. The mechanism is said to be noiseless and fits into a cabinet thirty-three inches long and eighteen inches wide.

The Atlanta Radio & Electrical Co., recently opened at 139 Spring street, Atlanta, Ga., and will specialize in radio repair and installation work. Radio sets will be handled.

Stromberg-Carlson Tel. Mfg. Co. Announces New Line of A. C. Receivers

Six New A. C. Operated Stromberg-Carlson Receivers Added to the Line—Two Table and Three Console Models and Combination Phonograph-Radio Included—Four Models Retained

ROCHESTER, N. Y., August 6.—The new Stromberg-Carlson line of radio receivers, manufactured by the Stromberg-Carlson Tel. Mfg. Co., was recently announced and has been enthusiastically received by all those who have been privileged to see and examine the products.

The 501, 502, 601 and 602 model receivers have been retained because of the great popularity which they won last year, and because they are especially suited for use in sections where there is no electric lighting current available, or where the current is not of the usual 50-60-cycle variety. These receivers are known as the Universally Powered models inasmuch as any choice of power equipment may be used.

The chief items of interest to the trade, however, are the six new fully A.C. operated receivers, which have just been completed. These receivers possess a naturalness of reproduction that delights the listener.

Table model No. 523 and Console model No. 524 A.C.-type receivers utilize two stages of tuned, neutralized and shielded radio frequency amplification, one shielded detector stage and two stages of new audio amplification. The audio systems of all the new receivers incorporate circuits of such design that frequencies below fifty cycles are reproduced. The above-mentioned new models incorporate the 171 power-tube with 180 volts on the plate and are operated by means of two station selectors. The operating power of these receivers is taken directly from any 50-60-cycle, 105-125-volt, A.C. house lighting circuit. The current supply unit is called the No. 403 audio-power unit, inasmuch

as all output equipment is contained within it. This unit and the receiver are inter-dependent upon each other.

Table model No. 633 and Console model No. 634 A.C. receivers are known as the Universal



Stromberg-Carlson Model 734 A. C.

type, inasmuch as they may be used with either indoor, outdoor or loop antenna. They employ three stages of tuned, neutralized and totally shielded radio frequency amplification, one

totally shielded detector stage and two stages of new audio amplification. A switch, easily accessible, allows the operator to change from loop to antenna operation.

The Art Console No. 734 A.C. type receiver is larger than either the No. 524 or No. 634 models. It utilizes three stages of tuned, neutralized and totally shielded radio frequency amplification, one antenna coupling stage, one detector stage and two stages of high quality audio amplification. It uses either outside, inside or loop antenna, the loop employed being of the type that folds back close to the receiver when not in use. The audio system differs from those described above in that the UX-210 power-tube is used in the last audio stage instead of the UX-171. This provides for a greatly increased volume of output without distortion, and is made possible through the use of the No. 404 Socket-power unit. This unit can be satisfactorily housed only in the Art Console models. Tuning is done with one station selector, all four tuning condensers being mounted on one shaft and tuned by one gear-drive.

All of the models are provided with a jack on the front receiver panel, so that by means of an electro-magnetic pick-up device which the Stromberg-Carlson Co. plans to market this Fall, phonograph records may be reproduced and amplified by means of the audio system of the receiver.

The sixth model of the new A.C. line is the No. 744 combination phonograph-radio receiver which was illustrated and described in detail in past issues of The Talking Machine World.

All of the Stromberg-Carlson receivers, including the combination instrument, utilize a separate loud speaker fitted with a thirty-foot cord, for the best acoustical reproduction.

Improved Speaker Unit and Condensers for Victrolas

The Victor Talking Machine Co. announces the development of a new speaker unit which materially improves the reproduction of Victrola model 9-40, and a new condenser for Victrola 9-15. The new features will be incorporated in all shipments from the factory without change in the present list prices. The new condenser can be readily installed in the 9-15, but the new unit for the 9-40 requires the replacement of several important parts, including the power amplifier unit.

The condenser will be supplied for the 9-15 and all essential equipment for the 9-40, without cost for each instrument in the hands of Victor dealers as reported in the July 1 inventories. The 9-40 will be handled on a "charge-to-be-balanced-by-credit" basis.

If customers who have already purchased the 9-40 wish to add the new refinements, the parts to be replaced by the new units will be given due allowance by the wholesaler and credit will be given the distributor by the Victor plant, which in turn will credit the dealer.

Distributors Appointed for Buckingham Radio

R. A. Anderson, sales manager of the Buckingham Radio Corp., Chicago, Ill., announces that the national distribution of that company is rapidly being completed.

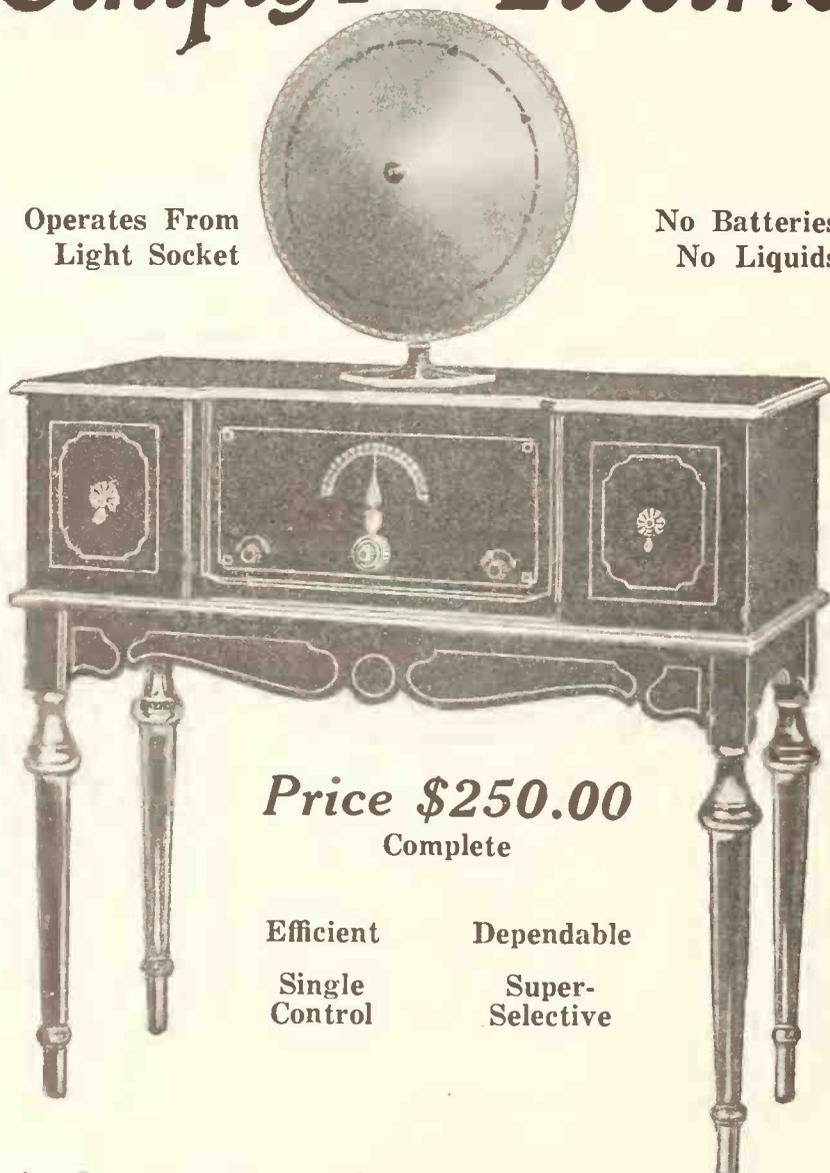
Among the recent permanent distributors who have started work on the Buckingham are Wm. Dutton & Sons Co., Hastings, Neb.; Western Radio & Auto Supply Co., of Cedar Rapids, Ia.; Prusia Hardware Co., Fort Dodge, Ia.; Electric Lamp & Supply Co., St. Louis, Mo.; United Factories, of Cleveland, O.; C-L Radio Co., of Dayton, O.; Finke Furniture Co., of Evansville, Ind., and the Louis Model Co., Boston.

The Buckingham chassis in conjunction with the United Cabinet line promises to be one of the outstanding successes in the moderate-priced radio field this season.

Simplex Electric

Operates From
Light Socket

No Batteries
No Liquids



Price \$250.00
Complete

Efficient	Dependable
Single Control	Super-Selective

A Sensational New Radio Instrument

Manufactured by

THE SIMPLEX RADIO COMPANY, Sandusky, O.

• • • THE LINE OF DISTINCTION • • •

Always a Leader— Now a Batteryless Receiver



The Orleans

Doors of figured walnut. Heavy plywood construction. Equipped with built-in speaker—Utah Unit. Four-foot air column. Size of top 26½" x 19"—43½" high. Shipping weight, 135 pounds.

The McMillan Electric with Kellogg A. C. Tubes

NOW for the first time in radio history McMillan announces a batteryless receiver—free from trouble—operating direct from a light socket. Through the employment of Kellogg A.C. Tubes and a new exclusive circuit (patents pending) McMillan now offers the most revolutionary receiver the world has ever seen.

Absolutely NO Batteries

The new McMillan Electric has no batteries—no eliminators—no automatic switches. Nothing to get out of order. The owner enjoys continuous, trouble free service. The dealer cuts his service costs to almost nothing.

Write now for complete description—
prices and discounts

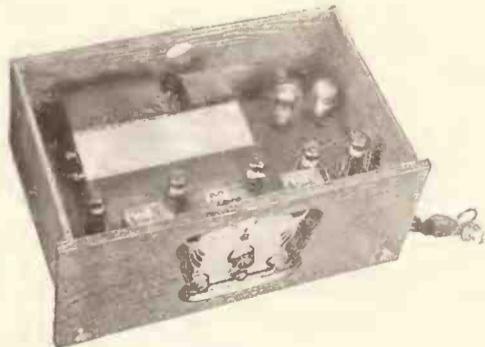
THE McMILLAN RADIO CORPORATION
1421 S. Michigan Ave. Chicago, Ill.



The Ivanhoe

Exclusive McMillan design. Sides and top striped walnut. Doors of butt walnut, mahogany overlay. Veneered moldings. Built-in speaker. Four-foot air column. Utah Unit. Size of top, 25⅞" x 17½"—50" high. Shipping weight, 117 pounds.

Prices range from
\$170 to \$325



The Chassis

Shielded with Kellogg A.C. Tubes and special circuit (patents pending) shows why the McMillan Electric is the last word in radio receivers.



The Verdi

An exclusive McMillan Model. Figured walnut—curly maple overlay. Heavy plywood construction. Built-in speaker—Utah Unit. Four-foot air column. Size of top, 26⅞" x 19⅞"—43" high. Shipping weight, 135 pounds.

We also make a complete line of battery models

New Amplion Corp. Quarters Permit of More Than Double Present Production

Total of 15,500 Square Feet Occupied by Loud Speaker Manufacturer—David H. Moss Appointed Plant Superintendent—Balanced Armature One of Features of New Amplion Line

Production of the new and extensive line of Amplion radio speakers and units is well under way in the new manufacturing plant of the Amplion Corp. of America at 531-535 West

of catalog sheets, cuts, mats and consumer literature will be available to all Amplion jobbers and dealers. Among the national magazines to be used, Mr. Spencer said, are four



Executives of the Amplion Corp. of America

Left to Right: David H. Moss, production manager; V. L. Rich, office manager; Lloyd L. Spencer, general sales manager; S. B. Trainer, president, and A. W. Harris, chief engineer.

Thirty-seventh street, New York City. A total of 15,500 square feet gives the Amplion Corp. twice the floor space available in its previous factory, and the installation of new machinery and equipment will permit the Amplion organization to more than double its production capacity.

The appointment of David H. Moss, as superintendent of plant, has been announced by the Amplion Corp. Mr. Moss is well known in the radio industry as a production executive and has superintended the installation of many efficient manufacturing plants in England, Canada and the United States.

An experience of more than forty years in the science of sound reproduction is embodied in the new line of speaker products which are being placed upon the market this year by the Amplion Corp., which is associated with the famous British firm of Alfred Graham & Co.

The Amplion products are being marketed under the direction of Lloyd L. Spencer, general sales manager, who is one of the best known executives in the music-radio industry. Commenting upon his sales and merchandising plans for 1927-28, Mr. Spencer stated that the sales force of the Amplion Corp. has recently been increased, and an extensive advertising campaign has been arranged in monthly and weekly magazines of national circulation, as well as local newspapers. An attractive variety

of catalog sheets, cuts, mats and consumer literature will be available to all Amplion jobbers and dealers. Among the national magazines to be used, Mr. Spencer said, are four weekly publications with a combined circulation of 6,400,000. The Amplion sales policy of distribution through jobbers only will be continued in effect.

A new balanced armature unit is one of the features of the new Amplion line, which is said to improve the tone and quality of speaker reproduction.

Model AR-35 is the famous radio unit for phonographs, with threaded rubber for the tone arm cord. The Amplion Dragon, the model that made Amplion famous, AR-19, is a mahogany

paneled-bell, crystalline enameled. Model AA-18 is the Amplion Patrician, in a hand-carved mahogany cabinet, containing a long air-column with the Amplion unit. The Lion model,



Executive Offices of the Amplion Corp.

AC-21, is a 14-inch cone mounted on an 18-inch sound board, with a bronze base. Model AC-24 is the Amplion Mural, the same as the Lion, but equipped with a brown silk picture cord for wall decoration.

The Colonial Cone is model AC-12, in a two-tone mahogany cabinet with piano finish. Model AC-27 is the Amplion Shield, in a new process embossed walnut panel, attractively curved, combining grille-front and back. The Amplion Fireside is model AC-30. It is finished similar to model AC-27, and like the Shield is a display piece, which may be placed anywhere in the room or on the porch. The Amplion Grand, model AC-15, is a walnut cabinet with fine piano finish, 34 inches by 33 inches by 18 inches. Amplion engineers state that this is one of the finest radio reproducers at any price on the market to-day, from standpoints of performance and beauty.

Two slogans, "The line with least resistance to sales effort" and "An Amplion is never sold until the customer is satisfied" have been adopted by the Amplion Corp. Each unit is guaranteed unreservedly against defects in materials or workmanship for a period of one year.

William Ingles Appointed Arborphone Ad. Director

Will Handle Advertising and Merchandising Plans in Connection With Arborphone Sets, Speakers and Radio-Phonograph Combination

ANN ARBOR, MICH., August 5.—The Precision Products Co., of this city, has appointed William Ingles, formerly of the McGraw-Hill Publishing Co., Inc., and Thomas A. Edison, Inc., to handle the merchandising and advertising plans in connection with the Arborphone radio products. Mr. Ingles will direct all advertising and sales promotion effort and will work in close accord with jobbers and dealers on new merchandising plans. The Arborphone products include receivers, loud speakers and a radio-phonograph combination instrument.

The company recently announced that it had been licensed under the Loftin-White patents and that it would use this circuit in four of the seven receiving sets in the line. These four are to be known as models 25, 253, 252 and 255 De Luxe. The latter is a combination power radio receiver and phono-

graph, which is expected to be popular.

The Edison Phonograph Distributing Co., West Orange, N. J., was recently registered at Baton Rouge, La., with \$30,000 capital.



AMPLIPHONIC New Type Phonographs

Remarkable for tone and volume

Up to the Minute Equipment

Cast Iron Horn
Heineman 77 Motor

Automatic Stop
Ultra Reproducers

Values for the Phonograph Buyer

Write for Our Complete Catalogue

CHARMAPHONE CO.

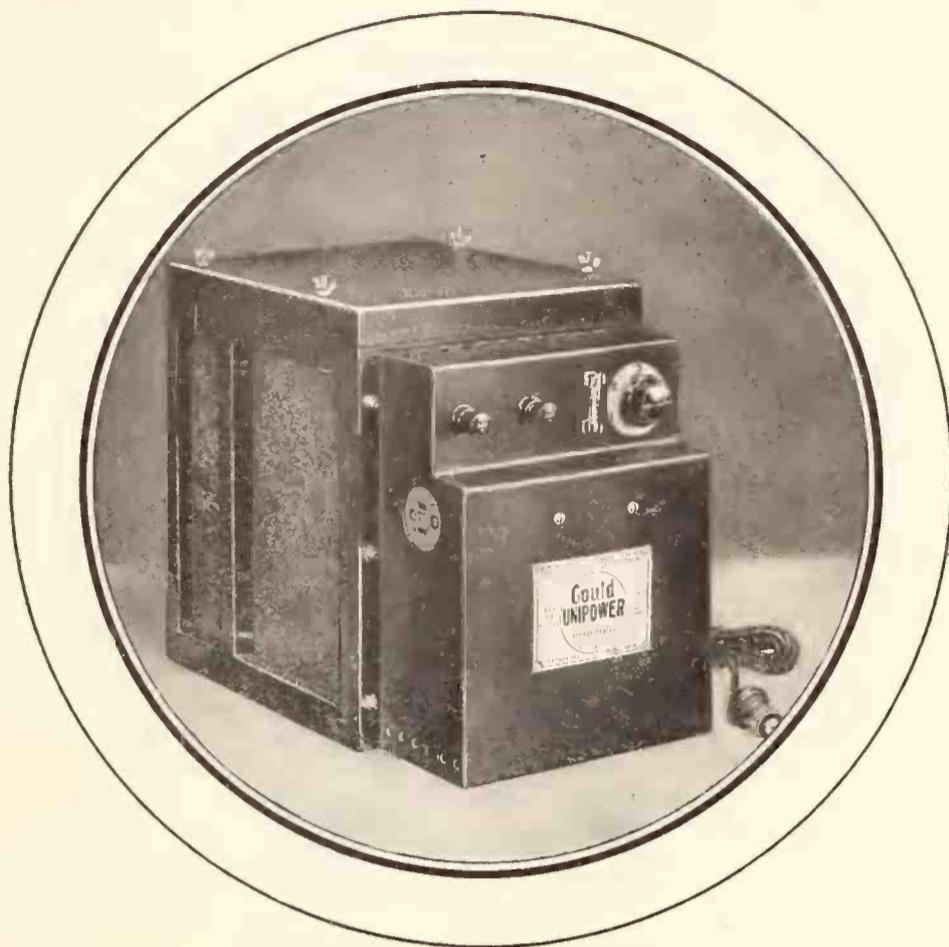
Manufacturing Since 1914

Pulaski

New York



THE IMPROVED UNIPOWER



Gould Kathanode construction leads all radio "A" power improvements

THE design of the new improved Gould Unipower embodies the best points of design in all previous models. To this has been added the most striking advance in battery construction for two decades. This new construction is known as the Gould Kathanode assembly. It is a principle first developed by Gould for submarine batteries. With the Kathanode battery element the new Gould Unipower has greatly increased life, care is simplified, and service costs are practically eliminated.

Gould Storage Battery Co., Inc., 250 Park Ave., N. Y. C.

Ask to see the finest Unipower Gould ever built and write for new low prices.

The new
IMPROVED

Unipower

A GOULD PRODUCT

A. B. Trudeau Appointed Brant General Sales Manager

Brant Radio Power Co. Announces the Appointment of Former Steel Executive to Important Post—Operates Portable Station

TERRE HAUTE, IND., August 8.—In a recent announcement the Brant Radio Power Co. announced the appointment of A. B. Trudeau, formerly of the Berger Steel Corp., as general sales manager of the company. Mr. Trudeau has had extensive experience in sales direction, having been connected with the steel corporation for the past eighteen years.

The Brant Radio Power Co. was organized under the laws of the State of Indiana last Fall and capitalized for one thousand shares. The manufacturing headquarters were established at Terre Haute in January, 1927, and the firm has placed upon the market the Hoosier power unit in several different types and models, including automatic "A" models for sets

using number 199 tubes, for five and six-tube sets, the automatic "A" and "B" eliminator for five and six-tube receivers, the automatic charger, Hoosier Remote Control and the Hoosier six-in-one, a complete "A" and "B" power supply.

G. A. Schnull is president of the company; M. W. Hopkins, secretary and treasurer; A. L. New, general manager, and C. C. Brant, mechanical engineer.

A portable broadcasting station, KGFO, owned and operated by the Brant Radio Power Co., was recently placed on board the steamship City of Honolulu which sailed on her maiden voyage June 4 to 25. The portable station was landed at Honolulu, and was later brought back to the Pacific coast for a journey across the United States to the Atlantic. KGFO derives its power through the exclusive use of five 200-volt Hoosier power units.

The Raytheon Mfg. Co., Cambridge, Mass., is issuing a series of "Radio Power Bulletins" for radio engineers and service men.

Operadio Mfg. Co. to Make Speakers and Portable Sets

Reorganized Company Will in Addition to Continuing Manufacture of Portable Radio Sets, Bring Out the Operadio Speaker

The Operadio Mfg. Co., Chicago, according to J. M. Stone, president, is looking forward to a very good year in the sale of its products. The Operadio Manufacturing Co. is a reorganization of the Operadio Corp., pioneer portable set builders. The new company is adequately financed, and the entire personnel, with the exception of one member of the firm, has been taken from the old company.

For the coming year the Operadio Mfg. Co. will produce a light-socket operated, completely self-contained seven-tube portable set known as the improved Model 7, as well as a six-tube one-dial resistance coupled chassis. The same portable will also be offered for battery operation.

The most interesting announcement and development of the new company is its entrance into the loud speaker field with a new speaker of the bloc type. The speaker consists of an exponential air column cast en bloc, making a solid monolithic structure free from vibrations. The equivalent of a five-foot horn is contained within a small oval, and the rich walnut leatherized finish makes it a speaker of distinctive appearance.

There are three speakers in the finished line—the Junior with a 30-inch air column, the Senior with a 54-inch air column and the De Luxe with an 84-inch air column. These speakers are also produced in a manufacturing type for radio set manufacturers. The model 30, which corresponds to the Junior type finished speaker, and the Model 84, which corresponds to the De Luxe model, are to be mounted in cradles in the cabinet, while the Model 54, which corresponds to the Senior model finished speaker, has two brackets on each end of the major axis for bolting to the runners in the cabinet.

The sales department of the Operadio Mfg. Co. will handle the sales of all products with the exception of the finished speaker, the entire sales of this item being handled by the Zinke Co., also of Chicago.

Mr. Stone, in an interview with a representative of The Talking Machine World, announced that the Operadio Manufacturing Co. expects to manufacture portables within the next thirty days and at that time will have a jobbing proposition to offer the trade.

The officers of the new company are: J. McWilliams Stone, president; E. G. Laughlin, secretary and treasurer; Laurence A. King, sales manager, and Harold H. Shotwell, chief engineer.

R. M. A. to Investigate Radio Patent Situation

An inquiry into the patent situation in the radio industry is to be started by a special committee appointed by the board of directors of the Radio Manufacturers' Association, it was recently announced by L. S. Baker, executive vice-president of the association. The action was decided at a recent meeting of the directors.

"Radio to-day is in a situation somewhat similar to that which once confronted the automobile industry," said Mr. Baker. "That crisis was solved through the pooling of virtually all automotive patents and the inauguration of a system to cross-license manufacturers, under the auspices of the National Automobile Chamber of Commerce. Our committee has been charged to investigate the full details in the automotive field to determine how the radio industry may be benefited thereby."

Radio Fans

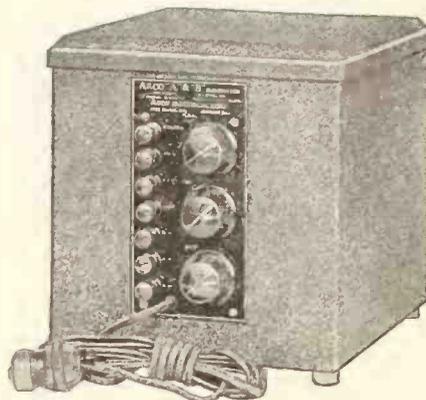
wanted better and cheaper Power Units

Now you can sell

ARCO

Power Units

and be certain of real satisfaction. Pure, direct current, no hum, constant—just plug in the wall socket.



"A B" Supply, \$67.00
"A", Same Size and Design as "B", \$37.00



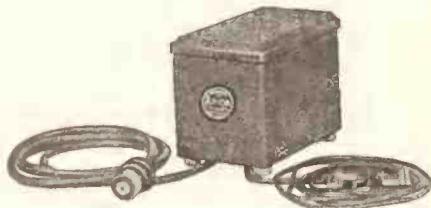
"B" 50 Mils., 150 V. Complete, \$32.50



"H R C 2" Charger, Automatic, 5 Amp., Complete, \$25.00



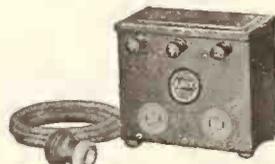
"A" With Built-in Battery, Automatic, \$34.00



"H R C 1" Charger 2½ Amp., Complete, \$18.50



Automatic Power Switch, \$3.50



Power Controller, Complete, \$7.50



"H R C 5" Complete, \$11.50

ARCO ELECTRICAL CORP.
825 BARR STREET
FORT WAYNE, INDIANA

Please tell me about the Sales Plan and Special Discount Offer

Name _____

Address _____

City _____ State _____

The courts confirm what the public knows

TUNED radio frequency sets have no commercial value without means of neutralization.

Modern tuned radio frequency receivers improved with means of neutralization cannot be legitimately made or sold by jobbers or dealers unless the manufacturer is licensed by the owners of the patents.

Manufacturers of "Neutralized" or "Self-balanced" radio sets, together with the jobbers and dealers who sell them, cannot escape patent infringement liability unless licensed.

The penalty for infringement by manufacturer, jobber or dealer is the recovery of the profit made or the recovery of the patent owner's damages, as may be awarded.

Patent protection on "Neutralized" radio sets is not complete unless it includes a license under the Hazeltine Neutrodyne and Latour patents.

Courts define infringement

"Modern methods for the control of regeneration and the undesired self-oscillations which result therefrom were unknown in the art when the patent in suit (*Alexanderson's) issued. These improved methods have perfected Alexanderson's system of geometric tuning, and are employed by the defendant. Their importance cannot be denied (see Hazeltine Corp. v. Electric Service Eng. Corp. 18 Fed. 662), and it may be conceded that the Alexanderson device, without some such improvement, would be of little commercial value today. But infringement of the Alexanderson patent of 1913 is not avoided by using his invention with subsequent improvements."—Judge Thomas D. Thacher's decision in the action brought by the Radio Corporation of America et al. against E. J. Edmond and Company involving a set manufactured by Atwater Kent Manufacturing Company, handed down July 11, 1927.

"The invention of Hazeltine completely revolutionized the radio industry by eliminating the bothersome noises and squeals. . . . I find that the close coupling of the Hazeltine patent 1,489,228 was a decided advance in the art, an advance that produced

*Identification ours

complete and permanent neutralization. . . . The patents are valid and the claims have been infringed by the defendant."—Judge Grover M. Moscovitz's decision in the action brought by the Hazeltine Corporation et al. against A. H. Grebe & Company, Inc., handed down June 20, 1927.

Judge Moscovitz's decision establishes that no manufacturer can make a completely neutralized tuned radio frequency receiver without invading the patent rights of the Hazeltine Corporation.

The validity of the Hazeltine Neutrodyne patents was not affected by the decision of the Circuit Court of Appeals for the Second Circuit in the action brought by the Radio Corporation of America with respect to the Rice and Hartley patents.

DEALERS—*To be safe from infringement and from liability for damages, be sure the radio sets you handle are manufactured and fully protected under the Hazeltine Neutrodyne and Latour patents. Infringers will be prosecuted.*

Full information may be obtained from Hazeltine Corporation, 15 Exchange Place, Jersey City, N. J.

NEUTRODYNE

Trade-mark Reg. U. S. Pat. Off.

Atwater Kent Dealers of Northern Ohio Hold Fifth Annual Convention

Cleveland Ignition Co. Host to Dealers at Gathering in Hotel Statler the Latter Part of Last Month—Interesting Addresses Made by Manufacturers' Representatives

CLEVELAND, O., August 6.—The fifth annual convention of Atwater Kent dealers of Northern Ohio took place at the Hotel Statler on the afternoon and evening of July 27th and was the largest and most successful of its kind ever held. The dealers and their ladies were the guests of the distributors of the Cleveland Ignition Co. and a number of factory representatives were also present.

During the opening business session the ladies were entertained at a matinee at the Ohio theatre. Ray A. Bechtol, secretary and general manager of the Cleveland Ignition Co., presided at the meeting, which was held in the ballroom of the hotel. A full-sized billboard containing the "Safe" Atwater Kent poster was erected on one side of the ballroom and made a big hit. Another feature was a reproduction of a dealer's window, which attracted a great deal of very favorable comment. Despite the

Addresses were made by the following: Thos. E. Chadwick, Cleveland Ignition Co.; Frank J. Foley, district representative, Atwater Kent Mfg. Co.; P. A. Ware, merchandising manager, Atwater Kent Mfg. Co.; Mae B. Columbo, sales promotion department, Atwater Kent Mfg. Co.; F. A. DeLano, merchandising counselor, Atwater Kent Mfg. Co.; Harry Humphries, representative of the Pooley Co. was a surprise speaker. He explained that Ben Stauffer, sales manager of the campaign, had hoped to be present but had found it impossible at the last moment. A telegram was read from Mr. Stauffer expressing regret and conveying best wishes for the success of the meeting.

Improvements and additions to the Pooley cabinet line were outlined by Mr. Humphries. Thos. E. Chadwick spoke on Red Lion cabinets. Frank Foley spoke on the various Atwater Kent models and stressed the point that while



Ray A. Bechtol

The banquet was staged at 7 P. M. in the ballroom of the hotel, there being close to 600 present. Confetti, noise makers, etc., helped enliven the meal. Horace Yokoun and his orchestra furnished the music. The toastmaster was Thos. Hendricks, and the speaker of the evening Hon. J. J. Sullivan, of the Court of Appeals. The Shades of Moses, Cleveland, of W. T. A. M. radio fame, also entertained. Beautiful souvenirs were presented to all those in attendance by the Cleveland Ignition Co. This brought to a close the most successful meeting the Atwater Kent Northern Ohio dealers ever held.



The Dealer Meeting Sponsored by the Cleveland Ignition Co.

heat, the utmost interest was shown by all present at the business session.

A feature of this event was the offering of a motion by Fred Klepper, and seconded by Russell Palmer and unanimously carried, that the following telegram be sent to the Atwater Kent Mfg. Co. on behalf of those assembled.

"The Atwater Kent dealers of Northern Ohio, assembled as guests of the Cleveland Ignition Co., have heard the inspiring messages of the Atwater Kent Mfg. Co.'s representatives outlining the plans for the future sales promotion and advertising.

"We have used the wonderful merchandise the factory is making. We are in hearty accord with the policies outlined by your distributors and your representatives, and we now express our faith in the factory, its distributor, and the product, and pledge our best efforts to the furtherance of our Atwater Kent business."

there had been improvements there had been no radical changes. The merchandising policy of Atwater Kent was given in detail by P. A. Ware. The address by Miss Mae B. Columbo was a pleasant surprise, dealers quickly grasping the fact that a big, new sales field was being opened to the women of the country by the work of her department.

F. A. DeLano gave the dealers much to think of in his talk in which he stated that Atwater Kent would spend \$3,000,000 this season for advertising and \$500,000 for broadcasting.

In his closing remarks R. A. Bechtol commented on the rumors afloat regarding patent litigation, and said that he was not worrying about it, and there was no cause for the dealers to do so either. The matter was in Atwater Kent's hands, in whom they all had the utmost confidence, to take care of the matter.

Quam Radio Loud Speaker Introduced to the Trade

The Quam loud speaker, a product of the Quam Radio Corp., Chicago, and a development of James P. Quam, prominent radio and acoustical engineer and head of the firm which bears his name, recently made its appearance upon the market. The Quam speaker is said to employ a new principle of construction, the "stretched reed" principle, and instead of a floating reed secured at only one end, the Quam speaker has a stretched reed like the human vocal cords. The product is said to be permanent in construction, requiring no adjustment at any time, and retails for \$17.50.

Each Quam loud speaker is carefully tested before it is packed in a sealed envelope and is fully guaranteed. The sealed envelope containing the speaker is placed in a shipping carton, which is not opened until it reaches the consumer. The dealer is instructed to use a sample for exhibition and demonstrating purposes, so that the speaker which is sold to the customer may reach his home in exactly the same condition as when it left the factory.

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.

Radio World's Fair to Be Held Next Month Promises to Be a Record Breaker

Madison Square Garden, New York, Will House the Annual Exhibition of Latest Radio Products—99 Per Cent of Exhibition Space Already Contracted for—List of Exhibitors

The Radio World's Fair, which will be held in Madison Square Garden, New York, during the week of September 18, will be a record breaker in many ways, according to G. Clayton Irwin, Jr., general manager, who has announced that more than 99 per cent of the exhibition booths in which manufacturers will display their new radio receivers and accessories has already been sold under contract. About 70 per cent of the space allotted to exhibitors in the Garden will be used by manufacturers of completed receivers, Mr. Irwin states, and the balance will be utilized by the radio accessory manufacturers.

"We will have many more features this year for the entertainment of guests," stated Mr. Irwin. "Probably the most interesting will be the 'theatre of wonders,' in which several leading experimental laboratories of the country will exhibit and demonstrate many pieces of apparatus that are used by investigators in scientific research."

The list of exhibitors who have signed contracts for booths in Madison Square Garden to date is as follows:

Abox Co., Chicago, Ill.; A. C. Dayton Co., Dayton, Ohio; Acme Apparatus Co., Cambridge, Mass.; Acme Wire Co., New Haven, Conn.; Advance Battery Corp., Brooklyn, N. Y.; Aero Products, Inc., Chicago, Ill.; Aero-vox Wireless Corp., Brooklyn, N. Y.; Algonquin Elec. Co., New York City; All-American Radio Corp., Chicago, Ill.; Allen Bradley Co., Milwaukee, Wis.; Aluminum Co. of America, Edgewater, N. J.; American Bosch Magneto Corp., Springfield, Mass.; American Elec. Co., Inc., Chicago, Ill.; American Mechanical Lab., Brooklyn, N. Y.; Amplion Corp. of America, New York City; Amrad Corp., Medford Hillside, Mass.; Apex Elec. Mfg. Co., Chicago, Ill.; Arco Battery & Plate Co., Fort Wayne, Ind.; Argus Radio Co., New York City, and Atwater Kent Mfg. Co., Philadelphia, Pa.

Bakelite Corp., New York City; Nathaniel Baldwin, Inc., New York City; Balsa Wood Co., Inc., New York City; Batteryless Radio Corp., New York City; Belden Mfg. Co., Chicago, Ill.; Best Mfg. Co., Newark, N. J.; Bodine Electric Co., Chicago, Ill.; Borkman Radio Corp., Chicago, Ill.; L. S. Brach Mfg. Co., Newark, N. J.; Bremer-Tully Mfg. Co., Chicago, Ill.; Briggs-Stratton Corp., Milwaukee, Wis.; Bright Star Battery Co., Inc., Hoboken, N. J.; Brooklyn Metal Stamping Corp., Brooklyn, N. Y.; Browning-Drake Corp., Cambridge, Mass.; Burgess Battery Co., Chicago, Ill.

Cable Supply Co., New York City; Camfield Radio Mfg. Co., Chicago, Ill.; The Allen D. Cardwell Mfg. Corp., Brooklyn, N. Y.; Carter Radio Co., Chicago, Ill.; C-E Mfg. Co., Providence, R. I.; Celeron Co., Bridgeport, Pa.; Central Radio Lab., Milwaukee, Wis.; Chicago Solder Co., Chicago, Ill.; Colonial Radio Corp., New York City; Commercial Metal Works, New York City; Consolidated Battery Co., Philadelphia, Pa.; Corbett Cabinet Mfg. Co., St. Mary's, Pa.; Cornell Elec. Mfg. Corp., Long Island City; Cornish Wire Co., New York City; Crosley Radio Corp., Cincinnati, O.; Crown Phonograph, Inc., New York City; E. T. Cunningham, Inc., New York City.

Day-Fan Elec. Co., Dayton, O.; DeForest Radio Corp., Jersey City, N. J.; Tobe-Deutschmann Co., Cambridge, Mass.; Diamond Elec. Spec. Corp., Newark, N. J.; Diamond T Radio Mfrs., South Bend, Ind.; Dongan Elec. Mfrs., Detroit, Mich.; Dry Storage Battery Co., Philadelphia, Pa.; Dubilier Condenser Corp., New York City; Eagle Charger Corp., Philadelphia, Pa.; Electrad, Inc., New York City; Electric Storage Battery Co., Philadelphia, Pa.; Electrical Research Lab., Chicago, Ill.; Elkon Works, Inc., Weehawken, N. J.; Empire Elec. Prod. Co., New York City.

Fansteel Products, New York City; Farrand Mfg. Co., Inc., Long Island City; Federal-Brandes, Inc., Newark, N. J.; Federal Radio Corp., Buffalo, N. Y.; J. B. Ferguson, Inc., New York City; Ferranti, Inc., New York City; Formica Insulation Co., New York City; Freed-Eisemann Radio Corp., Brooklyn, N. Y.; French Battery Co., New York City; Chas. Freshman Co., Inc., New York City; H. H. Frost, Inc., Chicago, Ill.; Fergus Co., Newark, N. J.

Gem Tube Co., New York City; General Radio Co., Cambridge, Mass.; Gold Seal Elec. Co., New York City; Gould Storage Battery Co., New York City; A. H. Grebe & Co., Inc., Richmond Hill, N. Y.; Grigsby-Grunow-Hinds, Chicago, Ill.; Grimes Radio Engineering Co., Grasmere, Staten Island.

Hammarlund Mfg. Co., New York City; Hartford Battery Mfg. Co., New York City; Harold Herbert, Inc., Long Island City; Homer Products, Inc., Long Island City; Hoyt Electrical Instrument Works, Boston, Mass.; Hamilton Mfg. Co., N. Y. City.

Igrad Condenser & Mfg. Co., Inc., of Rochester,

N. Y., and the Indiana Mfg. Elec. Co., of Marion, Ind. Jefferson Elec. Mfg. Co., Chicago, Ill.; Jewell Elec. Instrument Co., Chicago, Ill.; Howard B. Jones, Chicago, Ill.

Karas Elec. Co., Chicago, Ill.; Kellogg Switchboard & Supply Co., Chicago, Ill.; King Mfg. Corp., Buffalo, N. Y.; Kodel Radio Corp., Cincinnati, O.

Arthur H. Lynch, New York City; Lignole Corp., (Hartzell), Chicago, Ill.

Magnavox Co., Oakland, Calif.; Marco Storage Battery Co., Brooklyn, N. Y.; Marti Elec. Radio Co., W. Orange, N. J.; Martin Copeland Co., Providence, R. I.; Mayolian Radio Corp., Bronx, N. Y.; Metal Devices Corp., Chicago, Ill.; Minerva Radio Co., Chicago, Ill.; Mohawk Corp. of Illinois, Chicago, Ill.; Musical Prod. Dis. Co., New York City; Leslie F. Muter Co., Chicago, Ill.

Nassau Radio Co., Inc., Brooklyn, N. Y.; National Carbon Co., Inc., New York City; National Co., Inc., Boston, Mass.; National Lead Battery Co., St. Paul, Minn.; Northern Mfg. Co., Newark, N. J.

Oxidite Battery Co., St. Paul, Minn.; Oriental Loud Speaker Co., New York City.

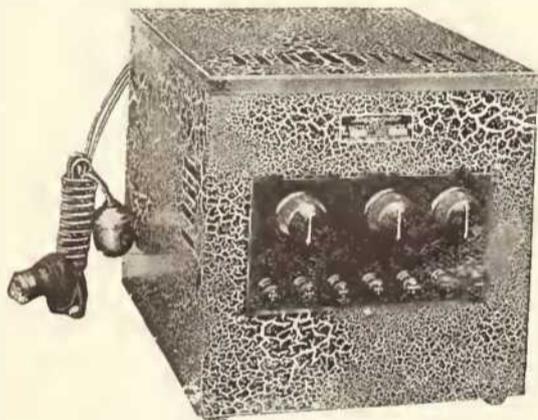
Perry Wire Works, Yonkers, N. Y.; Pacent Elec. Co., Inc., New York City; Paragon Elec. Corp., Upper Montclair, N. J.; Perrine Quality Prod. Corp., Waltham, Mass.; Perryman Elec. Corp., New York City; Pfanstiehl Radio Co., Waukegan, Ill.; Philmore Mfg. Co., New York City; Pilot Elec. Mfg. Co., Brooklyn, N. Y.; Plaza Music Co., New York City; Polymet Mfg. Co., New York City; Pooley Co., Philadelphia, Pa.; Potter Mfg. Co., North Chicago, Ill.

Q R S Music Co., Chicago, Ill.

Launches Sales Drive on Dependo "A-B" Eliminator

Universal Power & Supply Co. Prepares Extensive Sales Campaign on Behalf of Product—Two Types of Units Offered

The Universal Power & Supply Co., Chicago, which was formed early in 1927, is launching an extensive sales campaign in behalf of its product, the Dependo "A & B" battery eliminator. The firm, which is a member of the Radio Manufacturers' Association, exhibited its products at the Radio Trade Show in June,



Dependo A & B Eliminator

and its sales program is planned along the lines of the zone-distributor system, with full protection in preferred territory and also full patent protection. The company is licensed by the Andrews-Hammond Corp. under Andrews condenser and other Andrews-Hammond patent applications and the unit carries a year's guarantee.

The officers of the Universal Power Supply Co. are I. L. Milton, president and acting sales manager; C. O. Kinn, vice-president; W. M. Gilchrist, secretary, and E. L. Fitch, treasurer.

The Dependo "A & B" eliminator is made in two types, Type S for standard six-volt receivers and Type R for standard four-volt receivers, both units retailing for \$67.50, without the tubes. The Dependo eliminator uses no batteries, nor does it involve the use of the trickle charger principle. It utilizes the tube method of rectification in conjunction with properly designed transformers, chokes, condensers and filter, and it operates on a 60-cycle A. C. current only.

The eliminator is built into one compact

Radio Corp. of America, New York City; Raytheon Mfg. Co., Cambridge, Mass.; Red Lion Cabinet Co., Red Lion, Pa.; Reichmann Co., Chicago, Ill.

Samson Elec. Co., Canton, Mass.; Sandar Corp., Long Island City, N. Y.; Sangamo Elec. Co., New York City; Schickerling Prod. Corp., Newark, N. J.; Scovill Mfg. Co., Waterbury, Conn.; Sentinel Mfg. Co., Chicago, Ill.; Shamrock Mfg. Co., Newark, N. J.; Showers Bros. Co., Chicago, Ill.; Silver-Marshall, Inc., Chicago, Ill.; Slagle Radio Co., Ft. Wayne, Ind.; Sonatron Tube Company, New York City; Sonora Phonograph Co., New York City; Spaulding Fibre Co., Inc., New York City; Sparks-Withington Co., Jackson, Mich.; Splitdorf Elec. Co., Newark, N. J.; Steinite Lab., Chicago, Ill.; Stettner Phonograph Corp., New York City; Stevens & Company, Inc., New York City; Stewart-Battery Co., Chicago, Ill.; Stewart-Warner Speedometer Co., Chicago, Ill.; Stromberg-Carlson Telephone Co., Rochester, N. Y.; Sturges Multiple Battery Co., Jamaica, N. Y.; Superior Cabinet Corp., New York City; Superior Cabinet Co., Muskegon, Mich.; Sylvania Prod. Co., Emporium, Pa.

Televocall Corp., New York City; Temple, Inc., Chicago, Ill.; Thordarson Elec. Mfg. Co., Chicago, Ill.; Timmons Radio Prod. Corp., Philadelphia, Pa.; Tower Mfg. Corp., Boston, Mass.

United Radio Corp., Rochester, N. Y.; United Scientific Lab., Inc., New York City; U. S. Light & Heat Corp., Niagara Falls, N. Y.; Utah Radio Prod. Corp., Chicago, Ill.

Valley Elec. Co., St. Louis, Mo.; Vesta Battery Corp., Chicago, Ill.; Vitalitone Radio Corp., New York City.

Walbert Mfg. Co., Chicago, Ill.; Geo. W. Walker Co., Cleveland, O.; Ward-Leonard Co., New York City; Watsontown Table & Furniture Co., Watsontown, Pa.; Webster Co., Chicago, Ill.; Westerland Corp., Dobbs Ferry, N. Y.; Westinghouse Elec. & Mfg. Co., East Pittsburgh, Pa.; Weston Elec. Instrument Co., Newark, N. J.; Willard Storage Battery Co., Cleveland, O.; Work-Rite Mfg. Co., Cleveland, O.

Yaxley Mfg. Co., Chicago, Ill.

Zenith Radio Corp., Chicago, Ill.; Zetka Lab., Inc., Newark, N. J.

case, well proportioned and neat in appearance, furnished in blue and black cracked finish. The manufacturer states that no service is required after installation for a period of about one year, after which time a small quantity of distilled water may be required by the chemical filter. Every component part is subjected to the most critical test, including actual reception performance before being approved and packed for delivery.

A rheostat is provided to control the "A" current output and the power tube voltage is fixed at 180 volts. The terminals are rubber insulated and plainly marked and the terminal taps are non-removable, preventing the possibility of removal and exchange. A five-foot silk-covered cord to match the case is provided complete with the socket plug and a three-foot cord and pendant switch is furnished for convenience in turning the set on and off.

In the Type S unit, Tungar two-ampere tubes are used, and in the Type R eliminator, Tungar six-ampere tubes are used. The use of Q R S 85-milliamper tubes is also recommended in the "B" circuit for both S and R types of Dependo eliminators.

R. W. Morse Joins Columbia Advertising Department

The Columbia Phonograph Co. announces the addition to its advertising staff of Robert W. Morse, former copy writer for Time, the weekly news magazine, and contributor of musical articles to various other journals. Mr. Morse hails from Boston and is related to the family of S. F. B. Morse, the telegraph inventor. He is enthusiastic over Columbia's new achievements in its rapidly widening sphere of activity. Mr. Morse is particularly interested in the company's Masterworks Series of complete recordings of symphonies, sonatas, and concertos of the great composers and in its program to popularize in America these works.

Postpone Radio Show

Plans for the Third Annual Indianapolis Radio Exposition of the Broadcast Listeners' Association, which was to have been held during the first week of October, this year, have been canceled and will be held in abeyance until 1928.

Metropolitan Trade Activities

New Exclusive Columbia Store to Open This Month

Associated Music Publishers, Inc., Will Carry Columbia Viva-tonal Phonographs and Columbia and Harmony Records

Alterations are rapidly going forward on the premises at 140 West Forty-second street, where the Associated Music Publishers, Inc., will open an exclusive sheet music and phonograph store this month. This company has the exclusive American rights to a number of European copyrights and it will carry these together with a complete catalog of American classical, standard and popular recorded numbers.

The Columbia line of Viva-tonal phonographs and Columbia and Harmony records will be carried exclusively in the phonograph department. The entire street floor of the building has been remodeled and two deep display windows now adorn the front. The Columbia and Harmony record departments will occupy the two sides of the store immediately inside the entrance. Beyond the Columbia record counter on one side will be placed the popular sheet music shelves and on the other side will be seen the complete line of Viva-tonal phonographs. Four demonstration booths have already been installed. The entire rear of the store is being given over to sheet music. J. Widener, who formerly operated a chain of music stores in New York, New Jersey and other Eastern centers, is manager of the completely equipped phonograph section of the new establishment.

The executive and business offices are located on the second floor of the building and the basement is to be used as a wareroom. The record department will carry a complete line of all Columbia records, including Masterworks albums, the celebrity series, standard and popular selections and all foreign language recordings.

National Lock Co. Opens Eastern Sales Office

The National Lock Co., Rockford, Ill., manufacturer of Rockford hardware for talking machine and radio cabinets, has opened an Eastern sales office at 10 Murray street, New York, under the management of D. O. Anderson. This office was opened for the benefit of Eastern customers and is the fourteenth branch office operated by the company which is represented in central points throughout the entire United States.

A. D. Robbins Married

Austin Devere Robbins, salesman of the radio division of the Blackman Distributing Co., New York, was married recently to Miss Grace E. Mull, of Rockland Lake, N. Y. The ceremony took place at the home of the bride's parents and the couple left soon after for a honeymoon motor trip to Indianapolis, Ind.

In Bankruptcy

A petition in bankruptcy was recently filed by Samuel M. Creedman, talking machine and radio dealer, of 4502 Thirteenth avenue, Brooklyn, N. Y. Liabilities are placed at about \$30,000 and assets at \$14,000. Octavius Conti has been appointed receiver for the firm.

Harry Fox, Sales Manager, Emerson Phono. Radio Co.

Harry Fox, formerly manager of the distributing division of the Okeh Phonograph Corp., is now sales manager of the Emerson Phonograph & Radio Corp., New York. Mr. Fox, who assumed his duties on August 1, is highly enthusiastic over the outlook for the coming season.

Mr. Fox, in joining the Emerson forces, is entering no new field, for before joining forces with the Okeh organization he operated the distributing firm of Fox-Emerson, Philadelphia, and jobbed the Emerson products in that territory.

Wm. Haynes Topping Joins Forces of Landay Bros.

Landay Bros., New York City, announce that they have secured the services of Wm. Haynes Topping, prominent radio specialist, as head of their purchasing department. In adding this gentleman to their executive staff they feel that they have secured the services of a man who is well equipped to judge merchandise and merchandising possibilities, and feel, moreover, that he will fit remarkably well into their carefully co-ordinated organization.

L. E. Hilduser Is Now Okeh Wholesale Manager

L. E. Hilduser, well known in Eastern talking machine and radio circles, assumed the management of the distributing division of the Okeh Phonograph Corp. on August 1, succeeding Harry Fox. Mr. Hilduser was formerly manager of the Philadelphia branch of the Sonora Phonograph Co., Inc., and was connected with that company for four years. Prior to his connection with the Sonora organization, Mr. Hilduser was with the Columbia Phonograph Co.

Mr. Hilduser anticipates a good Fall business and reports that Okeh and Odeon records are selling in satisfactory fashion, with the foreign language recordings being in particular demand.

Metropolitan Dealers Visit Emerson Radio Show

More than 300 dealers from the metropolitan territory visited the warerooms of the Emerson Phonograph & Radio Co., Inc., during the week of July 25 to July 30 and inspected the full line of products which is being carried by this concern. Among the complete lines on exhibition were United cabinets, Utah loud speakers and units, McMillan and Neusonic radio receivers.

Enthusiastic praise was accorded the new models of the various products by the dealers and a large amount of business was written up. The dealers were entertained at dinner and the theatre during the week by Emerson officials. The affair was an outstanding success.

Landay Bros. Robbed

By removing a section of the skylight and using a rope to descend into the store, burglars robbed the Landay Bros. music store at 64 South Fourth avenue, Mount Vernon, N. Y., recently. The loot amounted to approximately \$10,000.

New York Band Instrument Co. Opens Its Third Store

Purchases Goldsmith Music Shop in Brooklyn for New Branch—Columbia Viva-tonal Phonographs Now Carried in All Stores

The third retail music store of the New York Band Instrument Co. in the metropolitan district was opened recently when the company purchased the stock and good will of the Goldsmith Music Shop at 1229 Broadway, Brooklyn. William Tyler, general manager of the talking machine departments of the three stores, is most enthusiastic over the outlook for business at the new location and anticipates good sales in both the instrument and record sections. Due to the store's proximity to a large German settlement, he anticipates a large amount of German record business and will leave no efforts undone to stimulate the rest of the foreign language catalog.

W. De Phuyn, who was formerly connected with the music department of Wanamaker's, New York, and who for a time operated his own music store, will act as branch manager. Mr. De Phuyn is well fitted for the post, for in addition to his knowledge of the retail music business he speaks several foreign languages fluently.

Mr. Tyler reports that business in the other two stores of the company on East Fourteenth street and West Thirty-fourth street is most satisfactory and sales show a large increase over last year. Recently the Viva-tonal line of Columbia phonographs was added to the merchandise carried at each of the three stores.

Columbia July Business Shows Remarkable Increase

Sales for the Month Show Gain of 50 Per Cent Over Last Year—Portables Selling Well—Await Marketing of New Instruments

E. W. Guttenberger, manager of the wholesale department of the Columbia Phonograph Co., reports that the sale of Columbia records for the month of July showed a 50 per cent increase over the same month of last year. Sales of Columbia and Harmony portables also showed a big total for last month and Viva-tonal Columbia phonographs and Harmony records also grossed in satisfactory fashion.

Mr. Guttenberger and his staff are looking forward to the time when the new Columbia-Kolster combination phonograph-radios and the Columbia-Kolster electric pick-up instruments will be placed on the market. In their visits to the trade all of the Columbia sales staff have inquired as to what opinion dealers held regarding the Kolster radio receivers and in every instance the replies gave these instruments the highest praise.

Another factor which causes the New York wholesale division of the Columbia Co. to regard the future with feelings of the highest optimism is the announced opening of the Columbia Broadcasting System, which is scheduled for September 4. Mr. Guttenberger, in discussing this topic, states that in his opinion the new broadcasting chain will have the effect of increasing the radio sales of all dealers because of the improvement which it will bring to programs. Columbia dealers, however, will benefit most through the fact that exclusive Columbia artists will broadcast frequently.

The Columbia record, "Two Black Crows," by Moran and Mack, is selling away up at the top of the best sellers, and Mr. Guttenberger expects this record will be the greatest selling record since "Dardanella," and he will not be surprised if the total sales exceed those of that record.

MANUFACTURERS OF RADIO and PHONOGRAPH HARDWARE
Write—Star Machine & Novelty Co., 9-11 Watsessing Ave., Bloomfield, N. J.

Two-Carload Mohawk Radio Shipment Made to Boston

Sets Distributed to Dealers in New England States by Boston Distributors of This Popular Line of Radio Products

On July 6, two solid carloads of Mohawk one-dial radio receivers were shipped to Boston from the Mohawk Corp. of Illinois factories in Chicago. The sets were distributed to dealers in the New England States by Northeastern Radio, Inc., Lewis Electric Supply Co. and the



Carload of Mohawk Sets

Geo. H. Wahm Co., Mohawk distributors, located in Boston.

It was explained that this shipment will give New England dealers an opportunity of starting work on their Fall business, but none of the dealers will be able to show a full line of the new Mohawk models for several weeks to come. Partial shipments such as this one are being sent to points all over the United States and Canada in an effort to give Mohawk dealers something with which to start work.

Douglas DeMare, vice-president in charge of production, commenting upon the Mohawk schedule, stated, "Mohawk is building as many receivers as it is humanly possible to build well." Some idea of the number of such shipments necessary to give Mohawk dealers a start may be had by considering that there are over 300 Mohawk dealers in New England as against more than 3,500 in the United States.

Steinite Labs. Have Aerial Testing Tower

Situated atop the highest hill in Atchison County, Kansas, is one of radio's latest innovations, an aerial testing laboratory. The labora-



Steinite Aerial Testing Tower

tory, housed in a structure twenty feet square, is 125 feet above the ground and 525 feet above the Missouri River in Atchison. The tower was recently erected by Fred W. Stein, president of the Steinite Labs., of Atchison, which maintains its general sales department in Chicago.

The tower and laboratory, it is said, were erected at a cost of more than \$50,000. It is constructed on massive steel girders, the aerial tower's lofty bungalow being reached by an electric elevator. In this laboratory, Mr. Stein,

and his chief engineer, F. W. Iggberg, hope to avoid every possible earth disturbance in conducting experiments. Mr. Iggberg stated that one of the first experiments will be with a balloon-type antenna, and small captive balloons will be sent up on 1,500-foot wires, the wires designed to function as pick-ups for radio signals.

"I believe we will be able to do many things with crystal receivers," stated Mr. Iggberg, "when we complete the investigation we have in mind for this experiment." The research laboratory of the Steinite factory now is located in the building shown at the base of the tower in a large thoroughly equipped room.

The Steinite Labs. are said to employ more than 750 persons when the plant is in full operation, and the growth of the business in the twelve years which have followed its founding has forced the company to move to larger quarters four times. Plans are now in progress for the construction of a modern four-story building on the site of the present plant, and according to Guy D. Elwell, general manager, the new Steinite structure will be ready this Winter.

France Mfg. Co. Announces New Dry Trickle Chargers

CLEVELAND, O., August 5.—The France Mfg. Co. went into production August 1 on a large scale with its two new dry disc type trickle chargers. Trickle rates of one-half and three-fourths ampere have been incorporated, also a booster rate of one and one-fourth amperes. One model is equipped with relay switch, while the other is for continuous trickle charging.

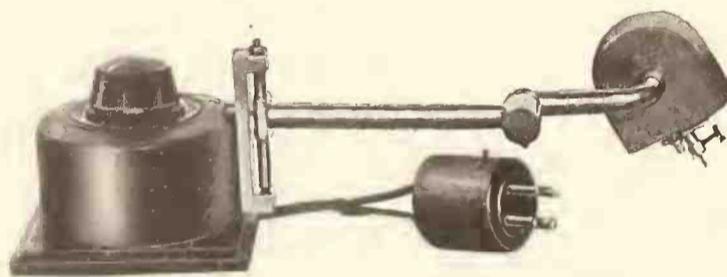
Before releasing to the trade several thousand were tested in actual service on sets over a period of more than seven months, this test proving very satisfactory to both the set owner and manufacturer. Laboratory research and development on these dry rectifiers have been going on for over two years. All tests seem to indicate almost an unlimited life.

This company is said to be the oldest exclusive manufacturer of rectifying devices in the country, having been in this field for over fourteen years. A complete line of France radio power units will be announced later.

A Demonstration Is a Sale

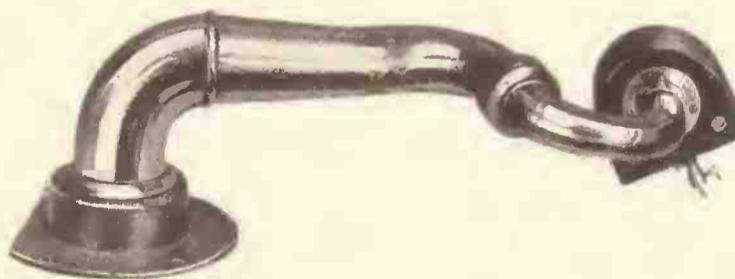
At Last! Tone, super-excellent—Volume to burn—Small and artistic

"Sensitone"
is in production



Plays laterally, insuring maximum efficiency. Weight less than 4½ oz. without counterbalances to mar its beauty. It is a Record Preserver.

Sensitone requires no adjustments and cannot be tampered with. It is fool proof. The quality of tone guaranteed; all of the parts perfectly matched; the "Bobbin" wound with special processed wire to stand high voltage; the magnet of finest Tungsten steel; assembled and tested by experts.



Can be put on any tone arm. Sensitone is equipped with Volume Control to adjust the sound to the parlor or dance hall.

Amplifier, giving real satisfaction, will be furnished upon request in large quantities only. Write for full details. Be the first manufacturer or dealer to handle Sensitone.

Mid-West Radio Specialty Mfg. Corp.

1519 S. Wabash Ave. - Chicago, Ill.

Manufacturers of the Famous Per Vois Loud Speaker Unit

THE unit that will stand over 400 volts

Stromberg-Carlson Sales Staff Holds Conference

Four-Day Gathering of Members of Telephone and Radio Sales Staffs Held Recently—Interesting Addresses Feature Sessions

ROCHESTER, N. Y., August 5.—A sales conference of the representatives and members of the sales staffs of both the radio and telephone divisions of the Stromberg-Carlson Tel. Mfg. Co., manufacturer of telephone apparatus, cables and supplies, and radio receivers, loud speakers



Stromberg-Carlson Representatives Present at Sales Conference

and other equipment, was held here at the University avenue plant for four days from July 18 to 21, inclusive.

The conference opened with an address of welcome by W. Roy McCanne, president of the company, following which the recording for the prize contest was made. An address by G. A. Scoville, vice-president and general manager, on "Sales Review and Possibilities," concluded the Monday morning session, which adjourned for a group luncheon. G. A. Scoville was chairman of this session. The Monday afternoon gathering was given over entirely to a discussion of telephonic matters under the chairmanship of E. A. Reinke.

On Tuesday morning the principal address was made by W. T. Eastwood, who spoke on the company's advertising policy. Export activities and foreign affairs were also discussed by various department heads. The afternoon session was devoted almost entirely to radio problems. E. C. Roworth spoke on "Credits and Collections," and E. M. Frelich, assistant vice-president of the Bankers Commercial Security Co., Inc., made an interesting talk on "Our Dealers' Financing Plan." "Our Radio Sales Plans" was the title of the address given by J. S. Gibson, manager of the radio division of the Stromberg-Carlson organization, and he was followed by Benjamin Gross and Herbert Brennan, Eastern representatives, presenting a "Customer and Dealer Dialogue" and also a conversation between a dealer and a Stromberg-Carlson salesman. Following this the meeting adjourned to return for the evening session at which R. H. Manson, chief engineer of the Stromberg-Carlson Co., spoke on the engineering design of the new Stromberg-Carlson radio apparatus.

"What Stromberg-Carlson's Final Inspection Means," an address by President McCanne, was the outstanding feature of the Wednesday morning meeting. During the afternoon D. Clyde Jones spoke on "The Patent Situation." This session adjourned early so that the conferees could attend a picnic.

A number of interesting addresses were delivered at the morning and evening sessions on Thursday, concluding a most constructive and successful meeting.

E. F. Brogan Returning Home From Trip Abroad

E. F. Brogan, manager of the Thirty-fourth street branch of the New York Band Instrument Co., who has spent the last few months in Europe attending the various music festivals in Germany and Austria, is expected back in this country this month and will resume his duties on or before September 1.

Mohawk Corp. of Illinois Is Radio Corp. Licensee

Manufacturer of Mohawk One-Dial Receiver Has Access to and Use of Patents Controlled by the Radio Corp. and Allied Firms

CHICAGO, ILL., August 4.—Gustave Frankel, president of the Mohawk Corp. of Illinois, this city, maker of Mohawk radio receivers, announced recently that the corporation had received the Radio Corp. of America license which gives Mohawk full access to and use of the pat-

ents under control of RCA, General Electric Co., Westinghouse Electric & Mfg Co., and American Tel. & Tel. Co.

Mohawk is the sole owner of the well known Chamberlain patents, and is also licensed under the Hogan patents, and Mohawk patents are looked upon as having been a distinct advantage in the negotiations with the Radio Corp. of America.

"Five years ago," stated Mr. Frankel, "Mohawk started in the radio business, firm in the conviction that radio receiver construction should be simplified. Mohawk based this belief on one dial control. Having great faith in its possibilities, all our energy and resources have been devoted to simplifying and standardizing radio receivers.

"Now, our goal is to help in the stabilization of the industry. For some time Mohawk has anticipated such a condition as is now within reach, and a pronounced effect will result from the close co-operation between the more prominent manufacturers. Stabilization has advanced at least five years during the past year. The public will reap the benefits of the new era."

Negotiations were under way for several months between the Mohawk and Radio Corp. of America officials, and with the license arrangement Mohawk engineers will have the research facilities of RCA and associated companies at its disposal.

Yahr-Lange Broadside Shows Dealer Sales Aids

Yahr-Lange, Inc., Milwaukee, has mailed to the trade a broadside describing and illustrating all of the dealer sales helps furnished by the company in connection with the merchandising of the Super-Ball antenna and the Yar speaker. The cuts showing the Super-Ball antenna mounted upon various types of roofs, the Ball itself, condenser, ground clamp and illustrations of the Yar speaker together with complete details are shown in the broadside. In addition envelope stuffers for circular use and mailing, describing the Yar speaker and the Super-Ball antenna are also included. Thirty-one sales helps in all are furnished to the dealer, including display stands, decalcomania window sets.

Yahr-Lange, Inc., is preparing and will have ready for delivery about August 15, an attractive window display, measuring 30 x 42 inches. The display is said to be very attractive, and will be sent direct from the Yahr-Lange warehouse to dealers who handle the Super-Ball antenna and Yar speaker.

The Atwater Kent dealers of the State of Washington held a one-day convention on July 27 at the Olympic Hotel, Seattle.

Sales and Ad Drive on Tone Arm and Reproducer

Duro Metal Products Co. Launches Campaign in Behalf of Its "Qualitone" Matched Combination Tone Arm and Reproducer

An aggressive sales and advertising campaign is being launched by the Duro Metal Products Co., Chicago, at the present time, in behalf of its matched combination tone arm and reproducer for phonograph replacement purposes. The combination, which bears the name Qualitone, the trade name of the firm's phonograph products, is manufactured complete in the Duro Metal plant, where only men are employed in the manufacture of its phonograph products. The Duro Metal Products Co. is known as the world's largest maker of deep-drawn metal work and its executives and engineering force have at their disposal a vast fund of experience to draw from in the making of similar products for talking machines.

The tone arm used in the combination mentioned above is of the true exponential type, gracefully turned and finished in nickel. It is of the long-bearing throwback type, with a free-swinging vibrationless base, made of solid brass. The reproducer, which is of the latest type, embodies a metal diaphragm and is made with the same precision as the tone arm.

Each tone arm and reproducer is individually tested before it leaves the Duro Metal factory, and the combination has been designed, packed and made in four sizes, so that any employe in the dealer's store can handle replacement business intelligently, reducing the possibility of making mistakes to a minimum. The tone arm and reproducer are matched and sealed



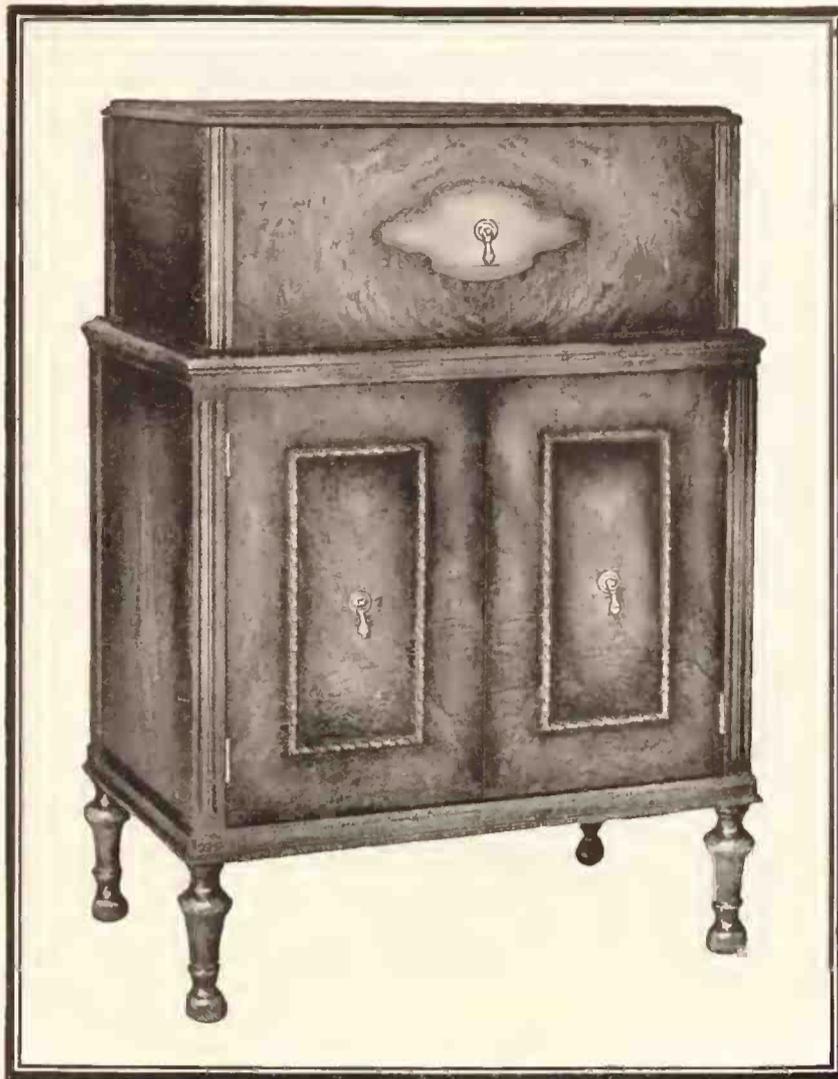
Qualitone Tone Arm and Reproducer

at the factory, packed complete with screws and full instructions for mounting and the number of each combination, indicating its size, is plainly marked on the label of the carton. A unique method of reinforcing is used in the carton, where the reproducer is placed securely within the walls of a corrugated board upright, which forms a center supporting pillar for the carton, thus adding strength to the box and holding the reproducer and tone arm in a rigid position.

Arthur H. Lynch, Inc., to Distribute Lata Balsa Kits

The appointment of Arthur H. Lynch, Inc., New York, as a distributor of Lata Balsa kits, reproducer units and art model radio speakers, has been announced by the Balsa Wood Reproducer Corp.

"Lata Balsa reproducers, either made from kits or in very attractive art models, which are now being offered as complete speakers, produce a mellow tone which is very pleasing," stated Mr. Lynch, in commenting upon the appointment of his organization as distributor. "Many manufacturers of cone speakers are beginning to realize the advantages offered by Lata Balsa wood from the standpoint of acoustic properties and the attractive designs which it makes possible. Our engineering staff will be pleased to consult with speaker or set manufacturers interested in applying Lata Balsa to their present or future models."



This Slagle Quality Profits You

THE current Slagle models are designed and built with this single purpose: to provide the most satisfactory performance possible today. . . There are thousands of people who will gladly pay a good price for such a receiver, and every factor of engineering, of material, of workmanship has been utilized to make these sets conform to that standard.

A few of the outstanding features which produce such quality are: selectivity which almost splits a wave-length meter; full natural tone values in every register; accurately controlled volume from a whisper in the smallest room to a mountain of sound that fills an auditorium, pure and undistorted in either case; cast aluminum chassis and full shielding; A and B socket power; single-dial control; Ferranti audio transformers; Hammarlund condensers; 7, 9 and 10 tube models with outstandingly beautiful cabinet work.

The most rigid tests on any reasonable comparative basis invited. We are willing to stake our reputation on the results your own eyes and ears will detect from the standpoint of performance, appearance and value. Let us show you how you can turn Slagle quality to your own account.

SLAGLE RADIO COMPANY, Fort Wayne, Indiana
Builders of Radio Receivers Since 1911


Slagle Radio

Esenbe Co. Host to Atwater Kent Dealers of the Pittsburgh Territory

Charles Weisser, District Manager, Introduces New Line of Atwater Kent Products—Percy A. Ware Tells of Merchandising Plans—Other Interesting Addresses Made

PITTSBURGH, PA., August 6.—The 1927-28 Atwater Kent radio season was formally opened in the Pittsburgh territory with the third annual convention of dealers on July 19. The conven-

who spoke upon the subject of furniture and the importance of cabinets during the coming season.

Percy A. Ware, merchandising manager of the Atwater Kent Co., in addition to his illustrated talk on merchandising, stressed the remarkable growth of the radio industry, and the even greater comparative growth of the Atwater Kent plant, which occupied two and one-half acres in 1922 and now occupies 15½ acres. Miss Mae B. Columbo followed with her interesting talk upon radio from a woman's standpoint.

The final speaker of the afternoon was Frank A. De-



Atwater Kent Dealers in Conclave Arranged by Esenbe Co., Distributor

was held under the auspices of the Esenbe Co., Atwater Kent distributor. The William Penn Hotel was the scene of activities. During the business session held in the afternoon dealers were welcomed by A. A. Buehn, president of the distributing company, who took the occasion to thank the dealers for their support and co-operation during the past years, and to express the hope that the mutually pleasant relations would continue during the coming season.

The new Atwater Kent line was presented by Charles Weisser, district representative of the Atwater Kent Mfg. Co., who was followed by H. M. Swartz, treasurer of the Esenbe Co.,

Lano, merchandise counselor, who brought to the meeting details of the Atwater Kent Co. merchandising policy for the new season. Credit for the success of the business program is due to the careful preparation of John McGuigan, district sales manager of the Atwater Kent Co.

In the evening a dinner was served in the ballroom of the hotel, and the guests of the Esenbe Co. were treated to several Keith circuit vaudeville acts, and the entertainment of Danny Nirella and his orchestra, both during dinner and for dancing afterward. Dealers attended from every section of the territory; practically 100 per cent attendance.

Charles Marshall, Operatic Tenor, Praises Sparton Set

High Praise Accorded Product of Sparks-Withington Co. by Member of the Chicago Civic Opera Company

JACKSON, MICH., August 5.—Charles Marshall, celebrated tenor of the Chicago Civic Opera Co., is one of the many famous operatic artists who



Chas. Marshall and Captain Wm. Sparks have recently expressed approval of the advanced radio models now being offered. In purchasing a Sparton model AC-7 radio receiver, an electric receiver, he paid the following high tribute to

the quality of this new instrument: "This is absolutely the first time I have ever heard the entire range of the piano on any musical reproducing instrument. It is positively wonderful and the tone shading and faithfulness of reproduction in the lower frequencies are almost unbelievable. The Sparton console picks up tone shadings that are hard for the ear to separate when actually hearing the orchestra itself."

Incidentally, it is understood that another of the new Sparton AC-7 instruments will be carried on the special train of the Chicago Civic Opera Co. for the entertainment of its members while on tour.

Mr. Marshall, with Capt. William Sparks, president of the Sparks-Withington Co., Jackson, Mich., maker of Sparton radio receivers, is shown in the accompanying illustration, together with the Sparton electric model purchased by Mr. Marshall.

Special Gennett Releases

RICHMOND, IND., August 10.—The Gennett record division of the Starr Piano Co. has announced a special release of twelve records originally scheduled for September 1 release. These records will be placed on the market on or about August 15. They include latest dance numbers, vocal recordings and a number of unusually interesting novelty and old-time tune specials.

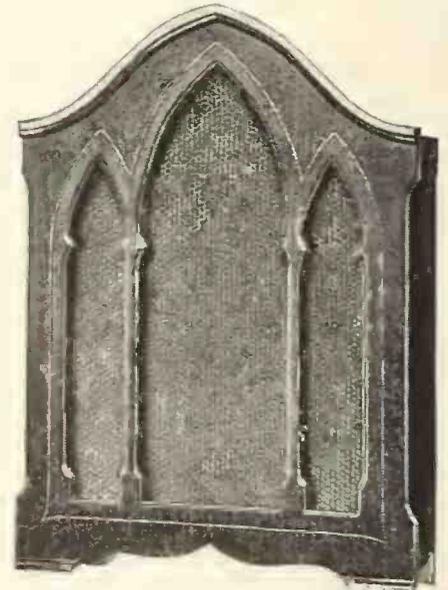
Don Voorhees, well-known orchestra leader and radio and record favorite, was announced recently as director of a twelve-piece dance and specialty orchestra to play exclusively over the Columbia Broadcasting System.

Mohawk Corp. of Illinois Announces New Speaker

CHICAGO, ILL., August 5.—The Mohawk Corp., of Illinois, has developed a new speaker which is said to have most promising possibilities. This new addition to the Mohawk line of radio receivers is the result of almost a year's steady work in the acoustical department of the Mohawk engineering laboratories.

Because of its construction, the new product has been named the Mohawk Pyramonic speaker, since the internal construction is shaped similar to a pyramid. It consists of four units in one, and demonstration evidences that the Mohawk Pyramonic speaker develops the low notes to such an extent that instruments such as the kettle drum and bass wind instruments are audible and easily identified.

The Mohawk Pyramonic speaker develops the low notes as perfectly as the high ones



Mohawk Pyramonic Speaker

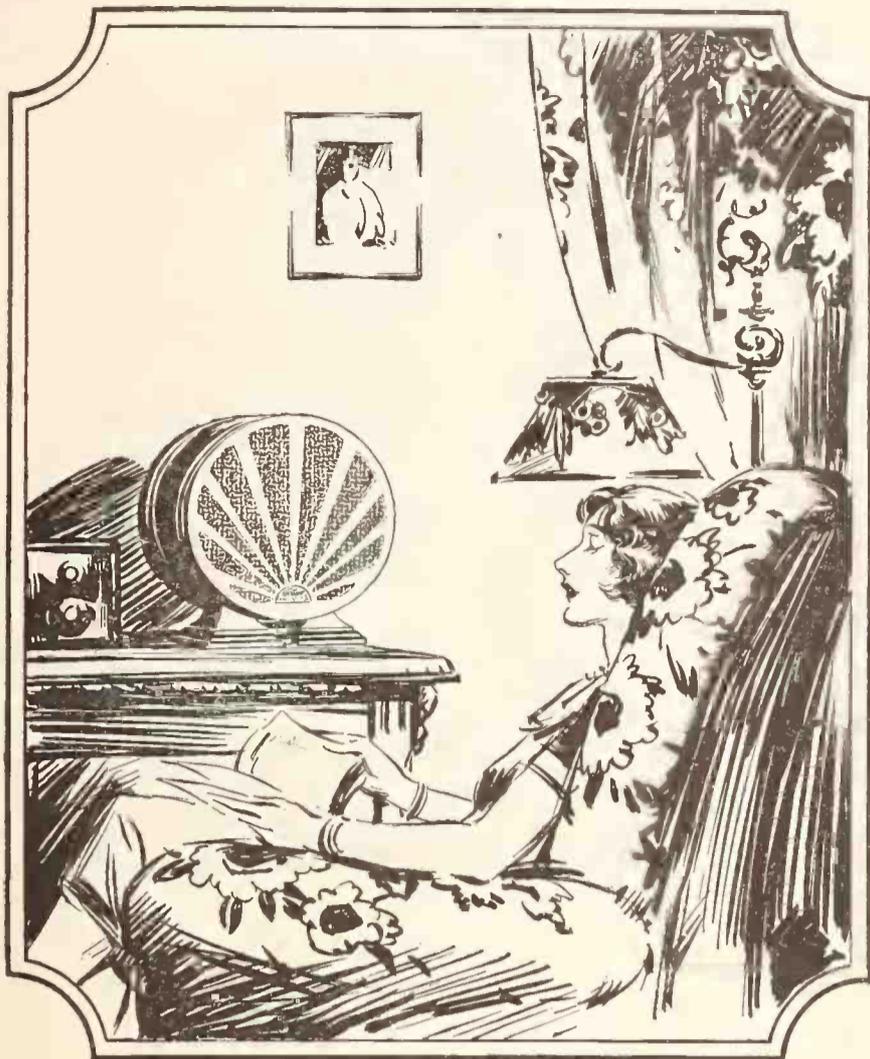
through a new principle on speaker construction which has made it possible to control both extremes accurately. According to Douglas DeMare, vice-president in charge of engineering, the development of the new Pyramonic speaker was imperative. He stated that in his opinion the reproducing qualities of speakers should be brought up to the same high standard as the receivers. "Contemplating a number of refinements in Mohawk receivers," he said, "we felt it would be an injustice to the public to neglect the reproducing quality of our speakers. As a result, we not only have a set vastly improved over that of last year, but also a speaker in keeping with the set."

The Pyramonic speaker is built into four of the five consoles of the Mohawk line and is marketed also as the Mohawk Pyramonic speaker, at a list price of \$25.00.

Vita-Phonic Corp. Introduces Two New Tone Arms

In accordance with its policy adopted to meet all the demands of the trade, from both price and quality standpoints, two new tone arms are being introduced by the Vita-Phonic Products Corp., New York, which will be added to the established line of Vita-Phonic products.

Describing the new product, J. E. Rudell, president of the Vita-Phonic Corp., stated that one tone arm is tapered brass its entire length, with a ball-bearing base. The other is a 10½-inch tone arm with 22 inches of continuous taper brass tubing, with a ball-bearing base, according to Mr. Rudell, and is designed for use with the better grade phonographs. Both models are furnished, if desired, equipped with the Vita-Phonic reproducer and are sold separately or in combination, to fill the needs of the trade. Additional manufacturing equipment has been installed in the Vita-Phonic factory, thus affording better production facilities.



Tone Completeness that Assures True Musical Quality!

OPERADIO Speakers bring world-famous entertainers to your very home! The flute-like liquid notes that flow from the violin of a great artist, the deep resounding organ masterpieces under the touch of a virtuoso, all the delicate shadings of silvery voice or instrument are recreated with such flawless realism that it seems the artists are in your own drawing room.

Stonite, a new inert material makes such reproduction possible in Operadio. Stonite cannot vibrate, consequently it prohibits distortion and each note and tone swells from the long tone chamber pure and clear, *complete*, with all the overtones and undertones that give musical beauty.

You must hear the Operadio Speaker to know fully the new joy it brings to radio. Reproduction is so perfect you lend yourself fully to its enjoyment.

With sales promising to eclipse all previous records and prices that stop all competition, Operadio Speakers bring dealers a real opportunity for greatly increased profit. And the Operadio sales plan will help you sell.

Write or Wire for Details

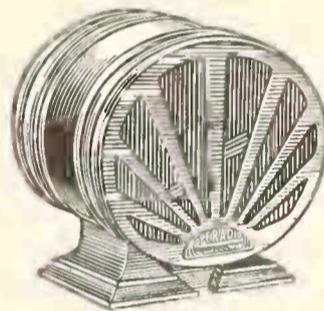
OPERADIO

BLOC-TYPE SPEAKERS

[Patents Pending]

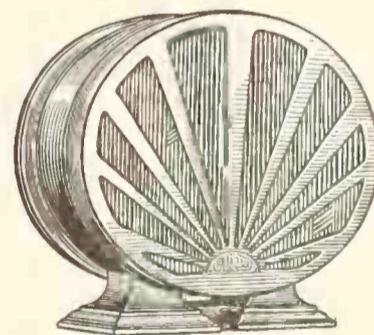
Mfg. By
OPERADIO MFG. CO.
700 E. 40th Street
Chicago, Ill.

Sales Dept.
THE ZINKE CO.
1323-25 S. Michigan Avenue
Chicago, Ill.



The Junior Model

For a small speaker, the tonal qualities of the Junior Model are amazing. The Junior is 7 inches high, 8 inches wide and 6¾ inches deep. It is finished the same as the Senior Model, in gold and brown and the price is \$15.00.



The Senior Model

The Senior Model Operadio Speaker has a 54 inch air column—nearly a 5 foot horn, but decidedly better than a horn because Stonite prohibits all vibration and distortion. Finished in a dignified gold and brown—leatherized. The Senior Speaker is especially designed for use where great volume and clarity are desired. It assures splendid reproduction always. Price \$25.00.



BETH CHALLIS
(Exclusive Okeh Artist)

Latest **Okeh** Records ELECTRIC

Now, for a good day's profit

Order.....

BETH CHALLIS SINGS

- 40851 { AIN'T THAT A GRAND AND GLORIOUS FEELING?—Piano Accomp. by Eddie Lambert.
- 10 in. {
- 75c. { SING ME A BABY SONG—Piano accomp. by Eddie Lambert.

BOYD SENTER PLAYS ON THE CLARINET

- 40836 { BEALE ST. BLUES—with Piano; Guitar by Ed Lang.
- 10 in. {
- 75c. { NOT MAYBE—with Piano; Guitar by Ed Lang.



BOYD SENTER
(Exclusive Okeh Artist)



MIFF MOLE'S MOLERS
(Exclusive Okeh Artists)

MIFF MOLE'S MOLERS PLAY

- 40848 { HURRICANE—Fox Trot.
- 10 in. {
- 75c. { DAVENPORT BLUES—Fox Trot.

Consolidated Talking Machine Company

227 West Washington St.

Chicago, Illinois

Branches:

2959 Gratiot Ave., Detroit, Mich.

1424 Washington Ave., Minneapolis, Minn.

LEONARD P. CANTY

Mid-Summer Talking Machine Record Sales Reach New Heights in Middle Western Area

Heavy Sales of Portable Phonographs With Initial Sale of From Six to Twelve Records One Reason for Large Volume—Advancement of Radio Season Has Beneficial Effect

CHICAGO, ILL., August 8.—The month of July, and the early days of August, presented an unusual picture to the Middle West trade in that the sale of talking machine records soared to unexpected heights. This section of the country has been treated to more than its share of torrid weather, yet the sales totals of prominent record distributors for the month exceeded those of June in most cases and were considered exceptionally good. This is perhaps due to the heavy sale of portable phonographs, coupled with an initial sale of from six to twelve records as original equipment, and the fact that the recording companies have seized every happening of public interest, recorded it, and placed it in the hands of the trade to capitalize upon.

While large talking machines are not moving at a fast rate, several indications point to a heavy selling season this Fall and Winter. Most of the manufacturers are perfecting electrical pick-up type phonographs, combination instruments and, according to manufacturers of phonograph motors, are placing heavy motor orders, and receiving large shipments, at the present time.

The month of July was slightly disappointing from a radio standpoint, doubtless due to the extremely hot weather, which drove city dwellers to the beaches and resorts, but manufacturers have been shipping to distributors, who, in turn, have heavy advance shipping orders from dealers for the month of August. The sale of accessories, such as speakers, power units, etc., has been encouraging, and evidently the consumer is endeavoring to simplify and better his receiver with the many new developments which have made their appearance on the market in recent months. Even the most pessimistic in the radio trade admit that the season has been shoved forward between sixty and ninety days, doubtless because of the R. M. A. trade show, and the opportunity which it afforded the dealer to examine and compare radio merchandise, the effects of which are now being felt and appreciated by distributors and manufacturers.

Dealer Conclave of Tay Sales Co.

The third annual dealer convention of the Tay Sales Co., Chicago, Sonora distributor, was held in the grill room of the Drake Hotel, on August 3, with a large attendance of retailers. The meeting was opened shortly before noon by C. S. Tay, president of the firm, who thanked the dealers for the part they played in bringing Sonora phonographs and radio receivers to their present high position in the Chicago territory. He described the phonographs, both portable and large cabinet machines, which make up the Sonora line for 1927-28, giving the prices and specifications, and adding that in September the company will have perfected a radio-phonograph combination instrument employing the electrical pick-up principle. Mr. Tay also outlined the features of each of the Sonora radio receivers for 1927-28, including several sets which have been introduced since the trade show. The Sonora Phonograph Co., Inc., will later place upon the market a loud speaker and "A" and "B" power units, he stated, and dealers handling Sonora merchandise will be thoroughly pro-

ected by the R. C. A. license secured by the Sonora Co.

Ray Reilly, district manager of the Sonora Co., announced that the Tay Sales Co., in recognition of its aggressiveness and success during the past three years, had been appointed distributor for the entire State of Wisconsin

and northern Michigan. He stressed the fact that the Sonora Co. had never liquidated merchandise, nor cut prices, but had always given the dealers an opportunity to sell the products instead. The advertising policy of 1926 will be continued, but on a larger scale, and in this connection he stated that the co-operative dealer newspaper campaign in Chicago last year was participated in by fifty-four dealers, who placed 42,000 lines of advertising in local newspapers, with exceptionally good results. He pointed out that the removal of the Sonora general offices to Saginaw, Mich., a point close

(Continued on page 118)

New KIMBALL PHONOGRAPHS



Kimball
Style 150
One of several
new models

New styles stir dealers to enthusiasm

Indiana: "Am completely sold on new Kimball phonograph. Man, they are real!"

Indiana: "Is the best value I ever had."

Kansas: "Sample came today. More than enthusiastic. Has everything beat now."

Pennsylvania: "Just shipped 25 of one style to a dealer in town of 5,000 people."

Oklahoma: "Made close comparison. Our sales people very much enthused."

Oklahoma: "Received phonograph today. Sold today. It is a knockout. Wired for two more."

New York: "Just shipped half carload of one style to dealer."

South Dakota: "Kimball phonograph came yesterday. We think it is a dandy."

W. W. KIMBALL CO.

1857 - 1927

306 S. Wabash Ave.

Kimball Bldg., Chicago

Makers Kimball Phonographs, Distributors Columbia Records

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 117)

to Chicago, would prove beneficial to retailers in this territory and would also allow for closer co-operation between the general office staff, the factory and laboratories.

A canvass made among dealers by a Chicago newspaper in February, 1927, in the city of Chicago, stated George W. Marquis, vice-president of the Tay Sales Co., revealed the fact that the Sonora was the third leading receiver. The Sonora product was in fifth place two years ago, six months after it was introduced, and he predicted another substantial gain this year. He also announced that the Tay organization was entering the field of musical merchandise with a line of small goods, which would fit in well with the radio apparatus and phonographs that the firm handles.

Charles Henry, chief engineer of the Sonora organization, explained the many features of the new Sonora receivers for the benefit of the dealers and cited the tests to which they had been subjected in Chicago, Boston and New York, all congested areas, before the stamp of approval had been placed upon them.

After a buffet luncheon, the dealers inspected and heard the new Sonora radio receivers and phonographs, which were displayed and operated, and the entire afternoon was devoted to a round-table discussion of sales and service problems.

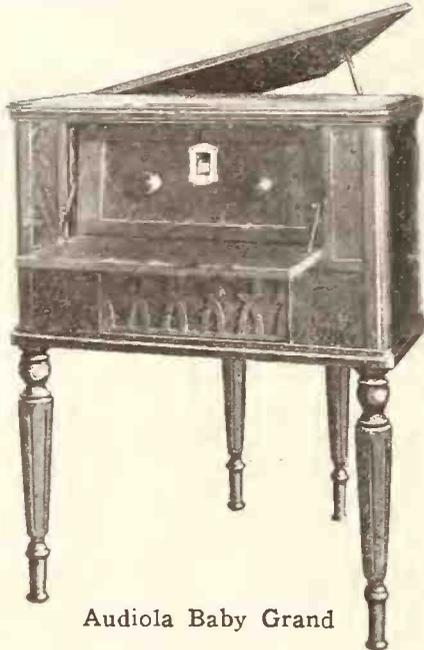
New Audiola Receivers

The Audiola Radio Co., Chicago, recently introduced to the music radio trade its 1927-28 line of radio receivers, which includes four six-tube models and three eight-tube models. The Audiola organization has been active in the radio industry since 1921, H. E. Anderson being in charge of sales during that period of time. The Audiola products have received wide distribution and are sold through distributors only.

Stage shielding is used with all Audiola chassis and the Audiola eight-tube receiver uses a licensed bridge circuit which is said to possess many marked advantages. Both the six and eight-tube models are of the single-control type, one knob being a station selector and the other controlling the volume.

Both six and eight-tube models are furnished in a table type receiver at \$75 and \$125, respectively, finished in genuine walnut and also in a console model. The console is finished in

burled walnut with a grill in the lower compartment covering the loud speaker, which is of the long air column type. The six-tube console retails at \$175 and the eight-tube model at \$225. One of the featured models of the Audiola line is the Baby Grand, which, when introduced last season, met with a re-



Audiola Baby Grand

sponse far beyond the expectations of the Audiola executives. In appearance it is exactly what its name implies, a Baby Grand made with burled walnut front with conservative decorations. The cabinet was designed to fit in the corner of a room for the same reason that a Baby Grand piano is always placed in a room corner, for best acoustics and appearance. The Baby Grand is furnished with the six-tube chassis at \$225 and with the eight-tube receiver at \$275. Another model in the Audiola line is the six-tube special stage shielded console receiver, a receiver which retails at \$110.

Sampson Co. Plans Dealer Meeting

The Sampson Electric Co., Chicago, Atwater Kent distributor, has announced a meeting of Atwater Kent dealers will be held at the Stevens Hotel, August 24. Authorities in every branch of radio merchandising and prominent Atwater Kent executives will be present at the meeting in order to outline the Atwater Kent radio merchandising program for 1927-28.

The meeting will open with registration of dealers at 10:30 a. m., followed by a luncheon in the grand ballroom at noon. At 1:30 p. m. a sightseeing tour for the ladies has been arranged and while this is in progress the business meeting will be held in the grand ballroom. At 7 p. m. the visiting dealers will be entertained at dinner and an entertainment in the grand ballroom of the Stevens Hotel.

Announcement About Reichmann Receivership

Believing that the trade would be interested in learning the facts concerning the receivership of the Reichmann Co., Chicago, maker of Thorola radio receivers and loud speakers, Sam Howard, receiver, issued an announcement to distributors and dealers which is, in part, reproduced herewith:

"It is my plan, as receiver for the Reichmann Co., to fill your orders for sets and speakers just as promptly as possible, and I have been authorized by an order of the United States District Court to operate the plan with that in view. It is my intention not only to turn the inventory into the very excellent products Frank Reichmann has developed for this season, but also to conduct the business as constructively as possible.

"Under an operating receivership, such as is the case with this company, it is my opinion that the company is in better shape to operate than it has been for a long time. Everyone with whom I have come in contact, the creditors, the trade, both jobbers and dealers, and everyone in the factory, considers the company's products to be in better shape than they have ever been in its history. I personally am of the same opinion and am sanguine of being able to finance future operations from the resources of the company.

"We are going right ahead with a jobbers' policy, the same well-known policy the Reichmann Co. has always pursued. I am retaining the essential trained manufacturing and engineering organization. There are a few changes in the sales organization for the sake of economy. Frank Reichmann is in full charge of the product and I have supplied him with as much trained operating personnel as possible, so that he can spend substantially his full time and energy in making the products of speakers and sets the finest on the market.

"I will appreciate your continued patronage and co-operation and have been assured by the leading creditors that it is their desire to have the business so conducted that, within a reasonable length of time, all creditors can be paid in full and the property turned over to the owners of the company as a going concern, in good banking condition, with products at the top of the art."

The Reichmann factory in Chicago is now in production on the complete line of receivers and loud speakers.

Mid-West Sparton Dealers Meet

Middle West dealers who handle Sparton radio receivers were given a taste of the famed Sparks-Withington Co. hospitality when they gathered for a two-day meeting in Jackson, Mich., on Thursday and Friday, August 4 and 5, as guests of the company. Four hundred and sixty-seven dealers attended, the Wiswell Radio Co., Chicago, alone bringing sixty dealers from Chicago and surrounding territory in two large transcontinental busses, and returning them to the Windy City on Friday night.

The meeting opened on Thursday noon, when the dealers were taken through the Sparton automobile and radio factories, and later in the day, 160 cars, carrying the assemblage, paraded through the streets of Jackson, to the Country Club, where the banquet and entertainment was held in the evening. Talks were given by various of the Sparton executives and Captain William Sparks, head of the company, acted as chairman and toastmaster. A feature of the eve-

(Continued on page 120)

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.

227-229 W. WASHINGTON ST. CHICAGO ILL.
Branches: 2957 Gratiot Ave., Detroit, Mich. 1424 Washington Ave., South, Minneapolis, Minn.

TRADE MARK
"CONSOLA"
CABLE ADDRESS
"CONSOLA"

Increase sales, prestige and profit with

FILMO

BELL & HOWELL

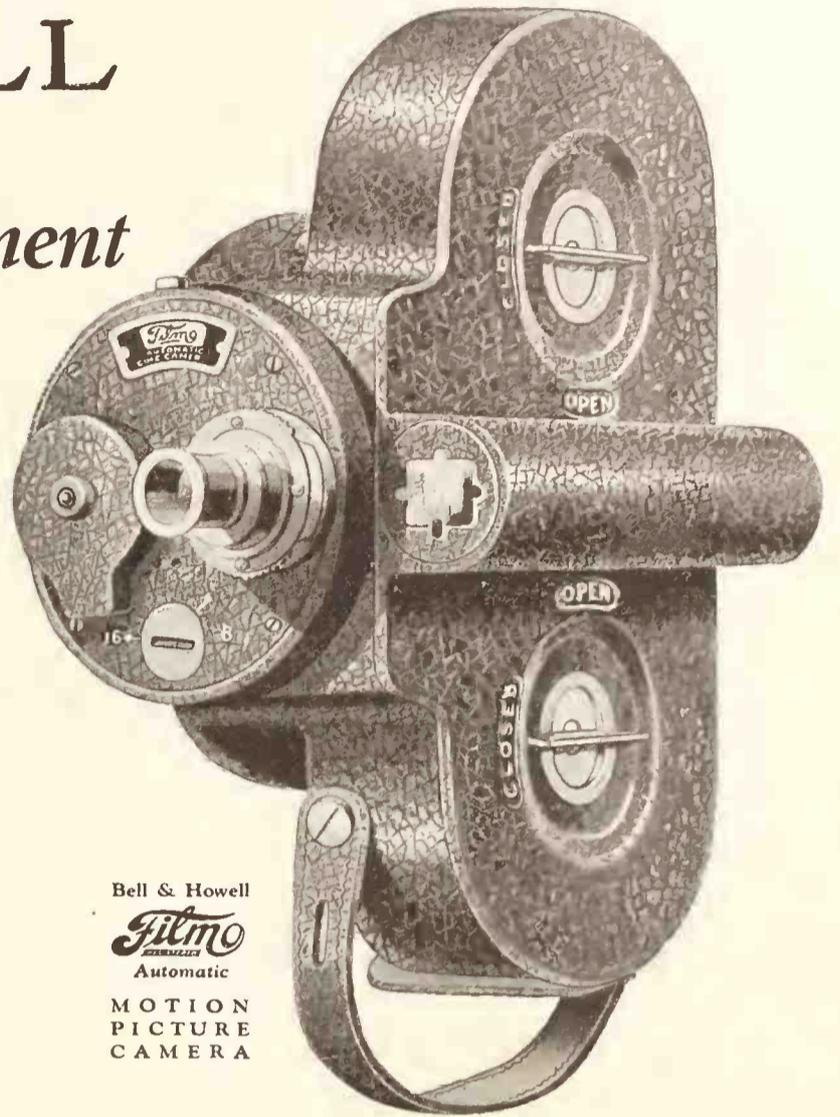
Movie Camera and Equipment

THE minute you sell a high grade piano, phonograph or radio you've found an A1 prospect for Bell & Howell home movie equipment. And it's a good bet that if YOU don't make the sale, *someone else will.* For Filmo movies are now the vogue in thousands of better class homes. Soon every home will have them.

In your records of past sales you have the best kind of prospect list. Lyon & Healy and other leading music stores the country over mail Filmo Movie literature to their lists continually. Sales follow as naturally as day follows night. And here's the beautiful part of the proposition. Filmo Library of films for home entertainment offers a *repeat business* equal to records for the phonograph. New releases made every month or oftener.

Filmo is the "Steinway" of home movie equipment. It is made by Bell & Howell, "the movie people." Bell & Howell cameras are used almost exclusively in making the movies you see at best theatres everywhere. They have been supreme in this field for over 20 years. Because of this, Filmo Camera, Projector, and Library are easier to sell than other movie equipment priced much lower. Filmo brings you most PROFIT for the least effort.

Bell & Howell national advertising is seen continually in The Saturday Evening Post and other leading publications. Excellent display material is ready to help you set up a window that will identify you as the local dealer. Here, looking at you, is a coupon that will bring you our whole proposition to music dealers. Put it in the mail today.



MAIL THIS

To
BELL & HOWELL CO.
1810 Larchmont Ave., Chicago

Please rush me complete details of your proposition to music dealers.

Name.....

Address.....

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

This shows how Filmo Library films are packed and labeled. New releases of timely interest often sell into the thousands within a few hours after the release is announced. Can you afford to miss these profits.



For Christmas Trade

It isn't too early to start thinking NOW about Christmas profits. Filmo movie camera and equipment make the most wonderful gift proposition on the market today. Thousands of Filmo outfits will bear gift tags this Christmas. It is the high spot in winter sales, proved each year. Get a medium stock and your displays in *now* and point for a big Christmas trade. With no addition to present overhead you can make a home movie clean-up. Mail the coupon.



 **BELL & HOWELL CO.**
1810 Larchmont Avenue, Chicago, Illinois
NEW YORK HOLLYWOOD LONDON [B & H Co. Ltd.]
Established 1907

This illustrates how the Filmo Projector is used in showing home movies. Simply attach to any electric light socket, insert film and press the button. So easy a child can do it.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 118)

ning's entertainment was the presentation of a Sparton \$375 radio receiving set to a dealer from Pennsylvania.

On Friday the dealers participated in a golf tournament at the Country Club, Frank Justin, of Justin Brothers, Cicero, Ill., carrying off the prize, a Sparton AC seven-tube console, with a low gross score of 78.

Outlook Splendid. Says Harry Chirelstein

"The business outlook for radio is splendid, and the dealers who distribute the industry's products are optimistic of the coming season," said Harry Chirelstein, general manager of the



Harry Chirelstein

Sonatron Tube Co., Chicago, manufacturer of radio tubes, in a recent interview. "We have just completed an extensive survey of the dealer situation and we have discovered where formerly the dealer looked forward with apprehension to the coming season, to-day the reverse is true.

"A great factor in the development of this new dealer attitude, is the part the radio manufacturers are taking in standardizing their lines. The dealer is certain the merchandise he has on his shelves to-day will not be obsolete to-morrow. With the aid of standardized lines he is able to carry a complete stock of merchandise.

Dependability = Success

DAY in and day out dependability of service, plus quality products at fair prices is the really vital factor in the success of any enterprise.

VITANOLA Service is dependable and quality is paramount in Vitanola products. Try us for your wants, and be really satisfied.

Vitanola

Service Bureau

11 East Austin Ave. Chicago, Ill.

Supplies and replacement materials for all types of phonographs

As a result he is in a better position to service his customers in an efficient business-like manner. He places confidence in his radio goods. And, thus he builds good will, not only for his own business, but for the manufacturers who have had the foresight to see the need for standardization.

"In the past, there appeared to be a race among manufacturers in their endeavor to build new lines. It made very little difference at what time of the year the new models appeared, but they were totally different from those made before. Whether the dealers and the public could absorb the new items had little import. The natural result was an overproduction of the new radio merchandise, and a heap of out-of-style merchandise in the hands of the retailer, which had to be turned over at a loss.

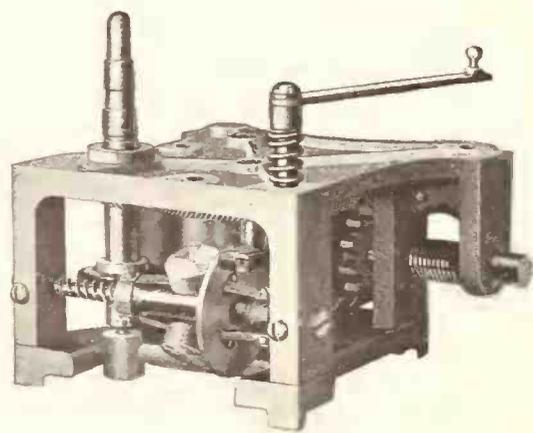
"In the last two years we have seen a complete change in the methods used by manufacturers of radio goods. Instead of creating a new market for a new item, they are concentrating upon improving their radio products in the same way every other industry does, without making violent changes which upset the market for their products.

"Our survey has also shown the wonderful possibilities for profits in radio tube sales the coming year. In 1926, with an added increase in sales of \$10,000,000, the total sales of radio tubes were \$58,000,000 according to Government statistics. And from reliable sources it is learned that this year we shall see a substantially greater increase than \$10,000,000. So when a dealer knows one-third of his sales are radio tubes, such as our survey revealed, and when he is able to earn more than a living profit from his sales, it is only natural that he should look toward the coming season with enthusiasm.

"The optimistic attitude of the dealer is bound to react favorably to the industry. It reflects throughout the entire system of distribution, the dealer, the jobber and the manufacturer. It is the sign of a positive approval of standardization. And this, from an economic standpoint, cannot help but be a factor, an important factor, in stabilizing the industry. There will be less waste through overproduction, capital will not be called upon too often to support the industry at a price which is too costly for healthy growth. Standardization will place a responsibility upon the manufacturer from which he cannot shirk. More than ever before will he have to merchandise his product, help his dealers in getting his merchandise into the hands of the public, and knit a real distributing organization with the aid of his jobbers. Standardization holds the key to stability, to an improved industry, economically, and to efficient distribution. It opens the door to wholesome profits for everyone."

Artists Feature Viva-tonal

During the past month a very clever production was staged at the Oriental Theatre by Paul Ash and His Orchestra, exclusive Columbia record artists, in which the New Columbia Viva-tonal and the new electrically recorded Columbia records were prominently featured. Two mammoth No. 810 models were especially constructed for the occasion, one displayed on



IT—Plays Longer
Costs No More
Weights No More
Sells Your Portable

It will pay you to investigate. Send for catalog and prices.

MORE PLAYING
WITH
LESS WINDING
IS
A BIG
SELLING FEATURE
YOU GET
WITH
THE NEW



PORTABLE MOTOR

KRASCO PHONOGRAPH MOTOR CO. Elkhart, Indiana, U. S. A.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 120)

each side of the stage, equipped with electric lights and automatic doors, and lids which opened and closed as Milton Watson and other Columbia artists made their stage entrance and exit through them.

Drops were hung behind the phonographs, representing large Columbia records, all the latest hits recorded by Ash and His Orchestra on Columbia records were displayed thereon, and during the performances the audiences heard the choice of the preferred selections.

Appreciation was expressed by the audience of such an elaborate and unique production by extensive applause and Balaban & Katz report a record attendance during the entire week. The production was staged by Mr. Ash with the assistance of D. M. Guthrie, of the Columbia Phonograph Co.

Interesting Loud Speaker Experiment

Those who are interested in radio amplification and sound reproduction and their application to a radio loud speaker, have been attracted by the giant speaker manufactured by Temple, Inc., Chicago, which was demonstrated for the first time at the Radio Trade Show at Chicago in June. The giant speaker weighs 180 pounds, contains an air column of ten feet, a bell of three feet and an especially constructed unit. The speaker was the subject of extensive comment in metropolitan newspapers at the time of the Show and the many distributors and dealers who visited the Temple headquarters at the exhibition were deeply interested in its details of construction.

Recently, Temple, Inc., conducted one of the most exacting tests yet given a loud speaker for clearness of tone, volume and general all-around performance. One of the Temple giant speakers, taken from stock, was placed on the lake shore in front of the Sheridan Shore Yacht Club in Chicago. Fifteen men, including publishers, radio engineers and others in the trade were taken by Henry Crowell on the lake in his

cruiser, Perry Kay II, a total distance of six miles. A system of signalling with search lights from the shore and from the boat was used with regular standard code. The signals were "play orchestra," "play vocal," "soft," "very loud," and "use 13 inch drum as a microphone and talk through the giant horn." The boat stopped at intervals of one half mile, one mile, two miles, three miles, four miles, five miles, six miles, and in each case all present on the boat kept a score as to what they received. In each instance every man on board the cruiser was able to recognize the number broadcast and distinctly heard the announcer. Only the lateness of the hour made it necessary to conclude the experiment without extending it to a greater distance.

In order to have a double check on the experiment a giant horn was placed on the boat with the listeners remaining on shore and the same test conducted in reverse manner. In this case the results were also most satisfactory. While tremendous volume can be perfectly recorded with the giant Temple horn, it may also be toned down to a very soft mellow diminuendo.

Alfred Marchev, president of Temple, Inc., has received since the experiment and the Radio Trade Show many letters from dealers and jobbers complimenting him upon the success of the new products and prophesying that the Temple type of speaker, using the long compensated exponential air column, will be a popular and profitable sales item during this season. The Temple line of loud speakers at present consists of six models on 11 inch, 13 inch and 18 inch drum, the Giant Horn, No. 65 and No. 75, console models and the Temple unit.

Tay Sales Co. Expands Territory

Effective July 25, the Tay Sales Co., well known phonograph-radio distributor of Chicago, was appointed Sonora distributor in Wisconsin and the upper peninsula of Michigan. The Tay organization is in its third highly success-

ful year as a distributor of Sonora products and the expansion of its activities comes as a well deserved tribute to C. S. Tay, president, and his associates.

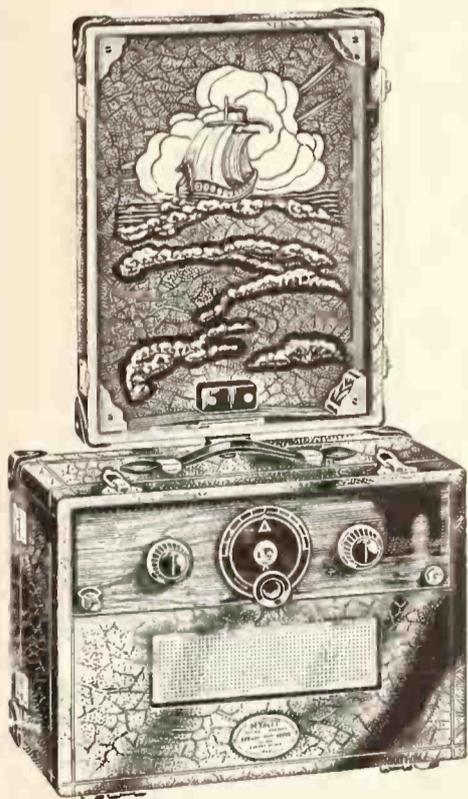
Mr. Tay has announced that a Milwaukee branch office will be opened in the near future, and on August 12, 13 and 14, at the Wisconsin Hotel, Milwaukee, a sales conference and display of Sonora merchandise will be held for the benefit of Wisconsin and upper Michigan dealers. Complete details of the gathering will appear in the September issue of this publication.

Midwest Line Well Received

The new products of the Midwest Radio Specialty Mfg. Corp., Chicago, which were introduced to the trade recently, have met with general recognition and acceptance, according to executives of the firm. The company was organized in March, 1926, and last season manufactured the Per Vois loud speaker unit, which is still an important product in the Midwest line. This year, in May, the Sensitone Electrical Pick-up for phonographs, which retails at \$18, was perfected and introduced. This product, which is said to be sensitive to the slightest tone touch, consists of a pick-up, arm, and control, the latter modifying the volume of music to suit the taste of the user. The pick-up transmits the vibrations electrically through a radio receiver or electrical power pack and is said to eliminate rasp and needle scratch because of its perfect weight and balance. It may be placed at any convenient place on the phonograph, the same as a movable tone arm, and the arm throws back for convenience in replacing needles.

The Sensitone pick-up alone may be attached to any phonograph tone arm, and is finished in black enamel, although silver, nickel and gold finishes may be secured at a small additional cost. The executives who head the Midwest Radio Specialty Mfg. Corp. are Vincent J. Sheridan, president; Eugene S. Ferrier, vice-presi-

(Continued on page 122)



New Model A

The Companionship of a Hyatt Portable

Relieves dreary days or nights of their monotony.

There is an individuality about the HYATT Portable that engenders companionship. Wherever you go, wherever you are, it is a dependable source of entertainment.

If you have a standard radio, it belongs to the family.

If you have a HYATT Portable, it belongs to you. It may be taken to the seclusion of your own room — to your office or to your summer camp. When you travel, it provides entertainment en route, and at your destination it is still on the job.

High grade two-tone brown leatherette case with nickel trimmings. Beautifully embossed loop panel in gold relief. 28 lbs. completely equipped.

No home is complete without a radio. The HYATT Portable serves the home as well as the individual.

\$95 without accessories

Try it and you'll buy it!—Hyatt



THE LAST WORD!



When you see the new Electro-phonograph, the all-electric phonograph, with an electric pick-up and electrically driven motor, and when you hear its undreamed of performance, you will realize that you are face to face with the last word in electrical reproduction. Electrical reproduction of phonograph entertainment is admittedly a gigantic forward stride and the Electro-phonograph is at the head of the procession. We have purposely delayed the introduction of the Electro-phonograph until we knew we had perfected it to a point where it stands head and shoulders above any machine, mechanical or electrical, now on the market or destined to be placed on the market.

Those enterprising dealers who are quick to grasp an opportunity to handle a product of quality such as the Electro-phonograph are invited to address

LAKESIDE SUPPLY CO.

73 West Van Buren St.

Harrison 3840

Chicago, Ill.

AT A PRICE THAT WILL AMAZE YOU!

dent; C. Rex Ferrier, secretary; M. J. Walsh, treasurer, and J. N. Pepin, general manager.

Columbia News Brieflets

D. M. Guthrie, sales representative of the Chicago loop district for the Columbia Phonograph Co., has just returned from a honeymoon trip which was spent in Missouri, Kansas and the mountains of Colorado. Mrs. Guthrie was formerly Miss Lucille Wright, and was associated for several years with the music firm of Waterson, Berlin & Snyder. Mr. and Mrs. Guthrie are now at home at 2322 Commonwealth avenue, Chicago.

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., New York City, was a visitor to Chicago twice during the month of July. Mr. Fuhri stopped off in Chicago for a few days during the early part of the month on his way to the Pacific Coast and again toward the end of the month after having completed arrangements with new Columbia distributors in Oklahoma.

Unusual optimism prevails in the local offices of the Columbia Phonograph Co., due in a great measure to the many recent announcements of unusual interest to the trade which have emanated from the office of H. C. Cox, president and general manager of the Columbia Phonograph Co., Inc., New York. The Chicago Daily News devoted a major part of its radio page to a story covering the announcement of the establishment of the Columbia Broadcasting

System. Headlines in large type running across the entire top of the page told the radio fans of Chicago that the Columbia Phonograph Co. was going to entertain them royally, starting September 4, 1927. The Columbia-Kolster affiliation was also given considerable publicity in countless numbers of newspapers in the Middle West. The offer of \$20,000 in prizes for the completion of Schubert's Unfinished Symphony also received extensive newspaper treatment. The Wisconsin State Journal, Madison, Wis., carried the Schubert story with large headlines.

The Chicago office of the Columbia Co. has been deluged with inquiries regarding the Columbia-Kolster merchandise and judging from the interest of dealers and the sales personnel of the Columbia branch there is a substantial volume of business in sight.

Stewart Battery Co. Puts Price Changes Into Effect

CHICAGO, ILL., August 8.—The Stewart Battery Co., of this city, has just announced a price increase effective August 1 on its complete line of "A" and "B" socket power units. The new prices are as follows: Stewart Electric "A," \$44.50; Stewart "B," \$34.50 (without tube), and Stewart Electric "A-B," \$72.50 (without tube). The prices on Stewart radio "A" batteries remain unchanged.

Studner, Cumming Co., Inc., Expands for Busy Season

The organization of Studner, Cumming Co., Inc., New York City, manufacturers' representatives, has greatly expanded in preparation for what is expected to be one of the biggest seasons in the history of the company.

Studner, Cumming Co., Inc., is selling nationally the entire output of three large cabinet companies, the Superior Cabinet Corp. of Muskegon, Mich.; Buckeye Incubator Co., of Springfield, Ohio, and Salisbury Bros., of Randolph, Vt., as well as distributing in the New York metropolitan district and New England, Erla products, made by the Electrical Research Laboratories of Chicago.

A Chicago branch has been opened at 28 East Jackson boulevard in order to render the maximum of service to the trade in the Middle West. Display rooms have also been arranged in Dallas, Kansas City, Denver, Minneapolis, Detroit, St. Louis and San Francisco.

Myron M. Studner and J. M. Studner, who are at the head of this organization, and who are responsible for its phenomenal growth, now have an organization of twenty-eight men thoroughly combing the entire country.

Audak Engineering Corp. Offices Opened in New York

The Audak Engineering Corp., a manufacturing organization, has been formed with headquarters at 203 Lafayette street, New York City. This concern is a manufacturing subsidiary of the Audak Co. and will manufacture the Ultra and Revelation reproducers of the Audak Co. The new corporation has a thoroughly equipped manufacturing plant at the above address and is making plans for a very busy Fall season.

Maximilian Weil, president of the Audak Co., reports that very satisfactory business is being received and the future outlook is very bright.

D. W. May, Inc., Entertains Northern New Jersey Trade

More than 450 dealers of Northern New Jersey were recently entertained by D. W. May, Inc., Newark, N. J., jobber and distributor of radio and automobile specialties, at its annual radio dealer outing and carnival held at Wildwood Grove, Pinebrook, N. J. The guests assembled at the Newark headquarters of D. W. May, Inc., and were transported to Wildwood Grove in approximately 150 decorated automobiles in parade formation. The afternoon was devoted to athletic contests and various sports, and dinner in the evening followed by an extensive program of entertainment brought the day to a very enjoyable close.

Pierson Ortho-Type RADIO CABINETS

America's Foremost Line of Radio Furniture
1927-1928 CATALOG IS NOW READY



- ☞ Oldest in the Field—Richest in Experience. Highest Quality Cabinets—Produced by Skilled Craftsmen—Under Most Favorable Conditions.
- ☞ A Line That Has Always Been a Winner. That Sells and Stays Sold—Showing a Good Profit to Both Jobber and Dealer.
- ☞ This Line Is the Choice of the Best Stores, Proving Its Sales Merit and Dependability.
- ☞ A National Sales Organization to Help With All Sales Problems.
- ☞ A Complete Line, From the Cheapest That's Good—TO THE BEST THAT'S MADE.

Write Today

THE PIERSON COMPANY
Rockford, Illinois



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

Tucson—The Fisher Music Co. has moved to a new location at 118 East Congress street, where attractive, modern warerooms are afforded.

Arkansas

Magnolia—The Bernberg Music Co., of Camden, Ark., has opened a branch store here with Francille Harrington in charge.

California

Berkeley—The White Music Co., of which A. W. White is proprietor, has filed a petition in bankruptcy, with assets of \$10,157 and liabilities of \$7,792.

San Jose—The Anderson Music Co., which has been conducting a successful piano business here, has rearranged its store to install a musical merchandise department, featuring the Wurlitzer line.

Hollister—Louis E. Cook has opened a new music store at 451 San Benito street, handling pianos, phonographs, sheet music and radio.

San Francisco—The Union Music Co., formerly located on O'Farrell street, has moved to new quarters at 11 Mason street.

Illinois

Chicago—The formal opening of the Summerdale Music Shop, 5234 North Robey street, has been held and the firm is handling pianos, phonographs and radios.

Chicago—Gus' Music Shop has opened for business at 1410 West Sixty-third street, handling a full line of sheet music and small goods.

Bellwood—P. DeAngelis has opened a new music store, called the Lake Broadway Music Shop, at 1817 West Lake street, carrying a full line of musical instruments.

Chicago—The Benjamin Katz Music Co. has filed a petition in bankruptcy and has declared a settlement of 5.8 per cent on all claims, according to the decision of the Court.

Indiana

Anderson—A. E. Smith has succeeded B. E. Shirley as manager of the Pearson Piano Co. store, 7 East Ninth street, and the latter has joined Shirley Bros.

Iowa

Des Moines—The Standard Piano Co. has opened its new establishment at 916 Walnut street, handling pianos and other musical instruments. The concern is incorporated with a capital of \$100,000.

Maine

Gardiner—Charles Brawn, who has been a music store proprietor here for many years, has opened a new establishment in the Goodspeed Block.

Maryland

Baltimore—Eugene G. West has been appointed receiver for the Quall Musical Merchandise Co., 219 West Baltimore street, of which Abraham A. Quall, proprietor, has been declared bankrupt.

Massachusetts

East Boston—The East Boston Music Store, 147 Meridan street, this city, has suffered a severe fire loss.

Boston—The Charles S. Norris piano warerooms have added the Victor line of talking machines and have installed special booths and counters to facilitate the handling of this end of the business.

Missouri

Springfield—Herbert L. Hoover, who for several years was the owner of the sheet music and small goods departments of the Martin Bros. Piano Co., has opened a new store, featuring musical merchandise, at 318 St. Louis street.

New York

Brooklyn—Anderson & Co., Inc., prominent local music house, which has been located for many years at 291 Livingston street, has moved to larger quarters at 170 Livingston street.

New York—A new store at 6 East Fourteenth street has been opened by Selmer-Conn, Inc., with Joseph E. Kossoff as manager.

Buffalo—Alterations have been completed in the Columbia Music Shop on Michigan avenue and the display space has been nearly doubled.

Dansville—The Gunther Music Store, of this city, has been remodeled and a new front has been installed.

Glen Cove—The Janssen Piano Co., of New York, has opened a branch store at 118 Glen street with J. T. Rosen as manager.

Rochester—Frank Nanna and Tom Weir have opened the Song Shop on Clinton avenue, featuring sheet music and musical merchandise.

Ohio

Youngstown—The Warner Music Co. has moved to more spacious quarters in the Terminal Building, 116 Commerce street, and will expand the lines of instruments carried.

Massillon—The Van Horn Music Co., located on

East Main street, has been incorporated with a capital stock of \$20,000.

Columbus—Mary Keller has leased the store at 244 South High street and is handling a complete line of musical instruments.

Alliance—The Vernon Piano Co. has enlarged its small goods department and now carries one of the largest stocks of musical merchandise in this district.

Marietta—The Wainwright Music Co. has purchased the musical merchandise department of the Cullen & Myers Co., 125 Putnam street.

Akron—The new, enlarged music store of Joseph Rudick at 143-45 South Main street has been formally opened and features a large musical merchandise department.

Pennsylvania

Monessen—The La Forte Music Co., this city, has moved from its former location on Third street to new quarters at 470 Donner avenue.

Lebanon—Arthur W. Loser, proprietor of the music

store on Cumberland near Sixth, has purchased the building in which the store is located.

Erie—The W. F. Frederick Co., of Pittsburgh, has opened a branch store at 21 East Eighth street, with a full line of musical instruments.

Sharon—Alterations have been completed in the DeForest Pioneer Music House, West State street.

Hazleton—Leo Landau has severed his connection with the Landau Music Store, this city, and has formed a new company called Landau Bros., which will handle musical instruments, radio, jewelry and furniture.

Philadelphia—The Strand Music Shop, 1114 West Girard avenue, has taken over the adjoining building at 1116 West Girard avenue to be used as an addition.

Utah

Salt Lake City—A. T. Christensen, who for the past five years has been engaged in business on the Pacific Coast, has opened the Economy Music Store at 27 Richards street, handling phonographs and pianos.

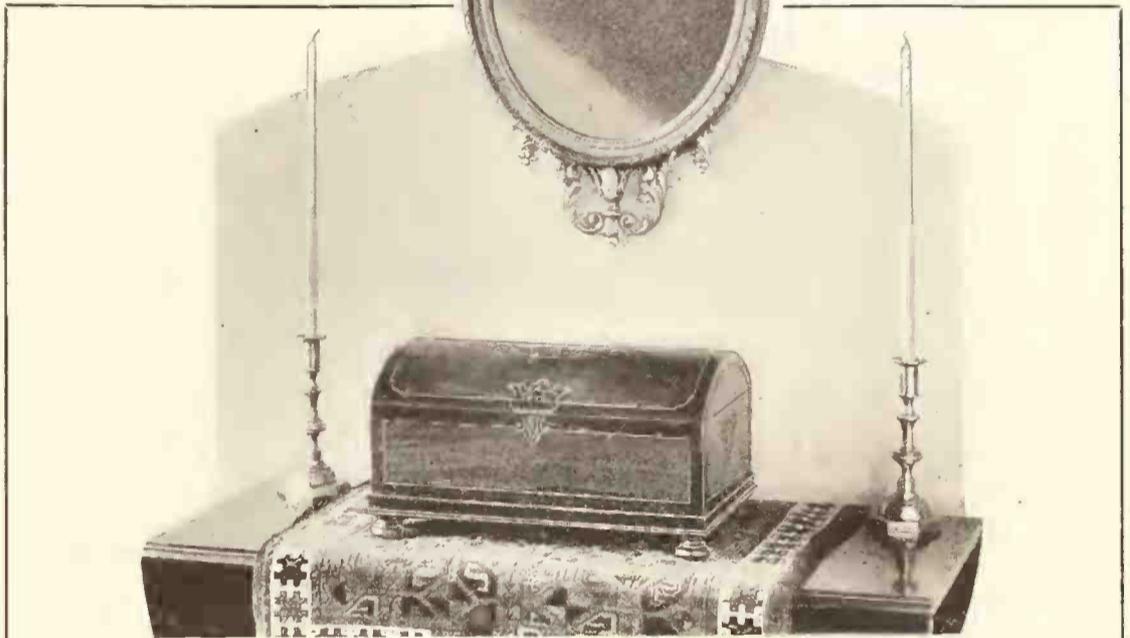
Virginia

Norfolk—Guy R. Smith, for several years manager of the local store of Charles M. Stieff, Inc., has been transferred to the company's Pittsburgh store, and has been succeeded by Glenn E. Sifrit.

South Boston—The warerooms of the J. C. Howlett Piano Co., this city, have suffered fire loss.

The Jewel Case
No. 21
List Price, \$40.00

Other Models
from
\$7.50 to \$100.00



Velvet Speakers Speak True

FAITHFUL reproduction is the demand of radio owners today, and the success of the dealer is dependent upon his ability to meet it. His need, in turn, is passed on to the jobber and thence to the manufacturer.

Borkman Velvet Speakers are made with these requirements as the measuring stick of quality. So they prove profitable to jobber and dealer alike.

See the new Velvet models at the Radio World's Fair in New York. You'll find them in Space 9-FF. Or write to our General Sales Office for details regarding this new line of console speakers with compartments for sets.

Velvet

Reg. U. S. Pat. Off.

Radio Speakers

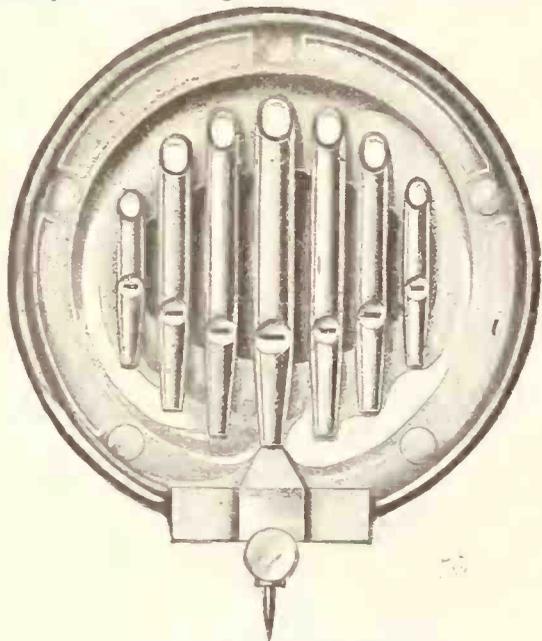
Manufactured by
BORKMAN RADIO CORP.
Salt Lake City
Utah

GENERAL SALES OFFICE
230 East Ohio St.
Chicago

Appearance of Organ-Tone Reproducer Has Big Appeal

Polychrome Finish and Unusual Design of Reproducer, Together With Its Tone Quality, Has Won Unstinted Praise of the Trade

The polychrome finish and unusual design of the Organ-Tone reproducer, manufactured by the Unique Reproduction Co., New York, together with the fact that it is the only reproducer on the market to-day which is finished in three colors, make the Organ-Tone an instrument which carries a varied appeal to the trade. In addition to its unusually attractive appearance, its mechanical construction and tone quality leave nothing to be desired, according to



Organ-Tone Reproducer

Herman Segal, executive head of the Unique Reproduction Co.

"The tone which results from the combination of the organ flutes and our new stylus suspension is unsurpassed," said Mr. Segal. "All indications are that we will enjoy a splendid business on this new product."

Cupid Is Busy Among Okeh Corp.'s Employees

Young Ladies of Executive Organization Announce Their Engagements

Congratulations and felicitations have been current recently in the offices of the Okeh Phonograph Corp., 25 West Forty-fifth street, New York, for two of the most popular and accomplished young ladies in the executive organization have announced their betrothals. Mrs. C. J. Pott, secretary to Otto Heineman, president of the company, and connected with the organization for many years, will in February marry Arthur K. Friemuth, a prominent



Send Davis your specifications for estimates on Radio or Phonograph Cabinets

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

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

Your inquiries addressed to Chicago office will be highly appreciated.

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

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

Plants:
Chicago, Ill.
Kokomo, Ind.

hosiery manufacturer with factory and executive offices in Spring City, Pa. Miss Gertrude King, cashier of the Okeh Phonograph Corp., who is also one of the lady veterans of the organization, will in the Fall be married to Harry L. Kurman, New York City, who is a men's hat manufacturer.

Radio Corp. Brings Suit Against E. B. Latham & Co.

The Radio Corp. of America has brought suit against E. B. Latham & Co., New York City, to recover damages and profits because of the sale of Atwater Kent receivers. The suit is for patent infringement and is based on the Alexanderson tuned radio frequency patent, which was recently sustained by Judge Thacher of the U. S. District Court in New York, in a suit by the Radio Corp. against E. J. Edmond & Co., another Atwater Kent distributor.

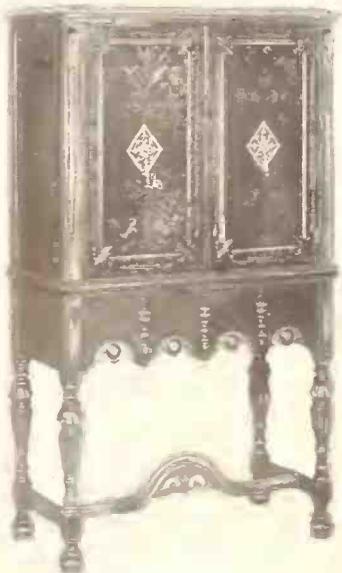
The Alexanderson patent has been upheld by the courts in New Jersey and in Canada in previous suits. The Radio Corp. has licensed a number of important United States manufacturers of tuned radio frequency receivers, but the Atwater Kent Mfg. Co. has not been licensed. The court decision against E. J. Edmond & Co. will be appealed, according to Paxson Deeter, vice-president and counsel for the Atwater Kent Mfg. Co.

Ohio Dealers View the Arborphone Radio Line

The Wagner Hardware Co., Mansfield, O., a distributor of Arborphone radio receivers and speakers made by Precision Products Co., Ann Arbor, Mich., entertained on Saturday, July 16, one of the largest gatherings of radio dealers ever held in Ohio. More than a hundred dealers assembled to see a special display of the new Arborphone line and to discuss sales plans for the coming season with Wagner officials and visiting Arborphone representatives.

The principal attraction at the meeting was the Arborphone demonstration coach, which was one of the features at the R. M. A. Show, installed with the full line of Arborphone receivers and speakers and auxiliary apparatus to operate all sets.

After an inspection of the demonstration coach a buffet lunch was served and George Stelts, vice-president and general manager of Wagner Hardware Co., opened the meeting. C. T. Anderson and Paul Smith explained in detail the Loftin-White circuit and its construction in the new Arborphone line, making clear the reasons for its performance. W. K. Jackson, Arborphone sales manager, went thoroughly into the sales possibilities this season and the new forms of dealer agreements in effect.



Model No. 264

"Burt Built"

The introduction of the new models of "Burt Built" radio cabinets for 1927-1928 resulted in their immediate popularity.

Model 264, illustrated herewith, took the market by storm. Its attractive design and finish, its cabinet work and its 7-foot air column horn have made it a leader. Try it in your warerooms.

Write to-day for full details

BURT BROS., Inc.

Radio Division

Sales Office, 24 East 21st St., New York—Factories, Philadelphia, Pa.

Continued Sales of High Priced Instruments Feature of Indianapolis Trade

Orthophonic and Panatrope Type Instruments, Which Usually Show Slackness During Vacation Period, Selling Well—Record Sales Volume Also Continues High—Other News

INDIANAPOLIS, IND., August 8.—The expected depression in the music business has not been evident this Summer, and dealers believe that with their usual Fall business receipts should be much better than at the same time last year. Records have had an exceptional sale, while talking machine sales have been above average. Portable machines have been experiencing excellent sales at all stores.

In the larger machines the Orthophonic and Panatrope have had a steady sale for this time of the year. Summer sales are usually negligible in this department, according to dealers, but this year there has been a continued interest in the larger machines.

Sales in records continue to be above the average. In former years the tendency has been to slump in this department during the warm months, but this year sales have continued with very little difference.

Miss Blanche Mitchell, of the Pearson Piano Co. reports their record sales as being "splendid." Portables are selling well at this store. In the larger machines there has been a steady sale. Miss Mitchell reports the sale on old revival numbers are "very good."

Walter J. Baker, of the Brunswick Shop, reports "that business is better than it was last year." The larger types of talking machines are selling very well, and there has been an increase in the sale of used machines.

Ira Williams, in charge of the talking machine department at the New York store, states that business is good. The record sales at this store have increased greatly. Portables are selling well. Talking machines are moving "better" according to Mr. Williams. "I look for a nice Fall business," he said.

William Christena, of Christena Teague Piano Co., reports business ahead of last year. The better grade instruments are moving well at this store. Record sales have been fair. Mr. Christena anticipates a good Fall business.

The Wiedener Co. also reports business as good, with record sales exceptional. "The best Summer sales in records to date." Talking machines are enjoying a steady trade, and portables are moving about as usual.

O. C. McRae, in charge of the music department of L. S. Ayres, states that "business is on a par with that of last year." The Victor Automatic is selling well at this store. The new portable is also enjoying a good sale.

Tower Mfg. Co. Announces New Line of Cone Speakers

1927-28 Models Consist of Five Cone Speakers—Artistic Design of Products Expected to Have Wide Appeal

BOSTON, MASS., August 6.—The Tower Mfg. Co., of this city, has announced its new line for the 1927-28 season consisting of five cones in diversified models. This organization has been identified with sound reproduction in radio from the early days of the industry. In the announcement of the new line the Tower Co. traces the development of the radio loud speaker from the instrument that would simply reproduce broadcasting without much regard for tone quality to the speaker of the present day where tone quality is demanded as well as appearance.

In the new Tower line appeal to the eye and

ear are equally divided. Also the wide range of five models is designed to meet the tastes of all classes of purchasers. The five models constituting the Tower line are Model 28, the Meistersinger, Castle Cone, Adventurer and Pirate Ship. Model 28, the highest price model of the line, is a cone of the popular drum type with a grill of authentic heraldic design. The next model is the improved Meistersinger. The



Tower Speaker, Model 28

Meistersinger model proved very popular in the Tower line last year and has been retained with improvements for the new season. It is framed in mahogany and may be used either with pedestal or hung on the wall. The Castle Cone, as its name implies, has a medieval castle in bas-relief as its design. The popularity of sailing ship models in present-day decoration is taken care of in the Adventurer model where a sailing ship, true to type, is cast in bas-relief with natural coloring. This motif in variation is re-employed again in the lowest priced model of the line, the Pirate Ship.

DECA-DISC

The Full Automatic with Electrical Amplification

A rare combination of volume and beauty of tone with wonderful fidelity of reproduction. This instrument is not only brilliant and distinctive in tone quality, but also the last word in design and finish.



The New Deca Disc
With Electric Amplification
53" high, 36" wide, 22" deep

A DE LUXE ART MODEL that will add elegance and refinement to the most luxurious home. Finished in rich walnut, its size is such that it can be suitably placed in any home. Plays either 10" or 12" records.

By turning a switch this instrument will play a program of selected music continuously, changing its own records and repeating the selection every ten records, or oftener, depending upon the number placed on the magazine. The records center themselves, no fussing around putting them on.

DECA-DISC Franchise

a very valuable Asset

Every dealer should have a continuous player on the floor, the public is asking about it and demanding a demonstration.

Protected franchises are granted, such agencies are limited to the number of lines available. DECA-DISC being the only full automatic phonograph built, dealers securing the franchise for their territory will control this valuable business.

Manufactured by

Deca-Disc Phonograph Company

Waynesboro, Pa.

Caswell Mfg. Co. Announces New Portable Phonograph Line of Four Artistic Models

New Instruments, Known as the Melody, Gypsy, GianTone and Aristocrat Models, Are All Equipped With Solid Brass Tone Arms—Aristocrat Plays With Lid in Closed Position

MILWAUKEE, Wis., August 6.—A new line of portable phonographs, consisting of four different models, is being introduced to the trade at the present time by the Caswell Mfg. Co., of this city, maker of Caswell portable phonographs. The four new machines are known as the Melody, Gypsy, GianTone and Aristocrat and they are all equipped with solid brass "S" curve tone arms, including the Melody, which also is equipped with a covered sound box. The Gypsy, GianTone and Aristocrat are equipped with the latest type of improved reproducer embodying a metal diaphragm. The entire line of new Caswell portables is furnished with Duro Metal reproducers and tone arms, especially designed for Caswell products by the Duro Metal Products Co., of Chicago.

All of the new Caswell portables are constructed of three-ply veneer with a fabrioid covering and the line presents a complete choice of color schemes. The Melody is furnished in black, red and blue in a handsome new grain, while the Gypsy is furnished in five different colors, red, brown, blue, black and gray, and is embossed inside and out in green gold. The GianTone is finished in black only, while the Aristocrat is finished with specially selected hand-finished coverings embossed in antique gold both inside and out. This model

is furnished in two popular colors, two-tone blue and two-tone brown.

The Aristocrat model is said to produce unusual volume and depth of tone through its exponential type of tone chamber especially designed and made by the Caswell Mfg. Co., and the manufacturer states that it is the only portable phonograph which plays with the lid in a closed position. A walnut door at the front of the machine drops down, showing the grille backed by gold cloth. Special deluxe hardware is standard on the Aristocrat model and all of the new Caswell portables are equipped with albums holding from eighteen to twenty records.

The entire line of portables is powered by Heineman motors, products of General Industries Co., of Elyria, O., and the Melody model is equipped with the new General Industries long-playing Flyer, Jr., model, which has three governors, insuring smooth, even operation.

According to an announcement from the Caswell headquarters in Milwaukee, orders for the new Caswell portables have forced the executives of the company to double production and L. B. Casagrande and John Casagrande, vice-presidents of the company, are now endeavoring to further increase the factory output to meet the requirements of the trade.

Grigsby-Grunow-Hinds Co. Announces New Prices on All Majestic "B" Power Units

Several important announcements were recently made by Grigsby-Grunow-Hinds Co.,



Majestic A & B Unit

Chicago, regarding prices and models of the Majestic battery eliminators for the 1927-28 season. Of outstanding interest is the introduction

of the Majestic "A" Current Supply, retailing at \$39.50, a dry "A" unit employing no acids or liquid, and which is said to operate without hum.

Coincidental with the announcement of the "A" unit, the Grigsby-Grunow-Hinds Co. put into effect new retail prices on all of its "B" power supplies. The new price of the Majestic Super "B" complete with a Majestic Super Power Tube is \$29.50. The Master "B" Majestic, complete with tube, now sells for \$32.50, and the Special Master Majestic is also \$32.50, equipped with a tube.

The Majestic Super Power "B" Rectifier Tube, which is standard equipment with each Majestic unit, is said to be one of the most powerful "B" rectifiers on the market. It is a full wave rectifier, designed especially for heavy direct current output, and is sturdily built for long life and heavy duty. It is covered by an absolute guarantee (breakage of glass only excepted) for 1,000 hours, the equivalent of one year's average use. It can be used on any type of Majestic "B" unit.

The Majestic "A" unit has a maximum output of two and one-half amperes at six volts. It is equipped with a rheostat on the front panel for regulating voltage and also is equipped with an electro-magnetic cut-out to prevent excess voltage from being supplied to the tubes of the receiving set. The Majestic "B" plugs into the Majestic "A" and both units, as well as the radio set, are turned on and off by the snap-switch on the cord of the Majestic "A."

Anticipating the needs of the trade, the firm has also announced the Majestic Ace models, which are equivalent to the Majestic Master "B" in output rating, but which are equipped with



Majestic Super B

step-down transformers and output terminals for filament connections for supplying current for A. C. tubes. There are two Ace models, one for the McCullough and one for the R. C. A. or Cunningham A. C. tubes. These models list at \$35 complete with Majestic Super Power "B" rectifier.

Crosley Receivers Designed for the European Market

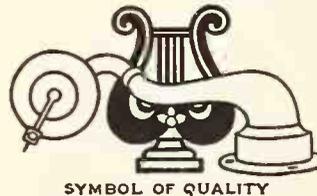
Charles J. Hopkins, Manager of Foreign Department, Takes New Receivers to Europe for Introduction at Crosley European Show

Two entirely new receiving sets designed for the European market have been announced by Powel Crosley, Jr., president of the Crosley Radio Corp., Cincinnati, O. Charles J. Hopkins, manager of the foreign department of the corporation, is taking them to Europe, where he will introduce them at the first Crosley European convention, to be held in London. Mr. Hopkins sailed from New York on August 1 on the steamship "Olympic."

One of the sets is known as the Universal, and is designed to operate on all-meter wavelengths from 200 to 2,000 meters. The other model covers the regular wave band of from 200 to 550 meters, and is fitted for tubes with the European base. Both are four-tube sets.



Announcing
the



LYREPHONIC JUNIOR

which is expected will prove the leader of the
Lyrephonic products

All the years of experience of Mr. Frangipane in sound box construction are summed up in this model and in it are embodied the qualities of high-priced reproducers.

We stand back of it in every way and invite you to send for a sample and prices, etc., to convince yourself of its merits.

Andrew P. Frangipane & Co., Inc.

32 Union Square, New York

Factory: Lyndhurst, N. J.



The MOOR

A cabinet of unusual design and rare beauty. It is finished in Burl Walnut as shown in the illustration, and also in highly figured Mahogany. Antique bronze tone arm and reproducer, plush turntable, and every fitment in keeping with the beautiful exterior. Its visible beauty will delight you, its marvelous tone values and volume will charm you.

Arrange to hear it.

it has EVERYTHING

Ear Appeal

Every desirable tone value which the ear may detect in any reproducing instrument.

Eye Appeal

Noticeably distinctive cabinet designs. Craftsmanship and finish comparative to the fine piano.

Purse Appeal

A base price surprisingly moderate for the *visible* and *demonstrable* value in the instrument—a complete line of models to satisfy every trade demand from Consolette to Electric.

Hear the Crown

And be convinced. We make it easy for you to do so. Write or wire today.



CROWN
PHONOGRAPHS
Made by the Makers of
CROWN
PIANOS

GEO. P. BENT COMPANY
Established 1870
LOUISVILLE



CROWN PIANOS
PHONOGRAPHS

Victor Co. Announces New 1927-8 Electrola and Radio Combination Instruments

(Continued from page 34d)

placed controls and a most artistic cabinet. The list price has not yet been established, but the company hopes to catalog it at less than \$1,400. It will be known as the No. 9-55.

Another quality combination instrument, but without the automatic feature, will be known as No. 9-25, and the list price will probably be \$950. The instrument is an Electrola—six-inch cone—8-tube Radiola Super-Heterodyne.

By the addition of a new and highly efficient

the 6-tube A.C. operated Radiola 17. The former will be known as the No. 7-10 and the latter as the No. 7-25. Both instruments will be housed in attractive cabinets of modified wall-type design, and the Victor Co. hopes to list the No. 7-10 containing the Radiola 16 at about \$225, and the No. 7-25 containing the Radiola

In the Electrola field there are two new automatic models, No. 10-51 and No. 10-70. The No. 10-51, first shipments of which are now being made, will list at \$1,050. The No. 10-70, having the automatic feature in combination with the six-inch cone, lists at \$950. Before the end of the year the Victor Co. also expects to have an Electrola specially designed for the customer whose space is limited, but who wants quality reproduction. This instrument, which will be known as the No. 12-15, will list at about \$525.

The No. 9-15, battery operated with the 8-



Automatic Electrola-Radiola No. 9-55

speaker unit the Victrola 9-40 continues as a leader among quality combination instruments. There is no change in the list price of \$1,000 and, incidentally, the new speaker unit is to be made available for instruments now in the hands of the trade; details regarding this product to be announced later.

In the popular price class of combination instruments there are two new models; one containing the new 6-tube Radiola 16 and the other



Electrola-Radiola No. 9-25

17 at about \$350. Mr. Forbes points out that these two instruments should enjoy an extraordinary sale because of their quality and low list prices.

In his letter Mr. Forbes states, "We follow the lead of the Radio Corp. of America in permitting the No. 7-3 and 7-30, containing the Radiola 20, to occupy the same relative position which they have enjoyed heretofore. The list price will be \$325 each."



Automatic Electrola No. 10-70

tube Radio Super-Heterodyne improved, will be continued in the catalog at a list price of \$600, as will the No. 15-1 at \$900 and Electrolas 8-60 and 12-25 at \$650 and \$625, respectively. The R-20 continues to be listed at \$135 and the No. 12-1 with its improved reproduction at \$250.

The University Music Co., Seattle, Wash., has moved to Fourteenth avenue, N. E.

Greater City Sponsors Sonora and King Exhibit

Greater City Phonograph Co., Well-known Metropolitan Distributor, Sonora and King Jobber, Holds Trade Show at Hotel Astor

Dealers in the metropolitan district availed themselves of the opportunity to inspect the new Sonora and King radio models at an exhibit conducted at the Hotel Astor, New York, August 8 to 12, by the Greater City Phono-

graph Co., Inc., exclusive distributor for Sonora in New York and northern New Jersey, and for King in New York, Brooklyn and Long Island. The Sonora line was the feature of the exhibit, including several highboy models with built-in speakers. Maurice Landay, executive head of the Greater City organization, was personally in charge, assisted by the metropolitan district sales staff. Mr. Landay reported a very satisfactory dealer attendance throughout the week, the many expressions of enthusiasm leading him to believe that a large volume of business will be done.

D. S. Spector Returns From European Trip

D. S. Spector, general manager of the merchandising division of Federal-Brandes, Inc., Newark, N. J., manufacturer of Kolster receiving sets and power speakers, recently returned to his desk from a six weeks' trip to Europe, where he studied radio conditions.

Ronald Carpenter is manager of sheet music section, Sherman, Clay & Co., Tacoma, Wash.

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—Salesmen, high calibre; openings only for those who are thoroughly experienced and are seeking bigger opportunities. Good salary and commission. M. Udko & Co., Inc., 224 Flatbush Ave., Brooklyn, N. Y.

WANTED—Experienced man with formula of stock to make a good, cheap phonograph record. State cost per pound of stock, experience and salary required. Address Box 1619, Talking Machine World, 420 Lexington Avenue, New York, N. Y.

POSITION WANTED—Electric recording engineer with own outfit, 20 years' experience, open for engagement. Address Box 1621, Talking Machine World, 420 Lexington Ave., New York City.

WANTED—A LIVE, WIDE-AWAKE SALESMAN WHO IS ACQUAINTED WITH THE PHONOGRAPH BUSINESS, AND HAS HAD EXPERIENCE, TO SELL OUR LINE ON COMMISSION, THROUGH THE SOUTHERN CITIES, NAMELY VIRGINIA, NORTH AND SOUTH CAROLINA. WE HAVE 18 TO 20 MODELS OF POPULAR-PRICED PHONOGRAPHS AT AN EXCEPTIONALLY LOW PRICE TO OFFER THE BIG BUYER. NONE BUT AN EXPERIENCED, FIRST-CLASS MAN WANTED. PLAYER-TONE TALKING MCH. CO., 632 GRANT ST., PITTSBURGH, PA.

FOR SALE

Plant especially built for wood-working. Brick mill construction. Sprinklered. 75,000 sq. ft. floor space in the lowest-priced labor market in Illinois. Easy terms. For particulars write The Wolf Mfg. Industries, Kokomo, Indiana.

EXPORT TO THE BALKAN STATES

Importing house for gramophones and radio articles seeks close connection (agency exclusive selling rights) for portable apparatus and dancing records, also trade novelties. Payment in cash. Offers with catalogs to be addressed to A. Mellinger, Stirbey Voda 75/79, Bucharest (Roumania).

WANTED—Sales representative in Middle Western territory by large manufacturer of radio cabinets. Address, giving past experience, Box 1615, care of The Talking Machine World, 420 Lexington Avenue, New York City.

WANTED—Prominent manufacturer located in Philadelphia requires services of experienced sales letter writer to handle sales and follow-up correspondence. Address, giving full particulars, Box 1616, care of The Talking Machine World, 420 Lexington Avenue, New York City.

WANTED—Buyer for phonograph, radio and piano departments in large Eastern department store. Telephone Mr. Seman, Ashland 4450 (New York), or address Box 1618, Talking Machine World, 420 Lexington Ave., New York.

For Sale

Electric recording machine complete, also shaving machine and recording wax. Address Box 1620, Talking Machine World, 420 Lexington Ave., New York City.

SALESMAN—Experienced in music and radio field, desires to connect with radio manufacturer or large radio distributor. Willing to travel. Box 1617, Talking Machine World, 420 Lexington Ave., New York, N. Y.

IN THE MUSICAL MERCHANDISE FIELD

Weymann Banjos Featured at Atlantic City Piers

Latest Product of Philadelphia Manufacturers Is the New Weymann Banjola

PHILADELPHIA, PA., August 6.—The favor of the professional world for the Weymann orchestra banjos is demonstrated by the patronage of the instruments made by H. A. Weymann & Son, 1108 Chestnut street, by the two prominent orchestras now appearing in Atlantic City as Summer attractions. Weston Vaughn, banjoist with Ted Weems and His Victor Recording Dance Orchestra, appearing on the Steel Pier, and Benjamin Knell, banjoist with Charlie Fry's Orchestra on the Million Dollar Pier, use the Weymann orchestra banjos.

That the two notable musical organizations playing on the two largest ocean amusement piers in the world should favor Weymann orchestra banjos is significant of tone qualities and accompaniment value of these instruments in orchestra instrumentation. Hundreds of thousands of Summer visitors will give broad publicity to the Weymann banjos and many compliments daily are extended to the banjoists in both organizations as result of the performances in the dance programs. Inquiries for the Weymann orchestra banjo as a result of this practical demonstration in dance work have been numerous among the dealers from all parts of the country and increased orders have been sent to the local manufacturers by the storekeepers for their patrons and admirers of the banjos who have heard them.

The newest of the instruments made by the Weymann house is the Weymann Banjola, re-

tailoring for \$30 and \$60. It is fast supplanting the tenor guitar. It is popular with banjoists desiring an auxiliary instrument for the orchestra and radio broadcasting. The Banjola is built along the same lines as the Weymann banjo. The head is selected spruce wood and produces a clear distinctive quality of tone. The Banjola scale is the same as that of the tenor banjo.

They are constructed in mahogany with spruce soundboard, purling inlaid around the sound hole with front and back edges bound in rosewood in the \$30 model. The \$60 model of mahogany has tapering rim, reinforced with extended resonant rim and back, spruce soundboard, purling inlaid around the sound hole and edge, edges bound in rosewood, mahogany neck, rosewood fingerboard, pearl position dots, rosewood veneered headpiece and Weymann "Four to One" patent pegs.

Next Meeting in September

CHICAGO, ILL., August 8.—The regular meetings of the Association of Musical Merchandise Manufacturers, Chicago Zone, were discontinued in July and August, it was announced recently by H. Kuhrmeyer, secretary and treasurer of the Association, because of the absence of numerous members from their offices at this time of the year. The regular meetings will be resumed the first week in September at the Auditorium Hotel.

Lane Ward and Cecil Brodt have purchased the small goods department of the Hook Bros. Piano Co., Madison, Wis., with which they were connected as salesmen.

Twenty Bands Compete in Northwestern Band Event

More Than 700 Band Musicians Included in Personnel—Oconto Musical Festival—Large Attendance Hears Bands and Talks

MILWAUKEE, WIS., August 5.—A number of prominent Milwaukee and Wisconsin merchants attended the Northeastern Band Tournament at Waterloo, Wis., at which more than 700 musicians, comprising twenty bands, competed. The day's program opened with a parade of the bands led by the Racine American Legion Drum and Bugle Corps, and after marching through the city streets, the bands returned to the park for the convention.

In the afternoon the contests of bands were featured, the bands being divided into Class A and Class B. Bands registered included Grafton, Mayville, Noricon, Theresa, Juneau, Ashippun, Lebanon, Reeseville, Hartford, Hustisford, Johnson Creek, Iron Ridge, Lake Mills, Fort Atkinson, Columbus, Whitewater, Sun Prairie and Janesville Parker Pen.

Also a crowd of about 8,000 persons attended the sixth annual music festival and picnic of Oconto County. Besides a program of band music and community singing an excellent program of speakers had been secured, which included Dr. Glenn Frank. The festival was held at Holt's Park, Kelly Lake, with the Oconto Falls band featured on the program.

The University Music Co., Seattle, Wash., of which Ned Douglas is proprietor, has moved into its handsome new home in the College Center Building on Fourteenth avenue, N. E.

Protecting Your Profit—

SELLING musical merchandise demands time and energy. The dealer must go out and create business. He invests many dollars in developing prospects.

Are you getting a full and fair return on your selling effort?

The King Exclusive Franchise dealer receives absolute protection. Every inquiry is referred to him. He knows that he will get full profit on every sale in his territory.

The complete protection of the King plan and the high quality of King instruments make a good combination. Sales are easier and profits more certain.

Full information is yours for the asking. There are enough rich territories still open to make your immediate inquiry well worth while.

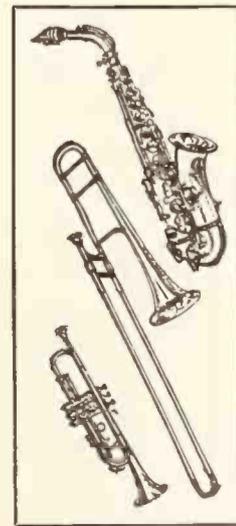
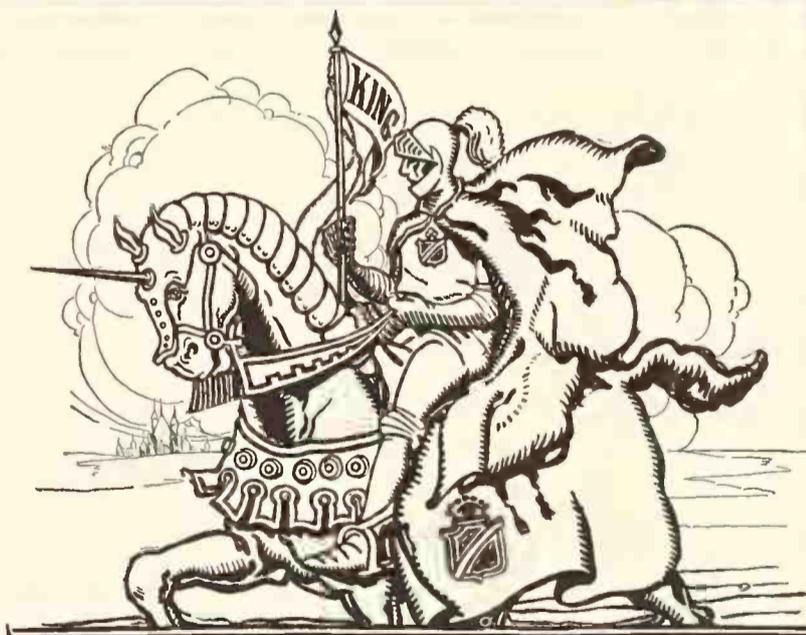
Write for our booklet on "The Advantages of Becoming a 'King' Dealer."

THE H. N. WHITE CO.
5215-90 Superior Avenue, Cleveland, Ohio

Manufacturers
of

KING

BAND
INSTRUMENTS



IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 129)

HOHNER Harmonicas and Accordions

THE WORLD'S BEST

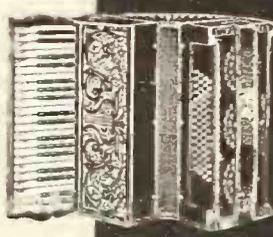


The Fall Season will open up in a very few weeks. How is your harmonica stock?

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

Buescher Co. Asks Where Are the Musicians of To-morrow Coming From

"True-Tone," Publication of Band Instrument Manufacturer, Shows the Advantage for Future of Covering the Present Child Market

ELKHART, IND., August 3.—"Where are the musicians of to-morrow—who will take the places of the band and orchestra leaders of to-day?"

This question is asked in a stimulating leading editorial in a recent issue of "True-Tone," the Buescher Band Instrument Co.'s monthly musical journal. The question raised is answered as follows and provides food for thought for progressive dealers.

"Somewhere among the kindergarten tots of to-day are the master musicians of the generation just ahead. Some, with the rapid stride of genius, will mount rapidly to the top. Others, with more ambition than talent, will trudge their way up through hours and months and years of wearisome practice into the limelight of success.

"Who are they? Where are they? Who can say? It may be your son. It may be your neighbor's son. But one thing we do know, that somewhere now in the making, or yet undiscovered, are the infant musicians of to-morrow, who in their time will take the places of the great artists, the master musicians of to-day's world-famous orchestras.

"Every child has an inherent inclination toward music and a desire to express his own emotions through the voice of his favorite instrument. Children respond quickly to the inspiration of good music. They learn quickly to play. And every child should, at an early age, be given the opportunity to study some musical instrument. It may prove the signal opportunity of his life.

"The boy who can play a Buescher saxophone is the boy who is prominent and popular in the community, and the best part of it all is the reward that music will give to him. It provides him with more real pleasure, enjoyment and substantial benefit than anything else he can undertake. And many boys have found that it has supplied the ways and means to earn their way through college, and a mighty pleasant way it is.

"Remember, too, that the great directors and performers of to-day—men whose names are known around the world, and whose weekly salaries run enormously high—are after all the kindergarten tots of only a few years ago. Then let us give 'our boy'—every boy—his right to music."

Music Advancement With the Harmonica in Passaic, N. J., and in Dallas, Tex.

Colored Boy Harmonica Orchestra Formed in Former City and Three Harmonica Bands Formed at North Texas State Teachers' College

The harmonica business knows no season and the harmonica promotion department of M. Hohner continues its activity during the Summer months. Among the latest developments of the harmonica is the report from Passaic, N. J., where a sixteen colored boys' harmonica orchestra recently became the talk of the town with their public appearances. Following is a report received from Willis Wilson, Jr., director of colored work, City Recreation Department, Passaic, N. J.:

"I consider the harmonica club very important in connection with the recreation program. I don't believe there is anything that could take the place of the harmonica in the training of boys. I have evidence to prove the value of the harmonica.

"Five months ago I gathered thirty boys at the Community House of the Passaic Negro Welfare League under the auspices of the City Recreation Department. One hour every Tues-

day evening I devoted my time in training the boys to play. Now five months have passed and more than thirty boys have learned to play. Sixteen of them compose the Colored Boys' Harmonica Orchestra of Passaic. Recently eight boys were selected from the orchestra to represent the negro in music at the International Folk Festival, at the Passaic Armory.

"There is no instrument made that has won more influence over the youth of to-day in helping to develop character than the harmonica. I find no solution better, in helping to solve the boy problem, than through the harmonica. I have found nothing to replace the harmonica in getting over a program among boys."

The Passaic News had the following to say about the orchestra:

"The Colored Boys' Harmonica Orchestra, dressed in spotless white uniforms with the appearance of a military procession, made the

biggest hit of the evening. Their music received tremendous applause from all who were present at the event."

DALLAS, TEX., August 1.—Miss Alta M. Rowan, who has been doing such splendid work in harmonica instruction among the schools of this region, is continuing her activities with equal success at the Summer session of the North Texas State Teachers' College, where over 2,000 school teachers have gathered for special work.

The classes conducted in the Training School come under the observation of many teachers from various sections of the State. The teachers' class meets for practice three times a week and all strive to earn a harmonica pin, which is given as soon as one learns to play the scale. Each teacher is enthusiastic about earning a pin so that she can work up interest in a harmonica orchestra in her own school on resumption of Fall work. The head of the Texas Parents-Teachers Association has been attending the classes and intends to carry the harmonica work into the rural districts. The president of the college is keenly interested in the harmonica and the Teachers' College store carries the Marine Band in stock.

The Victor Harmonica Instruction Record No. 20,377 is used as part of the lesson and is very successful.

H. L. Hoover Opens Store in Springfield

SPRINGFIELD, Mo., July 25.—Herbert L. Hoover, long prominent as a band and orchestra leader in Springfield, and who for several years was owner of the sheet music and musical merchandise departments of the Martin Bros. Piano Co., has opened a store with a complete stock of musical merchandise in the McDaniel Building, 318 St. Louis street.

Mr. Hoover has been directly or indirectly associated with the Martin Bros. Piano Co. for nearly twenty-five years. In January, 1926, he sold his sheet music and band instrument business to the Martin Co. He then took over the management of the radio and phonograph departments of that concern. His resignation became effective July 1.

Mr. Hoover states that in his new store he will carry a complete line of musical merchandise, pianos, band instruments, phonographs, radios, sheet music, etc.

Government figures show that with the exception of wood-wind instruments, sales of band instruments showed a decrease during the first five months of this year amounting to about 12 per cent. Wood-winds showed an increase of approximately 18 per cent.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 130)

**Jenkins Co. Advertises
Free Harmonica Lessons**

Kansas City Store Ties Up With Minevitch Appearance by Instruction Course and Harmonica Contest—Wide Interest in Event

KANSAS CITY, August 8.—When Borrah Minevitch and his famous Harmonica Band were here recently for an engagement at the Newman Theatre, a tie-up was made with the J. W. Jenkins Sons Music Co. at its store at 1217 Walnut street. Large advertisements were taken in Kansas City newspapers to advertise free harmonica lessons every noon by a member of the band at the Jenkins store.

Any Kansas City youngster was eligible to join the classes by purchasing a genuine Hohner harmonica autographed by Minevitch.

A contest was held and the prize was a position in the Minevitch Band at a salary of \$50 a week and all traveling expenses.

The invitation read as follows: "Get a Genuine Hohner Harmonica, autographed by Minevitch himself. Every day this week from 12 until 1 a member of this famous band will give free lessons on the harmonica at our store. Come in—learn to play in a few minutes, and get into our harmonica contest. You may be the lucky one to win a place in Minevitch's Band—\$50 a week and all traveling expenses! Enter your name by letter or in person at Jenkins' 1217 Walnut street store now."

**Growing Exports of
American Instruments**

Steady Growth of Exports Associated With Jazz Reported to Great Britain

WASHINGTON, D. C., August 3.—The Specialties Division of the Department of Commerce reports a "decided increase" in recent years in exports of American instruments usually associated with "jazz" music to England. In a statement issued July 19, it says the value of such instruments increased from \$3,514 in 1920 to \$121,034 in 1925, and that a falling off in 1926 might be attributed in part to the operations of the "so-called McKenna duties of 33 1-3 per cent" levied on such imports by Great Britain, and to the general strike in that country.

The full text of the statement follows:

The decided increase of United States exports of instruments usually associated with American "jazz" music to England is significant of a popular demand for this new type of music.

During 1920 United States band instruments were shipped to England to the value of \$3,514, and in 1925, after a consistent increase in such exports during the intervening years, the total value of band instruments exported to Great Britain amounted to \$121,034.

During 1926 total shipments did not reach those of the preceding year, primarily because conditions in Great Britain incident to the great strike were unfavorable. Nevertheless, the total value of band instruments imported into Great Britain during 1926 greatly exceeded those imported in 1924.

In comparing imports of 1926 and 1925, the fact that the so-called McKenna duties of 33 1-3 per cent were effective during only six months of 1925, whereas they were levied on imported band instruments during the entire year of 1926, should also be considered.

In general, the market for trumpets, trombones and cornets is depressed at present, however; it is the opinion of some dealers that these instruments will experience a boom similar to that of the saxophone, provided the popularity of the present type of music continues.

Neither foreign nor domestic products

possess any distinctive features not incorporated by the better grade of American-made instruments, which are considered the equal or superior to any of the competing makes.

The most popular saxophone is a silver-plated, satin-finish instrument with the bell engraved and the inside of the bell heavily gold-plated; the keys, ferrules, engraving and inside of bell hand-burnished and equipped with pearl-inlaid fingertips.

**Philadelphia Contest
Broadens Its Scope**

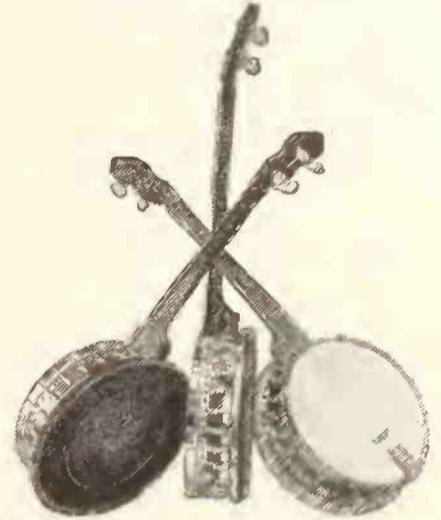
Event at Willow Grove Will Take In All Instruments With the Exception of the Violin and 'Cello—Trade Is Enthusiastic

PHILADELPHIA, PA., August 8.—Though the sweltering weather prevented the attendance of a larger number of trade associates at the special meeting of music merchants called by the management of Willow Grove Park and the committee of music dealers headed by Herbert H. Weymann, of H. A. Weymann & Sons and B. J. Munchweiler, buyer for the music department of Lit Bros., there was much enthusiasm over the coming musical instrument contest which is to take place at Willow Grove Park in late August by those attending.

It was decided to change the contest from a Banjo-Ukulele Tournament and Contest to a Musical Instrument Contest so that the trade might broaden its field of sales of accessories and instruments for the coming event. Those music dealers who did attend expressed gratification at the change of plans so that all instruments may be included from the uke to the larger string and brass instruments such as saxophones, cornets, drums and others exclusive of the violin and 'cello. It has also been decided to change the title from Banjo-Ukulele Contest and Tournament to that of Musical Instrument Contest and Tournament.

The co-operation of one of the daily newspapers is to be brought into the coming contest so that its exploitation will enable the dealers to share in sales of instruments during the duller Summer weather with the publicity which will be given the contest by the Willow Grove Park management. Another meeting is sched-

**"Silver Bell"
Banjos**



Send for illustrated book of Prominent Orchestra and Professional Players

The Bacon Banjo Co., Inc.
GROTON - - - CONN.

uled for this week when the manufacturers of string instruments, wholesalers and dealers will assemble at the Bellevue Stratford Hotel to perfect plans for the contest. The Philadelphia Chamber of Commerce is endorsing the movement and is backing the management and the dealers in putting the contest across.

**C. A. Call Can Play
Thirty-five Instruments**

SYRACUSE, N. Y., August 6.—C. A. Call, of this city, is now known as "A Musical Miracle Marvel," as a thirty-five-piece band rolled into one. This was developed last month when the Clark Music Co. put on a novel contest, offering a portable phonograph to the person capable of playing a tune on the greatest number of instruments.

Applicants were numerous and eager and tackled everything from a mouth organ to a concert grand harp and piano.

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 131)

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



Louisville Harmonica Contest, Conducted by Rialto Theatre, Proves a Big Success

Civic Authorities, M. Hohner, Inc., and Educational Film Corp. Co-operate with Local Merchants in Event—Grady Padgett Winner of the Event

LOUISVILLE, KY., August 6.—As a result of the co-operation between the Educational Film Corp., M. Hohner, Inc. and the Rialto Theatre, one of the most interesting musical events ever held in this city was the recent harmonica contest at the Rialto Theatre. The contest lasted a week with two elimination contests every day running from Monday through Thursday. On Friday the semi-finals were held which weeded down the contestants to four for the Saturday matinee final, and the winner returned for the evening performance that Saturday.

After each performance during the week one of the local schools presented a harmonica band of from twenty to forty players, playing about four selections. This was aside from the contest, and kept the interest up considerably. After the semi-finals Mayor A. A. Will was visited by a large body of harmonica players at his office and was presented with a harmonica.

Each contestant received a Hohner Marine Band harmonica to play in the contest, which he was permitted to keep. Each contestant reaching the semi-finals was given a Hohner chromatic harmonica. The prizes were as follows: first prize gold medal and twenty-five dollars; second prize silver medal and fifteen dollars; third prize bronze medal and ten dollars; fourth prize Hohner chromatic harmonica and five dollars. In addition the winner received forty-five Marine Band harmonicas with which to equip his school band. The winners were as follows: First, Grady Padgett, Prentice School, who played "Swanee River" and "Mighty Lak' a Rose"; second, Harvey Wheeler, J. Stoddart Johnston School, who played "Swanee River" and "The Wreck of the Old 97"; third, Robert Beswick who played "Swanee River" and "Humoresque"; fourth, George Eisel, Parkland School, who played "Swanee River" and "Annie Rooney."

The judges were Harry A. Montgomery, director of the Louisville Symphony Orchestra; Jay W. Fay, supervisor of music in the public schools; Oreste Natillo, former member of Sousa's Band and Robert Shackleton, local music dealer.

During the week the prizes were displayed in a show case in the theatre lobby, behind which was a large sign explaining the event. There were also attractive window displays in the local music stores, and one of the largest music houses gave considerable space inside the store. The contest was well advertised in the newspapers and the papers devoted many columns of publicity to the event.

Instrumental in the notable success of the contest was Miss Helen Boswell, head of harmonica instruction in the Louisville schools as well as supervisor of vocal instruction, who devoted a great deal of time and effort to arousing harmonica interest among the Louisville school students.

In addition to the harmonica contest the theatre showed special films of the harmonica band of the George Rogers Clark School during its recent trip to Frankfort, where it serenaded Governor Fields and presented him with a gold harmonica. A special educational juvenile comedy featuring the child star "Big Boy" in a harmonica-playing rôle also was shown.

Competitors in the contest entertained the regular luncheon meeting of the Rotary Club on Thursday at the Brown Hotel with a program devoted entirely to harmonica music under the direction of Fred J. Campbell, manager of the Keith-Albee Theatres here. Miss Helen Boswell explained that harmonica music is taught in Louisville schools in the hope that it may lead children to study other musical instruments.

Akron Mayor Opens New Store of Joseph Rudick's

AKRON, O., August 8.—With Mayor D. C. Rybolt, as the honor guest, and in charge of the ceremony of unlocking the store with a specially made gold key, the new and enlarged music store of Joseph Rudick's was formally opened late in July. Hundreds inspected the new musical instrument and jewelry store at 143-145 South Main street, one of the most complete shops of its kind in this section.

Rudick's for the past five years has been recognized as one of the leading musical merchandise houses in eastern Ohio and has been located at 194 South Main street.

Among nationally known lines of musical merchandise to be carried are Gibson banjos, Paramount and Vega banjos, Buescher band and orchestra instruments, Ludwig drums and accessories, Deagan xylophones, and Gibson and Martin guitars, mandolins and ukes, a most complete stock.

Splitdorf Official Comments on Canadian Outlook

Robert W. Porter, on Return From Visit to Toronto Branch Factory, States That the Prospects Are Exceedingly Bright

The Canadian situation in radio is interestingly described by Robert W. Porter, vice-president and general sales manager of the Splitdorf Radio Corp., Newark, N. J. Mr. Porter, on his return from a visit to the branch factory in Toronto, reported an increase in interest in radio in the Dominion and stated in part:

"The prospects are exceedingly bright for such American firms as Splitdorf that are systematically cultivating the trade of the provinces. There is a close relationship between Canada and the United States in radio from more angles than one. Canadians naturally feel close to us since they listen in regularly to sta-

tions in this country. Incidentally, Canada was able to point the way on the divided time of broadcasting stations and one finds an absence of local broadcasting difficulties up there."

Martin A. Sigler Dies at Home in Harrisburg

HARRISBURG, PA., August 3.—Martin A. Sigler, senior member of the firm of C. M. Sigler, Inc., Steinway and Victor dealers of Harrisburg, died at his home here on July 23 after an illness of about three years. He was sixty-six years of age and came to this city thirty-eight years ago from Burkittsville, Md., conducting a dry goods store. Later he founded the music house, of which he was the head until his death. He is survived by his widow, one son, Howard Sigler, and two daughters, Mrs. J. Miller Karper, of Reading, and Miss Mary E. Sigler, at home. He was music director of the First Church of God, of Harrisburg, for more than

thirty years and was an official of the church. The funeral, which was largely attended, was held this afternoon with interment in the Harrisburg Cemetery. Many of the local music dealers were at the funeral services, Mr. Sigler being held in high esteem by the entire trade.

One Service Call on Sixteen Sales of Kolster Sets

The sale of sixteen Kolster radio receivers last Winter in Ord, Neb., with only one service call to date, was reported by A. B. Capron, radio dealer, when he called on the R. S. Proudfit Co., Lincoln, Neb., distributor for Federal-Brandes, Inc., to place his order for the new Kolster line. In reporting this incident to the executive offices of Federal-Brandes, Inc., George E. Proudfit, of the Proudfit Co., stated that there is a general feeling of enthusiasm among the dealers in that territory about the business outlook on the Kolster products.

GLEANINGS *from the* WORLD *of* MUSIC

J. S. Zamecnik Writes the Musical Score for "Wings"

Sam Fox Publishing Co. Supervising the Publication of Feature Film's Music Score—Theme Song Already Placed on Market

"Wings," the long-awaited Paramount aviation film, arrived at the Criterion Theatre, New York, last week, and has been highly acclaimed by those few fortunates who have seen the film



J. S. Zamecnik

in pre-showings. High as has been the praise accorded it, the musical score, the work of J. S. Zamecnik, internationally known composer and arranger, who has been connected with the Sam Fox Publishing Co. for a number of years, has received similar acclamation.

The theme song of the score, titled "Wings" is the outstanding feature and is introduced, in whole or in part, some fifteen or twenty times during the showing of the film. Lyrics have been written to the music by Ballard MacDonald and the number has just been placed on the market by the Fox organization. It is expected that several other of the themes of the score will be similarly treated, for the score abounds with an abundance of material which should provide a number of "hits" for the Fox catalog.

Mr. Zamecnik, who at one time was connected with the Pittsburgh Symphony Orchestra, has for many years past confined his activities to editing, composing and arranging. The themes and much of the incidental music used in the score of "Old Ironsides" and "Rough Riders" were written by him, the theme for the heroine of "Old Ironsides," namely "Your Love Is All," has been proclaimed as one of the most beautiful themes ever written for motion picture production.

Mr. Zamecnik has won great success as a writer of heart songs. Many of them, however, have been published under noms de plumes, but two recent successes which are credited to him over his own name are "Indian Dawn" and "Neapolitan Nights," both of which have won widespread popularity.

Prominent Music Critic Lauds Forster Publication

Edward Moore, Musical Critic of the Chicago Tribune, Gives Praise to Shefte Rapid Piano Course Introduced by Forster Music, Inc.

An interesting article by Edward Moore, music and opera critic of the Chicago Tribune, appeared in the Sunday, July 24, issue of that publication describing the Shefte Rapid Course in popular music and syncopation which was recently introduced by Forster Music Publisher, Inc., Chicago. Mr. Moore is one of the many eminent critics and leading musicians who have examined, tested and endorsed the Shefte method and a recommendation from such an authority is regarded as a tribute to the course itself and to the Forster organization for placing it in the hands of those interested in learning to play this popular music without long study and practice.

Mr. Moore's article in part reads as follows: "From the house of Forster Music Publisher, 218 South Wabash avenue, Chicago, comes a set of books intended to guide the amateur through the intricacies and complexities of jazz playing. That the art is both intricate and complex, many a classical player has discovered for himself. The set, however, is not intended so much for the classical player as it is for the one who likes to hear a light, sprightly tune well enough to try to do it for himself.

"The set makes no pretenses of being anything else than what it is, but it accomplishes its end in an admirable manner, going straight to the center of its aim without waste motion or loss of time. This, by the way, has always been the secret of good popular music itself."

Summer Is Having Little Effect on Feist Catalog

Large Number of Selling Songs in Catalog Discounts Ill Effects of Hot Weather—"At Sundown" Leads List of Best Sellers

Despite the exceptionally hot weather that has characterized July, particularly in the Eastern part of the country, Leo Feist, Inc., reports that Summer business has been very satisfactory. This is no doubt due to the large number of selling songs which feature the Feist catalog at the present time.

First and foremost, of course, is "At Sundown" which is not alone the leading seller with this firm, but, if jobbers' and dealers' reports are true, is the best seller throughout the entire country, and present indications are that it will carry over into the Fall season. Next in popularity is their Hawaiian waltz song "Honolulu Moon," which without any apparent "fire works" is building up into a substantial hit.

A group of new Walter Donaldson songs is showing up particularly strong, notably "Sing Me a Baby Song," "Just the Same" and "Just Once Again," and one of the best of the recent fox-trot songs, "You Don't Like It—Not Much," already a big hit in Chicago, looks like it would sweep the country in the next two or three weeks.

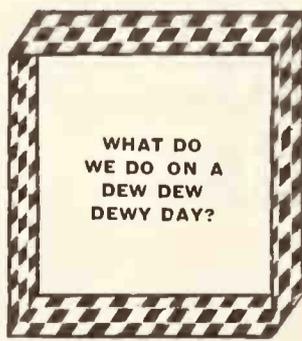
The Feist firm is also featuring some extremely promising waltz songs and ballads, notably a new waltz by the writers of "In a Little Spanish Town" called "Cheerie Beerie Be" (From Sunny Italy) and two new ballads—"Are You Thinking of Me To-night?" and "Baby Your Mother (Like She Babied You)."

The Feist Musical Comedy Catalog is represented by the tremendous Ziegfeld success "Rio Rita" which has been running in New York since last February and which will have two additional companies touring this Fall, and by "Merry-Go-Round" now at the Klaw Theatre and "Rang Tang" at the Royale Theatre. Several other productions are being prepared for the 1927-28 season.

L. Neiburg With Forster

CHICAGO, ILL., August 5.—L. Neiburg, for a number of years representative of the McKinley Music Co., has joined the Forster Music Publishers in the capacity of Eastern representative. Mr. Neiburg has had wide experience in the publishing business and will give the Forster Music Publishers excellent representation in the East.

FIVE RECORD RECORD BREAKERS



ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST
IRVING BERLIN INC., 1607 BROADWAY, NEW YORK

**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 $\frac{3}{8}$ Fox Trot Melody made this a speedy and spontaneous **HIT!**

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'ERENT
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.

"After You've Gone" Wins Popularity After Long Lapse

Popular Ballad of Eight Years Ago Wins New
Lease of Life—Re-recorded by Several Com-
panies—Modern Arrangements Made

About eight years ago the ballad, "After You've Gone," was regarded as one of the most popular of "hits" and reigned for quite some time as one of the best sellers of its time. In December of last year Will Von Tilzer, of the Broadway Music Corp., publisher of the song, received a request from Ruth Etting, popular record and vaudeville star, for a copy of the number and soon after this artist recorded the selection on a Columbia record. From that time on "After You've Gone" has been winning attention from the profession solely on its own merits and since the first of the year it has been recorded three times by the Columbia Phonograph Co., twice by the Brunswick Co., by Sophie Tucker on Okeh record and by the Pathe organization.

Orchestras all over the country are sending in requests for orchestrations and the company's representatives on the road report a steadily growing demand.

"Good News" Issued by De Sylva, Brown & Henderson

New Musical Production to Appear at Ambassa-
dor Theatre After Short Tour on the Road

An item of unusual interest has been announced by DeSylva, Brown & Henderson, Inc., New York, which is to publish the music of "Good News," a new musical production, now in rehearsal, opening in Atlantic City in the early part of August. After a week's stay in Atlantic City, this show, a Lawrence Schwab and Frank Mandel production, will appear for three or four week in Philadelphia, and will open early in September at the Ambassador Theatre in New York.

The firm of DeSylva, Brown & Henderson, Inc., which, during its short period of existence has created such nation-wide song hits as "It All Depends on You," "So Blue" and "Magnolia," in addition to such big sellers as "South Wind," "Positively-Absolutely" and "I'm In Love Again," is confident of attaining a similar success with the hit numbers of the new show. Favorable comparison can be made between "Good News," "The Varsity Drag" and "Lucky In Love," three of the outstanding numbers of the show, and "Birth of the Blues," "Black Bottom" and "Lucky Day" in the current edition of George White's Scandals, which were published last year by this house.

Prominent in the cast is George Olson, who appears personally with his music. Mr. Olson has already expressed his fondness for the score of "Good News" and considers most of the songs of the show so catchy and danceable that they may be all considered "plug" tunes.

Class A Feist Numbers

Leo Feist, Inc., New York, which has been conducting a special Summer campaign with six of the latest Feist hits, has made an offer to dealers which will apply on orders made during August. The proposition is particularly attractive in that such numbers as "Cheerie Beerie Be," "Baby Mine," and "Are You Thinking of Me To-night?" will be listed as Class A during the month. These songs have been in great demand since issued and their popularity is still on the increase. Other songs included in the Class A offer are: "I'm Gonna Dance Wit De Guy Wot Brung Me," the gum-chewer's song, "Sixty Seconds Every Minute," and "Baby Your Mother," a real ballad hit by Morse, Donnelly and Burke.

William Wiemann, of E. B. Marks Co., on Long Trip

Sales Manager of Marks Organization Left
August 1 on Trip That Will Take Him to
Pacific Coast—Anticipates Record Demand

William Wiemann, sales manager of the Edward B. Marks Music Co., and one of the best-liked road men in the game, left on August 1 for his first trip of the new season. His route will take him right to the Pacific Coast and will keep him on the go until Thanksgiving.

Mr. Wiemann left for his trip with more confidence than at any time during his long experience in the music and theatrical lines. One of the factors that made him most optimistic was that besides having all the old, established "House of Hits" items which have been standard best-sellers for years, his sample case held scores of new compositions that seem destined to become popular.

There are new musical monologs and new boy and girl musical duets; the Berni Barbour Series of Six New Spirituals; a newly arranged medley of the famous Marks old-timers; ten new film works for organ and piano, a splendid new series of school orchestra music, and the pick of foreign music, musical books, and agency items of every description at the best possible prices.

The popular catalog as exploited by Mr. Wiemann contains half a dozen songs, each characterized by something individual and appealing. These include "Slow River," "A Kiss Before the Dawn," "Sugar Foot Strut," "You Said Good-Night," "Silver Song Bird" and the more-popular-than-ever "My Little Nest of Heavenly Blue." He is also selling the hit numbers from three new musical shows including Mamie Smith's Revue, as well as copies in every arrangement of Myddleton's "Down South" which seems to be on the verge of a tremendous and sensational revival and which is being released by Victor, recorded by the Eveready Hour Group.

Mr. Wiemann's trips are always doubly valuable to his firm because he manages to find time to arrange effective tie-ups with record dealers, film theatres, dance orchestras, organists and plugs of every other category.

Berlin Announces Big Campaign for Fall

"Russian Lullaby," "What Does It Matter" and
"Me and My Shadow" Among Outstanding
Hits—Business Shows Big Improvement

An extensive campaign has been started by Irving Berlin, Inc., New York, on its Fall catalog, which will probably produce at least six outstanding hits. "Russian Lullaby," "What Does It Matter" and "Me and My Shadow" are among the biggest sellers throughout the country. Other Berlin numbers that are climbing into the hit class are "What Do We Do on a Dew Dew Dewy Day?" and "Is It Possible?", the latter being on the order of "Yes Sir, That's My Baby" and has already been placed with a great many acts now going on tour.

"Miss Annabelle Lee" looks like an overnight hit and is considered one of the best professional songs on the market. The outstanding orchestra hit is "Havana," by Vincent Rose, which is being featured by the leading orchestras of the country. The firm reports that business in the last two weeks has shown a decided improvement and is nearly up to normal, which is good news. Steady business is being done by the house with "Rosy Cheeks," "Love and Kisses," "Sweet Marie," "Where the Wild, Wild Flowers" and "C'Est Vous."

Saul Bernheim, previously with Leo Feist, Inc., has been placed in charge of special promotion work of Ager, Yellen & Bornstein.

"Yes She Do" Receiving Nation-wide Exploitation

After having won its way to popular appeal without the assistance of any special exploitation on the part of the publishing house, "Yes She Do" (I'm Satisfied With My Girl) is now being given special advertising and sales impetus by the Broadway Music Corp., of which Will Von Tilzer is head.

This number was issued in April and a few orchestras in widely separated sections were supplied with orchestrations. The popular demand for the song was first felt in June and grew to such proportions during July that Mr. Von Tilzer felt justified in putting special efforts behind it and the sales volume on the number has more than justified his actions. The number is becoming a favorite over the air, George Olsen's Music having played it for several weeks in succession during the Stromberg-Carlson hour over a wide network of stations.

Harms, Inc., Releases New European Success

"Lonely" Likely to Duplicate Its Success There — "When Day Is Done" Leading Catalog

Following the remarkable success obtained with "When Day Is Done," Harms, Inc., has just released "Lonely," which likewise was known in Europe before being tried in America. The number was known abroad under the French title, "J'ai pau su y faire" and possesses a lilting appeal that takes hold instantly. "When Day Is Done" continues to be the leader in the Harms popular catalog, but it will be no surprise to executives of the firm if "Lonely" runs it a close second.

Another new Harms release is "Barbara," a bright melodious number, which gives every indication of becoming an overnight success. The song is already in demand by orchestra leaders in the big Eastern resorts and the company is countering with a strong exploitation campaign. The words of "Barbara" are by Billy Rose and the music by Abner Silver.

New "Follies" Score Written by Berlin

Irving Berlin, Inc., Announces Copies and Orchestrations Are Now Ready

The musical score for the "Ziegfeld Follies" of 1927, by Irving Berlin, is completed and the production opened in Boston recently. Those who have heard the songs written by Mr. Berlin claim that they constitute one of the best scores he has ever done. He has written special songs for Eddie Cantor, who will be featured in the new "Follies" and these will also be exploited.

The firm of Irving Berlin, Inc., will publish the songs of the production and is confident that at least three or four hits will materialize. Copies and orchestrations of the new "Ziegfeld Follies" are now ready.

H. E. Marks Engaged

The engagement of Herbert Edward Marks, of the Edward B. Marks Music Co., New York, to Miss Hortense Eugenie Tyroler, has been announced recently by the latter's parents, Mr. and Mrs. Rudolph E. Tyroler, of 50 West Seventy-seventh street, New York. Miss Tyroler was graduated from Vassar College in 1925 and received her M. A. degree from Columbia University last February. Mr. Marks, older son of Mr. and Mrs. Edward B. Marks, attended Dartmouth, and after leaving college engaged in newspaper work. For the past year and a half he has been associated with his father's music publishing firm as head of the mechanical and publicity departments.

"It All Depends on You" Specially Requested

De Silva, Brown & Henderson Number Requested by Invalid, With Result That Composition Is Specially Broadcast by Ben Bernie

OMAHA, NEB., August 4.—Considerable publicity for "It All Depends On You," a De Silva, Brown & Henderson hit, was created recently, when Ben Bernie and his Hotel Roosevelt Orchestra played a special courtesy program over Station WOW for the entertainment of an Omaha girl, who is a patient in the State hospital for tubercular cases at Kearney, Neb. Mr. Bernie, whose fifteen-piece band was playing at the World Theatre, had received a request letter from the young lady, Miss Eunice Manning, as follows:

"I read recently about your orchestra appearing at the World Theatre and, being an admirer of your band, would like to make a request for 'It All Depends on You,' my favorite piece. I am a pianist and am ill in the hospital at Kearney. Of course, I would not get to hear the piece myself, but for the sake of others and because it would thrill me to know he had granted a request from me, I would like to have you play it."

When Ben Bernie received Miss Manning's request he immediately suggested that arrangements be made to broadcast the number for the benefit of the invalid girl. "If they have no radio set at the State hospital, have a receiving set installed at her bedside at my expense," he said.

Permission was granted to Mr. Bernie and his orchestra to take the air over Station WOW and probably for the first time in radio history a courtesy program was broadcast for the benefit of a single individual.

"It All Depends On You" was played twice, opening and closing the program of ten selections, with a special vocal chorus by Paul Hagan, baritone with the band. Other pieces were "I'm In Love Again" with Mr. Bernie singing the chorus; "Just Like A Butterfly," "Rosy Cheeks," "Paradise Isle," "A Lane In Spain," "Moonbeam, Kiss Her For Me," "The Doll Dance" and "Muddy Water."

At the hospital in Kearney, Miss Manning was supplied with a headset, while the other patients listened through a loud speaker. All the numbers were received clearly and the sick girl was thrilled to such an extent by the honor paid her that a marked improvement was noted in her condition. A full account of the incident was carried in the Omaha papers.

Sousa Features Bibo's "March of the Blues"

The "March of the Blues," a recent composition of Irving Bibo, of the firm of Bibo, Bloeden & Lang, Inc., New York, is featured this Summer by John Philip Sousa and his band playing a season's engagement on the Steel Pier in Atlantic City. The number, which has been arranged by Mr. Sousa for Bibo, Bloeden & Lang, is now ready in band orchestration, and a piano solo arrangement will be issued shortly. The number is written in 6/8 fox-trot rhythm and is full of blue figures and breaks, which are peculiarly adapted to this rhythm.

Other big selling items which are being pushed at this time by Bibo, Bloeden & Lang are "Underneath the Weeping Willow," "Cheritza," a Viennese waltz, and "Old Names of Old Flames," a number which is repeating the success of the 1926 hit, "Am I Wasting My Time on You." The folios, "Songs Everyone Loves," and "Neapolitan Songs Everyone Loves," and "The Magic Pianist," are also developing a big demand.

Louis Bernstein, president of Shapiro, Bernstein & Co., sailed for Europe on August 6 for an extended visit.

"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



EUROPEAN HEADQUARTERS

68 Milton St. (Fore St.) E. C. 2. Clerkenwell 1448



Annual General Meeting of Gramophone Manufacturers' Association Is Held

Walter Beare Elected President and H. M. Lemoine, of Edison Bell, Ltd., Vice-President—Associated Service Co., Ltd., Formed to Distribute Brunswick Records

LONDON, ENGLAND, August 5.—While the past month has been very quiet for the music industries generally, a ray of light appears in the reports of the gramophone record manufacturers, who, although not reporting phenomenal sales, still speak in glowing terms of the wonderful returns now experienced, especially when compared with those at this time of the year a decade back. That the boom in gramophone companies' shares enjoyed during the last two or three years is being maintained is evident from the following quotations: At the moment of writing Columbia shares stand at 110s., and His Master's Voice shares at 101s.

Gramophone Manufacturers' Annual Meeting

At the annual general meeting of the Gramophone Manufacturers' Association, held recently, Walter Beare, of Messrs. Beare & Son, was unanimously elected president for the ensuing year, with H. M. Lemoine (Edison Bell, Ltd.) vice-president. This association comprises gramophone and small goods sections and the presidency is held in alternate years by a member of each section, thus, next year Mr. Lemoine, of Edison Bell, Ltd., will occupy the chair. The executive council comprises such well-known talking machine names as H. J. Cullum (Perophone, Ltd.), C. W. Howell (Scala Record Co.), A. T. Lack (The Gramophone Co., Ltd.), Frank Samuel (Barnett Samuel & Sons, Ltd.), M. Moorby Smith (Johnson Talking Machine Co.) and Louis Sterling (Columbia Graphophone, Ltd.). Eight

new members were enrolled during the last year and the Association is now perhaps the strongest Association affiliated to the Federation of British Music Industries, embracing practically every important house. In fact, the membership of the Association is a valuable reference in business and a recognized proof of standing in the trade.

Vocalion Co. Introduces "Broadcast" Record

The talking machine industry has been agog for the last few weeks with the news that the Vocalion Gramophone Co. has issued a record, styled the "Broadcast," at the price of 1/3d. Hitherto the company has issued the "Vocalion" and "Aco" records, retailing at 3/- and 2/6d., respectively, these prices, of course, being approximately the same as the majority of the records issued in this country. I understand the "Broadcast" record, retailing at 1/3d., carries the usual discount percentage to dealers and is issued to factors at 8/- per dozen. The first batches were issued with the names of the same artists and titles as borne by the "Vocalion" and "Aco" records, a fact which induced Messrs. Perophone, Ltd., some little while ago appointed sole factor for the "Vocalion" and "Aco" records, and who, by the way, had not been officially advised by the Vocalion Co. of the intention to issue a cheap record, to inform the trade that it would cease to act as factor for the Vocalion and Aco records. The new records have been prominently featured in cycle and toy shops offering, of course, serious competition to legitimate

music dealers, and the latter have been greatly aroused.

British Brunswick, Ltd., and a New Company

With the title, Associated Service Co., Ltd., a new company has just been formed, the primary objects of which are, I understand, the efficient distribution of Brunswick records and of building up a widespread service, in support of which, it is understood, British Brunswick, Ltd., is about to launch a national press advertising campaign. The new company, too, purposes to extend depots in the North and Midlands. The high standard of the Brunswick record is already appreciated in this country, and, no doubt, with the addition of this service, supported by the national campaign, there should result much business. It is no longer a secret that British Brunswick, Ltd., has entered into a working arrangement for Great Britain for the Polydor catalog, and in future the Brunswick Celebrity list will include some of the best Polydor recordings. I notice that Count Anthony Herbert de Bosdari the general manager of British Brunswick, Ltd., is a director of Associated Service Co., Ltd., with C. L. Kempton acting as manager. The latter is well and favorably known throughout the trade.

New Type of Edison Bell Records

This month sees the introduction by Edison Bell, Ltd., of a new type of record, styled the "Electron," and which will retail at the price of three shillings for the ten-inch and four shillings and sixpence for the twelve-inch. The company's announcement is that the "Electron" is being issued to meet the ever-increasing demand for recordings for better-class music at a reasonable cost.

Harry Hudson will be recording manager for the company and George Ison, well-known accompanist, will undertake the duties of musical director.

Buffalo Radio Trades' Association Annual Show Will Be Held September 12 to 17

Carlton Proctor Chosen to Manage Exposition—Western and Central New York Dealers Attend Meeting Called by Curtis N. Andrews in Interest of Fada and Philco Lines

BUFFALO, N. Y., August 8.—Carlton Proctor, secretary of the Buffalo Automobile Dealers' Association, has been chosen to manage the Buffalo Radio Trades' Association show, which will open September 12 and continue to the 17th, in Broadway Auditorium. Mr. Proctor not only knows how to conduct a show of this nature, but he also has been actively interested in the Radio Trade Association, having acted as its secretary for a time immediately after its organization, and was largely instrumental in building it up to its present good standing. Edward E. Healy, in charge of booth sales, reported at the August meeting of the Association that interest on the part of exhibitors has been greater than he had anticipated and that all available exhibition space will be sold out at least two weeks prior to the opening of the show. The committee in charge of the show is exerting every effort to stimulate not only consumer interest, but to make the show more elaborate in decorative scheme than anything of its kind here in the past. Radio artists of national prominence will be brought to Buffalo to take part in the entertainment program. Elmer Metzger has been appointed editor of the program, which will be in booklet form, and will contain material of value and interest to the reader.

The Victrola Dealers' Association held its outing recently at Chestnut Ridge Park, which lies on the outskirts of East Aurora, considered

one of the most picturesque spots in America. A golf tournament featured the afternoon program of field events. A. W. Erion and T. A. Gould, representing the dealers, scored over Curtis N. Andrews and M. O. Grinnell, representing the jobbers, and were presented with the winning trophy, described as the smallest receiving set in the world. The losers received a novelty brush significant in its meaning that these two need brushing up in their golf. Other field events included a baseball game between picked players, running races for men and women, a shoe race between the men, which proved a real riot of fun, and several novelty balancing contests between women and children. A dinner in the evening ended an enjoyable day.

Neal, Clark & Neal have been enjoying a fairly good Summer Victrola and record business, Walter Bruel, manager of this department reports. Early August sales have kept up at a steady pace, much of their business coming from persons attracted to the store through the Melody Way Piano classes, which the Piano Merchants' Association is conducting in cooperation with the Buffalo Evening News.

Portable Columbia instruments are reaching a transient trade in much greater volume than in any past season, in the opinion of Sam Freedman, head of the Columbia Music House. It is found that persons or small families who live in furnished apartments, are furnishing

their own music through portables and a wide selection of records. Mr. Freedman says that he is finding it quite worth while to solicit these people in exclusive portable drives.

Nearly 150 dealers from fifteen counties of western and central New York and northern Pennsylvania, enjoyed the dinner and business meeting called by Curtis N. Andrews at the Buffalo Consistory recently, in the interests of Fada receiving sets and Philco batteries, as well as the recently acquired line of Burgess batteries, for which Mr. Andrews is distributor. Mr. Andrews presided, introduced the speakers, who were his sales manager, C. E. Siegesmund; C. W. Clark, of the Burgess Company; Harry B. Brown, Philadelphia Storage Battery Co.; Charles M. Sherwood, metropolitan sales manager for A. D. Andrea, Inc., and E. C. Burton, New England district sales manager for that receiving set manufacturer. The complete array of Fada sets on display in the Consistory ballroom was an attraction that held the dealers for two hours after the business session. Mr. Andrews entertained dealers in the Rochester district, carrying out a similar program.

The Parkside Music House was opened August 1, at 2371 Main street, by Morton Lucas. Mr. Lucas is featuring in his line of merchandise Victor products and Fada radio sets.

The death of Arthur Victor, head of A. Victor & Co., Buffalo's largest furniture dealer, carrying a large line of Victor machines and records, and Federal and Freshman receiving sets, was a distinct shock to the music trade.

R. G. Allen, formerly with Roth & Zillig, Atwater Kent distributors, has joined the sales staff of H. B. Alderman & Co., jobbers for Sparton and Grebe radio sets and Pathex products.

The Latest Record Bulletins

Victor Talking Machine Co.

LIST FOR AUGUST 5

- 20753 She Don't Wanna...California Humming Birds 10
The Whisper Song (When the Pussy Willow
Whispers to the Catnip),
California Humming Birds 10
20747 Actual Moments in the Reception to Colonel
Charles A. Lindbergh at Washington, D. C.—
Part 1. 10
Actual Moments in the Reception to Colonel
Charles A. Lindbergh at Washington, D. C.—
Part 2. 10
20751 Just Once Again—Fox-trot,
Paul Whiteman and His Orch. 10
I'm Coming, Virginia—Fox-trot,
Paul Whiteman and His Orch. 10
20691 Rosy Cheeks—Fox-trot,
Henry Halstead and His Orch. 10
Ain't That Too Bad?—Fox-trot,
Henry Halstead and His Orch. 10
20726 My Wife's in Europe To-day—Fox-trot,
Charlie Fry and His Million Dollar Pier Orch. 10
A Little Girl, A Little Boy, A Little Moon—
Waltz,
Charlie Fry and His Million Dollar Pier Orch. 10

LIST FOR AUGUST 12

- 20754 Under the Moon—Fox-trot,
Jan Garber and His Orch. 10
What Do I Care What Somebody Said—Fox-trot,
Jan Garber and His Orch. 10
20757 Collette—Fox-trot,
Paul Whiteman and His Orch. 10
Broken Hearted—Fox-trot,
Paul Whiteman and His Orch. 10
20759 There's a Trick in Pickin' a Chick-Chick-Chicken
—Fox-trot, Nat Shilkret and the Victor Orch. 10
Gorgeous—Fox-trot,
Johnny Hamp's Kentucky Serenaders 10
20756 You Don't Like It—Not Much,
The Happiness Boys 10
Ob, Ja Ja The Happiness Boys 10
20758 Just Like a Butterfly (That's Caught in the
Rain) Franklin Baur 10
Just Another Day Wasted Away,
Johnny Marvin-Ed. Smalle 10

LIST FOR AUGUST 19

- 20785 I Ain't Got Nobody—Fox-trot,
Coon-Sanders Orch. 10
Roodles—Fox-trot Coon-Sanders Orch. 10
20784 I'll Always Remember You—Fox-trot,
Paul Whiteman and His Orch. 10
Who Do You Love?—Fox-trot,
Paul Whiteman and His Orch. 10
20786 Magnolia Pauline Alpert 10
Hallelujah! (From "Hit the Deck"),
Pauline Alpert 10
20783 (1) Sweet L'il; (2) Ain't She Sweet?
Paul Whiteman's Rhythm Boys 10
(1) Mississippi Mud; (2) I Left My Sugar
Standing in the Rain,
Paul Whiteman's Rhythm Boys 10
20787 Under the Moon, Aileen Stanley-Johnny Marvin
Sing Me a Baby Song Vaughn de Leath 10

LIST FOR AUGUST 26

VOCAL AND INSTRUMENTAL

- 35828 When Day Is Done,
Paul Whiteman and His Concert Orch. 12
Soliloquy Paul Whiteman and His Concert Orch. 12
20791 Russian Lullaby Jesse Crawford 10
At Sundown Jesse Crawford 10
20668 At Dawning (Cadman) Victor Concert Orch. 10
The Waltzing Doll (La Poupée Valsante),
Victor Concert Orch. 10
35829 Messiah—Worthy Is the Lamb,
Mormon Tabernacle Choir 12
Elijah—He, Watching Over Israel,
Mormon Tabernacle Choir 12
20664 Kentucky Babe (Buck-Geibel), Vaughn de Leath
Mighty Lak' a Rose (Stanton-Nevin),
Vaughn de Leath 10
20788 Sam's Big Night,
Sam 'n' Henry (Correll-Gosden) 10
The Morning After,
Sam 'n' Henry (Correll-Gosden) 10
20702 Drowsy Waters Kane's Hawaiians 10
Hilo—Hawaiian March Kane's Hawaiians 10
20780 Lead Kindly Light Mark Andrews 10
(1) Now the Day Is Over; (2) Peace, Perfect
Peace Mark Andrews 10
20790 (1) Safe in the Arms of Jesus; (2) The Old
Rugged Cross Mark Andrews 10
(1) Saved by Grace; (2) Crossing the Bar,
Mark Andrews 10
20665 Angels Watching Over Me,
Utica Institute Jubilee Singers 10
Climbin' Up the Mountain,
Utica Institute Jubilee Singers 10
20539 My Blue Mountain Home,
Vernon Dalhart-Carson Robison 10
Golden Slippers, Vernon Dalhart-Carson Robison 10
20670 Souvenir, Barcarolle, Humoresque,
Bernardo de Pace 10
Neapolitan Caprice (de Pace), Bernardo de Pace 10
20779 Bell Brandon Maurice J. Gunsky 10
With All Her Faults I Love Her Still,
Maurice J. Gunsky 10
20666 Serenata Silvestri Neapolitan Trio 10
'Torna a Surriento Florentine Quartet 10
20696 Hello, Cutie The Rounders 10
Dixie Vagabond The Rounders 10

DANCE RECORDS

- 20682 Something to Tell (From "The Madcap")—
Fox-trot, Nat Shilkret and the Victor Orch. 10
Stop, Go! (From "The Madcap")—Fox-trot,
Nat Shilkret and the Victor Orch. 10
20740 Old Maid—Tango (Recorded in Buenos Aires),
Argentine Tipica Orch. 10
Duck—Tango (Recorded in Buenos Aires),
Argentine Tipica Orch. 10
20777 Kitten on the Keys—Fox-trot,
Zez Confrey and His Orch. 10
Dizzy Fingers—Fox-trot,
Zez Confrey and His Orch. 10
20778 Delirium—Fox-trot, Red and Miff's Stompers 10
Davenport Blues—Fox-trot,
Red and Miff's Stompers 10

RED SEAL

- 6695 Hebrew Melody (Achrofi) Jascha Heifetz 12
Zapateado (The Cobbler) (Sarasate),
Jascha Heifetz 12
6690 Minuet (Paderewski) Ignace Jan Paderewski 12
Moonlight Sonata—Adagio sostenuto (Beethoven),
Ignace Jan Paderewski 12

- 4015 Indian Love Call (From "Rose-Marie"),
Virginia Rea 10
Rose-Marie Lambert Murphy 10
3042 Du, du liegst mir im Herzen (You Live in My
Heart) Hulda Lashanska-Paul Reimers 10
Ach, wie ist's möglich dann (How Can I Leave
Thee) Hulda Lashanska-Paul Reimers 10
1265 Old Black Joe (Foster),
Lawrence Tibbett and Male Quartet 10
Uncle Ned (Foster),
Lawrence Tibbett and Male Quartet 10
1263 O Sole Mio (My Sunshine) (di Capua),
Emilio de Gogorza 10
Santa Lucia (Cottrau) Emilio de Gogorza 10
1262 Ciribiribin (Pestalozza) Lucrezia Bori 10
Il Bacio (The Kiss) (Arditi) Lucrezia Bori 10
1261 I Love to Tell the Story,
Louise Homer and Male Quartet 10
Where Is My Boy To-night?,
Louise Homer and Male Quartet 10

TWO SYMPHONIES IN SPECIAL ALBUMS

- Symphony No. 1, in C Minor (Brahms, Op. 68),
Leopold Stokowski and Philadelphia Symphony Orch.
Complete on 5 Double-Faced Victor Records (6657-6662)
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in Album with Explanatory Folder.

FOR THE AUTOMATIC ORTHOPHONIC VICTROLA

- Tannhauser—Overture (Wagner).
Tannhauser—Venusberg Music and
Bacchanale Coates and Symphony Orch.
Rienzi—Overture (Wagner), Philadelphia Symphony Orch.
The Valkyrie—Fire Music (Wagner),
Coates and Symphony Orch.
Marche Slave (Tschaiakowsky, Op. 31),
Philadelphia Symphony Orch.
In Springtime—Overture (Im Fruhling) (Goldmark).
Carnival Overture (Dvorak, Op. 92),
Chicago Symphony Orch.
Danse Macabre (Dance of Death) (Saint-Saens, Op. 40).
Hungarian Rhapsody—No. 2 (Liszt),
Philadelphia Symphony Orch.
Gotterdammerung—Siegfried's Funeral March,
Coates and Symphony Orch.
Gotterdammerung—Closing Scene,
Philadelphia Symphony Orch.
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CELEBRITY SERIES

- 9030-M In a Persian Garden: "Ah, Moon of My De-
light" (Lehmann)—Tenor Solo,
Charles Hackett 12
Beloved, It Is Morn (Aylward-Hickey)—Tenor
Solo Charles Hackett 12
5070-M On the Road to Mandalay (Speaks)—Baritone
Solo Fraser Gange 12
The Two Grenadiers (Schumann)—Baritone
Solo Fraser Gange 12
5071-M Angels Ever Bright and Fair (Handel)—
Soprano Solo Corinne Rider-Kelsey 12
Sleep, Why Dost Thou Leave Me? (Handel)—
Soprano Solo Corinne Rider-Kelsey 12
2050-M To a Wild Rose (MacDowell)—Violinello
Solo Felix Salmond 10
Berceuse (From "Jocelyn") (Godard)—Vio-
lincello Solo Felix Salmond 10
135-M Hungarian Rhapsody No. 11, Part 1 (Liszt)
—Piano Solo Jose Echaniz 10
Hungarian Rhapsody No. 11, Part 2 (Liszt)
—Piano Solo Jose Echaniz 10
134-M Drink to Me Only With Thine Eyes (Jon-
son) Musical Art Quartet 10
Annie Laurie (Scott; Transcription by Lillian
Fuchs) Musical Art Quartet 10

INSTRUMENTAL MUSIC

- 1056-D Me and My Shadow—Pipe Organ,
Milton Charles 10
Forgive Me—Pipe Organ Milton Charles 10
1065-D Cheerie-Beerie-Be (From Sunny Italy)—
Pipe Organ Milton Charles 10
Hallelujah; (From "Hit the Deck")—Pipe
Organ Milton Charles 10
50045-D Iolanthe: Selection, Part 1 (Sullivan),
Iolanthe: Selection, Part 2 (Sullivan),
Court Symphony Orch. 12
1053-D Song of the Volga Boatmen—Saxophone Solo,
Rudy Wiedoeft 10
Melody—Saxophone Solo Rudy Wiedoeft 10

DANCE MUSIC

- 1050-D The Memphis Blues—Fox-trot,
Ted Lewis and His Band 10
Beale Street Blues—Fox-trot,
Ted Lewis and His Band 10
1034-D You Don't Like It—Not Much—Fox-trot, with
Vocal Chorus by Paul Small,
Paul Ash and His Orch. 10
Sweet Someone—Fox-trot, with Vocal Chorus
by Milton Watson and Paul Small,
Paul Ash and His Orch. 10
1058-D Pleading—Fox-trot, with Vocal Chorus by
Harry Maxfield, Leo Reisman and His Orch. 10
I Adore You (Je Vous Aime)—Fox-trot, with
by Harry Maxfield,
Leo Reisman and His Orch. 10
1036-D One o'Clock Baby—Fox-trot, with Vocal
Chorus by Frank Harris,
Ipana Troubadours (Dir. S. C. Lanin) 10
She's Got "It"—Fox-trot, with Vocal Chorus
by Frank Harris,
Fred Rich and His Hotel Astor Orch. 10
1064-D Dreamy Amazon—Fox-trot, with Vocal Chorus,
Paul Specht and His Orch. 10
Strum My Blues Away—Fox-trot, with Vocal
Chorus, Max Fisher and His California Orch. 10
1038-D Yo-Do-Do-De-O Blues—Fox-trot, with Vocal
Chorus by Ed Kirkeby, California Ramblers 10
Lazy Weather—Fox-trot, with Vocal Chorus
by Arthur Fields California Ramblers 10
1033-D Variety Stomp—Fox-trot,
Cass Hagan and His Hotel Manger Orch. 10
Melancholy Charlie—Fox-trot,
Cass Hagan and His Hotel Manger Orch. 10
1055-D (What Do We Do on a) Dew-Dew-Dewey Day
—Fox-trot, with Vocal Chorus by Charles
Kaley Charles Kaley and His Orch. 10
It's a Million to One You're in Love—Fox-

- trot, with Vocal Chorus by Charles Kaley,
Charles Kaley and His Orch. 10
1060-D I Wonder Who's With You When I'm Not
There—Fox-trot, with Vocal Chorus by Tom
Stacks, Clicquot Club Eskimos (Dir. H. Reser) 10
I'm Back in Love Again—Fox-trot, with Vocal
Chorus by Charles Kaley The Radiolites 10
1048-D Under the Moon—Fox-trot, with Vocal Chorus,
Guy Lombardo and His Royal Canadians 10
Charmaine!—Waltz, with Vocal Chorus by
Weston Vaughan,
Guy Lombardo and His Royal Canadians 10
1031-D Where the Wild, Wild Flowers Grow—Fox-
trot, with Vocal Chorus by Frank Harris,
Earl Gresh and His Orch. 10
Give Me a Little Bit o' Sunshine—Fox-trot,
with Vocal Chorus,
Walter Davison's Louisville Loons 10
1037-D Who Was the Lady?—Fox-trot, with Vocal
Chorus Al. Lentz and His Orch. 10
Every Night I Bring Her Frankfurter Sand-
wiches—Fox-trot, with Vocal Chorus,
Al. Lentz and His Orch. 10
1047-D Magnolia—Fox-trot, with Vocal Chorus by
Eddie Clifford,
Al. Handler and His Hotel Davis Orch. 10
There's a Trick in Pickin' a Chick-Chick-
Chicken—Fox-trot, with Vocal Chorus by
Frank Sylvano,
Al. Handler and His Hotel Davis Orch. 10
1049-D Dawn of To-morrow, Waltz,
Gerald Marks and His Hotel Tuller Orch. 10
I'd Walk a Million Miles (To Be a Little Bit
Nearer to You)—Fox-trot, with Vocal
Chorus by William Fletcher,
Gerald Marks and His Hotel Tuller Orch. 10
1059-D Whiteman Stomp—Fox-trot,
Fletcher Henderson and His Orch. 10
I'm Coming, Virginia—Fox-trot,
Fletcher Henderson and His Orch. 10

VOCAL NUMBERS

- 1062-D Baby Feet Go Pitter Patter ('Cross My Floor)
—Vocal Duet Ford-Glenn 10
A Little Girl—A Little Boy—A Little Moon
—Vocal Duet Ford-Glenn 10
1052-D At Sundown (When Love Is Calling Me
Home)—Vocal Ruth Etting 10
Sing Me a Baby Song—Vocal Ruth Etting 10
1051-D I'm Waiting for Ships That Never Come In,
Art Gillham (The Whispering Pianist) 10
Pretty Little Thing,
Art Gillham (The Whispering Pianist) 10
1063-D (What Do I Care What) Somebody Said—
Vocal,
Lee Morse and Her Southern Serenaders 10
I Hate to Say Goodbye—Vocal,
Lee Morse and Her Southern Serenaders 10
1032-D Just Like a Butterfly (That's Caught in the
Rain)—Male Quintet,
The Singing Sophomores 10
Slow River—Male Quintet,
The Singing Sophomores 10
1057-D Sweet Marie—Male Quintet,
The Singing Sophomores 10
Just an Ivy-Covered Shack—Tenor Solo,
Lewis James 10
1061-D Sixty Seconds Every Minute (I'm in Love
With You)—Novelty, The Four Aristocrats 10
That's the Reason Why I Wish I Was in
Dixie—Novelty The Four Aristocrats 10
1035-D Dear Eyes That Haunt Me (From "The Cir-
cus Princess")—Tenor Solo, Franklyn Baur 10
Like You (From "The Circus Princess")—
Vocal Duet Virginia Rea-Franlyn Baur 10
1039-D Under the Moon—Vocal Harmonies,
Ethel and Dorothea Ponce 10
Nesting Time—Vocal Harmonies,
Ethel and Dorothea Ponce 10
1054-D Cheerie-Beerie-Be (From Sunny Italy)—Vocal,
Milton Watson 10
If I Could Look Into Your Eyes—Vocal,
Milton Watson 10

FAMILIAR TUNES—OLD AND NEW

- 15161-D Till We Meet Again—Vocal Duet,
Bob Nichols-Riley Puckett 10
I'm Forever Blowing Bubbles—Vocal Duet,
Bob Nichols-Riley Puckett 10
15158-D Dixie Gid Tanner and His Skillet-Lickers,
with Riley Puckett and Clayton McMichen 10
Run, Nigger, Run,
Gid Tanner and His Skillet-Lickers,
with Riley Puckett and Clayton McMichen 10
15160-D The Highwayman—Vocal,
Charlie Poole, and North Carolina Ramblers 10
Hungry Hash House—Vocal,
Charlie Poole, and North Carolina Ramblers 10
15156-D She'll Be Coming Around the Mountain—
Vocal Roe Brothers and Morrell 10
The Ship That Never Returned—Vocal,
Roe Brothers and Morrell 10
15159-D Jesus Prayed—Scripture Reading,
Rev. M. L. Thrasber 10
Life's Railway to Heaven,
Smith's Sacred Singers 10
15157-D On My Way to Jesus—Vocal Bush Family 10
Music in My Soul—Vocal Bush Family 10
15164-D There Is a Fountain Filled With Blood—
Vocal Copperhill Male Quartet 10
He Knows How—Vocal The Happy Four 10
15162-D The Airship That Never Returned—Vocal,
Vernon Dalbart 10
I Know There Is Somebody Waiting (In the
House at the End of the Lane)—Vocal
Duet Vernon Dalhart-Charlie Wells 10
15163-D Fuzzy Rag—Guitar Solo Riley Puckett 10
The Darkey's Wail—Guitar Solo,
Riley Puckett 10

SPECIAL SOUTHERN RECORDINGS

- 1041-D Snookum—Fox-trot,
Halfway House Dance Orch. (Dir. A. Brunies) 10
It Belongs to You—Fox-trot, with Vocal
Chorus by Glynn Lea Long,
Halfway House Dance Orch. (Dir. A. Brunies) 10
1042-D I'll Dream of You—Fox-trot,
William Nappi and His Orch. 10
Look Me Over—Fox-trot,
William Nappi and His Orch. 10
1044-D Up the Country Blues—Fox-trot, with Vocal
Chorus by Joe Mannone,
Joe Mannone's Harmony Kings 10
Ringside Stomp—Fox-trot, with Vocal Chorus
by Joe Mannone,
Joe Mannone's Harmony Kings 10

(Continued on page 138)

THE LATEST RECORD BULLETINS—(Continued from page 137)

- 1045-D Dynamite—Fox-trotNew Orleans Owls 10
- Pretty Baby—Fox-trotNew Orleans Owls 10
- 1046-D That's My Hap-Hap-Happiness—Fox-trot, with Vocal Chorus by Ralph Bennett, The Seven Aces 10
- When Jennie Does That Low Down Dance—Vocal Chorus by "Shucks" Parks, The Seven Aces 10
- 1040-D When the Dreams of a Dreamer Come True—WaltzVick Myers and His Orch. 10
- Autumn Moon—Waltz, Vick Myers and His Orch. 10
- 1043-D Why Couldn't It Be Poor Little Me?—Vocal, Mary Flood Gates 10
- You'll Leave Me Blue (When You Leave)—VocalMary Flood Gates 10

IRISH RECORDS

- 33176-F Mary O'Leary—Vocal, with Instrumental Accomp.Shaun O'Nolan 10
- Mahoney's Fenian Cat—Recitation, Shaun O'Nolan 10
- 33177-F Rakes of Clonmel—Jig, Sullivan's Shamrock Band 10
- Kildare Fancy—Hornpipe, Sullivan's Shamrock Band 10
- 33178-F Tom Ward's Downfall—The Reel of Mullinavat—Violin SoloMichael Coleman 10
- The Royal Blackbird—Hornpipe—Violin Solo, Michael Coleman 10
- 33179-F The Royal Stack of Barley—Hornpipe—Violin DuetMichael Coleman-J. P. Dolan 10
- The Duke of Leinster and His Wife—Medley of Reels—Violin Duet, Michael Coleman-J. P. Dolan 10
- 33180-F Flanagan's Naturalization Troubles—Talking, with Accordion Accomp., Flanagan Brothers 10
- Kilgannon's Dream—Medley of Irish Jigs—Accordion and Banjo Duet, Flanagan Brothers 10
- 33181-F Be Sure and Kiss the Blarney Stone—Vocal, Michael Ahern 10
- The Foggy Dew—VocalMichael Ahern 10

Brunswick Records

LIST FOR AUGUST 4

- 3549 Wide Open Spaces (Gay-Whiting-Whiteman)—Fox-trot, with Vocal Chorus. Colonial Club Orch. 10
- Lazy Weather (Trent-DeRose)—Fox-trot, with Vocal ChorusColonial Club Orch. 10
- 3531 One o'Clock Baby (DeSylva-Brown-Jolson)—Fox-trot, with Vocal Duet, Ben Bernie and His Hotel Roosevelt Orch. 10
- You Know I Love You (Morse-Burke)—Fox-trot, with Vocal Duet, Ben Bernie and His Hotel Roosevelt Orch. 10
- 3569 Hallelujah! (From "Hit the Deck") (Robin-Grey-Youmans)—Comedian, with Orch., Harry Richman 10
- Just Like a Butterfly (That's Caught in the Rain) (Dixon-Woods)—Comedian, with Orch., Harry Richman 10
- 3572 Lucky Lindy (Gilbert-Baers)—Tenor, with Violin, Guitar, Trumpet and Traps.Vernon Dalhart 10
- The Lost French Flyers (Robinson)—Tenor, with Violin and GuitarVernon Dalhart 10
- 3385 Bird Warblings (Series No. 1)—Whistler, with Orch.Margaret McKee 10
- Invitation Waltz (Owen)—Whistler, with Orch., Margaret McKee 10
- 148 Evening Prayer Blues—Harmonica.DeFord Bailey 10
- Alcoholic Blues (Laska-VonTilzer)—Harmonica, DeFord Bailey 10
- 133 New Prisoner's Song—Voice and Banjo, with Guitar by Hub Mahaffey"Dock" Boggs 10
- Hard Luck Blues—Voice and Banjo, with Guitar by Hub Mahaffey"Dock" Boggs 10
- 10252 I Would Weave a Song for You (Adams-O'Hara)—Soprano, with Orch.Claire Dux 10
- Lullaby (Rossetti-Scott)—Soprano, with Piano-forte by Dan Lieberfeld.Claire Dux 10

LIST FOR AUGUST 11

- 3586 Let's Make Believe (Harris-Shay)—Fox-trot, with Vocal Trio, Ernie Golden and His Hotel McAlpin Orch. 10
- Somebody and Me! (Klages-Golden)—Fox-trot, with Vocal Trio, Ernie Golden and His Hotel McAlpin Orch. 10
- 3582 There's a Trick in Pickin' a Chick-Chick-Chicken. (Tobias-Goetz-Robinson)—Fox-trot, with Vocal ChorusSix Jumping Jacks 10
- Positively—Absolutely (Coslow-Herbert)—Fox-trot, with Vocal Chorus.Six Jumping Jacks 10
- 3580 Zulu Wail (Bibo-Skinner)—Fox-trot, with Vocal Chorus, Clarence Williams and His Bottomland Orch. 10
- Slow River (Myers-Schwas)—Fox-trot, with Vocal Chorus, Clarence Williams and His Bottomland Orch. 10
- 3565 Russian Lullaby (Berlin)—Violin Solo, with Orch.Frederic Fradkin 10
- So Blue (DeSylva-Crawford-Henderson)—Violin Solo, with Orch.Frederic Fradkin 10
- 3291 Monastery Bells (Leslie-Wendling)—Waltz, Castlewood Marimba Band 10
- Silver Sands of Love (Intro: "Sad Hawaiian Sea") (Sanders-Carlo-Breau-Roherts)—Waltz, Castlewood Marimba Band 10
- 156 The Roving Cowboy (Cowboy Song)—Voice and BanjoBuell Kazee 10
- The Little Mohee (Indian Song)—Voice, with Banjo and Guitar; Whistling by Carson RobinsonBuell Kazee 10
- 10268 La Romanesca (Gaillarde)—Violin Solo, with Piano by Max List.Mishel Piastro 10
- Souvenir De Moscow (Russian Airs) Wieniawski)—Violin Solo, with Piano by Max List, Mishel Piastro 10

LIST FOR AUGUST 18

- 3575 Russian Lullaby (Berlin)—Played on Kimball Organ; Recorded at Roxy Theatre, New York City; with Vocal Chorus by Frederic Fradkin, Lew White 10
- One Summer Night (Coslow-Spier)—Played on Kimball Organ; Recorded at Roxy Theatre, New York City; with Vocal Chorus.Lew White 10
- 3579 Sa-Lu-Ta! (Kahn-Donaldson)—Fox-trot, with Vocal Chorus.Harry Archer and His Orch. 10
- Gorgeous (Davis-Akst)—Fox-trot, with Vocal ChorusHarry Archer and His Orch. 10
- 3567 Wild Man Blues (Armstrong-Morton)—Fox-trot, Johnny Dodds' Black Bottom Stompers 10
- Melancholy (Bloom-Melrose)—Fox-trot, Johnny Dodds' Black Bottom Stompers 10
- 3533 C'est Vous (Say Voo) (It's You) (Greenberg-Silver-Richman)—Waltz with Vocal Chorus, Regent Club Orch. 10
- Underneath the Stars With You (Stept-Lucas)—Waltz, with Vocal Chorus.Regent Club Orch. 10
- 3562 Sixty Seconds Every Minute (I'm in Love With You) (Davis-Santly)—Baritone and Piano, Chester Gaylord (The Whispering Serenader) 10

- The Whisper Song (When the Pussywillow Whispers to the Catnip) (Friend)—Baritone and Piano, Chester Gaylord (The Whispering Serenader) 10
- 3584 You're the One for Me (Donaldson-Ash)—Tenor and PianoFreddie Rose 10
- Song of the Wanderer (Where Shall I Go) (Moret)—Tenor and piano.Freddie Rose 10
- 134 Birdie—Fiddle and Guitar, with Whistling, John and Emery McClung (McClung Brothers) 10
- The Fun Is All Over—Fiddle and Guitar, with Whistling, John and Emery McClung (McClung Brothers) 10
- 3592 Me and My Shadow (Rose-Jolson-Dreyer)—Fox-trot; Piano Duet, with Orch., Phil Ohman-Victor Arden, with Their Orch. 10
- Broken Hearted (DeSylva-Brown-Henderson)—Fox-trot; Piano Duet, with Orch., Phil Ohman-Victor Arden, with Their Orch. 10
- 3540 Kiss Me Again (Blossom-Herbert)—Waltz, with Vocal ChorusCarter's Orch. 10
- Missouri Waltz (Shannon-Logan)Carter's Orch. 10
- LIST FOR AUGUST 25
- 3566 Dear Eyes That Haunt Me (Intro: "Like You" from "the Circus Princess") (Smith-Kalman)—Fox-trot, with Vocal Chorus. Colonial Club Orch. 10
- Room for Two (Intro: "Simple Spanish Maid" from "A Night in Spain") (Bryan-Schwartz)—Fox-trot, with Vocal Chorus. Colonial Club Orch. 10
- 3453 Moonbeams and You (Barnum)—Waltz, with Vocal ChorusRegent Club Orch. 10
- Love's Melody (Rathje-Stevens-Osborn)—Waltz, with Vocal ChorusRegent Club Orch. 10
- 3490 Bugle Call Rag (Pettis-Mills-Schoehel)—Fox-trotRed Nichols and His Five Pennies 10
- Back Beats (Guarente)—Fox-trot, Red Nichols and His Five Pennies 10
- 3574—San (McPhail-Michels)—Clarinet Solo, with Piano and GuitarJohnny Dodds 10
- Clarinet Wobble (Dodds)—Clarinet Solo, with Piano and GuitarJohnny Dodds 10
- 3544 Love Is Just a Little Bit of Heaven (Bryan-Baer)—Tenor, with PianoPrince Piotti 10
- If You Can't Tell the World She's a Good Little Girl Just Say Nothing at All (Dubin-Kahal-Fain)—Tenor, with Piano.Prince Piotti 10
- 132 Pretty Polly—Voice and Banjo."Dock" Boggs 10
- Danville Girl—Voice and Banjo."Dock" Boggs 10
- 155 The Ship That's Sailing High—Voice, with Violin and GuitarBuell Kazee 10
- If you Love Your Mother (Meet Her in the Skies) (Vaughan)—Voice, with Violin and GuitarBuell Kazee 10
- 3556 Mystery of Night (Denni)—Gypsy Orch., The A. & P. Gypsies (Dir. H. Horlick) 10
- Marchioness, Your Dancing (Vous Dansez, Marquise—Gavotte des Mathurins) (Bazot-Parker-Lemaire)—Gypsy Orch., The A. & P. Gypsies (Dir. H. Horlick) 10
- 3545 Just a Little Cuter (Than the Rest) (Seiderman-Alexander)—Fox-trot, with Vocal Chorus, Ben Selvin and His Orch. 10
- Marianette (A Spanish Love Song) (Hays-Naylor-Alexander-Herscher)—Waltz with Vocal ChorusBen Selvin and His Orch. 10
- 3541 Mighty Lak' a Rose (Nevin-McKee)—Waltz, Carter's Orch. 10
- Let Me Call You Sweetheart (I'm in Love With You) (Whitson-Friedman)—Waltz. Carter's Orch. 10
- 40219 Charles Lindbergh (Meyrovitz)—Tenor, with Orch.; in YiddishJ. Feldman 10
- Charles Levine (Meyrovitz)—Tenor, with Orch.; in YiddishJ. Feldman 10
- 3578 Sweet Someone (Wagner-Keyes-Schulz)—Fox-trot, with Vocal Chorus.Park Lane Orch. 10
- Do You Love Me? (When Skies Are Gray) (Wolf-Merrick-Schulz)—Fox-trot, with Vocal ChorusPark Lane Orch. 10

Vocalion Records

LIST FOR AUGUST 4

- 15574 Hallelujah! (From "Hit the Deck") (Robin-Grey-Youmans)—Fox-trot, with Vocal Chorus, Jay's Chelsea Orch. 10
- Just Like a Butterfly (That's Caught in the Rain) (Dixon-Woods)—Fox-trot, with Vocal ChorusJay's Chelsea Orch. 10
- 15571 Magnolia (DeSylva-Brown-Henderson)—Fox-trot, with Vocal Chorus.Tuxedo Orch. 10
- Red Lips, Kiss My Blues Away (Bryan-Monaco-Wendling)—Fox-trot, with Vocal Chorus, Tuxedo Orch. 10
- 15575 C'est Vous (Say Voo) (It's You) (Greenberg-Silver-Richman)—Waltz, with Vocal Chorus, Night Club Orch. 10
- Love's Melody (Rathje-Stevens-Osborn)—Waltz, with Vocal Chorus.Night Club Orch. 10
- 15578 Sa-Lu-Ta! (Kahn-Donaldson)—Fox-trot, with Vocal ChorusVanderbilt Orch. 10
- Positively—Absolutely (Coslow-Herbert)—Fox-trot, with Vocal Chorus.Vanderbilt Orch. 10
- 5168 Lucky Lindy (Gilbert-Baer)—Tenor, with Violin, Guitar, Trumpet and Traps.Vernon Dalhart 10
- The Lost French Flyers (Robinson)—Tenor, with Violin and GuitarVernon Dalhart 10
- 5166 A Flower From My Angel Mother's Grave—Singing, Mandolin and Guitar, McGee Brothers (Sam and Kirk) 10
- Charming Bill—Singing, Fiddles, Guitar and Banjo, McGee Brothers (Sam and Kirk) 10
- 8089 Que Lindo Besas—Mujer (How Sweet Is Your Kiss) (Jimenez)—Cancion Mexicana—Solo de tenor, with Acomp. de violin y piano, Roberto Guzman 10
- Si No Por Amor—Por Fuerza (If Not With Love—Then With Force) (Mayo-Lauro-Uranga)—Solo de tenor, with Acomp. de violin y pianoRoberto Guzman 10
- 1106 Bow Down Blues (Lowry)—Comedienne, with PianoFlorence Lowry 10
- Poor Girl Blues (Lowry)—Comedienne, with PianoFlorence Lowry 10
- LIST FOR AUGUST 11
- 15582 One o'Clock Baby (DeSylva-Brown-Jolson)—Fox-trot, with Vocal Duet. Al Goering's Collegians 10
- Lazy Weather (Trent-DeRose)—Fox-trot, with Vocal ChorusThe Ambassadors 10
- 15576 Flower of My Garden (Mimi Blurette) (Garcia)—Waltz, with Hawaiian Guitars, Miami Marimba Band 10
- Path of Love (Monteros)—Waltz, with Hawaiian GuitarsMiami Marimba Band 10
- 15581 Gorgeous (Davis-Akst)—Comedienne, with Piano, Peggy English 10
- Ain't That a Grand and Glorious Feeling (Yellen-Ager)—Comedienne, with Piano, Peggy English 10
- 5158 Are You Washed in the Blood of the Lamb?—Singing, with Old-Time Orch., Dixie Sacred Singers 10
- The Maple on the Hill—Singing, with Old-Time Orch.Dixie Sacred Singers 10

- 8107 Quitate de la Bebida (Stop Drinking)—Tango, Orquesta Walt Merrico y Martin Garralaga. Tenor Pohre Madre (Poor Mother) (Serrano)—Tango, Orquesta Walt Merrico y Martin Garralaga. Tenor 10
- 13046 Iches Zi Alde Riches (Lehedeff)—Tenor, with Orch.Aaron Lebedeff 10
- A Gite Heim (Olshanetsky)—Tenor, with Orch., Aaron Lebedeff 10
- 1096 There'll Be Glory (When We Reach That Other Side)—Voice and Guitar, The Guitar Evangelist (E. W. Clayhorn) 10
- Death Is Only a Dream—Voice and Guitar, The Guitar Evangelist (E. W. Clayhorn) 10
- 1099 I'm Goin' Huntin' (Johnson-Waller-Mills)—Fox-trot.Jimmy Bertrand's Washboard Wizards 10
- If You Want to Be My Sugar Papa (You Gotta Be Sweet to Me) (Wayne-Mills), Jimmy Bertrand's Washboard Wizards 10

LIST FOR AUGUST 18

- 15585 Russian Lullaby (Berlin)—Pipe Organ, with Violin Chorus; Played on Kimball Organ, Lee Wilson 10
- Underneath the Weeping Willow (Ford-Breau)—Pipe Organ; Played on Kimball Organ, Lee Wilson 10
- 15580 Somebody and Me! (Klages-Golden)—Fox-trot, with Vocal TrioThe Bostonians 10
- There's a Trick in Pickin' a Chick-Chick-Chicken—Fox-trot, with Vocal Chorus.Six Hayseeds 10
- 15572 There's a Long, Long Trail (King-Elliott)—Male Quartet, with Piano.Blue Ribbon Quartet 10
- Sweet Genevieve (Lucker)—Male Quartet, with PianoBlue Ribbon Quartet 10
- 15577 Slow River (Myers-Schwas)—Fox-trot, with Vocal ChorusThe Avalonians 10
- Zulu Wail (Bibo-Skinner)—Fox-trot, with Vocal ChorusThe Avalonians 10
- 15579 Gorgeous (Davis-Akst)—Fox-trot, with Vocal ChorusVanderbilt Orch. 10
- Let's Make Believe (Harris-Shay)—Fox-trot, with Vocal Chorus.The Bostonians 10
- 5126 Casey's Whistle—Voice and Guitar. Lester McFarland 10
- Clover Blossom—Voice and Guitar. Robert A. Gardner 10
- 5151 Hold That Wood Pile Down—Singing, with Old-Time Orch., Uncle Dave Macon and His Fruit Jar Drinkers 10
- Carve That Possum—Singing, with Old-Time Orch., Uncle Dave Macon and His Fruit Jar Drinkers 10
- 1104 Through and Through Blues (Miller)—Comedienne, with Piano, Banjo and Cornet, Luella Miller 10
- Smiling Rose Blues (Miller)—Comedienne, with Piano and BanjoLuella Miller 10
- 1108 Goin' to Hell and Who Cares, Rev. A. W. Nix and Congregation 10
- Hiding Behind the Stuff, Rev. A. W. Nix and Congregation 10
- 13051 Charles Lindbergh (Meyrovitz)—Tenor, with Orch.; in Yiddish.J. Feldman 10
- Charles Levine (Meyrovitz)—Tenor, with Orch.; in YiddishJ. Feldman 10
- 8085 Los Abolillados (The Abolitionists) (Corrido)—Duo con Orquesta.Carola y Felipin 10
- El Sitio Encantador (The Enchanted Spot) (Gonzales)—Cancion Popular Mexicana; Duo con Orquesta.Elia Urrera y Roberto Guzman 10

LIST FOR AUGUST 25

- 15573 Buddy's Habits (Straight-Nelson)—Fox-trot, Red Nichols and His Five Pennies 10
- Boneyard Shuffle (Carmichael Mills)—Fox-trot, Red Nichols and His Five Pennies 10
- 15583 You Know I Love You (Morse-Burke)—Fox-trot, with Vocal Duet.Al Goering's Collegians 10
- Wide Open Spaces (Gay-Whiting-Whiteman)—Fox-trot, with Vocal Chorus.The Ambassadors 10
- 15584 If You Can't Tell the World She's a Good Little Girl Just Say Nothing at All (Dubin-Kahal-Fain)—Tenor, with PianoBob Cole 10
- Love Is Just a Little Bit of Heaven (Bryan-Baer)—Tenor, with PianoBob Cole 10
- 5167 Old Master's Runaway—Singing, Banjo, Guitar and Fiddle, McGee Brothers (Sam and Kirk) 10
- Someone Else May Be There While I'm Gone—Singing, Fiddle and Guitar, McGee Brothers (Sam and Kirk) 10
- 1115 Jellyroll (Lewis)—Voice and Guitar.Furry Lewis 10
- Mr. Furry's Blues (Johnson-Lewis-Waller)—Voice and Guitar, with Mandolin Accomp., Furry Lewis 10
- 1095 When All the Saints Go Marching In (Calhoun)—Female Voices, Violet Harmony Singers (Dir. W. A. Calhoun) 10
- Lord, I Can't Stay Away—Female Voices, Violet Harmony Singers (Dir. W. A. Calhoun) 10
- 8103 Despedida Del Gral Porfirio Diaz En El Puerto De Veracruz (Departure of General Porfirio Diaz)—Descriptive, Hermanos Areu y Roberto Guzman 10
- Escaudalo En La Camara De Diputados y En Las Calles De La Ciudad De Mexico (Scandal in the Chamber of Deputies and in the Streets of Mexico City)—Descriptive, Hermanos Areu y Roberto Guzman 10

Edison Disc Releases

SPECIALS

- 52039 Slow River (Myers-Schwah)Ernest Hare 10
- 52040 Swamp Blues (Sterling-Rivens)J. Donald Parker 10
- Sa-Lu-Ta! (Kahn-Donaldson), Gerald Macy-Johnny Ryan 10
- Down Alongside of the Docks (Johnson)—Descriptive DuetAl Campbell-Jack Kaufman 10
- 52042 Tired Hands (Piantadosi)J. Donald Parker 10
- Loved One (Henry)J. Donald Parker 10
- 52044 It's a Million to One You're in Love (Davis-Akst)Vaughn de Leath (The Radio Girl) 10
- Are You Lonesome To-night? (Turk-Handman), Vaughn de Leath (The Radio Girl) 10
- 52046 Just Another Day Wasted Away (Waiting for You) (Tobias-Turk)Charles Harrison 10
- If I Could Look Into Your Eyes (Goodman), Charles Harrison 10
- 52048 Broken Dreams (Kerr-Spitalny)—Whistling, Violin, Piano and Celesta, The Sibyl Fagan Ensemble 10
- Say Hello (Barry-Bryan-Berchman)—Whistling, Violin, Piano and Celesta, The Sibyl Fagan Ensemble 10
- 52050 Oh! Ya! Ya! (Frisch-Osborne-McConnell)—Dave Kaplan at the Piano, The Happiness Boys (Billy Jones-Ernest Hare) 10
- Just a Little Old School House (Up on Top of the Hill (Wilson-Weinberg)—Dave Kaplan at the Piano, The Happiness Boys (Billy Jones-Ernest Hare) 10
- 52052 Moon Shadows (Schreiber), B. A. Rolfe and His Concert Orch. 10
- Devotion (Herbert), B. A. Rolfe and His Concert Orch. 10
- 52054 Just an Ivy-Covered Shack (Davidson-Rupp, 10

THE LATEST RECORD BULLETINS—(Continued from page 138)

- Frederick Kinsley on the Midmer-Losh Pipe Organ
When Day Is Done (DeSylva-Katscher),
Frederick Kinsley on the Midmer-Losh Pipe Organ
52066 Russian Lullaby (Berlin)—Paraphrase,
B. A. Rolfe (Trumpet Virtuoso)
Asthore (Trotiere) . . . B. A. Rolfe (Trumpet Virtuoso)
52056 The Long Eared Mule—Fiddle, Banjo and Guitar,
The Dixie Mountaineers
Hop Light Ladies—Old Mountain Dance; Fiddle,
Banjo, Harmonica and Guitar,
The Dixie Mountaineers
FLASHES
52037 Buffalo Rhythm (Beaty-Smolev-Arluck)—Fox-trot,
B.A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch.
Rocky Mountain Blues (Henderson-Carroll-
Macomber)—Fox-trot,
B.A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch.
52038 I'm Waltzing in Love With You (Tappe-Katz-
man)—Waltz Jack Stillman's Orch.
A Little Girl—A Little Boy—A Little Moon
(King-Warren)—Waltz Jack Stillman's Orch.
52041 Sometimes I'm Happy (From "Hit the Deck")
(Caesar-Youmans)—Fox-trot, with Vocal
Chorus by Vaughn de Leath,
Al. Lynn's Music Masters
Hoosier Sweetheart (Say Who) (Goodwin-Ash-
Baskette)—Fox-trot, with Vocal Chorus by
Jack Kaufman Al. Lynn's Music Masters
52043 There's a Trick in Pickin' a Chick, Chick,
Chicken (Tobias-Goetz-Robinson)—Fox-trot,
with Vocal Chorus by Jack Kaufman,
GOLDEN GATE ORCHESTRA
Beeble Um Bo (Davis-Akst-Ash)—Fox-trot, with
Vocal Chorus by Johnny Ryan. Golden Gate Orch.
52045 Somebody and Me (Klages-Golden)—Fox-trot,
with Vocal Chorus by J. Donald Parker,
Ernie Golden and His Hotel McAlpin Orch.
Sweet Someone (Wagner-Keyes)—Fox-trot,
with Vocal Chorus by Arthur Fields,
Ernie Golden and His Hotel McAlpin Orch.
52047 Dear Eyes That Haunt Me (From "The Circus
Princess") (Smith-Kalman)—Fox-trot,
Ernie Golden and His Hotel McAlpin Orch.
Sax Appeal (Livingston)—Fox-trot,
B.A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch.
52049 Magnolia (DeSylva-Brown-Henderson)—Fox-trot,
B.A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch.
What Do I Care What Somebody Said (Clare-
Woods)—Fox-trot,
B.A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch.
52051 Zulu Wail (A "Wail" of a Blues) (Bibo-Skinner)
—Fox-trot Duke Yellman and His Orch.
Shanghai Honeymoon (Shockley-Hausman-Mel-
rose)—Fox-trot Duke Yellman and His Orch.
52053 Somebody Else (Davis-Sherman)—Fox-trot, with
Vocal Chorus by Le Roy Montesanto,
Al. Friedman and His Orch.
Honeysuckle Lane (Rose-Dixon-Henderson)—
Fox-trot, with Vocal Chorus by Le Roy Mon-
tesanto Al. Friedman and His Orch.
52055 Sweetness (There's No One But You) (Schuster-
Tucker-Abrams)—Vocal Chorus by Gerald
Macy Green Bros. Novelty Band
Just Like a Butterfly (That's Caught in the
Rain) (Dixon-Woods)—Fox-trot,
Duke Yellman and His Orch.
52057 Gonna Get a Girl (Lewis-Simon-Ash)—Fox-trot,
with Vocal Duet,
B.A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch.
Rosa Lee (Ash-Robinson)—Fox-trot, with Vocal
Chorus by J. Donald Parker,
Oreste and His Queensland Orch.
52058 She's Got "It"! (Davis-Akst-Gilbert)—Fox-trot,
with Vocal Chorus by Arthur Fields,
Oreste and His Queensland Orch.
Sweet Marie (Rose-Frankl)—Fox-trot, with Vocal
Chorus by Arthur Fields. Kaplan's Melodists

Edison Blue Amberol Records

- 5342 The Long Eared Mule—An Old-Time Dance,
The Dixie Mountaineers
5361 Me and My Shadow—Singing, with Hawaiian
Accomp. The Four Aristocrats
5367 The Orphan Girl—Singing, Fiddle, Harmonica
and Guitar,
E. V. Stoneman, the Blue Ridge Mountaineer
5369 The Fate of Talmadge Osborne—Singing, Fiddle,
Harmonica and Guitar,
E. V. Stoneman, the Blue Ridge Mountaineer
5370 Fifty Million Frenchmen Can't Be Wrong—
Comic Song Jack Kaufman
5371 Nesting Time—Fox-trot, with Vocal Chorus,
Clyde Doerr and His Orch.
5372 One Summer Night—Fox-trot, with Vocal Re-
frain by J. Donald Parker,
B. A. Rolfe and His Palais d'Or Orch.
5373 Magnolia—Fox-trot, with Vocal Refrain,
B. A. Rolfe and His Palais d'Or Orch.
5374 Sometimes I'm Happy—Fox-trot, with Vocal Re-
frain by Vaughn de Leath,
Al. Lynn's Music Masters
5375 Pictures From Life's Other Side—Old-Time
Tune The Patterson Trio
5376 Ballet Music (From "Mlle. Modiste"),
Victor Herbert and His Orch.
5377 Banjo Medley Vess L. Ossman
5378 An Old Time Minstrel Show. The Peerless Minstrels
5379 Crossing the Bar—Sacred Song,
Fisk University Jubilee Quartet
5380 Bonnie Leezie Lindsay—Comic Song. Harry Lauder

Okeh Records

- JULY 25 RELEASE
DANCE MUSIC
40843 I'm Coming, Virginia (Heywood)—Fox-trot,
Frankie Trumbauer and His Orch.
Way Down Yonder in New Orleans (Creamer-
Layton)—Fox-trot,
Frankie Trumbauer and His Orch.
40846 Ain't That a Grand and Glorious Feeling?
(Ager)—Fox-trot, with Vocal Refrain,
Russell Gray and His Orch.
Magnolia (DeSylva-Brown-Henderson)—Fox-trot,
with Vocal Refrain by Les Reis,
Irwin Abrams and His Orch.
40847 That's Dolly (Kahn-Stein-Meroff)—Fox-trot,
with Vocal Refrain. Benny Meroff and His Orch.
There's a Trick in Pickin' a Chick-Chick-Chicken
(Tobias-Goetz-Robinson)—Fox-trot, with Vocal
Refrain Benny Meroff and His Orch.
40844 Vo-Do-Do-De-O Blues (Yellen-Ager)—Contralto,
with Piano; Guitar by Ed. Lang,
Vaughn de Leath
(What Do We Do on a) Dew-Dew-Dewey Day
(Johnson-Tobias-Sherman)—Contralto, with
Piano; Guitar by Ed. Lang. Vaughn de Leath
INSTRUMENTAL
40845 O' Sole Mio (My Sunshine) (Di Capua)—
Hawaiian Guitar Duet. Ferera-Paaluhi

- Cielito Lindo (Beautiful Heaven) (Ponce)—
Hawaiian Guitar Duet Ferera-Paaluhi
OLD TIME TUNES
45120 Standing on the Promises of God—Vocal, with
Guitars Giddens Sisters
I'm Going Home to Die No More—Vocal, with
Guitars Giddens Sisters
45121 The Last Scene of the Titanic (Hutchison)—
Singing, with Guitar Frank Hutchison
Logan County Blues (Hutchison)—Guitar Solo,
Frank Hutchison
45122 Cotton Eyed Joe—Instrumental, with Vocal Re-
frain,
Fiddlin' John Carson and His Virginia Reelers
It's a Shame to Whip Your Wife on Sunday—
Instrumental, with Vocal Refrain,
Fiddlin' John Carson and His Virginia Reelers
RACE RECORDS
8479 Irony Daddy Blues (Crawley)—Clarinet Solo,
with Piano and Guitar Wilton Crawley
Crawley Blues (Heywood-Crawley)—Clarinet
Solo, with Piano and Guitar. Wilton Crawley
8480 Guitar Rag (Martin-Weaver)—Guitar Solo,
Sylvester Weaver
Damfino Stump (Weaver)—Banjo Solo,
Sylvester Weaver
8481 Arkansas Road Blues (Spivey)—Contralto, with
Piano and Guitar Victoria Spivey
The Alligator Pond Went Dry (Spivey)—Con-
tralto, with Piano and Guitar. Victoria Spivey
EUROPEAN RECORDINGS
(ODEON LABEL)
3200 Wedding Serenade—Hochzeitsstandchen (Klose),
Dajos Bela and His Orch.
The Peasant Girl's Dream (Traum der Sennerin)
(Labitzky) Dajos Bela and His Orch.
3201 Merry Vienna—Wiener Burger (Ziehrer),
Edith Lorand and Her Orch.
Dear Old Munich—Munchener Kindl (Komzak),
Edith Lorand and Her Orch.
5118 The Bartered Bride—Overture Part 1 (Smetana),
Eduard Moerike and the Orchestra
of the State Opera House, Berlin
The Bartered Bride—Overture Part 2 (Smetana),
Eduard Moerike and the Orchestra
of the State Opera House, Berlin
5119 Chant Hindou (Rimsky-Korsakow)—Tenor, Sung
in German; with Violin and Piano Accomp.,
Richard C. Tauber
Ay-Ay-Ay!—Schlaf ein, mein Blond—Engelien
(Freire-Beda)—Tenor, Sung in German; with
Piano Accomp. Richard C. Tauber
AUGUST 5 RELEASE
DANCE MUSIC
40848 Hurricane (Mertz)—Fox-trot. Miff Mole's Molers
Davenport Blues (Beiderbacke)—Fox-trot,
Miff Mole's Molers
40849 (Here Am I) Broken Hearted (DeSylva-Brown-
Henderson)—Fox-trot, with Vocal Refrain,
Justin Ring's Okeh Orch.
Meet Me in the Moonlight (Davis-Conrad)—
Fox-trot, with Vocal Refrain,
Justin Ring's Okeh Orch.
40850 Love and Kisses (From Baby to You) (Baker-
Silver)—Fox-trot, with Vocal Refrain,
Ted Wallace and His Orch.
Pleading (Jones)—Fox-trot, with Vocal Refrain,
Ted Wallace and His Orch.
VOCAL RECORDS
40851 Ain't That a Grand and Glorious Feeling? (Yel-
len-Ager)—Contralto, with Piano by Eddie
Lambert Beth Challis
Sing Me a Baby Song (Kahn-Donaldson)—Con-
tralto, with Piano by Eddie Lambert. Beth Challis
40852 I Can't Believe That You're in Love With Me
(Gaskill-McHugh)—Baritone, with Piano,
Ralph Dunn
All by My Ownsome (Dubin-Kahn)—Baritone,
with Piano Ralph Dunn
OLD TIME TUNES
45123 Johnson's Old Grey Mule—Vocal, with Instru-
mental Accomp.,
Earl Johnson and His Dixie Entertainers
Hen Cackle—Instrumental, with Vocal Refrain,
Earl Johnson and His Dixie Entertainers
45124 The Two Orphans—Vocal and Instrumental,
Ruth Neal-Wanda Neal
Round Town Girl—Vocal and Instrumental,
Wanda Neal
45125 The Mountaineer's Courtship—Vocal Duet, with
Guitar Mr. and Mrs. Ernest V. Stoneman
The Road to Washington—Singing, with Guitar
and Harmonica Ernest V. Stoneman
RACE RECORDS
8482 Alligator Crawl (Waller)—Fox-trot,
Louis Armstrong and His Hot Seven
Willie the Weeper (Melrose-Bloom)—Fox-trot,
Louis Armstrong and His Hot Seven
8483 High Water Blues (Martin)—Contralto, with
Guitar and Piano Blue Belle
Cryin' for Daddy Blues (Martin)—Contralto,
with Guitar and Piano Blue Belle
8484 Treat 'Em Right (Johnson)—Vocal, with Guitar,
Lonnie Johnson
Baby, Will You Please Come Home (Johnson)—
Vocal, with Guitar Lonnie Johnson
AUGUST 15 RELEASE
DANCE MUSIC
40853 Beatin' the Dog (Venuti-Lang)—Fox-trot,
Joe Venuti's Blue Four
Kickin' the Cat (Venuti-Lang)—Fox-trot,
Joe Venuti's Blue Four
40855 Sing Me a Baby Song (Kahn-Donaldson)—Fox-
trot, with Vocal Refrain,
Sam Lanin and His Famous Players
(What Do We Do on a) Dew-Dew-Dewey Day
(Johnson-Tobias-Sherman)—Fox-trot, with
Vocal Refrain,
Sam Lanin and His Famous Players
40856 Who Was the Lady? (Jaffe-Bonx)—Fox-trot,
with Vocal Refrain The Jazz Pilots
I Walked Back From the Buggy Ride (Adams-
Curtisinger-Bibo)—Fox-trot, with Vocal Re-
frain The Jazz Pilots
VOCAL RECORDS
40854 She's Got "It"! (Davis-Akst-Gilbert)—Contralto,
with Piano; Guitar by Ed. Lang. Frances King
Oh! Gee Jennie It's You (Kahn-Donaldson)—
Contralto, with Piano; Guitar by Ed. Lang,
Frances King
INSTRUMENTAL RECORDS
40857 Sometimes I'm Happy (From "Hit the Deck")
(Caesar-Youmans)—Piano Novelty Art Kahn
When Day Is Done (DeSylva-Katscher)—Piano
Novelty Art Kahn
40858 At Sundown (Donaldson)—Organ Solo. Neil Allen
When Day Is Done (Katscher)—Organ Solo,
Neil Allen
OLD-TIME TUNE RECORDS
45126 See That My Grave Is Kept Green,
Bela Lam and His Greene County Singers
Row Us Over the Tide,
Bela Lam and His Greene County Singers
45127 Gonna Die With My Hammer in My Hand—
(Continued on page 140)

FLASHES FROM FEIST

"A 'Natural Melody' Hit!"

JUST-ONCE-AGAIN

by Walter Donaldson and Paul Ash

The Gum Chewers' Song!

I'M-GONNA-DANCE-WIT-DE-GUY-WOT-BRUNG-ME

by HARRY ARCHER and WALTER O'KEEFE

The Novelty Fox Trot HIT!

YOU-DONT-LIKE-IT-MUCH NOT-MUCH

by MILLER, KAHN & COHN

(Oh The Whippoorwill Sings In The Sycamore)

JUST THE SAME

by WALTER DONALDSON and JOE BURKE

A New Thought Beautifully Expressed

BABY YOUR MOTHER (LIKE SHE BABIED YOU)

by Dolly Morse, Andrew Donnelly & Joe Burke

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

THE LATEST RECORD BULLETINS—(Continued from page 139)

- Vocal, with Instrumental, Williamson Brothers and Curry
Warfield—Vocal, with Instrumental, Williamson Brothers and Curry
45128 I Want to Be There—Tenor and Baritone Duet, Frank and James McCravy
Jacob's Ladder—Tenor and Baritone Duet, Frank and James McCravy
- RACE RECORDS**
8485 Teasing Brown Blues (Martin-Williams)—Contralto, with Guitar by Sylvester Weaver, Sally Roberts
Gonna Ramble Blues (Martin-Williams)—Contralto, with Guitar by Sylvester Weaver, Sally Roberts
8486 A Gambler Broke in a Strange Land (Ross)—With Church of the Living God Jubilee Singers, Rev. Leora Ross
Dry Bones in the Valley (Ross)—With Church of the Living God Jubilee Singers, Rev. Leora Ross
8487 Emily (Manning)—Mentor, with Adolphe Thenstead's Mentor Boys Sam Manning
Lignum Vitae (Manning)—Mentor, with Adolphe Thenstead's Mentor Boys Sam Manning
8488 Pepper Pot (Manning)—Mentor, with Adolphe Thenstead's Mentor Boys Sam Manning
Bongo (Manning-Grainger)—Mentor, with Adolphe Thenstead's Mentor Boys Sam Manning
- EUROPEAN RECORDINGS (ODEON LABEL)**
3202 Caprice Viennois (Kreisler)—Violin Solo, with Orch. Accomp. Dajos Bela
Humoresque (Dvorak)—Violin Solo, with Orch. Accomp. Dajos Bela
5120 Der Rosenkavalier Part 1 (Strauss)—Waltz; Symphony Orch., Eduard Moerike and the Orchestra of the State Opera House, Berlin
Der Rosenkavalier, Part 2 (Strauss)—Waltz, Symphony Orch., Eduard Moerike and the Orchestra of the State Opera House, Berlin

Regal Records

- DANCE RECORDS**
8352 What Do We Do on a Dew-Dew-Dewy Day—Fox-trot Lucky Ten Entertainers
I'm Coming, Virginia—Fox-trot, Missouri Jazz Band
8353 Ain't That a Grand and Glorious Feeling?—Fox-trot Nathan Glantz and His Orch.
Vo-De-Do-De-O Blues—Fox-trot, Billy Evans Happy Five
8354 You Don't Like It—Not Much—Fox-trot, Lucky Ten Entertainers
Struttin' Jerry—Fox-trot Indiana Five
8355 Sing Me a Baby Song—Fox-trot, Lucky Ten Entertainers
No Wonder I'm Happy—Fox-trot, Nathan Glantz and His Orch.
8356 Miss Annabelle Lee—Fox-trot, Hollywood Dance Orch.
Melancholy Baby—Fox-trot Indiana Five
8357 Here Am I—Broken Hearted—Fox-trot, Sam Lanin's Dance Orch.
Who's That Pretty Baby?—Fox-trot, Hollywood Dance Orch.
8358 Twelfth Street Rag—Fox-trot, Imperial Dance Orch.
The Light House Blues—Fox-trot Indiana Five
8359 Just Once Again—Fox-trot, Sam Lanin's Dance Orch.
Meet Me in the Moonlight—Fox-trot, Sam Lanin's Dance Orch.
8360 Off to Buffalo—Fox-trot, Fletcher Henderson's Dance Orch.
Swamp Blues—Fox-trot, Fletcher Henderson's Dance Orch.
8361 Bye-Bye Pretty Baby—Fox-trot, Missouri Jazz Band
It's a Million to One You're in Love—Fox-trot, Nathan Glantz and His Orch.
- VOCAL RECORDS**
8362 At Sundown—Tenor Solo, with Orch. Accomp., Irving Kaufman
To-night I Am Thinking of You—Male Duet, with Piano Accomp. Lambert-Hillpot
8363 When Day Is Done—Baritone Solo, with Orch. Accomp. Harold Lambert
Homing Bird (Headin' for Home)—Tenor Solo, with Orch. Accomp. Irving Kaufman
8364 Gid-AP, Garibaldi—Male Duet, with Piano Ac-

- comp. Billy Jones-Ernest Hare
From Saturday Night 'Til Monday—Male Duet, with Piano Accomp. Billy Jones-Ernest Hare
8365 Under the Moon—Male Duet, with Piano Accom. Smith Brothers
Just an Ivy-Covered Shack—Baritone Solo, with Orch. Accomp. Harold Lambert
8366 Wy-lets (Violets)—Tenor Solo, with Orch. Accomp. Irving Kaufman
Gonna Get a Girl—Male Duet, with Orch. Accom. The Radio Imps
- NOVELTY RECORDS**
8367 At Sundown—Banjo Solo, with Vocal Refrain, Eddie Peabody
Ida, Sweet as Apple Cider—Banjo Solo, with Vocal Refrain Eddie Peabody
8368 Farewell Blues—Hawaiian Blue Guitars, Sam Ku West
St. Louis Blues—Hawaiian Blue Guitars, Sam Ku West
8369 In the Good Old Summertime—Vocal Duet, Novelty Accomp. Smoky Mountain Twins
Old Hickory Cane—Tenor Solo, with Novelty Accomp. Ernest Stoneman
8370 A Picture From Life's Other Side—Vocal Duet, Novelty Accomp. Smoky Mountain Twins
Where We Never Grow Old—Vocal Duet, with Novelty Accomp. Smoky Mountain Twins
8372 You Only Want Me When You're Lonesome—Baritone Solo, with Orch. Accomp. Harold Lambert
Sick and Tired—Tenor Solo, with Orch. Accom. Irving Kaufman
- RACE RECORD**
8371 Black Snake Blues—Comedienne, with Novelty Accomp. Maude Mills
Golden Brown Blues—Mixed Duet, with Novelty Accomp. Jones-Mills

- 6025 Sing Me a Baby Song—Fox-trot, Sheridan's Entertainers
Cherry Blossom Time—Fox-trot, Hollywood Dance Orch.
6026 What Do We Do on a Dew-Dew-Dewy Day—Fox-trot Sheridan Entertainers
When I Tumble in to My Humble Inn—Fox-trot, Majestic Dance Orch
6027 Bye-Bye Pretty Baby—Fox-trot, Missouri Jazz Band
I've Got Something in My Eye—Fox-trot, Imperial Dance Orch.
6028 No Wonder I'm Happy—Fox-trot, Nathan Glantz and His Orch.
The Light House Blues—Fox-trot Indiana Five
6029 Just Once Again—Fox-trot, Sam Lanin's Dance Orch.
Come Back to Romany—Fox-trot, Imperial Dance Orch.
6030 Miss Annabelle Lee—Fox-trot, Missouri Jazz Band
Just as Long as I'm With You—Fox-trot, Hollywood Dance Orch.
6031 Twelfth Street Rag—Fox-trot, Missouri Jazz Band
Rarin' to Go—Fox-trot Indiana Five
6032 Who's That Pretty Baby?—Fox-trot, Imperial Dance Orch.
My Melancholy Baby—Fox-trot Indiana Five
- VOCAL RECORDS**
6033 Gid-AP, Garibaldi—Male Duet, with Piano Accom. Billy Jones-Ernest Hare
Pretty Kitty Donahue—Tenor Solo, with Orch. Accomp. Irving Kaufman
6034 When Day Is Done—Baritone Solo, with Orch. Accomp. Harold Lambert
Never—Baritone Solo, with Orch. Accomp., Harold Lambert
6035 At Sundown—Tenor Solo, with Orch. Accomp., Irving Kaufman
Along the Pines of Maine—Baritone Solo, with Orch. Accomp. Arthur Fields
6036 Magnolia—Contralto Solo, with Piano Accom., Evelyn Preer
Pretty Molly—Tenor Solo, with Orch. Accomp., Irving Kaufman
6037 Wy-lets (Violets)—Tenor Solo, with Orch. Accom. Irving Kaufman
From Saturday Night 'Till Monday Morning—Male Duet, with Piano Accom., Billy Jones-Ernest Hare
6038 Just An Ivy-Covered Shack—Baritone Solo, with Orch. Accomp. Harold Lambert
To-night I Am Thinking of You—Male Duet, with Piano Accomp. Lambert-Hillpot
6039 Under the Moon—Male Duet, with Piano Accom. Lambert-Hillpot
Homing Bird (Headin' for Home)—Tenor Solo, with Orch. Accomp. Irving Kaufman
6044 You Only Want Me When You're Lonesome—Baritone Solo, with Orch. Accomp., Harold Lambert
Little Rosewood Casket—Tenor Solo, with Novelty Accomp. Vernon Dalhart
- NOVELTY RECORDS**
6040 In the Good Old Summertime—Male Duet, with Novelty Accomp. Lonesome Pine Twins
Love Always Has Its Way—Vocal Solo, with Novelty Accomp. John Sackett
6041 A Picture From Life's Other Side—Male Duet, with Novelty Accomp. Lonesome Pine Twins
There's No Disappointment in Heaven—Male Duet, with Novelty Accomp. Lonesome Pine Twins
6042 At Sundown—Banjo Solo, with Vocal Refrain, Eddie Peabody
Some of These Days—Banjo Solo, with Vocal Refrain Eddie Peabody
2161 Farewell Blues—Hawaiian Blue Guitars, Sam Ku West
Hawaiian Hula Blues—Hawaiian Blue Guitars, Sam Ku West
- RACE RECORD**
6043 Black Snake Blues—Comedienne, with Novelty Accomp. Maude Mills
I've Got the Joogie Blues—Comedienne, with Piano Accomp. Maude Mills

Gennett Records

- (ELECTROBEAM BLACK LABEL RECORDS)
POPULAR DANCE
6149 Shanghai Dream Man—Oriental Fox-trot, with Vocal Chorus The Arabian Knights
Um Pa Cha Cha (Oh! What a Ticklin' Tune)—Fox-trot; Featuring Charles Hart, Willie Creager's Rhythm Aces
6150 South Wind—Fox-trot, Harry Pollock and His Blue Diamonds
Side by Side—Fox-trot; Featuring Irving Edwards of Earl Carroll's Vanities, Elmer Grosso and His Greenwich Village Orch.
6151 Zulu Wail—Blues Fox-trot, with Vocal Chorus, Haring's Happy Harmonizers
Ask Me Another—Fox-trot; Featuring Al Shayne, Fred Rich and His Times Square Orch.
6158 Wandering in Dreamland (From "Lemair's Affairs")—Fox-trot, with Vocal Chorus, Elmer Grosso and His Greenwich Village Orch.
In a Shady Nook by a Babbling Brook—Fox-trot, with Vocal Chorus, Elmer Grosso and His Greenwich Village Orch.
6159 I'm in Love Again—Fox-trot, with Vocal Chorus, Harry Pollock and His Blue Diamonds
I Adore You (Je Vous Aime)—Fox-trot, with Vocal Chorus, Fred Rich and His Times Square Orch.
6160 Love and Kisses—Fox-trot, with Vocal Chorus, Harry Pollock and His Blue Diamonds
Following You Around—Fox-trot, with Vocal Chorus The New Yorkers
- HAWAIIAN**
6166 Sugar Cane Rag—Hawaiian Instrumental, Frank Plada's Serenaders
Indiana March—Hawaiian Instrumental, Frank Plada's Serenaders
- POPULAR VOCAL**
6152 I Crave You—Vocal Solo Delores Valesco
Now I Won't Be Blue—Vocal Solo, Delores Valesco
6153 Just Like a Butterfly (That's Caught in the Rain)—Vocal Solo Irving Kaufman
If You See Sally—Vocal Solo Irving Kaufman
6161 Side by Side—Vocal Solo Irving Kaufman
Thanks!—Vocal Solo Irving Kaufman
6162 Rain—Popular Vocal Les Backer
Love Me—Popular Vocal Les Backer
6169 Lindbergh (The Eagle of the U. S. A.), Vernon Dalhart
Sad Lover—Old Time Mountain Vernon Dalhart
- RACE RECORDS**
6156 Hawaiian Harmony Blues—Instrumental Race Record Henry Johnson and His Boys
Blue Hawaii—Instrumental Race Record, Henry Johnson and His Boys
6157 My Man Left Me Blues—Vocal Blues Race Record Katherine Baker
Chicago Fire Blues—Vocal Blues Race Record, Katherine Baker
6167 The Jail House Blues—Vocal Blues Race Record, Sam Collins
Riverside Blues—Vocal Blues Race Record, Sam Collins
6168 Ash Can Stomp—Instrumental Blues Race Record Henry Johnson and His Boys
Neck Bones and Beans—Instrumental Blues Race Record Henry Johnson and His Boys
- OLD TIME SINGIN' AND PLAYIN'**
6164 I Know My Name Is There—Sacred; Old Time Singin' and Playin' Ben Jarrell
Are You Washed in the Blood of the Lamb—Sacred; Old Time Singin' and Playin', Ben Jarrell
6155 Little Red Caboose Behind the Train—Old Time Singin' and Playin', Marion Underwood-Sam Harris
Picture From Life's Other Side—Old Time Singin' and Playin', Marion Underwood-Sam Harris
6163 A Mother's Advice—Old Time Singin' and Playin' Holland Puckett
Charles A. Brooks—Old Time Singin' and Playin' Holland Puckett
6154 Be Kind to a Man When He Is Down—Old Time Singin' and Playin' Price Goodson
Lonesome Road Blues—Old Time Singin' and Playin' Price Goodson
6165 Home, Sweet Home—Old Time Banjo Playin', F. Jenkins of Da Costa Woltz's Southern Broadcasters
Wandering Boy—Old Time Fiddle Playin', F. Jenkins of Da Costa Woltz's Southern Broadcasters

Harmony Records

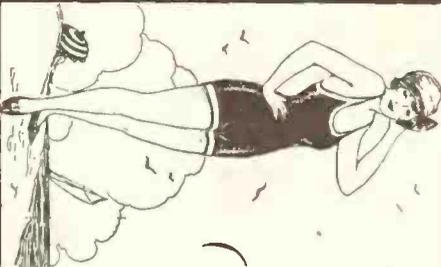
- DANCE SELECTIONS**
462-H Who's Wonderful? Who's Marvelous? Miss Annabelle Lee—Fox-trot, with Vocal Chorus by Arthur Fields, F. Farrell and Greenwich Village Inn Orch. 10
Is It Possible?—Fox-trot, with Vocal Chorus by Irving Kaufman, Manhattan Dance Makers 10
447-H I Ain't That Kind of a Baby—Fox-trot, with Vocal Chorus by Harry Lambert, The Westerners 10
You Don't Like It—Not Much—Fox-trot, with Vocal Chorus by Robert Benjamin, The Harmonians 10
458-H (What Do We Do on a) Dew-Dew-Dewey Day—Fox-trot, with Vocal Chorus by Irving Kaufman, Manhattan Dance Makers 10
Sweet Marie—Fox-trot, Manhattan Dance Makers 10
445-H Charmaine!—Waltz, with Vocal Chorus by Arthur Fields, F. Farrell and Greenwich Village Inn Orch. 10
A Little Girl—A Little Boy—A Little Moon—Waltz, with Vocal Chorus by Jimmy Kern, Lou Gold and His Orch. 10
461-H Here Am I—Broken Hearted—Fox-trot, with Vocal Chorus by Charles Hart, WMCA Broadcasters 10
Somebody and Me!—Fox-trot, with Vocal Chorus by Irving Kaufman, WMCA Broadcasters 10
455-H No Wonder I'm Happy (My Baby's in Love With Me)—Fox-trot, with Vocal Chorus by Jimmy Kern, Lou Gold and His Orch. 10
Sometimes I'm Happy (From "Hit the Deck")—Fox-trot, with Vocal Chorus by Jimmy Kern, Lou Gold and His Orch. 10
460-H Dawn of To-morrow—Waltz, with Vocal Chorus by Charles Hart, WMCA Broadcasters 10
When Day Is Done—Fox-trot, with Vocal Chorus by Charles Hart, WMCA Broadcasters 10
450-H Leonora—Fox-trot, with Vocal Chorus by Harry Lambert, Broadway Bell-Hops 10
I'm in Love Again—Fox-trot, with Vocal Chorus by Harry Lambert, Broadway Bell-Hops 10
453-H The Missouri Waltz—Waltz, Melody Waltz Orch. 10
I Dream of a Cottage and You—Waltz, Melody Waltz Orch. 10
446-H Gid-AP, Garibaldi—Fox-trot, with Vocal Chorus by Jack Kaufman, The Harmonians 10
Wy-Lets (Violets)—Fox-trot, with Vocal Chorus by the Orchestra, The Harmonians 10
444-H Ain't That a Grand and Glorious Feeling?—Fox-trot, with Vocal Chorus by Arthur Fields, University Six 10

Banner Records

- DANCE RECORDS**
6022 Here Am I—Broken Hearted—Fox-trot, Sam Lanin's Dance Orch.
When a Nice Boy Meets a Nice Girl—Fox-trot, Hollywood Dance Orch.
6023 Ain't That a Grand and Glorious Feeling?—Fox-trot Nathan Glantz and His Orch.
Struttin' Jerry—Fox-trot Indiana Five
6024 You Don't Like It—Not Much—Fox-trot, Sheridan Entertainers
I'm Blue Over Two Blue Eyes—Fox-trot, Hollywood Dance Orch.

• FUNNY • • • • • SNAPPY • • • • • APPEALING •

• CUTE • • • • • HOT • • • • • ORIGINAL •



(I'M SATISFIED WITH MY GIRL)

— NO SHE DON'T —

YES SHE DO

HOT CHICAGO ARRANGEMENT
by Rex Mupin

BROADWAY MUSIC CORPORATION
1600 BROADWAY NEW YORK

• GZ-GZ-S •

Bless Her Little Heart—Fox-trot, with Vocal Chorus by Arthur Fields.....	University Six	10
451-H The St. Louis Blues—Fox-trot,	The Dixie Stompers	10
Variety Stomp—Fox-trot.....	The Dixie Stompers	10
459-H Stompin' Fool—Slow Fox-trot,	The Arkansas Travelers	10
Struttin' Jerry—Fox-trot,	Original Indiana Five	10
VOCAL SELECTIONS		
454-H Pleading—Vocal.....	Colin O'More	10
Just Like a Butterfly (That's Caught in the Rain)—Vocal.....	Colin O'More	10
457-H Worryin'—Vocal.....	Irving Kaufman	10
(What Do I Care What) Somebody Said—Vocal.....	Irving Kaufman	10
448-H Sa-Lu-Ta!—Novelty Singing Quartet,	The Harmonizers	10
Sometimes I'm Happy (From "Hit the Deck")—Novelty Singing Quartet.	The Harmonizers	10
449-H Magnolia—Vocal.....	Dolly Kay	10
I Ain't That Kind of a Baby—Vocal,	Dolly Kay	10
456-H No Wonder I'm Happy (My Baby's in Love With Me)—Vocal Duet.....	Tom and Jerry	10
She Said and I Said—Vocal Duet,	Harmony Brothers	10
463-H Gid-AP, Garibaldi—Vocal Duet,	Harmony Brothers	10
I Walked Back From the Buggy Ride—Vocal Duet.....	Harmony Brothers	10
452-H Oh, How I Love My Boatman—Vocal,	Jack Kaufman	10
You Don't Like It—Not Much—Vocal,	Jack Kaufman	10

Domino Records

DANCE RECORDS		
3990 Ain't That a Grand and Glorious Feeling?—Fox-trot.....	Nathan Glantz and His Orch.	
Vo-De-Do-De-O Blues—Fox-trot,	Billy Evans Happy Five	
3991 Here Am I—Broken Hearted—Fox-trot,	Sam Lanin's Dance Orch.	
Who's That Pretty Baby—Fox-trot,	Hollywood Dance Orch.	
3992 What Do We Do on a Dew-Dew-Dewy Day—Fox-trot.....	Lucky Ten Entertainers	
I'm Coming, Virginia—Fox-trot.	Missouri Jazz Band	
3993 Bye-Bye Pretty Baby—Fox-trot.	Missouri Jazz Band	
It's a Million to One You're in Love—Fox-trot,	Nathan Glantz and His Orch.	
3994 Just Once Again—Fox-trot.	Sam Lanin's Dance Orch.	
Meet Me in the Moonlight—Fox-trot,	Sam Lanin's Dance Orch.	
3995 Miss Annabelle Lee—Fox-trot,	Hollywood Dance Orch.	
Melancholy Baby—Fox-trot.....	Indiana Five	
3996 Sing Me a Baby Song—Fox-trot,	Lucky Ten Entertainers	
No Wonder I'm Happy—Fox-trot,	Nathan Glantz and His Orch.	
3997 You Don't Like It—Not Much—Fox-trot,	Lucky Ten Entertainers	
Struttin' Jerry—Fox-trot.....	Indiana Five	
3998 Twelfth Street Rag—Fox-trot.	Imperial Dance Orch.	
The Light House Blues—Fox-trot.....	Indiana Five	
3999 Off to Buffalo—Fox-trot,	Fletcher Henderson's Dance Orch.	
Swamp Blues—Fox-trot,	Fletcher Henderson's Dance Orch.	
VOCAL RECORDS		
4000 When Day Is Done—Baritone Solo, with Orch. Accomp.....	Harold Lambert	
Homing Bird (Headin' for Home)—Tenor Solo, with Orch. Accomp.....	Irving Kaufman	
4001 Wy-lets (Violets)—Tenor Solo, with Orch. Accomp.....	Irving Kaufman	
Gonna Get a Girl—Male Duet, with Orch. Accomp.....	The Radio Imps	
4002 Gid-AP, Garibaldi—Male Duet, with Piano Accomp.....	Billy Jones-Ernest Hare	
From Saturday Night 'Til Monday Morning—Male Duet, with Piano Accomp.,	Billy Jones-Ernest Hare	
4003 At Sundown—Tenor Solo, with Orch. Accomp.,	Irving Kaufman	
To-night I Am Thinking of You—Male Duet, with Piano Accomp.....	Lambert-Hillpot	
4004 Under the Moon—Male Duet, with Piano Accomp.....	Smith Brothers	
Just an Ivy-Covered Shack—Baritone Solo, with Orch. Accomp.....	Harold Lambert	
NOVELTY RECORDS		
4005 At Sundown—Banjo Solo, with Vocal Refrain,	Eddie Peabody	
Ida, Sweet as Apple Cider—Banjo Solo, with Vocal Refrain.....	Eddie Peabody	
0185 Farewell Blues—Hawaiian Blue Guitars,	Sam Ku West	
St. Louis Blues—Hawaiian Blue Guitars,	Sam Ku West	
0186 A Picture From Life's Other Side—Vocal Duet, with Novelty Accomp.....	Smoky Mountain Twins	
Where We Never Grow Old—Vocal Duet, with Novelty Accomp.....	Smoky Mountain Twins	
4007 Sick and Tired—Tenor Solo, with Orch. Accomp.....	Irving Kaufman	
You Only Want Me When You're Lonesome—Baritone Solo, with Orch. Accomp.	Harold Lambert	
0187 In the Good Old Summertime—Vocal Duet, with Novelty Accomp.....	Smoky Mountain Twins	
Old Hickory Cane—Tenor Solo, with Novelty Accomp.....	Ernest Stoneman	
RACE RECORD		
4006 Black Snake Blues—Comedienne, with Novelty Accomp.....	Maude Mills	
Golden Brown Blues—Mixed Duet, with Novelty Accomp.....	Jones-Mills	

Trade News From the Los Angeles Territory

Sales of High-Priced Instruments Becoming More Frequent—Well-Directed Sales Efforts Responsible for Results

Los Angeles, Cal., August 3.—The sale of combination phonograph radio instruments ranging in prices up to and beyond four figures is becoming more than a daily occurrence in many of the phonograph departments of this city. Consequently, the phonograph salesman of today is, generally speaking, a very much larger caliber man than the one of former days. It

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seems but a few years ago when the sale of a \$200 instrument was a red-letter day on the calendar of the phonograph department, while nowadays, sales which are six times as great are of quite frequent occurrence. It is to be noticed, however, that such sales are made from the really well-organized phonograph sales departments only; salesmen who secure deals like these have to secure their inspiration, and can only retain their grip when directed by real sales managers. The directing of a sales department seems to be synonymous with that of the directing of a symphony orchestra; every musician in the latter and every salesman in the former is highly trained, and seems quite capable of performing his part independently and without assistance, and yet, without direction from the baton, harmony and the desired results would be lacking. Of course, in the case of the orchestra conductor, all of his men are around him and right under his eye, but the sales manager commencing the day, perhaps,

with a sales meeting, directs his salesmen and sends them forth in such an intelligent fashion that he has his mental eye on them during the entire day.

Motion Picture People Buy Electrolas

No home in motion picture land seems to be complete without one of the new electric pick-up instruments, and the list of stars, directors and writers who have purchased an Electrola Victrola is almost limitless. All claim that the inspiration which can be derived from the playing of some piece of music recorded as it is to-day, at the time when such a particular selection will specially appeal, cannot be equalled. Among those who have bought recently appear such names as Fred Niblo, Norma Talmadge, Theda Bara, Marshall Neilan, Connie Griffiths, Lew Cody, Mabel Normand, Mrs. Jessie Lasky and scores of others as well as many who have chosen the Automatic Victrola as the instrument of their preference. Business in Victor products, generally, is excellent.

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THE RECORD

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The improved Gennett Sales Plan eliminates all possibility of dead stock. New quotations guarantee larger profits.

GENNETT RECORDS

RICHMOND, INDIANA

WATCH
this space in
the September
issue for an
announcement
of Thos. A. Edison's
contribution to
the Golden Jubilee
of the Phonograph

THOS. A. EDISON, INC.
ORANGE, NEW JERSEY