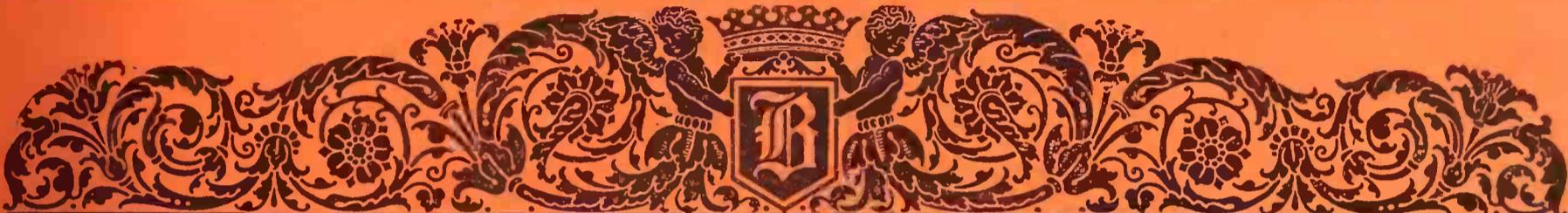


The TALKING MACHINE WORLD

For dealers
wholesalers
& manufacturers
of phonography
& radio products

Published Each Month by Federated Business Publications, Inc., at 420 Lexington Ave., New York, October, 1927



2 New Profit Features

1 } *Album Sets of Complete
Symphonies directed by
noted conductors.*

2 } *Foreign Language
Records by leading
artists.*

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

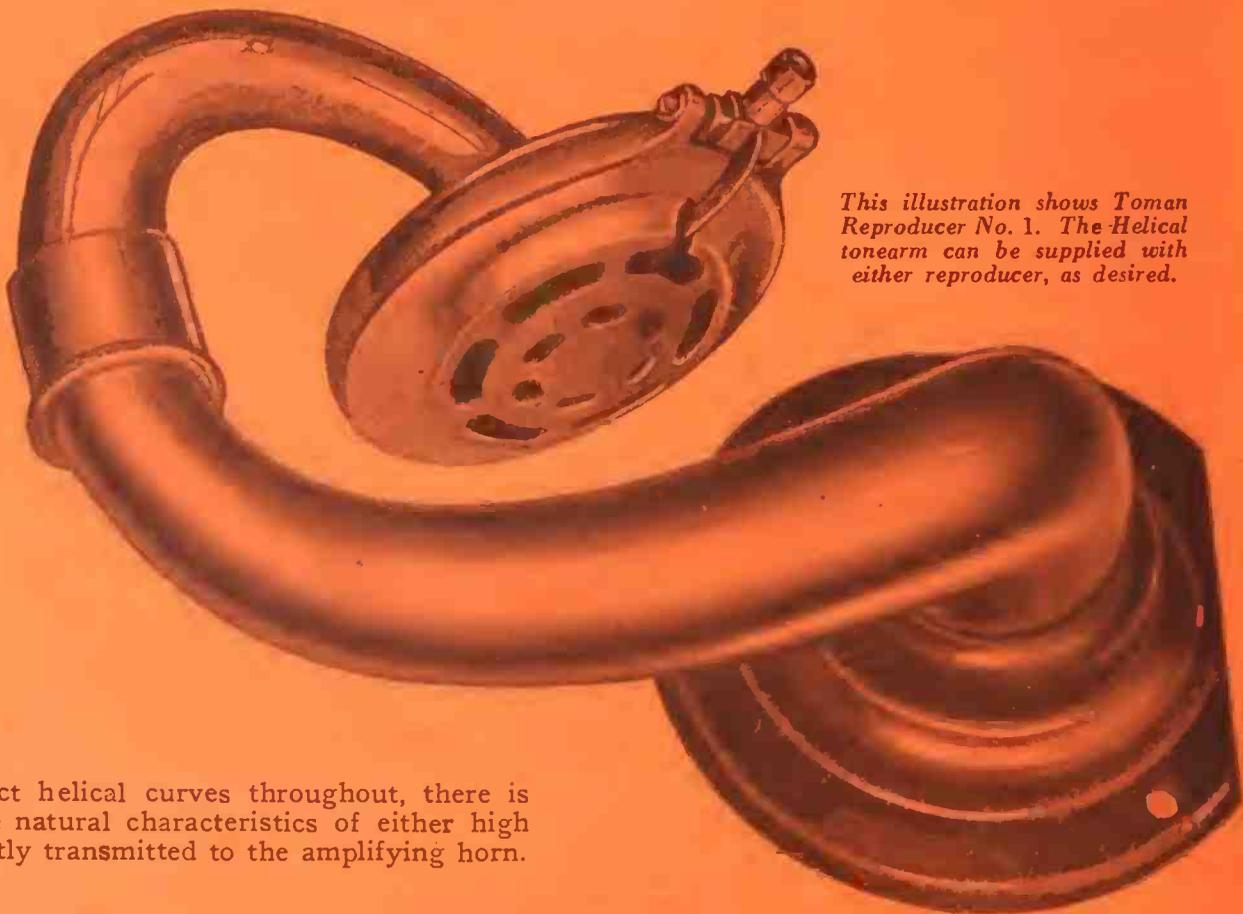
Does not infringe any U. S. Patent

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

Vol. 23. No. 10

New York, October, 1927

Price Twenty-five Cents

Controlled Credit Is an Important Aid to Success in Retailing

The Retail Dealer Who Passes Up Interest on Instalment Sales and Who Does Not Stand Firm in His Demand for an Adequate First Payment Is Running a Tremendous Risk of Losing His Capital

"WE will put this talking machine in your home without any deposit and it can be paid for on easy monthly terms." Such is the general tenor of many advertisements of talking machine houses in various sections of the country, and the excuse for the generosity of the merchants is that the method serves to build up business volume, and it at least gets the instrument into the home, where it would not ordinarily find a place if a substantial down payment was required.

Whatever can be said in favor of the system, the fact remains that it is fundamentally wrong from the standpoint of sound credit practice. It may be that the individual dealer has suffered few losses as a result of following that method, that is, apparent losses, but in nine times out of ten when he takes into consideration all the various factors of his business he finds that the process is a costly one. In the first place, whenever he sends out an instrument with, for example, a retail value of \$150, he is tying up just that much capital without adequate security or returns. Actually, from a cash standpoint, the dealer is allowing the customer the free use of the money that the instrument cost him wholesale, ranging from \$75 to \$90, plus the proportion of overhead that must be charged against that particular instrument, perhaps as much as \$35 or \$40.

A Ruinous Policy

Where no interest is charged on deferred payments the policy is ruinous, regardless of how the individual may view it, and even where interest is charged at the legal rate of 6 or 8 per cent, the dealer is not in any case receiving a return on his money in proportion to what he could realize if the sale were made for cash and that amount of capital returned to the business for further turnover.

The credit risk, or the danger of loss, is not confined to the caliber of the dealer's own customers or the condition of his particular business, but rather to the situation as it prevails nationally. It is estimated that the instalment sales amount to six and one-half billion dollars annually, and that if down payments average 26.6 per cent, the annual outstanding on such accounts would be 42.5 per cent of the year's sales, or two and three-quarter billion dollars. This figure represents about 2 per cent of the estimated total of approximately 130 billion dollars owed to this country, 100 billions of which are in Federal, State, municipal and corporate bonds and mortgages, and thirty millions in bank debts.

Were there any national depression of a serious nature it would mean that instalment accounts would be the first to suffer, for bonds and mortgages are of a nature that cannot readily be repudiated or liquidated, and the man on the street must needs give up that which he finds easiest to give up. It may be that the talking machine payment represents only a small proportion of his income, but

under existing conditions he may be paying also on his car, his furniture, his home, and even his wife's jewelry. There have been various experiences to prove this fact. During the coal miners' strike in Pennsylvania some time ago sellers of goods on instalments had to face the problem of getting their money or of losing the customer. In many cases instruments were repossessed and shipped to other parts of the country for sale. In other cases the instruments were stored and later redeemed by the purchasers. In many other instances customers were allowed to keep the

The instalment business has developed so rapidly that the retailer must take precautions to prevent loss. The accompanying article gives some suggestions that should be seriously considered by every talking machine dealer who is operating on an instalment basis. Time sales are safe sales only when the dealer protects himself by the use of better credit methods.

goods without making payments until their circumstances warranted a resumption of payments. It all rested upon the credit sagacity of the merchant just how heavy was his loss in each instance. The same situation developed in Florida following the land slump and the hurricane, and is to be faced in the Mississippi Valley as a result of the flood damage—all this with the business of the country in good shape and with the possibility of business interests in one section coming to the aid of distressed brethren in another.

A Method Worthy of Emulation

It is significant that the smallest losses were those sustained by automobile dealers, and for several excellent reasons. In the first place, the down payment demanded on a new automobile ranges from 30 to 33 per cent, and in the great majority of cases the contracts pay out within a period of twelve months. Then the automobile dealer does not simply charge interest, but fixes a carrying charge for instalment accommodation that amounts to 15 per cent or more of the deferred payment. The paper is then at once turned over to a finance company and the dealer gets the full amount of his contract, the carrying charge being sufficient to cover the financing cost.

What is the result of this system from a credit standpoint? If the customer defaults on payments after the first month, the finance

company can seize the car upon which it holds about a two-thirds equity, and resell that car, which is practically new, at a 25 per cent discount from list. On this basis it is excellent collateral. Even if the customer keeps up payments for six months he has paid for about two-thirds of the car and it is easily salable in that same neighborhood or another for 50 per cent of its list price. In short, it represents tangible collateral.

When the talking machine is sent out with no down payment and on instalment terms that run a year or more, the dealer is at the mercy of the customer for four months before he has realized one-third of the price of the instrument. If he repossesses within that period the customer's equity is so small that it will not cover the discount that must be allowed on the resale of the repossessed instrument and in fact is not sufficient to make the customer think twice before he defaults in the payments and encourages repossession. Moreover, on a straight interest-charging basis, the dealer must carry the paper himself and assume all the risk, or, having no carrying charge, pay himself to the discount company a fee of 10 to 15 per cent of the balance due, which comes out of the profits, and then submit to the retention by the discount company of 20 per cent of the face value of the paper as a margin of safety. In other words, it is a losing proposition to the dealer from any angle.

Extending Credit on a Safe Basis

The dealer's safety lies in demanding an initial payment of at least 20 per cent of the price of the instrument. It should be more, but we are bound to hear the argument of the competitor who is taking 10 per cent or nothing at the outset. Next, the payments should be so arranged that they will be cleared up within the year, or sooner, if possible, and a definite or fixed charge made for the accommodation, a charge sufficient to cover the dealer for any financing costs and for losses incident to poor credit risks.

Volume and frequent turnover in the talking machine business are much to be desired as they are the elements of profit, but volume that simply means the piling up of instalment paper and tying up of cash capital can lead to business stagnation that proves very embarrassing to the retailer. It is no new thing to learn of a talking machine or radio dealer who has enjoyed good business volume, but finds himself lacking in cash to meet his obligations and with paper on hand that does not provide a sufficient margin, either through the carrying charge or interest to permit of financing without suffering real loss. It has been pretty well demonstrated that the dealer with limited capital must build up a substantial percentage of cash business in machines and records and of short-term accounts if he is to enjoy financial freedom for any extended period. If he follows

(Continued on page 11)

Don't Chase Fireflies—

Concentrate on the Live Prospects

Expense an Important Factor in Obtaining the Names of Really Live Prospects—Wasted Effort Increases the Cost of Selling

PROSPECTS are naturally essential to any well-organized business, whether it be the selling of phonographs or records or other merchandise, for without a field in which to operate it is impossible to build sales volume. The cost of securing prospects in relation to overhead, however, varies greatly, and although some lists are built up with a minimum of trouble and expense, others represent a cost that actually eats seriously into the profits.

Inasmuch as any method designed to develop a prospect list means expense, the logical thing is to follow a method that will bring the most satisfactory results with a minimum expenditure of effort and money, and some dealers have shown considerable ingenuity in devising such methods. Theoretically, a prospect list for a talking machine house can be made up of every one in the dealer's territory who is not possessed of some sort of phonograph, or, in the case of records, those who are known to own machines but do not buy regularly from that particular dealer. For this purpose a dealer can make a musical canvass of his territory, or perhaps take advantage of a general canvass made by some public institution or newspaper and put on file a list of names that is really imposing.

The main difficulty with such a list, however, is that only a proportion of those who do not own machines are in a position or in a mood to buy, and any plan that will determine this proportion at smallest cost with the least waste of time is the one that is going to save the dealer trouble. The most direct method is admittedly the personal call by the outside salesman, and although at the outset this may appear to be sending a good man on a wild goose chase, such calls properly and intelligently made can save a vast amount of wasted effort in the future. In the first place, a salesman can get a fairly good line on the financial status of the family from the character of the home. He can usually find out if there are any children; whether there is a desire for music as ex-

pressed through the possession of other instruments, and whether members of the family are likely to be sufficiently interested in the phonograph to make an actual purchase. In any case of doubt, the name goes on the permanent prospect list as a matter of precaution, but it

One of the most difficult tasks in merchandising talking machines and radio is not the actual selling, but to develop a prospect list for the salesmen to work on with minimum expense and trouble and maximum effectiveness translated into sales. Nor can the dealer afford to build up a list of prospects in a hit or miss manner. A systematic plan of procedure is essential. . . .

is surprising how much deadwood can be eliminated as a result of a few weeks of effort in checking up on the list as a whole.

There is an oft-expressed theory in selling that the greater number of prospects who are seen and canvassed the greater will be the proportion of sales, on the basis of the natural law of averages, but the ordinary dealer with a limited sales force and perhaps a limited amount of capital to invest in promotional sales effort cannot afford to spread that effort too thinly. He must go after sales among those who are most likely to respond to his appeal. This means that his prospect list must be so weeded out that sales efforts can be concentrated upon a reasonable number of really live prospects, and that is the reason for some weeding-out process that will provide that list.

The present-day retailer who appreciates the fact that much of the business to be done in the near future will be on a replacement basis will find that he has a wealth of opportunity lurking in the customers' files at his store. Everyone of those customers has shown his or her interest in the talking machine by purchasing one, or by buying records more or less regularly for the machine in the home.

There are none who appreciate the revolutionary developments that have taken place in the phonograph and phonograph music during the last couple of years more than the same owners of old instruments, and if they are properly solicited and persuaded to visit the store for a demonstration, form in themselves the nucleus for a most substantial business. Even should they hesitate to accept the dealer's fair allowance for their own instruments in part payment for one of the new type they can at least be persuaded to add a number of the new types of records to their library, and thus participate in some measure at least in the great development. They may even be persuaded to replace the old sound box with a new model and thus secure increased value from their old instruments until they are in a position to buy a new one. With prospects such as these, the only checking up necessary is to verify the present addresses and the credit status as indicated by their former business transactions with the store.

In any event, there is too much business available on the surface to make it necessary for the average dealer to chase fireflies and get nowhere. If he follows up the cream of his community—the elite and those who from every angle may be considered to be in comfortable circumstances—he has a promising field to work. In those classes both those who have no phonograph or those who may be possessed of the older models may be considered distinctly worth-while prospects and followed up for instrument, record and various accessory sales.

“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

Announcing!



BRUNSWICK'S NEW HALL OF FAME SYMPHONY ALBUM SETS

(RECORDED IN EUROPE)

Featuring noted composers and conductors



RICHARD STRAUSS, one of the foremost living composers and conductors, leads the orchestra of the State Opera, Berlin—recorded electrically by Brunswick

WE release this month the first six of a series of Symphony Album Sets that are destined, we believe, to occupy first place in this field of recorded music.

Brunswick's New Hall of Fame Symphony Series Album Sets will present distinguished European conductors directing the famous orchestras of Europe in the recording without cut, other than the conventional repeats, of the symphony classics and other extended instrumental works.

The Philharmonic Orchestra and that of the State Opera, both of Berlin, are two of the organizations over which these great conductors will wield the baton.

The educated music lover who buys this type of record knows and admires such great conductors as Richard Strauss and Wilhelm Furtwaengler. His acquaintance with these personalities and orchestras will immediately reflect itself in Brunswick sales.

Thus these Symphony Album Sets offer the Brunswick dealer a unique opportunity. Plan to feature these new Brunswick Electrical Records from the first. Our nearest branch will supply you with full information. Or write our Dealer Service Department at Chicago.

Brunswick

THE BRUNSWICK-BALKE-COLLENDER CO., CHICAGO . NEW YORK . IN CANADA: TORONTO
Branches in all principal cities

Efficiency of the Sales Organization Has an Important Bearing on Profits

Salesmen Can Make or Break a Dealer—Indifference Is the Enemy of Sales—Problem for the Management of the Business to Solve—Intelligent Selling Vital

No matter how well managed a business may be, or how effectively the dealer operates to bring people into the store to view the various lines of merchandise he handles, his success depends to a large extent upon additional factors. Probably the most important one is the efficiency of his sales organization. If the sales organization falls down on the job the business volume suffers. If the individual salesmen do not thoroughly understand what they are selling they are not capable of taking the most complete advantage of the visit to the store of a prospect.

The Fall season is here and with it come bigger and broader opportunities than have ever fallen to the lot of the talking machine dealer. He has merchandise that is distinctive, that is new, that is immeasurably superior to anything he has hitherto offered the public, and, last but not least, all evidence points to an intensified interest in these products on the part of the public. No retail merchant can make the most of an opportunity unless he is prepared in every sense of the word. Competition is keen to-day, and it will be keener during the Fall and Winter seasons.

Of what advantage is it for a merchant to spend thousands of dollars in advertising to bring the merits of the various lines he features before the public if he has no means of handling prospects who take the trouble to come to his store and who have shown their interest? After all advertising of any kind is simply an interest-creator. Its purpose is to develop the dormant interest of the public to the point where a visit to the store follows; after that it is up to the sales organization. If the salesman does not show sufficient zeal or

has not the knowledge to crystallize the interest of the prospect to the point where a deal is closed the dealer is paying the piper.

There are many vital problems confronting the retail merchant in the talking machine field to-day, but perhaps the most important is one of trained salesmen. It is cheaper in the long run to secure the best type of man and pay him what he is worth than it is to hire the services of some indifferent clerk who has no interest in what he is doing beyond "sticking it out" and gathering in the weekly pay check. It takes a real salesman to put over the sale of an instrument costing in the neighborhood of several hundred dollars. It takes a high-caliber man, a man with ambition and foresight, who is resourceful enough to overcome objections, a man who can present to the prospect in the strongest possible terms the good features of the line he represents.

The talking machine business to-day has reached the point where it is a battle for sales, it has reached the point where competitors are fighting for every advantage. Every customer you lose goes to another dealer and eventually that customer is sold.

In a recent issue of Printer's Ink W. B. Edwards, in an article entitled "Adventures in Buying a Radio," makes some startling statements regarding his experience in some of the leading stores in Eastern cities. Mr. Edwards was seeking a particular radio set, a model that had just come out and that was being rather extensively advertised. He did not buy the set for the simple reason that he was unable to secure a satisfactory demonstration. In every one of the stores he visited the reception given him by the clerks and their evident lack of

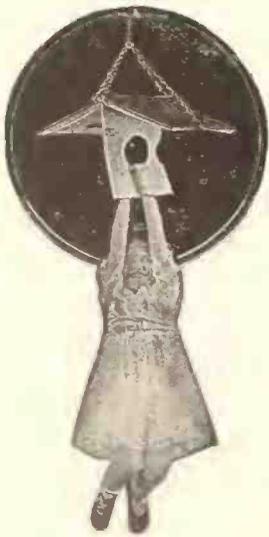
knowledge compelled him to leave the store and seek further. Now the big point in all this is that if things such as these happen in stores that have the reputation of being the most progressive in their field, it is quite evident that dealers and business managers had better get busy and bring about certain reforms. Plain speaking hurts no one, and when the statement is made that many dealers are slack in their business methods it is the truth. All this crying about poor business and business going to the dogs may have a basis of truth, but it rests upon the unsound foundation of inefficient business management. Advertise! Interest the public in the new products. Get people into the store and then give them the intelligent attention that results in sales.

H. D. Simmons and F. H. McGowan in New Posts

CINCINNATI, O., October 6.—Announcement was recently made by the Crosley Radio Corp. of the appointment of Harold D. Simmons as district manager covering the States of Washington, Oregon, Utah, Idaho and Montana. Mr. Simmons was formerly Indianapolis district manager. He is assisted in his new post by H. C. Kercheval.

Fred H. McGowan, who was recently appointed Pacific Coast sales manager, has moved to San Francisco, where he will make his headquarters. Mr. McGowan has entire charge of Crosley radio sales in the entire Pacific slope territory.

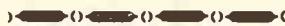
The duty on phonograph records invoiced to Australia at less than 15½ cents has been increased from 10 per cent to 33⅓ per cent, according to the Music Industries Chamber of Commerce. This will have little effect on exporters in this country, as the minimum price of phonograph records for consumption abroad is about 37½ cents.



PEERLESS— the Album

Peerless Artkraft Album

BEAUTIFUL GOLD-EMBOSSED COVER—HEAVY
BROWN KRAFT POCKETS

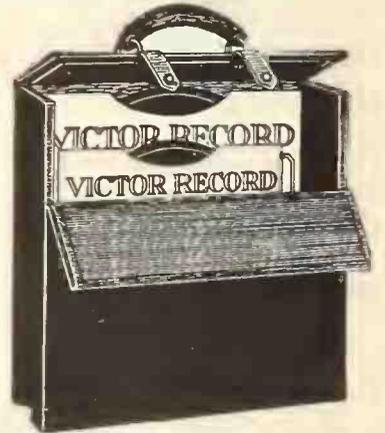


Peerless Loose Leaf Album

REMOVABLE POCKETS FOR RECORDS



Write for quotations on our
Genuine Leather Portable
—absolutely unlike any ma-
chine on the market—as
well as our popular \$15.00
model.



The easiest way of carrying records to camp and seashore is in a Peerless Carrying Case. Appeals to every Portable owner. Now made of wood in two sizes. To hold 25 and 50 records.

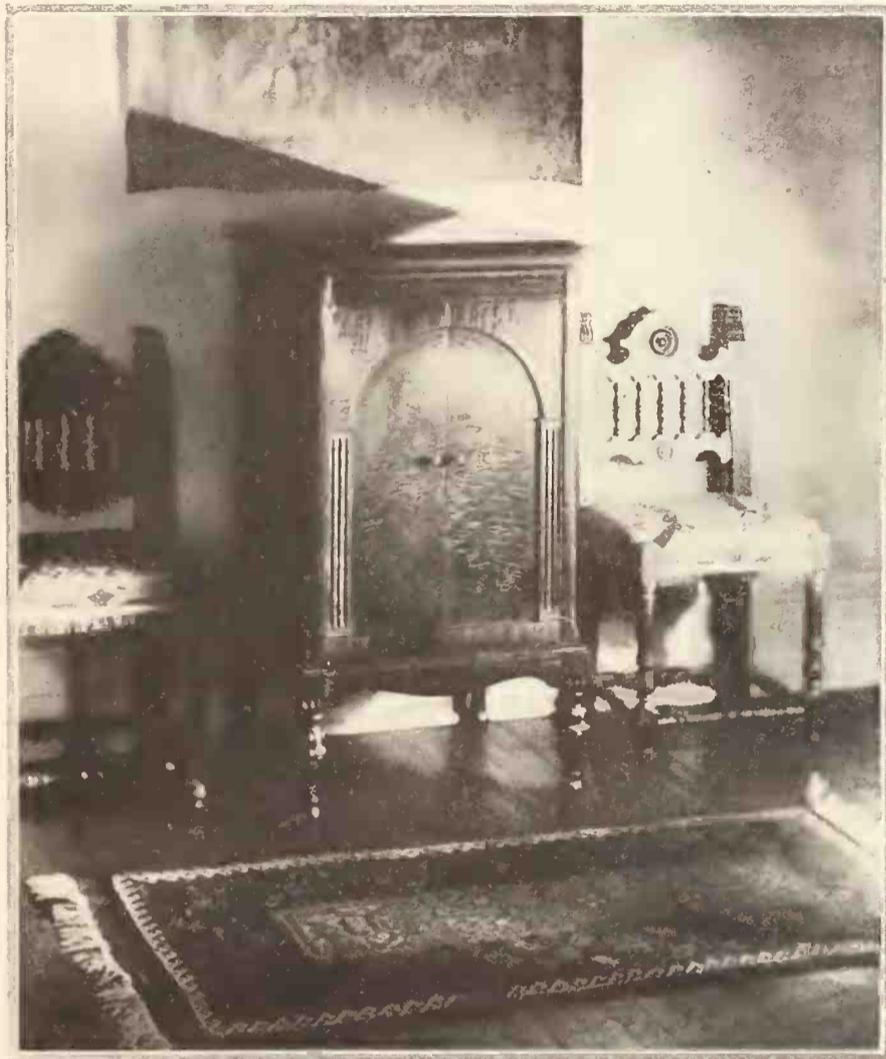
PEERLESS ALBUM COMPANY

PHIL RAVIS, Pres.

636-638 Broadway

New York City

In Cabinets . . . *as in Musical Quality . . . Unequaled*



Brunswick Panatrope (Exponential Type) Model 14-7. List Price \$160

The BRUNSWICK PANATROPE

10 Models, \$90 to \$1275

PRESENT models of the Brunswick Panatrope reveal more convincingly than ever Brunswick's supremacy in the art of cabinet design and manufacture. The instrument illustrated above is a distinctive new console type, the 14-7. This Brunswick Panatrope (exponential type) is another example of Brunswick's amazing ability to produce quality at low price.

*Write for Samples
of Christmas
Selling Helps!*

Every music dealer knows the important part that cabinet work plays in making a sale. We invite comparison of the Brunswick Panatrope with any line of musical instruments or radios. No matter what price, Brunswick Panatropes have a richness of design, wood, and finish that you don't find anywhere else. Look them over. Judge for yourself. You'll agree it's true.

Brunswick

THE BRUNSWICK-BALKE-COLLENDER CO., CHICAGO, NEW YORK IN CANADA: TORONTO
Branches in all principal cities



Building Sales Volume by Better Salesmanship

Setting the Stage for the Demonstration—How to Increase Sales on the Inside—Going Out After Sales—Other Hints

By Louis J. Caldor

(Louis J. Caldor, the author of this article, has spent several years in the retail talking machine field and has, as a background for his selling, a wide knowledge and appreciation of music, having heard leading artists and orchestras in this country and on the Continent.—Editor.)

YOUR demonstrations should be as pleasing and impressive as possible. Do not crowd your store or showroom entirely with stock and machines. Try and leave room for a few nice chairs, a handsome floor lamp for appearance's sake, and a handsome table for aiding your demonstrations. Always keep on this table one each of the most popular records of band, operatic, jazz, violin, vocal, patriotic, musical comedy, symphony and sacred numbers. Place the table reasonably near to the machine you usually demonstrate, and in the drawer of the table (be sure it has one) keep some stationery, order blanks, instalment contract forms, and blotters. Never leave these on the table!

Effective Demonstration

When giving a demonstration, first invite the customer to have a seat alongside the table and don't forget the point about having his back to the door! Direct his attention to the records right at hand, and ask him whether he has any preference in the records you will play for him. Wind the machine slowly and appear to make adjustments while he is examining the records in front of him. Give selling talk about the electrical records before playing them; let the customer examine each record and read the labels before he hears them, and his expectations will be keener and his pleasure from the

demonstration greater. Should the customer ask to hear some record not on the table, always let him handle it before playing. Do not wait till afterwards, thus keeping his interest at the maximum. Have only records on the table, no catalogs or record lists to distract his attention from you, the machine, and the records. Record lists may inspire him to ask for other records to be played, and in getting them he is left alone, or the demonstration interrupted.

Once the demonstration has been sufficient, sit down at the table in a friendly way and talk things over. If possible, demonstrate, sell the machine, and even close the deal with your customer before he once gets up after having been comfortably seated. Remember to take your order blank or contract form out of the table drawer only at the right moment, not too soon. If the customer gets up to inspect the phonograph during the demonstration, use your head and your tactfulness to have him sit down again after he has looked the machine over to his satisfaction. Stand up while demonstrating the machine to the customer, but it is good manners to sit down with him to talk business and close the deal.

Getting Extra Business on the Inside

New customers may be obtained on the inside in stores having phonograph departments, without any money spent on newspaper or other outside advertising. In furniture stores, piano stores, and sheet music and musical instrument stores, it is good business to have a phonograph playing a suitable program of pleasing numbers arranged to give variety. Customers and visitors are always apt to be interested in the music and may become customers sooner or later. Have sales literature placed

near the phonograph so any one may have access to it without going out of his way, unless the phonograph department is right next to the other portions of the store.

Department stores, however, have the finest opportunities for increasing their phonograph business through inside methods. There are sure to be certain parts or departments of a store where an automatic or properly attended phonograph playing a well-selected miscellaneous program will not be an intrusion, but a pleasant feature, and at the same time create new customers for the phonograph department. In a modern department store there are rest rooms, waiting rooms, tea rooms, restaurants, beauty parlors, barber shops, book shops and completely furnished model apartments or cottages—in all of which places customers usually stay for some length of time whether they are actually customers or not, in other departments or even sometimes in the department concerned.

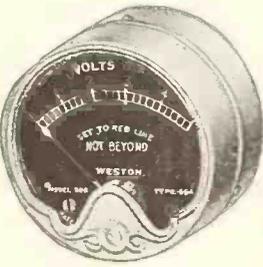
Music adds to the success of such departments because it is welcome and pleasant wherever people linger. A carefully arranged program can invariably surprise numbers of people who have never heard the new phonographs, who have remained indifferent to all store and manufacturers' advertising. But once they happen to hear the wonderful playing of the phonographs they are liable to change their minds and realize how far superior the new is to the old, and that the phonograph they have at home, if they do have one, is completely out-classed. Automatic machines can be readily fitted with neat locks to prevent interference with operation, and the sound chamber doors can be fixed to remain open in more than one simple way. Appoint phonograph salesmen to take turns on different days to make the rounds of the machines in the store, and to service them. At the same time they can observe the effect produced by the machines, answer questions put to them by interested patrons and use their judgment in conducting interested patrons back to the phonograph department, in case they are asked how to reach that department.

Do not put a machine to work in front of the store elevators or escalators, except on the floor where the phonograph department is situated. On every machine outside of the phonograph department put a neat show card stating where the phonograph department is and giving the name of the machine and the price ranges. Don't leave catalogs at the machines if you find they are scattered and found lying around elsewhere. Let your salesmen making the rounds carry sales literature in their pockets to distribute when answering questions. Let the phonograph advertise and demonstrate itself wherever possible, but do it right, and with the co-operation of the departments where the machines are placed.

Getting More Business on the Outside

All business originating on the inside of a store cannot be finally obtained there, and some you can never get unless you go out of the store and hunt it up on your own initiative. Sometimes after a demonstration you are told that other members of the family of the prospective customer must come in to hear it and help decide. In that case inquire of the cus-

(Continued on page 11)



A new pin-jack voltmeter of attractive design and WESTON accuracy

These handsome little meters will aid you in making sales. Try it! Plug them into the pin-jacks of all your Radiola, Victor and Brunswick sets on display. Note the difference! Makes a set look professional—and worth more. Observe your customer's interest. Explain the use of this little meter in conserving the life of tubes and batteries. Helping a customer operate a set as the manufacturer intended repays you in many ways—and lowers your service costs. No other plug-in voltmeter compares with this new Weston in charm and accuracy. Green gold case with black dial, gold pointer and markings. Mounts vertical on any set—a new Weston feature. The price is right—they are being extensively advertised in set owner publications this fall and winter—and they are ready for immediate delivery.

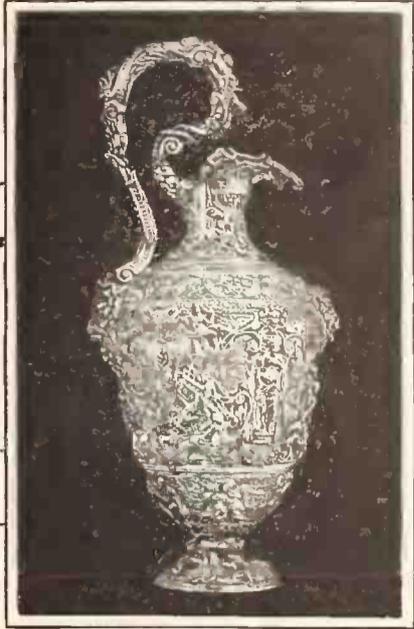
WESTON ELECTRICAL INSTRUMENT CORPORATION

190 Weston Ave.



WESTON
PIONEERS
SINCE 1888
INSTRUMENTS

Newark, N. J.



THIS magnificent Ewer, masterpiece of Benvenuto Cellini, stands as a classic of the silversmith's art during the High Renaissance



There is nothing finer than a Stromberg-Carlson

NOTHING in radio is more outwardly beautiful than a Stromberg-Carlson. Nothing is more finely built, of better materials or more accurate in inward construction. And—nothing is more efficient, more durable nor designed with greater knowledge.

There are six New A. C. Stromberg-Carlsons to satisfy the demand for all direct light socket operation wherever 105-125 volt, 50-60 cycle alternating current is available. Four Universally Powered Stromberg-Carlsons give indirect A. C. operation with "B" eliminator and Unipower; or complete operation with batteries where house current is unavailable or unsuitable.

It is natural that the Stromberg-Carlson line with its complete patent protection and its factory guarantee not to reduce prices should be eagerly sought after by progressive radio dealers.

(Stromberg-Carlsons range in price, East of Rockies from \$193.75 to \$1245; Rockies and West \$206.25 to \$1299.00; Canada \$245.25 to \$1650.00)

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

Stromberg-Carlson

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

Don't Always Blame the Radio Set

Investigation Shows Many Factors Interfere With Radio Reception

(The data on radio interference presented below is of extreme importance to dealers and radio service men. It is noteworthy that much radio trouble is due to other causes than defects in the sets themselves. These facts were obtained from the report on Radio Co-ordination of the Inductive Co-ordination Committee of the National Electric Light Association, headed by M. D. Hooven, and represents research extending over a period of two years and therefore the conclusions presented may be considered authoritative.—EDITOR.)

THE only place absolutely free from man-made radio disturbances would be a desert island reached by a rowboat. Even there Nature's reluctance to keep her various atmospheric strata charged at the same potential would present the radio receiver with undesired noises. In the civilized community every snap switch, every doorbell, every one of the almost infinite variety of electric mechanisms used in this day and age is a possible source of disturbance.

The recent tendency toward the use of increased power by broadcasting stations is a proper effort toward raising radio reception above the noise level of the community which is to receive the program.

The past two years have witnessed a wonderful exhibition of community co-operation, as applied to broadcast receiving conditions. Manufacturers, amateur and broadcast listeners' associations, newspapers, magazines, the power and light utilities, the wire communication utilities and the electric railroads have co-operated in solving the mutual problem of making the ether as free from extraneous noises as possible.

The commercial radio associations, i.e., associations of dealers, merchants, etc., are also expanding their activities and becoming potent forces in our national radio life. They are becoming interested in general noise problems, and are educating their personnel in the detailed technique of servicing the sets sold. It is not too much to expect that in the near future the complaints of noise traceable to loose connections, faulty tubes or defects in battery or eliminator power supply will be reduced to a minimum.

Statistics on radio complaints have been received from power companies in hundreds of communities scattered throughout almost every state in the Union.

Unfounded complaints (those which disappeared before investigator called, etc.) 3,242
 Due to complainant's defective receiving set 1,211
 Due to electric supply companies' equipment 3,433
 Due to other sources 2,241

Total 10,127

It must be remembered that these complaints are those which came to power companies, and which were investigated by them. The statis-

tics cover a period of several years; a compilation for the past year would show the percentage attributable to the power company still less, as the present tendency seems to be to turn in to them all sorts of complaints. Complaints also show great seasonal variation.

The complainant should do his part in attempting to clear his own difficulties. The following instructions, sent to complainants by one power company, outline a general procedure that has proved quite successful.

On receiving any indications of noise in the receiving set, the first procedure should be, of course, to examine the receiver thoroughly for any defects which may have developed.

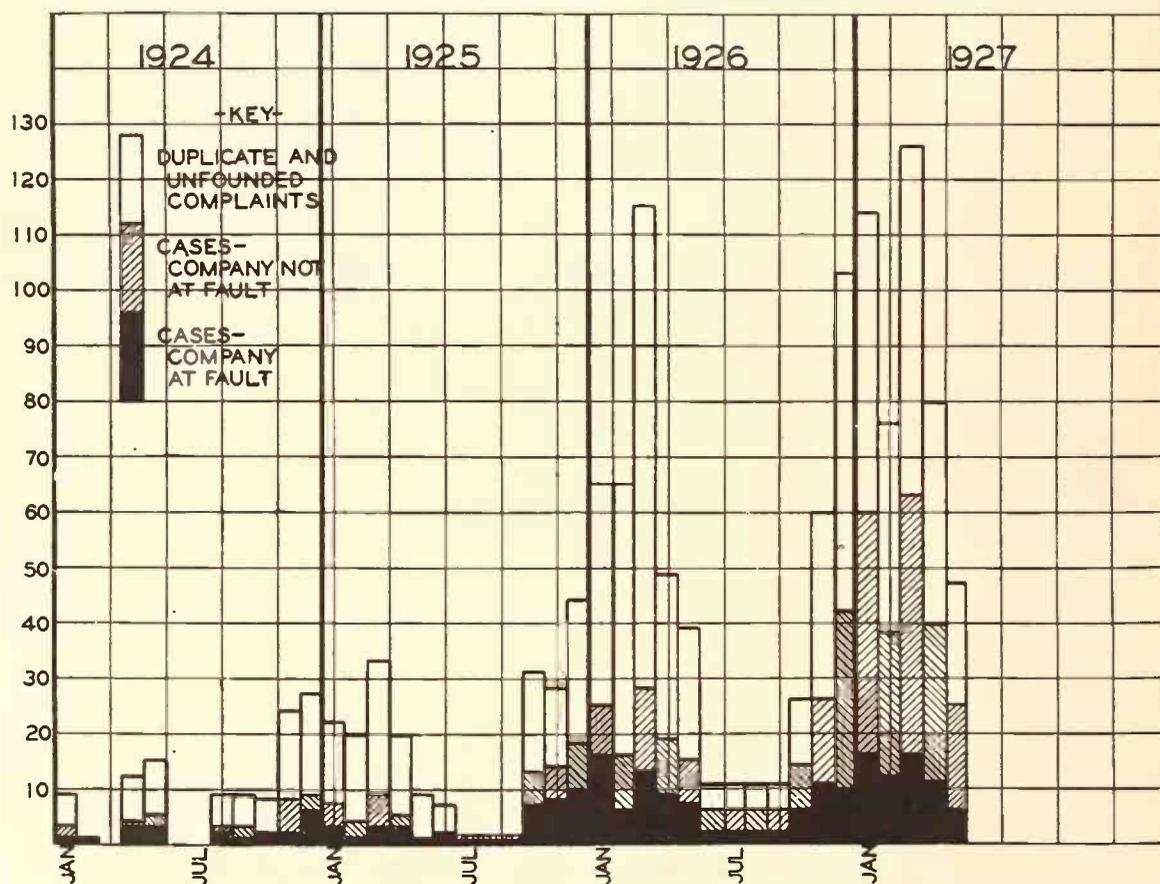
Loose connections, broken wires in transformers, defective tubes with a possibility of contact between elements,

known as "static" which also requires no description.

The fourth general class of radio disturbance gives rise to any one of a number of sounds in the receivers which are especially hard to describe. They have been termed gurgling, frying, hissing, rumbling, etc. In this class fall most of the noises due to violet-ray machines, sparking motors and all other of the many and variable electrical devices which are a potential source of annoyance to the radio user.

On receiving a noise of this kind, the first thing to do is to turn off all electrical circuits in the house, provided, of course, that the receiving set is not supplied with its energy by battery eliminators. If the noise still persists, the next step is to detach the antenna from the receiver. If the noise stops when both the antenna and ground are disconnected and a wire is connected between the antenna and ground binding posts on the set it may be considered as proof that the noise received is coming from some outside source. If the noise remains it is quite probable that its source is in the radio receiving set itself.

Logically, the next step is to get in touch with other radio enthusiasts in the immediate neighborhood and find out if they are receiving the same disturbance. The thing most to be feared in hunting down disturbances of this kind is the ease with which the searchers may deceive themselves as to the exact noise being sought. A complete log kept by a half dozen persons located over a fairly large area will be invaluable in the next step of the search. If the noise is found to come on and go off at regularly spaced intervals or to come on and remain on at a certain time for a long period, half the battle is won. It is only necessary then to tie up some electrical operation in the neighborhood with the noise. The search thus becomes a community affair. It must be remembered that such things as heating pads, any sort of rotating apparatus, washing machines, fans, vacuum cleaners, violet-ray machines, electro-therapy outfits and the like may be possible noise sources. Manufacturing plants in the neighborhood and the hours of their operation should be investigated, all data of any sort being retained



Seasonal Variation of Complaints, Public Service Electric & Gas Co., Newark, N. J.

and like troubles should be sought. For instance, if a noise is received on the first or second audio stage and is not noticeable on the detector tube alone, it is quite obvious that the noise source lies between the detector and the point where the receivers are connected to the amplifier; a loose connection may also become apparent in the receivers themselves or in the loud-speaking unit.

Then, if the noise still persists, it will generally fall into one of four large classes. The first class of noise is a smooth, continuous hum experienced constantly, appearing as soon as the set is put in operation. This hum may come from the normal operation of the ordinary house lighting circuit when the house wiring is of the old-fashioned open-wiring type in which the two wires of the circuit are run as single leads throughout the house and not paralleled as in the modern-day practice. Only receivers of a certain type will pick up this hum. The same hum is often caused by proximity of the audio frequency transformers of the set to the lighting circuit. This hum then transfers itself from the lighting circuit to the audio transformer and thence into the receivers, a condition which may be easily rectified by moving the set, as a disturbance of this sort does not travel more than a few feet. This noise, by the way, is not a noise of radio frequency, and, when present, it can be heard by simply placing the phones between the antenna and ground connection, no radio receiving set being needed. Poorly designed or improperly installed battery eliminators are also often a source of a hum of this type.

A second class of noises can be described as "whistling" noises. These are the well-known whistles caused by certain radio receiving sets. No description of them is necessary as they are familiar to every broadcast listener.

The third class of noise is the familiar crashing sound

for possible future analysis of the trouble. A loop set which is portable may be pressed into service and directions taken. Care must be exercised in the operation of the loop set, however, as it is probable that more erroneous readings will be obtained than true ones, due to possibilities of reflection and to the extent with which all overhead telephone, telegraph and electric lines act as conductors of the disturbance, it being propagated along these wires in much the same manner as "wired wireless."

Following are some very excellent bits of advice for investigators culled from the instructions of several different companies.

A list of possible sources of radio disturbance would look like a complete catalog of electrical apparatus; suspect everything.

In order to generate a radio frequency current in an electrical system in the great majority of cases an arc or spark must take place somewhere in the system; between parts of the same conductor; between a conductor and a metallic or other conducting object; between two conductors; or between a conductor and ground.

This arc or spark can also occur in apparatus operating in a perfectly normal manner on the system.

The amount of energy in the spark or arc can be, and usually is, extremely small. The slightest discharge from a live conductor, of any considerable voltage, into a small body of metal can cause a disturbance heard over a considerable area.

The wires of the system act as antennas distributing the disturbance. The disturbance may transfer itself to a paralleling wire system by induction.

The disturbance is picked up by radio receivers along

(Continued on page 18)

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-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 UX-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

The standard by which other vacuum tubes are rated

A Radiotron for every purpose

- RADIOTRON UX-201-A**
Detector Amplifier
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Voltage Regulator Tube
- RADIOTRON UV-876**
Ballast Tube
- RADIOTRON UV-886**
Ballast Tube

The standard by which other vacuum tubes are rated



Checking Radiotrons in the laboratories at RCA Laboratories

Don't use new tubes with old ones.

If your vacuum tubes have been in use for years—and they need replacing—much better results will be obtained by replacing all the Radiotrons. Don't use a new tube with old ones.

To keep your radio in its maximum reproducing efficiency, change all your tubes at least once a year.

Radio set manufacturers recognize the vital importance of the vacuum tube. That is why the leading makers of sets sold on a quality basis use Radiotrons throughout and specify them for replacement.

In the great laboratories of RCA, Westinghouse and General Electric, the world's leading radio scientists have developed and perfected the vacuum tube known as the Radiotron.



RCA Radiotron
MADE BY THE MAKERS OF THE RADIOLA

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

Why not carry the vacuum tube line which is the biggest seller—the most widely advertised—and the most complete line on the market? You are only penalizing your profits if you do not carry RCA Radiotrons.



One of the twelve striking color pages advertising RCA Radiotrons to the consumer during 1927 in leading magazines. More national advertising to the consumer has been placed on RCA Radiotrons than on all other makes of vacuum tubes.

RADIO CORPORATION OF AMERICA
New York Chicago San Francisco

RCA Radiotron

MADE BY THE MAKERS OF THE RADIOLA

Radiolas

from \$69⁵⁰
to \$895

Socket Power
Operated



RCA RADIOLA 30 A—Custom-Built—A de luxe instrument, employing the same perfected Super-Heterodyne circuit as Radiola 32, but using the new Loudspeaker 100-A. Operated directly from electric light circuit—either A. C. or D. C. Complete with Radiotrons \$495



RCA RADIOLA 17—Operates directly from the electric light circuit without batteries or battery eliminators. This year's outstanding achievement in the radio art. Employs the new RCA alternating current tubes. Tuned with one knob. Less accessories \$130.00 With Radiotron \$157.50



RCA RADIOLA 28—For the many who prefer receiver and loudspeaker in separate cabinets, the 28-104 combination is the standard of comparison in the radio art. Radiola 28, with Radiotrons \$260 A. C. Package for adapting Radiola 28 for A. C. operation with RCA Loudspeaker 104 . . . \$35



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. RCA Loudspeaker 104 (A. C.) \$275 RCA Loudspeaker 104 (D. C.) \$310

Socket Power A.C. or D.C.
Storage battery or dry battery
Outdoor aerial or indoor loop
Built-in or separate loudspeaker

WHETHER you live in a city apartment in a congested broadcasting area, a suburban house or on a remote farm, there is in the new complete line of Radiolas a receiving set exactly suited to your needs and your purse.

Possession of an RCA Radiola and an RCA Loudspeaker gives you the assurance of perfect reception of the fine programs from the great broadcasting stations.

For the same engineers in the research laboratories of RCA, Westinghouse, and General Electric, who designed the famous broadcasting stations, also designed these Radiolas and Loudspeakers to get the utmost from the studio programs.

When selecting a radio set ask the RCA Authorized Dealer to help you choose the Radiola best suited for your use. He will gladly demonstrate these wonderful instruments and install your Radiola so that you can enjoy tonight's programs in your home.

RADIO CORPORATION OF AMERICA
New York Chicago San Francisco



RCA RADIOLA 32—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 A. C. or D. C. Complete with Radiotrons \$895

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

Buy with confidence  where you see this sign.

Battery
Operated



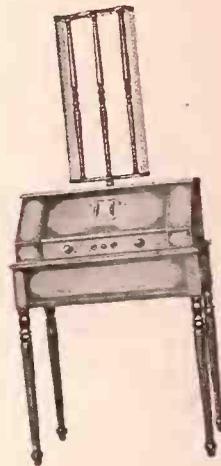
RCA LOUDSPEAKER 100 A—This refinement of the popular model 100 embodies improvements in construction which give greater sensitivity and ability to handle greater volume. \$35



RCA RADIOLA 20—The biggest value in radio. Many times as selective as the average antenna set. A battery operated set that can readily be adapted to A. C. operation. Less accessories \$78.00 With Radiotrons \$89.50



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. By use of socket power devices, it can be adapted for A. C. operation. Less accessories \$69.50 With Radiotrons \$82.75



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. With Radiotrons \$260

One of the series of color advertisements appearing in national magazines.

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

The *new* complete line of Radiolas

*—for all methods of operation**

—for all requirements of location

DESIGNED by the same engineers who planned the great broadcasting stations.

BUILT by the world's greatest electrical manufacturers—General Electric and Westinghouse.

CHOSEN by Victor and Brunswick for exclusive use in their de luxe instruments.

ACCLAIMED everywhere as the finest achievements of the radio art.



"This is a Radiola year," is the verdict of all dealers who have seen the new Radiola line. Dealers can assure themselves of their share of the big Fall business by placing their orders with distributors now.

**The new complete line of Radiolas includes receivers for storage battery, dry battery and socket power operation [alternating or direct current].*

RADIO CORPORATION OF AMERICA
New York Chicago San Francisco

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

1000-A

RCA
Loudspeaker 100-A
\$35



Another RCA Achievement

REFINEMENTS of acoustical design and construction, worked out in the research laboratories of RCA, Westinghouse and General Electric, have produced in the new RCA Loudspeaker 100-A an instrument of remarkable performance over the entire musical range. "Unbelievably realistic," say the musical critics.

RADIO CORPORATION OF AMERICA
New York ~ Chicago ~ San Francisco

RCA ~ Loudspeaker

M A D E B Y T H E M A K E R S O F T H E R A D I O L A

Increasing the Sales Volume by Merchandising Along More Modern Lines

(Continued from page 8)

tomier where he lives, and offer to demonstrate a machine right at the customer's home at a time when the family is in. If possible, arrange for a demonstration before the customer leaves. If that fails, the mails and telephone follow-ups will have to be used.

You never can tell, but sometimes a relative or friend may be on hand or be invited over when you are expected to make a home demonstration, and you may without knowing it be approaching more than one prospect at a time. Be well supplied with catalogs, sales literature and an assortment of good records. Use a popular-priced model for giving home demonstrations and you will not always have to bring it back to the store. It is desirable to set the phonograph in the middle of the narrowest side of the largest room in a home, so that the sounds will have the longest straight travel back and forth and help to give the finest effect to the music. If two rooms connect directly with large doors between, open the doors if permitted and place the phonograph on the side opposite to the doors opening into the connecting room, if that gives the sounds the longest straight travel before striking the other wall. Sometimes the phonograph will sound better than in your own store.

Go after outside business systematically. Follow up all names and addresses of persons mentioned to you as likely to be interested in a phonograph, or who own old machines. Use polite letters, or telephone talks, inviting a visit to your store, or requesting the privilege of a home demonstration. Don't forget that there are many unsold prospects, for automatic machines especially, in businesses where music will contribute to success and satisfaction of customers that hitherto have been unable to afford music or thought it too unreliable or bothersome. A big field exists in restaurants, tea rooms, hotels, barber shops, beauty parlors, Summer hotels and boarding houses, city clubs, country clubs, Chinese restaurants and chop suey parlors, ice cream parlors, kindergartens, private schools, public schools, Sunday schools, dancing schools, churches having social activities and even steamship lines. The largest coastwise steamship line operating from Boston has been sold several expensive machines by a wide-awake dealer in that city. Go after such prospects and show them how cheaply they may have the best music with the least expense and trouble, to promote the success of their businesses. Get there before some one else does!

Profiting by Local Affairs

It pays handsomely to take full advantage of all amusement events taking place in your city, whether the attraction be a local one or a visiting one. Read the papers carefully for advance news of coming attractions such as musical comedies, famous vaudeville teams, nationally famous dance orchestras, operatic companies, bands, symphony orchestras, pianists, singers, violinists and so forth. Find out what they are going to play or sing, and see what your catalogs contain to match. If you can produce the same selections by the same artists or organizations, that is a strong selling aid, if not, locate the music anyway, even with different artists.

Feature such records before, during and after the visiting attraction or local attraction is before the public. Advertise the fact that you have what the public is eager to hear in every way you possibly can. Stock up in advance on what your experience shows you will positively sell, but do not be afraid to be found short of enough stock to take care of an unexpected rush on a particular record. If it happens to be a popular number, it may be found on more than one make of record, or pretty nearly every dealer in town will be sold out and you can

take orders for delivery without losing your customers.

Should your shortage happen on the higher-priced symphony or operatic numbers, the customers wanting them know pretty well what they want, and are also more willing to wait for the music they are demanding. A music lover knows what the records he buys will give him in the way of true pleasure and usually is your most patient, if not most dependable, customer. This type of customer always appreciates it if, in addition, you mail him information of the newest releases as far in advance of their official selling date as possible.

And it is readily understood that the smaller

Controlled Credit an Aid to Successful Retailing

(Continued from page 3)

the policy of getting nothing down and the balance at the customer's convenience, then he must have available sufficient capital to carry on his business and provide for its expansion over a period of at least two years, and even then he must give thought to the fact that if the bulk of that capital is to be tied up in long-time instalment paper, 6 per cent interest or less, he is enjoying something less than a savings bank return on his money and throwing in his own efforts gratis.

Danger of Frozen Assets

A well-arranged instalment business should provide enough cash through initial payments and through monthly maturing instalments to cover the expenses of operating the business and leave a little balance of profit. If it falls short of that goal trouble is in the offing, for a cash deficiency month after month is bound to lead to a situation where capital is frozen and the business cannot be carried on except through expensive financing.

the town in which you are doing business, the more dependent your community is upon the visiting attractions for their entertainment and pleasure, the more interest is awakened by such touring organizations, the more your customers depend upon the music stores to provide sources of home entertainment and the more effective will your sales promotion be if you just keep at it and push the right thing at the proper time.

Careful Planning Is Necessary

Success in the retailing of phonographs and records is largely based on careful planning, and perfect confidence in the bright future ahead of the modern phonograph industry. Every man, woman and child is interested in some form of music and responds to it. Bear in mind that even now nine out of ten people have not yet realized how perfect phonograph music has become and will always be astonished when they actually hear it for themselves.

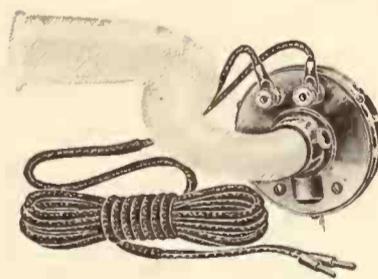
It is estimated that credit losses on instalment sales are something less than 1 per cent per annum, but that figure is dangerous because it detracts attention from the fact that long-time paper, on instruments that do not offer proper collateral to cover the amount owed on them, represents a constant menace. If the dealer who is so willing to extend generous credit to every Tom, Dick and Harry will himself go out to the bank or the finance company to raise funds, he will find that the question of quick collateral is a mighty important one. He will find that while it may be more blessed to give than to receive, it is also easier.

Pacific Coast to Hear Crosley Radio Broadcasts

CINCINNATI, O., October 5.—Powel Crosley, Jr., president of the Crosley Radio Corp., recently completed arrangements with the National Broadcasting Co., whereby the Crosley Moscow Art orchestra will go on the air from seven stations on the Pacific Coast in addition to the Eastern, Southern and Middle Western stations now broadcasting the Crosley hour.



The Electric Reproducer of Living Tone and Full Throated Volume



List price of Via-Rad set complete. **\$10**



This illustration shows the units and connections of the Via-Rad reproducer and the simplicity of the entire arrangement.

Via-Rad is a proven B.M.S. product that can be quickly attached, without tools, to any phonograph to change the phonograph into a radio operated instrument of unsurpassed quality for the true and life-like reproduction of voice and music.

The Via-Rad set consists of the following units—one electric phonograph reproducer to replace the phonograph sound box, one Via-Tector which fits into the detector socket of the radio set and one Via-Trol which regulates the reproduction from a mere whisper to the loudest volume.

Best Made Regardless of Price

Although far superior in performance, VIA-RAD costs less than any other reproducer. Every owner of a phonograph is a prospect for a VIA-RAD. Simply give a demonstration and four out of five prospects buy. It surpasses any other electric pick-up for quality and value.

Write or wire today for complete particulars and discounts

Brooklyn Metal Stamping Corp.
718-728 Atlantic Avenue, Brooklyn, N. Y.

Striking Ads Sell Radio for the White Shops

There Is No Difference Between Advertising and Selling, Says Radio Manager of Danbury Store



Bradley S. Fry

Advertising should sell the merchandise featured, regardless of whether small or large space is used, according to Bradley S. Fry, manager of the radio department of White Music Shops, Inc., Danbury, Conn., whose advertising has been responsible for building an excellent volume of radio business and establishing the single line handled in a strong position in that community.

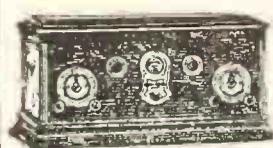
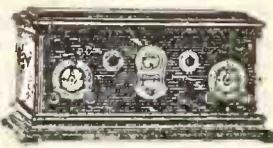
Danbury is not a large city. It is a thriving village, similar to thousands of others throughout the country, and the merchandising problems of the White Music Shops are those faced by other dealers in small communities. Mr. Fry uses small space in the local newspapers, but his advertisements are so striking and original and emphasize the quality of the radio line so strongly that this publicity has unmistakably resulted in steady increases in business. The three reproductions of adver-

few dry or exaggerated statements thrown in is publicity, not advertising. The matter of price should be the very last consideration in advertising as in selling and you never will see a price stated in our advertisements.

"You will observe, of course, that this method does not confine the writing of advertisements to any particular style. I try to make my advertisements fit the time, occasion or emergency. I am of the opinion that the first essential of an advertisement is to catch the attention of a reader and that the second is to hold the reader's attention until you have told him your story. And I mean just that. Tell the reader what you have to say in a direct, personal manner, as though you were face to face.

"The effect of our advertising has been to bring potential customers to our store to inquire the price of the line we handle before

a high-priced, high-grade set to not only the man of means, but to the man who depends upon a small income. It is no trouble to convince the vast majority of our prospects that they cannot afford to buy a 'cheap' radio set. We have sold to dozens of individuals who have first sought to economize by the purchase of cheaper sets, but have eventually come to Stromberg-Carlson. We feel that we can sell just as many radio sets by devoting

 <p>It Takes Nine Days</p> <p>STROMBERG-CARLSON RADIOS</p> <p>For A Cat to Get Its Eyes Open</p> <p>It takes about Nine Years for some buyers to get their eyes open to RADIO VALUES. The Buyer Who Gets His Eyes Open Soonest Gets Off Cheapest.</p> <p>Stromberg-Carlson</p> <p>IS AN EYE OPENER—COME IN AND SEE!</p> <p><i>The WHITE MUSIC SHOPS, Inc.</i></p> <p>Adjoining Empress Theater.</p>	 <p>Don't Look For</p> <p>TREASURE CHEST MODEL</p> <p>Stromberg-Carlson</p> <p>—on the bargain counter.</p> <p>If you buy a Radio set now and next spring find the market flooded with the same kind at half the price you paid, there's but one conclusion—STUNG.</p> <p>The STROMBERG-CARLSON is a standard set. The price is standard. It's worth the price.</p> <p>LET US DEMONSTRATE.</p> <p><i>The WHITE MUSIC SHOPS, Inc.</i></p> <p>ADJOINING-EMPRESS THEATRE-OPEN EVENING</p>	 <p>Once Upon a Time</p> <p>STROMBERG-CARLSON RADIOS</p> <p>—a man owned a radio set that he thought quite the most wonderful thing in the world; and perhaps it was—in its way.</p> <p>The man would turn the dials until the contraption whistled and groaned (while his neighbors cursed) and the music of a Marine Band would come through with the sweetness of a Tom-tom; or the voice of a Primadonna with all the depth and volume of a screaming Bacchante</p> <p>One day the man heard a STROMBERG-CARLSON</p> <p>What happened to HIS radio set? He wouldn't even GIVE it away.</p> <p>"ASHES TO ASHES AND DUST TO DUST!"</p> <p><i>The WHITE MUSIC SHOPS, Inc.</i></p> <p>ADJOINING-EMPRESS THEATRE-OPEN EVENINGS</p>
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Three of the Striking Small Ads That Are Creating Business for White Music Shops, Inc., of Danbury, Conn. tisements on this page show the type of advertising that is bringing people into the White establishment.

Mr. Fry has very definite views regarding the function of advertising. He says:

"My one and only 'method' in advertising is to write advertisements that sell my ideas and therefore help us to sell merchandise. There is no distinction between advertising and selling up to a certain point—closing, but there is a vast difference between advertising and mere publicity. Every advertisement should create interest, confidence and desire just as a salesman must create interest, confidence and desire before he can close a sale. The listing of merchandise and prices with a deciding upon a radio set. And what more could we ask of advertising? It's up to us then.

"I could write pages on the policy of one line only. We have been exclusively Stromberg-Carlson since that firm put their first sets on the market and we soon became the exclusive dealer in a large territory because of the job we were able to do by exerting our undivided effort on this line, while several merchants in this territory who divided their selling energy were obliged to relinquish the representation.

"Our sales have been almost evenly divided between cash and time payment. This is a fair indication of the fact that we have sold our whole effort to one line as we could by dividing it with some so-called popular-priced set. I say 'so-called' because the higher-priced, quality sets are fast becoming the popular sets to-day. Why break our necks to sell three cheap sets where one sale, which won't require as much time, will represent the same profit? Let the other fellow sell the cheap stuff and take the grief. We can't sell all the radio sets in the world, anyhow, but we aim to sell as good as we can get."

Although the White Music Shops make a strong effort to sell the latest model radio sets to people who have old models, and make many sales of this character in the course of a year, no trade-in deals are considered.

STARR PIANOS STARR PHONOGRAPHS

GENNETT RECORDS

Represent the Highest Attainment in Musical Worth

The STARR PIANO COMPANY

Established 1872

Richmond, Indiana

WITH TONAL
A=Z
 RANGE FROM A TO Z



Developed by
ORO-TONE
 World's Largest Exclusive
 Manufacturers of Tone Arms,
 Reproducers and Amplifying
 Devices.

THE A-Z REPRODUCER

The Speaker that Reproduces the "Origin" of the Original Notes

The A-Z Reproducer represents over eight years' experiment and its development marks the attainment of real perfection in a true-toned reproducing musical instrument. It is designed on the same basic principle that has been followed for centuries in the construction of the violin, piano, mandolin and guitar.

The entire construction is of wood with the exception of the actuating unit, base and grille. The wood sound board or diaphragm is glued to a resonating box and operates under tension. The vibration delivering element is of a springy, quivering character similar in its action to the strings of musical instruments.

The A-Z Reproducer is made in walnut finish with ebony black base. Dimensions 21 in. high, 19 in. wide and 4½ in. deep.

List Price \$30.00

There is no paper, metal, mica or composition used in the diaphragm. The sound is not derived from any INERT material. There is no push-pull unit or horn. It is not an air pump.

The A-Z Reproducer has great volume, and a tonal range from A to Z. Every note is clear, retaining the original fullness and roundness of all overtones. In the reproduction of voices or instruments it "individualizes" each separate voice or instrument, with all its original truthness. Order a demonstrator. Let your own ears reveal the super-performance of the A-Z Speaker.

Samples will be sent on 10 days' approval to reliable jobbers and dealers. Complete literature on request.

THE A-Z CORPORATION

1010 George St.

Chicago, Ill.

Profit Winning Sales Wrinkles

How a London Music Store Speeds Up Demonstration and Selection of Records—San Francisco Columbia Dealers Cash in by Record Tie-Up—Clark Music Co.'s Balloon Stunt Brought Fine Publicity—Artists in Store Aid Sales—Other Profit Producers

On his return from an extended visit to European countries, J. F. Brogan, manager of the talking machine department of one of the retail stores of the New York Band Instrument Co., told of a device for expediting the demonstration of records which is used in one of the largest music stores in London. It consists of a rack with three compartments which is hung on the walls of the record demonstration booths. One section is labeled, "To Hear," another, "Accepted," the third, "Rejected." The dealer and his record sales force find that this adds considerably to the convenience of both the customer and the salesman. The customer is given a dozen or more records to play and

after hearing them immediately files them in either the "Rejected" or "Accepted" compartments. Upon completing his purchase, he calls to the salesman, who takes out the purchase without the necessity of having the buyer indicate or show which records won his favor. This idea is so simple and inexpensive and yet has such merit that dealers in this country would do well to copy it.

Featuring Special Record

During the appearance of Moran and Mack, the Two Black Crows of Columbia record fame, in San Francisco, Cal., the Columbia dealers in that section tied up most effectively by advertising profusely the recent Columbia record made by the team. In addition to being lavish with the advertising, it was of a character which immediately caught the attention of the reader, as witness the following, which might well be copied by Columbia dealers in other sections of the country. Try this questionnaire—then get the answer from the Columbia record.

1. Who is the early bird?
2. What is his idea in catching a worm?
3. What is the worm's idea in being there?
4. Which bird is early?
5. What causes that?
6. How are olives made?
7. What are Goofer feathers?
8. What is a head man?
9. Why do white horses eat more than black horses?

It might also be mentioned that taking advantage of the public interest in Moran and Mack, the San Francisco Columbia dealers are taking orders for the new record of the famous blackface team to be released shortly.

Dinner Hour Radio

Herbst's, Fargo, N. D., have found that it pays exceptionally well to broadcast an entertaining program during the dinner hour. Practically everyone likes music with his meals, so every evening between 6 and 6:30 Herbst is on the air with an entertaining program of vocal and instrumental music. The residents of the city know that every evening, rain or shine, hot or cold, they can get good music between 6 and 6:30, and almost everyone who has a set tunes in at that time. It is a particularly appropriate time, as there is little on the air so early in the evening, and Herbst has the field almost to himself. The store makes the radio advertise their record, piano player and sheet music departments, as records are frequently played, and whenever a song is sung it is announced that the words and music can be procured at the store. A local station is rented from which to do the broadcasting and many citizens have expressed their interest in this form of entertainment, while the young folks are loud in their praise of the dance music and latest song hits and flock down to the store in large numbers to purchase such as strike their fancy when they hear them over the radio.

Publicity via Balloons

At the New York State Fair, held at Syracuse, N. Y., a short time ago, the Clark Music Co., of that city, released about 2,000 small balloons. Attached to the stems of these balloons, which were inflated with oxygen gas, were tiny advertisements for the Brunswick Panatrope. The message was printed in small, clear type on "Butchers' Tissue." This paper is used for wrapping bacon and similar meats by butchers and is as near waterproof as can be. The balloons with the Brunswick message tightly wrapped about the stem were released at intervals starting Monday afternoon. A

certain percentage of the messages carried an additional paragraph, entitling the finder to a Brunswick record. The first of the replies by mail reached the Clark Music Co. from Bethel, Vt., from H. V. Green. The letter stated that the balloon bearing Brunswick Panatrope advertising was picked up by him thirty-two miles East of Rutland in the town of Bethel. The balloon, he stated, came down some time during the night. The distance traveled by the little aircraft was approximately 300 miles and it carried its Panatrope message faithfully.

Bring Artists to Store

During the past month the Brunswick shop of Snyder Bros. & Paris, 204 Main street, Johnson City, Tenn., staged a personal appearance in their store of the Original Hill Billies with Al Hopkins and His Buckle Busters, Brunswick and Vocalion recording artists. In a recent letter A. Paris stated: "We sure made this effort a success. We carry a full line of the orchestra's records, and as they played the different tunes the salesmen made the rounds among the visitors and sold them. We had a real successful business. The store was filled to capacity and there were at least 500 people on hand. We have made arrangements with the same Hill Billies to appear in the near future."

Showing the Merchandise

Dealers in the Rocky Mountain district are being introduced to Miss Esco, who is visiting all points in the territory covered by the Equipment Service Co., of Denver. Miss Esco is a capacious truck in which the Crosley Bandbox and consoles, R. C. A. Radiotrons, Majestic eliminators, Utah speakers, Vesta units and batteries, and Eveready batteries are displayed and demonstrated. G. W. Forman, assistant manager, in referring to this method of showing radio equipment, said that many dealers would not have an opportunity to see the merchandise otherwise, and that "Miss Esco" has resulted in considerable business with still greater benefits anticipated. Retailers might emulate this plan of arousing interest to advantage.

The Art of Display

One of the leading retail music houses in the metropolitan territory, which devotes quite a bit of space to its musical merchandise and band instrument department, recently rearranged this section of the store, executing a much more attractive layout of the instruments and consequently greatly increasing sales through arousing a stronger interest in the line. A special lighting system was installed so that the beauty of the highly polished instruments would be shown to best advantage. The background of the wall cases in which the instruments repose is formed of a thick, soft velour drapery, and the instruments which are placed on the counter for customer inspection all bear price tags so that the prospective purchaser can at a glance see whether or not the instrument in question is in the price class in which he is interested. Too many dealers feel that stocking this branch of musical instruments, with an occasional and perfunctory window display, is all that is necessary and they lose by failing to put the same efforts behind band and stringed instruments that they do behind other merchandise.

Card Rack Aids Sales

Speaking of band instruments, as we were in the above paragraph, a dealer in the Middle West has a clever idea. He has had installed around the wall of the store a card rack in which professional musicians and teachers can insert their business cards, telling of the dates they are available and the instruments which they teach.

A new music store, the Pelton Music Salon, was recently opened on the street floor of the Western Hotel, Callicon, N. J., by Daniel M. Pelton. A full line of Brunswick Panatropes and Columbia Viva-tonal phonographs and records is carried.

Announcing
TELEVOCAL
TUBES
for A. C. Sets

WE now offer to the trade Televocal A. C. 226 and A. C. 227 Tubes which operate receivers direct from A. C. Current without the use of "A" batteries.

Televocal T. C. 112A and 171A Power Tubes made with an oxide-coated filament. This cuts current consumption one-half—from ½ to ¼ amperes.

Televocal Tubes come in all standard types, featured by the exclusive Televocal Support, and guaranteed. Stock and sell these nationally advertised tubes of highest quality.



TELEVOCAL
QUALITY
TUBES

*Dealers,
Order Through
Your Jobber*

Televocal Corp'n
Televocal Building
Dept. G-2, 588 12th Street
West New York, N. J.

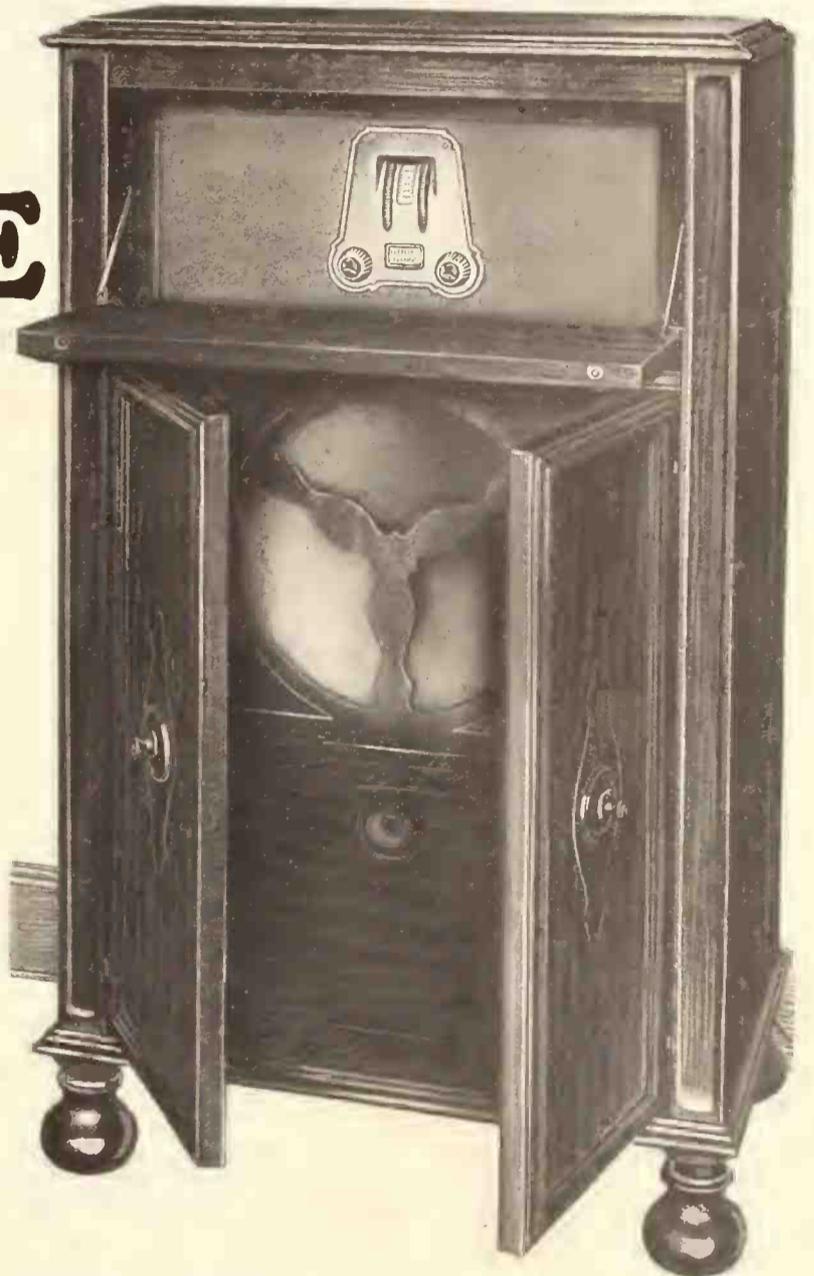
THE *New* FRESHMAN *ELECTRIC* RADIO

Freshman EQUAPHASE

Model G-7 here illustrated is panelled entirely of genuine mahogany, and contains a large cone speaker mounted on a Baffle Board, which is placed in a remarkably resonant tone chamber, rendering exceptionally fine tone quality and "true-to-life" reproduction.

\$185 COMPLETE
Ready to Operate

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



**THE LIGHT SOCKET
SUPPLIES
ALL POWER**

Always Ready... Always Right

NO { acids trouble batteries **NO** { water excuses makeshifts

Sold to Authorized Freshman Dealers Only

CHAS. FRESHMAN CO., Inc.

FRESHMAN BUILDING, NEW YORK

CHICAGO

LOS ANGELES

The Radio of Superior Performance

How the "Modern Touch" Stopped Declining Sales of a Music Store

The Chalmers Godley Corp. Suffered From Ancient Sales Methods Until
F. Johnston Discovered the Cause and Revised the Merchandising Plan

By Clarence J. O'Neil

IT took just ten years for the management of the East Orange, N. J., branch of the Chalmers Godley Corp., radio and talking machine dealer, to find the leak in its fast-declining sales receipts. And as a coincidence in time, it took F. Johnston exactly ten months to patch the sales leak by boosting receipts \$2,000 above the corresponding month of last year. He discovered the store suffered from ancient sales methods.

Mr. Johnston's immediate results prompted his district manager to lift the conservative ban of the old regime and let him run the store according to his own idea. His best assets were a strategic location in the community; a bright, spacious store, and a big, attractive store window. Yet with all these ready-made facilities the store may have just as well been handed to him empty, for, to quote Mr. Johnston's own opinion, "The sight of the old store did more to frighten away customers than it did to invite them in to buy. A little modern touch was all it needed."

The Modern Touch

And this is exactly what Johnston did, he gave it a "modern touch," not only in its appearance, but also in every branch of its management.

Mr. Johnston went to East Orange in September, 1926, not knowing a person in the community, but he knew radio and talking machine merchandising thoroughly, having had seven years' experience behind the counter of a leading New York City store. His first move in taking over the management of the store was to discard everything that looked out of date. He built in six new listening booths and had the whole interior painted a cheery color. All decorations were made to his own taste. Black-and-white tiled linoleum was spread the entire length and breadth of the floor; four artistic tapestries were placed

on the walls, and attractive blue silk trimmings hung over the booth windows. These inviting finishing touches, together with a set of wicker furniture placed in the store front, gave the place an atmosphere of welcome. It was only a matter of weeks when the residents recognized the Chalmers Godley Music Store as a nice store to visit.

Complete Stock of Records

Having accomplished his first ambition of getting people acquainted with the store, Johnston next studied their demands and then prepared to give them what they wanted. Up to this time very few records were sold, the net receipts averaging about \$60 a month. Yet in speaking to his customers he learned that they were not particular where they bought their records provided they knew the one place in the neighborhood where a complete stock of music was carried so they could avoid shopping about town for just a couple of new numbers. This idea prompted Mr. Johnston to stock up on records right away. He hung attractive posters listing the latest numbers, put the same posters underneath the glass counter cover and in every conceivable place to attract the prospect's attention.

This was one simple and very effective method that helped pull the sales column out of the rut, for included in Mr. Johnston's report after his first ten months' management was a handsome item of \$500 average monthly sales for records alone, as against \$60 for the year previous.

Selling by Suggestion

Besides applying the methods mentioned, Mr. Johnston, in speaking of his sales plan, said: "Together with carrying a very attractive stock of records on hand, I make the prospect feel as though I am personally interested in her home entertainment. For instance, when I see a woman doubtful as to what kind of records

she wants to buy for a contemplated party at her home, I immediately find out if she cares to have vocal, jazz or classical music. Then, knowing about what average of each she prefers, I prepare a record program of the numbers running in present popular musical shows and other recent classical hits. For each selected number I explain why I think it is suitable for her party. In most cases she will be acquainted with titles of musical numbers, having read about them in newspapers, and so readily consents to buying them. Through this idea of suggesting, I can safely say that most customers leave my store with about twice as many records as they actually intended to buy, yet they are perfectly contented in knowing they have the latest and most popular records."

Ten months previous Chalmers Godley's stock of records was almost nil, today they have \$7,000 worth of records on hand.

Personal Contact Beats Competition

Now that Mr. Johnston had the trend of trade leading to his store, he was next confronted with the problem of holding it from local competition. One plan was certain and that was to keep in personal touch with his trade as frequently as possible. Previous to his arrival at East Orange the prospect mailing list, numbering about 300, was circularized about every two or three months. This list was promptly revised. The number of names was doubled and the customary new number announcements were sent out each month regularly. Occasionally he sent out special invitations to have his customers visit his comfortable booths and listen to new records. These invitations were mailed to his entire prospect list in addition to regular monthly announcements.

Four Per Cent for Advertising

Johnston is a firm believer of advertising his business for increased trade. During his first ten months in East Orange his advertising bill, including both newspapers and the cost of printing circulars, totaled \$3,900, or about 4 per cent of his sales volume, while the gross returns of his business increased 15 per cent in the same period. His advertising results are so good that he is prepared to spend \$7,000 the next year for general advertising.

Building Good Will

In building up his trade by popularizing himself in having one of the most complete stocks of records in town, Mr. Johnston has automatically increased his sales volume of both talking machines and radio sets. His theory is that one branch of the trade should sell the other. An example of the service policy he inaugurated may be had through his practice of going halfway with his customers in order to establish good will. In the event he may run short of records or that one of his customers would like to purchase the latest numbers, but is not in a position to buy all she needs immediately, Mr. Johnston will relieve her and tell her he'll loan her a radio set for the evening. If the gathering happens to consist of neighbors, the publicity given the radio set will, according to Mr. Johnston's experience, eventually pay for the cost of loaning the set. At any rate he feels positive he will be assured of the sales of the dozen or so records his customer intended to buy, because of his exceptional generosity in loaning a substitute music device.

Jiffycase

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

Light, Safe and Tidy!

Jiffycases are very light—being built up of thin plywood panels.

Jiffycases are very safe because the plywood panels have the laminated, cross-banded structure which offers maximum resistance to breakage and because they are scientifically reinforced.

Jiffycases are tidy.

They make good-looking, clean-cut packs which advertise the progressive methods of manufacturers who use them.

Best of all, though—the use of JIFFY-CASES pares packing costs to the bone and makes possible utmost speed and efficiency in the shipping room.

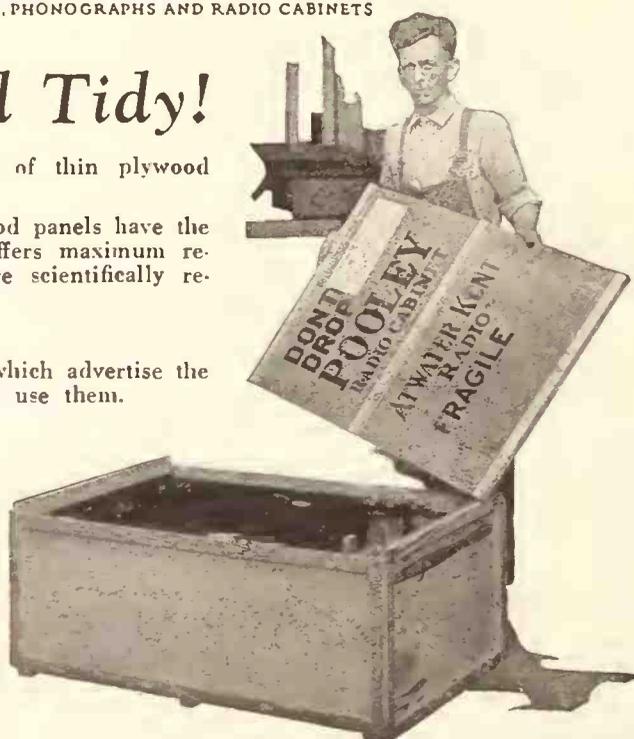
Jiffycases are profit savers and good will makers.

Write for details

Northwestern Coopage and
Lumber Company

Gladstone

Michigan



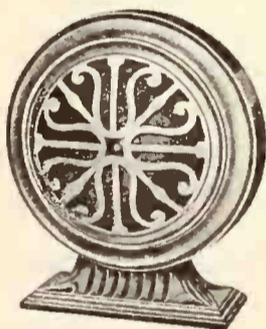


HAVE YOU HEARD THE *NEW*

UTAH

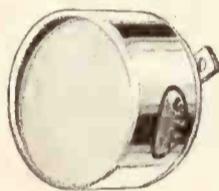
THE ONLY COMPLETE LINE-RANGING FROM \$10 TO \$100

UTAH No.16 DRUM SPEAKER



16" high ~ 13" wide ~
4 1/2" deep
Weight-10 lbs
\$16

PIANO SPEAKER



Makes a Radio
Reproducer out
of any Piano
\$10

UTAH No.30 SPEAKER



Size-Height 18 in.
Weight 15 lbs.
\$30

BEFORE YOU BUY TRY THE UTAH

UTAH RADIO PRODUCTS CO.
1615 SO. MICHIGAN AVE., CHICAGO

EVERY ONE GUARANTEED



Investigation Shows That Many Factors Are Responsible for Poor Reception

(Continued from page 10)

the route of these wire systems. The volume of noise depends upon the sensitivity of the receiver, its distance from the wire system carrying the disturbance, and the type of the pickup used with the receiver.

A disturbance from an overhead system often is much less in wet weather than in dry. The reason for this is that the better conductivity afforded the leak by the moisture tends to subdue the arc or spark discharge, thereby lessening the noise.

On the other hand, some types of interference, such as tree grounds, and in some cases leaks across insulators, are produced by wind or rain or a combination of both. In these cases the disturbance is greater in wet weather, as moisture is necessary to start the leak.

The customer is "always right," but his engineering education may be scanty; avoid technical arguments.

Legitimate complaints will come eventually; unwise publicity will needlessly multiply work.

A too obliging noise investigator will soon become a radio set service man; one not obliging enough loses friends for the company; the ideal man does his job well and quickly and adds constantly to the number of power company friends.

Be sure the noise you are working on is the noise

complained of; others are interesting but not so important.

In determining the source of a noise, the easiest person in the world to deceive is yourself.

Do not neglect your imagination, but do not overwork it; several technically qualified radio men have convinced themselves that the noise they heard in their own sets covered the whole State, and found out later it only extended a few blocks.

Call when the complainant is home; if you miss him, leave your card.

The power company causes very few of the total number of complaints; each complainant should realize this.

Telephone the complainant before going out on a job in order to make sure the noise is present and that your trip will not be useless. In the case of a street lighting trouble, however, it might be wise to be on the ground at the time the lights go on in order to make certain there are no noises from other sources.

Never fail to find out the time the noise occurs; you may then allocate it to street lighting, factories, etc.

Do not trust the loop implicitly as pointing in the direction of the source of the noise; usually it is paralleling some nearby power or communication line.

In hunting a noise on a street lighting circuit a map saves hours of valuable time.

If the disturbance is one not easily found, enlist the services of the complainant and his friends; they enjoy it, and will obtain some idea of your difficulties. A collection of records kept by people in the vicinity of the noise will help you considerably.

If the noise complained of emanates from an outside source, and there is no chance of remedying it, let the complainant go over the ground with you and make his own conclusions.

Do not discredit the radio amateur; the art in general owes a lot to these young people, and they very seldom cause interference. They will usually be more than glad to remedy any interference they are causing.

Never hesitate to enlist the services of any manufacturer or of any person you suspect of causing a noise; almost everybody is a radio enthusiast and will help you.

Occasionally a radio listener with a supersensitive set will complain of a noise that is almost inaudible in your set; take him along with you on your noise investigation, allowing him to operate the receiver and at the same time endeavoring to explain to him that in all civilized communities there are thousands of noises in the ether, and that there is a certain "noise level" beyond which enthusiasts use supersensitivity only at their own inconvenience.

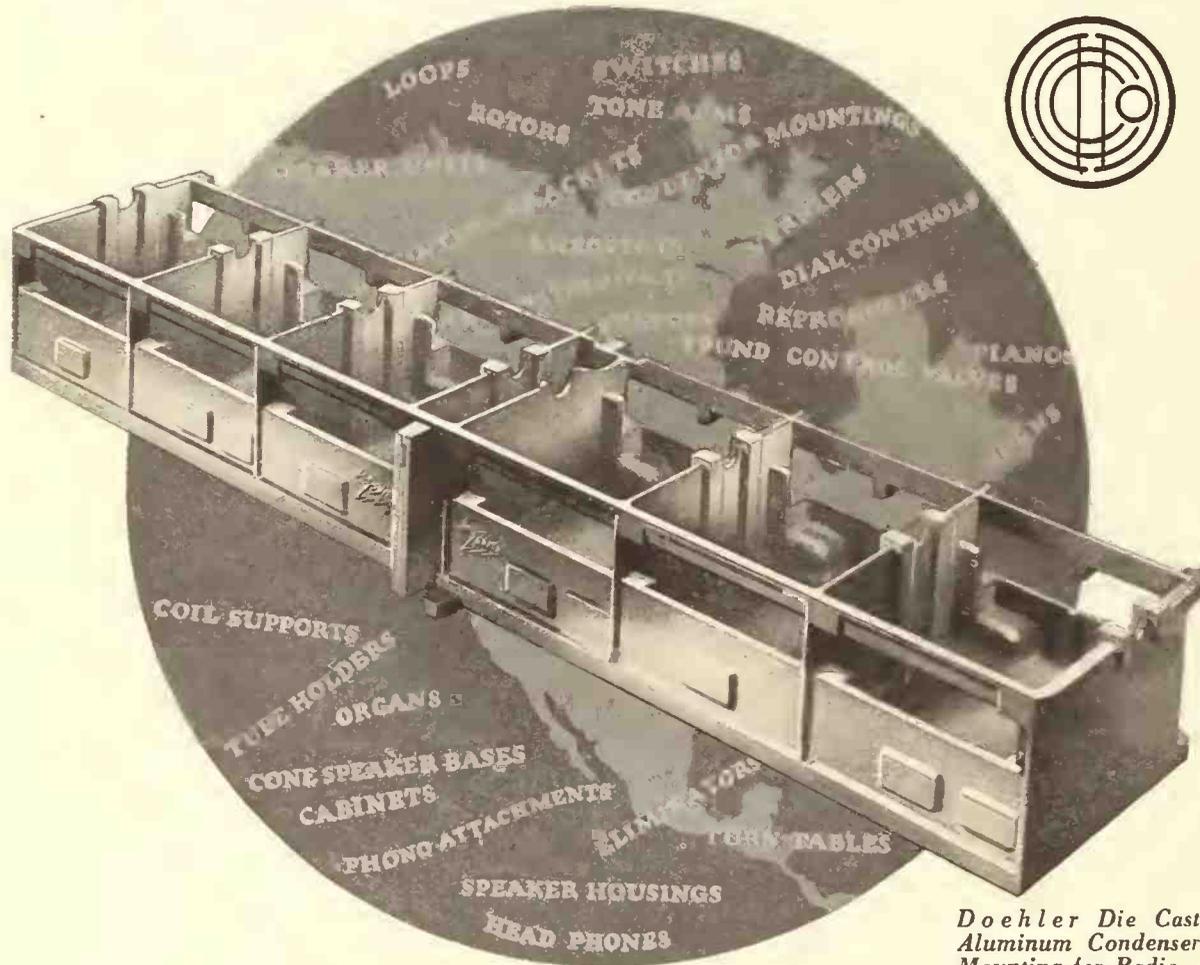
Automobiles make good noise broadcasting stations on the lower wave lengths; they can be heard on your receiving set at short distances.

Treat every customer with an equal amount of courtesy and consideration, of course. Time spent with any person who has contact with a large number of the public is never wasted.

Make a record of every radio complaint and of its disposition.

Once the source of the noise is found, it is usually comparatively easy to clear it if the fault lies in defective power company equipment. If, as is more often the case, it lies with the apparatus of a customer or with another utility, the solution is more difficult, although almost invariably any person or company owning apparatus which is a radio disturber will be more than glad to co-operate. While the problem is distinctly not one belonging to the power company, the investigator has a moral obligation to assist in remedying a complaint at least to the extent of providing technical advice concerning the manner in which the disturbance can be eliminated.

THE WORLD'S LARGEST PRODUCERS OF DIE-CASTINGS



Doehler Die Cast Aluminum Condenser Mounting for Radio

LEADERS in American industry recognize that price alone does not constitute the "last word" in buying Die Castings. Where accuracy, uniformity, finish and prompt delivery are determining factors, the unequalled facilities of the four great Doehler plants strongly recommend themselves. Repeated experience in the past 20 years proves Doehler Die Castings DO save time and money. We will gladly show you examples and confer with you on your problems . . . A copy of our Catalog will be mailed on request.

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.

Three Metropolitan Stores Add the Sonora Radio Line

Gimbel Bros., Bloomingdale Bros. and Ludwig Baumann & Co. to Feature Product of the Sonora Phonograph Co. in a Big Way

Three large retail outlets in New York City, Gimbel Bros., Bloomingdale Bros. and Ludwig Baumann & Co., have arranged to concentrate selling activities on the radio product of the Sonora Phonograph Co., according to an announcement by Maurice Landay, of the Greater City Phonograph Co., Sonora distributor in the metropolitan area. Mr. Landay states that these large stores will shortly inaugurate a special newspaper advertising campaign running through the Fall and Winter emphasizing the Sonora line, which comprises seven models ranging in list price from \$69.50 to \$375. Shipments of Sonoras during the month of August in the metropolitan district of New York were two and one-half times greater in volume than the same month last year, according to Mr. Landay, and all indications point to a very successful business on the entire Sonora radio line.

Arcturus Radio Co. Sends Out Consumer Literature

Attractive folders in color have been prepared by the Arcturus Radio Co., Newark, N. J., for dealer distribution to prospective customers illustrating and telling in detail the story of Arcturus AC tubes. The characteristics and operating data of the detector, amplifier and power tubes which comprise the Arcturus AC line are given in detail.

A new music store was recently opened on Courthouse Square, Inverness, Fla., by Frank Saunders. A complete line of Victor talking machines and Radiola products are carried.

Columbia

Announces

**another of a series
of advertisements /**

*2 pages facing
in color
in*

**THE SATURDAY
EVENING POST**

This Advertisement Appears in *THE*

Hear
the New **Viva-tonal Columbia**
ALL THE MUSIC OF ALL THE WORLD - "like life itself"



Music on the Viva-tonal Columbia! First, amazement at its wonderful tones so true in all their dazzling brilliance and color. Then, at its unusual range—every note clear and distinct, from highest soprano to deepest bass.

Whether you prefer a Ted Lewis *dance number* or a Tschaiakowsky *overture*; a Moran & Mack *comic* or a Beethoven *symphony*—the Viva-tonal Columbia gives you everything that's in the record—all that has been played, sung or spoken into it.

Viva-tonal Columbias in both mahogany and walnut, ranging in price from \$90 to \$300. (Model 810 shown here, \$300.) Viva-tonal Columbia Portables, \$50.

COLUMBIA PHONOGRAPH COMPANY
1819 Broadway, New York City
Canada:
Columbia Phonograph Co., Ltd.
Toronto

Columbia Viva-tonal Records

made the new way - electrically - without scratch

Moran and Mack Again on a Columbia Record

Two Black Crows, Columbia's exclusive Moran and Mack hit, is making millions laugh. Here's their next one just as funny—parts 3 and 4—same lazy drawl, same soft music, same side-splitting comedy. Get it now while your dealer still has his first lot.

Moran and Mack

Two Black Crows Part 3, and Two Black Crows Part 4
No. 1094-D 10 in. 75c

Dance Selections on Columbia Records

Leo Reisman and His Orchestra

Cheerie-Beerie-Be (From Sunny Italy) (Vocal Chorus by Don Howard) and Waters of Perkiomen—Waltzes
No. 1112-D 10 in. 75c

South Sea Islanders

Song of Hawaii and Hawaiian Hula Medley No. 1111-D 10 in. 75c

Harold Leonard and His Waldorf-Astoria Orchestra

Just a Memory (Vocal Chorus by Elliott Shaw) and Joy Bells (Vocal Chorus by Vaughn De Leath)—Fox Trots No. 1105-D 10 in. 75c

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

Just Once Again (Vocal Chorus by Franklyn Baur) and Love and Kisses (From Baby to You) (Vocal Chorus by Paul Small and Milton Watson)—Fox Trots No. 1090-D 10 in. 75c

Harry Reser's Syncopators

Ooh! Maybe It's You (from "Ziegfeld Follies of 1927") (Vocal Chorus by Franklyn Baur) and Shaking the Blues Away (from "Ziegfeld Follies of 1927") (Vocal Chorus by Franklyn Baur)—Fox Trots
No. 1109-D 10 in. 75c

Vocal Selections on Columbia Records

Van and Schenck

Magnolia and Pastafazoola—Vocal Duets No. 1092-D 10 in. 75c

Ruth Etting

My Man (Mon Homme) and After You've Gone—Vocals
No. 995-D 10 in. 75c

Instrumental Selections on Columbia Records

Don Voorbees and His Earl Carroll Vanities Orchestra

Fantasy on St. Louis Blues Parts 1 and 2 No. 1078-D 10 in. 75c

Sir Henry J. Wood and the New Queen's Hall Orchestra

The Merry Wives of Windsor; Overture, Parts 1 and 2 (Nicolai)—Instrumental
No. 7132-M 12 in. \$1.50

Columbia Masterworks Series

Set No. 72 Mozart: "Jupiter" Symphony (No. 41, in C)

In Eight Parts, with Album \$6.00

Set No. 71 Mozart: Concerto for Bassoon and Orchestra, in B Flat, Opus 191

In Five Parts, with Album \$4.50

Set No. 70 Beethoven: Quartet in B Flat, Opus 130

In Ten Parts, with Album \$7.50

Set No. 73 Tchaikowsky: Trio in A Minor, Opus 50, "To the Memory of a Great Artist"

In Twelve Parts, with Album \$9.00

Set No. 39 Beethoven: Symphony No. 9 (Choral) in D Minor, Opus 125

In Sixteen Parts, with Album \$12.00

Good news for record-buyers who have radios, and vice versa

Hear Columbia artists on the radio as well as on Columbia Viva-tonal Records. Listen for Columbia's "Magic Notes."

The Columbia hour of musical Broadcasting is presented every Wednesday night by the Columbia Phonograph Company over the entire chain of the Columbia Broadcasting System. This is one of the ten hours broadcast weekly by the System, and is on the air from 9 to 10 Eastern Standard Time, 8 to 9 Central Time, 7 to 8 Mountain Time, and 6 to 7 Pacific Time.

Columbia Phonograph Company
1819 Broadway, New York City



Second Columbia Record by
MORAN AND MACK
 (TWO BLACK CROWS)

You laughed at parts 1 and 2—You'll scream at parts 3 and 4

The first one is—
 Columbia Record
 No. 935-D
 This one is—
 Columbia Record
 No. 1094-D



"What kind of a dog was it?"
 "Oh, I couldn't be bothered with that!"

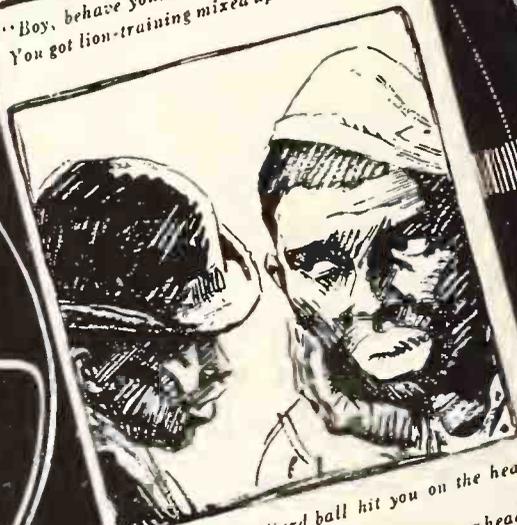


"Dreamt I was eating flannel cakes and
 when I woke up, the blanket was gone!"

Call in the neighbors
 again — Never mind
 whether your phono-
 graph is old or new —
 Play these 2 Moran and
 Mack records and
 laugh. All your friends
 will laugh, too.



"Boy, behave yourself!
 You got lion-training mixed up with suicide!"



"When the billiard ball hit you on the head,
 did it hurt?"
 "Oh, how could a billiard ball hurt your head?"

**Exclusive
 with Columbia**

Everywhere you go, you hear
 them talking about Moran and
 Mack. And of course you know
 these records are exclusive
 with Columbia. Parts 1 and 2
 are Columbia's largest selling
 record for all time. Everybody
 should have both records—
 parts 1, 2, 3 and 4. Ask a
 Columbia dealer to play
 them for you.



Columbia

*New Process
 Viva-tonal*

Record

No. 1094-D
 10 in. 75c

*All Trade Marks Reg. U.S. Pat. Off.
 M. N. of the Record Co. 18423 & 18424 for the
 Agency 1930 & 19085 for 23 or Agency 1930. M. N.
 Industry. Registration Map No. 1990, 2018 & 2072

Splitdorf Corp. Announces Electric Radio Receiver

New Model Contains Many Features—May Be
Obtained in Various Art Furniture Cabinets
—Six-Tube, One-Dial Control

In keeping with its policy of meeting the public demand for advanced radio, the Splitdorf Radio Corp. announces an all-electric receiver with exclusive features. The simplicity of operating this new model is designed to meet the requirements of those who desire their radio as nearly automatic as possible. Encasing of the all-electric unit in the various art furniture cabinets brings to this manufacturer's line the distinction of the latest technical refinements while retaining completely the aesthetic in housing equipment.

The receiver is designed for alternating current using the new AC tubes, said by the Splitdorf engineers to give entire satisfaction, is very simple to operate and entirely "self-contained." The Splitdorf All-Electric is a six-tube set, with one-dial tuning. The four distinct tuning circuits are all controlled automatically by this single dial. There is an antenna "trimmer," a new feature, which compensates for various antenna sizes. It is explained that with this "trimmer" the set cannot get out of resonance.

The Splitdorf receiver employs no batteries, acids or such intermediate devices as eliminators in the accessory sense. It is operated with the new AC tube. The "B" supply apparatus is built right into the Splitdorf set as an integral part of the chassis. There is provided a device to take the current of the last, or power, tube out of the loud speaker. The effect of this is to improve the quality of tone considerably and also to take the high voltage out of reach of the person operating the receiving set.

Crosley Dealers Supplied With Electric Globe Signs

Globe-Type Electric Sign Featuring Slogan,
"You're There With a Crosley," Is Being
Sent to Dealers for Exterior Displays

CINCINNATI, O., October 5.—A new globe-type electric sign is being supplied by the Crosley

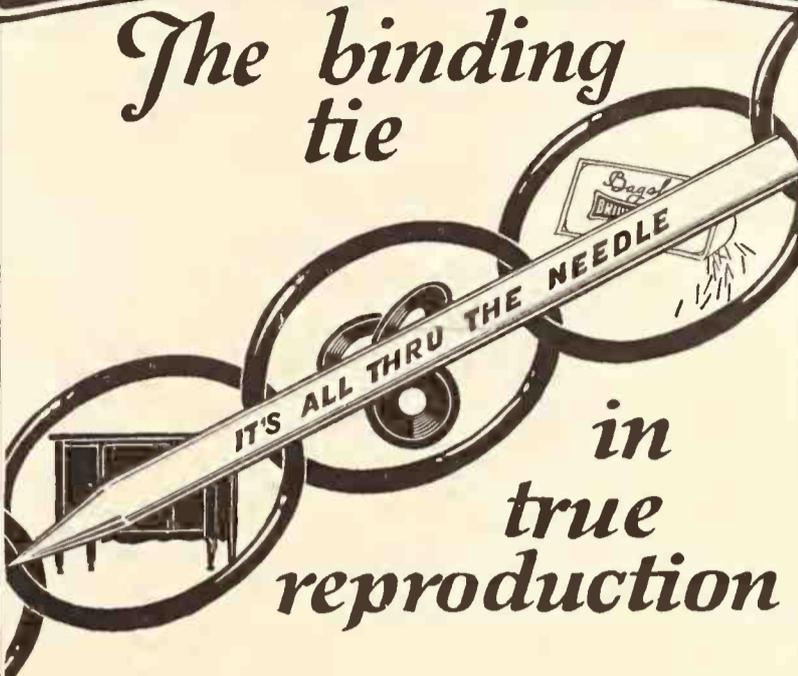


New Crosley Electric Sign
Radio Corp. to its dealers. The frame of the sign is finished in black, while part of the lettering matter is in white on a red background and the rest is in buff on a black background. The sign may be hung in front of the dealer's store or used as a window display. It features the new Crosley slogan, "You're There With a Crosley."

An involuntary petition in bankruptcy was recently filed against the Waring Music Co., Ltd., St. Petersburg, Fla.

BRILLIANTONE

The binding tie

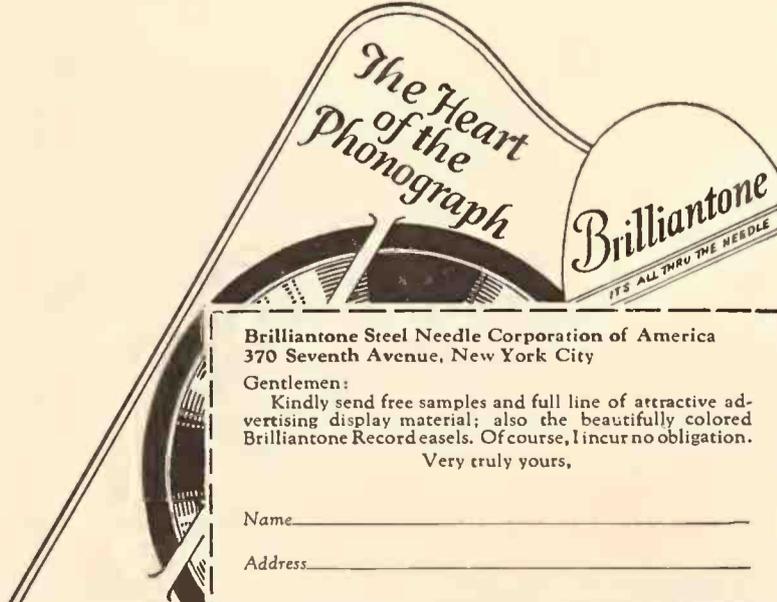


in true reproduction

A CHAIN is no stronger than its weakest link. And so it is in the true reproduction of music by phonograph.

Brilliantone Needles are as essential to true reproduction as either the phonograph or the record. Serve your customers best by supplying them exclusively with Brilliantone Steel Needles.

DEALERS: — Mail this coupon today for attractive Brilliantone record display material. Keep the latest hits before the public on these record easels and watch your sales increase.



Brilliantone Steel Needle Corporation of America
370 Seventh Avenue, New York City

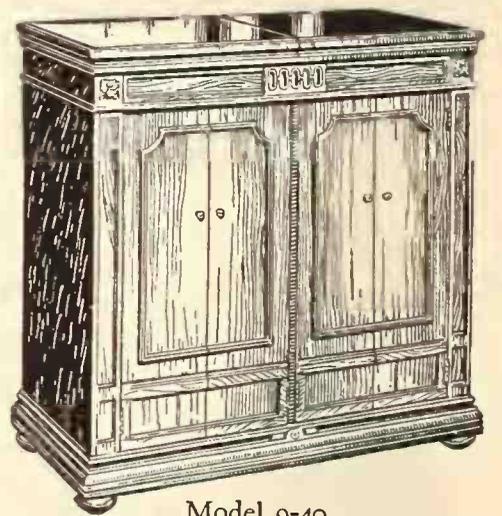
Gentlemen:
Kindly send free samples and full line of attractive advertising display material; also the beautifully colored Brilliantone Record easels. Of course, I incur no obligation.
Very truly yours,

Name _____

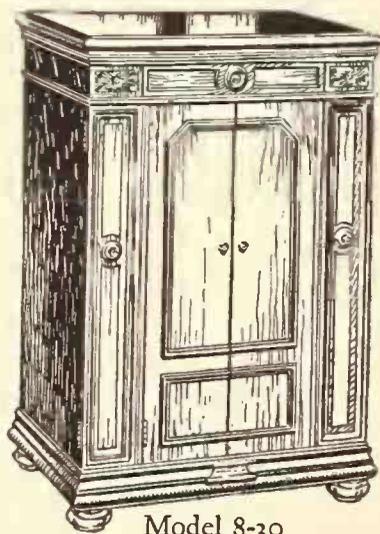
Address _____

The "line"
 of
 LEAST
 RESISTANCE

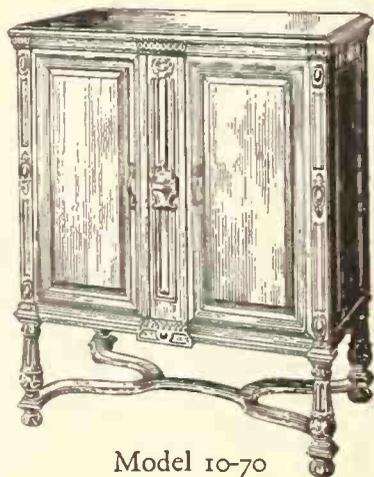
is



Model 9-40



Model 8-30



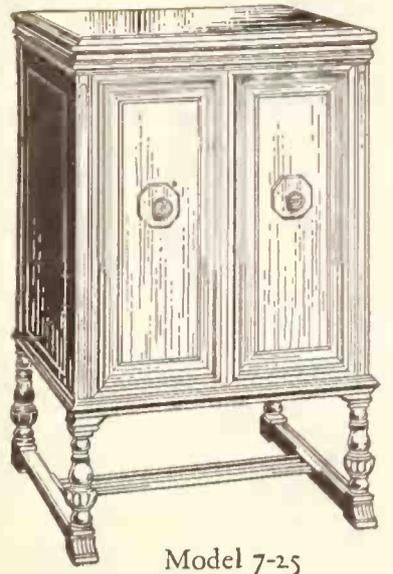
Model 10-70



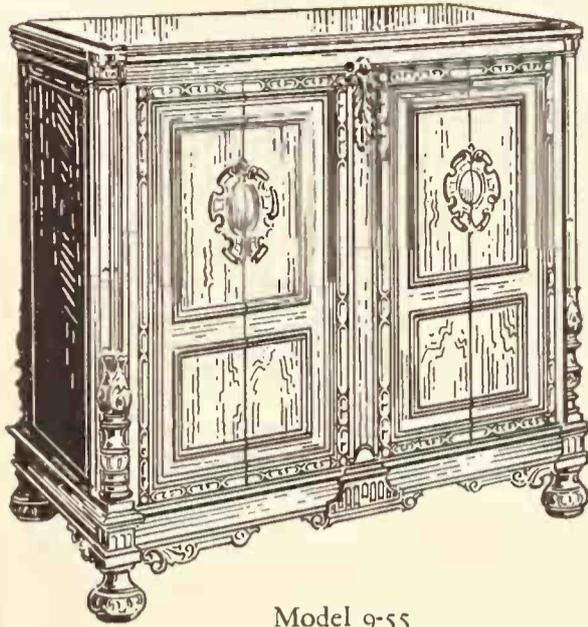
Model 1-90



VICTOR TALKING MACHINE CO.



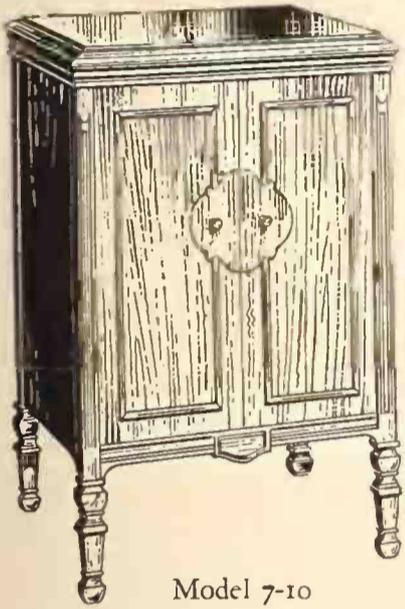
Model 7-25



Model 9-55



Model 4-3



Model 7-10

the great

Victor Line

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

Utilizing Direct-by-Mail to Develop Retail Radio Sales Over An Expanded Territory

By J. R. Moore

A RADIO dealer located in a town that has but a small resident population must, in order to merchandise profitably, extend his activities to include the territory for many

work for the retail dealer is that of the Sheldon Air Line, of Sheldon, Ill., which, operating a retail radio establishment in a town of approximately 1,600 population, did a gross business of nearly \$25,000 in 1926, making a net profit of about 11 per cent. Two cardinal principles are followed by Harold B. Snow and Gordon H. Snow, who own and operate the business. They are: Keep the overhead to the lowest possible minimum, and secure practically all the radio business in the territory for fifty miles around.

To do this the Sheldon Air Line employs four or five outside salesmen during the busy

large mailing list a few days prior to any event which can be linked with radio. On this page are reproduced three letters that are typical of those sent out by the Snow brothers. One mailed in the early Summer told of the advantages of buying a radio set when the household expenses are light, a second stresses the enjoyment of home entertainment via the ether when outside conditions are stormy, the third links up with Mother's Day.

In a recent statement to The Talking Machine World, Harold B. Snow, sales manager of the Sheldon Air Line, states: "Our average of replies runs about 15 per cent and our percentage of sales traceable to these mailings averages 6 per cent, which we considered good.

"Direct results obtained from these are hard to trace and we depend for results more on keeping in constant contact with the buying public and our house name before them in their homes."

With each piece of mail matter sent out the following postal card is enclosed to be filled

Harold B. Snow Gordon H. Snow

QUALITY RADIO APPARATUS SERVICE TO OUR CUSTOMERS

SHeldon AIR LINE

April 20th, 1926.

Dear Sir:

Do you know what great day Sunday, May 9th is, this year? MOTHER'S DAY. Remember Mother. Give her a gift that will be useful and a pleasure every hour. Have you really ever tho't seriously of the trials and tribulations that your Mother went thru in order that you might be what you are today?

MOTHER does not get out to enjoy the pleasures that you do. Give her a Radio so that she may fill in the long hours between Breakfast and Dinner, between noon and night, after the supper hour. Recipes for good things to eat, talks by women, great in their line, talking on subjects of interest, Opera Stars, fine music.

Did you ever stop to think that with your line of work you are bro't in contact with other people, activity, a change and when you go home at noon someone has your dinner, when you come home at night someone has your supper. It took time and work to prepare those meals and housework is very confining and hard.

Many Sunday mornings are disagreeable or MOTHER cannot get a nice meal for noon or night and go to Church. Radio offers great Sermons by great men in the comforts of your home.

A constant program of the finest talent of any nature that might be desired is at the finger tip.

MOTHER is always thinking of others. MOTHER gets tired and lonesome.

Remember with Radio. We carry a large complete line with Service.

MOTHER'S DAY, SUNDAY, MAY NINTH

Yours very truly,
SHeldon AIR LINE
HBS-PLD 4 *Harold B. Snow*

RETAIL WHOLESALE RADIO APPARATUS

SHeldon AIR LINE

Dear Sir:

There is going to be a free entertainment put on tonight that we doubt whether your family or yourself might miss if it is possible at all for you to attend.

We realize that the roads and streets are bad due to the recent snow and that it is very cold outdoors and that the most comfortable place is right at home near the fire.

The artists appearing are the best in their profession, good clean entertainment and the best thing about it is that if you don't like the Solo you can stop it without making any fuss at all. Just turn three small knobs and listen to the Dance Music played for you in the Biltmore Hotel, New York City or the lecture on your favorite subject from Dutton, Texas or the Market Reports, a Sermon, the World's artists at your finger tip right in your home, near the fire where the whole family can enjoy the going on of the world.

We have a Radio that will suit your Bank Account and if it is too much right now we have made arrangements to sell you on small monthly payments.

We want to sell you and we want you to come in our shop across from the State Bank of Sheldon and look over our stock or telephone 141 or 193 and one of our salesmen will call.

The air is full of entertainment every minute and you should be enjoying it now. Our Service means a great deal to every owner and we are trying to perfect it every day. Think it over, talk it over and then let us know that you are interested. Attend tonight's show right where you are most comfortable.

Yours very truly,
SHeldon AIR LINE
HBS-PLD 2 *Harold B. Snow*

Harold B. Snow Gordon H. Snow

QUALITY RADIO APPARATUS SERVICE TO OUR CUSTOMERS

SHeldon AIR LINE

July 25, 1926.

Dear Sir:

The gardens are sure fine, aren't they, the best thing about it is that we do not have to buy all the food we eat right now. No coal to buy, long days. Expenses are sure low as they can be at this time of the year.

Have you ever tho't of buying a Radio with its thousands of hours a year entertainment and that this is the time of year to do it. Expenses are low, low, food bills, no coal bills and the money that you would put into Radio NOW would not be missed, 30 to 40 cents a day buys your Radio for you and your family. It is very easy to spend this much a day on things that might give you enjoyment and pleasure but only for the moment, while this nice amount spent on a Radio means thousands of hours of the finest entertainment obtainable thru the long, cold, dreary hours of the Winter.

In a few months your mind will turn toward Winter preparations, Christmas with its drain on your pocket-books. The finest thing that you can possibly do is buy a Radio, NOW when you will not miss the small amount invested, the 1926-27 new models are in stock and may be installed and paid for in easy payments by Christmas.

Your neighbors have spoken of the easy hours of instructive entertainment that they have received, you can do the same, with a Receiver in your home the entertainment is FREE.

Don't say this Winter, "I want a Radio, but with my Coal bills and heavy taxes and Winter expenses, I can't buy it." DO IT NOW.

Every day we are receiving new Radio Apparatus. Phone 193 or 141 and a salesman will call and explain our easy payment offer, stop in at our store or call at our house, and then say this Winter and Fall, "the money that I spent on this Radio is the best investment that I ever made and I would have spent the same amount during the Summer on things that would not give me one hundredth the amount of fun and entertainment." Fill in the enclosed card and mail TODAY.

Yours very truly,
SHeldon AIR LINE
HBS-PLD 5 *Harold B. Snow*

Tying up With a Holiday miles around. The difficulty which presents itself when such a program is decided upon, however, is that of keeping the selling cost within reasonable proportions, for such methods as canvassing cost money, and unless a large volume of business is closed the selling cost reaches a figure that makes this type of merchandising practically profitless. Direct mail has been found by many dealers to be the solution of the difficulty.

An interesting example of the manner in which Uncle Sam's mail men can be put to

Selling Radio Entertainment months. These men work on a strictly commission basis and service the sets they sell. This accounts for a goodly percentage of the business, but direct mail letters are sent to a

Makes Easy Sales for Radio Sets

The **ACME** "A & B" Socket Power Unit



will give your customers PEAK PERFORMANCE on any set you sell them.

Delivers 180 to 200 volts at 60 to 80 milliamperes!

It is all in one compact cabinet—always ready at the touch of the switch. No hum—no distortion. Gives a strong flow of constant, dependable A & B Power.

TYPE AB-1-R, 40 mills. at 180 volts, lists at only \$67.50 East of the Rockies. Built for six to eight tube sets and Radiolas.

TYPE AB-2-R, giving 60 to 80 mills. at 180 to 200 volts, lists at only \$72.50 East of the Rockies. Very efficient on sets with any number of tubes.

Sold by leading Jobbers everywhere. Order at once.

NEW ACME PRODUCTS
Ask us about the new Acme PEARL-O-CONE Speaker. Lists at \$17.50. See your Jobber on our special "B" Unit, using the new UX 280 tube, and our A & B Unit, 180 volts Dry Rectifier with new UX 280 Tube. Also our new Dry Automatic Charger with relay at \$17.50.

FACTORY REPRESENTATIVES in all the principal cities.

Established in 1917

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

A "Do It Now" Letter in and returned by the prospective purchaser.

I am interested in buying a Radio

Now Later and would like details regarding different models and prices. I will see your salesman

At my home

At your store on

..... at

A. M.

P. M.

I understand that no obligation is incurred.

Name

Address

Telephone Number

The question of what expert radio service means to the purchaser is broadcast to prospects and it forms the basis of the following letter, which was sent out the early part of this year. It reads:

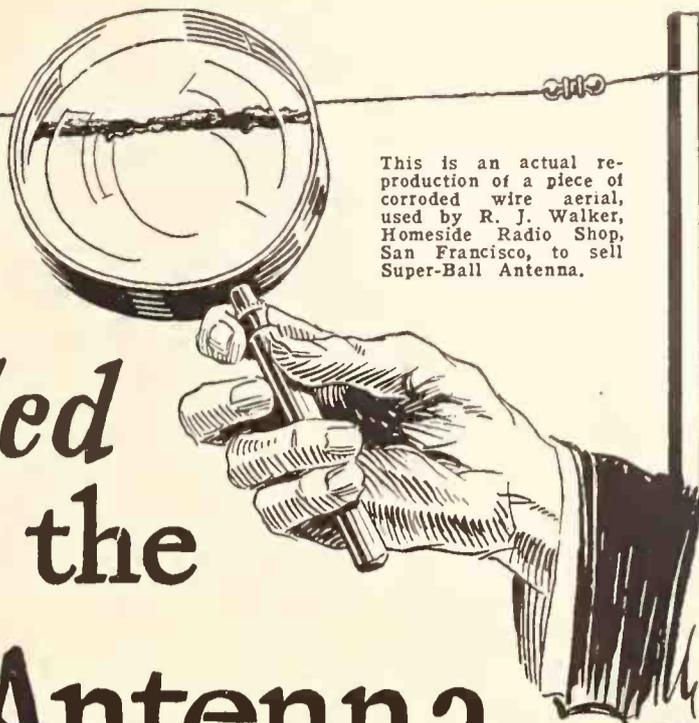
Dear Sir:

Reduced prices on radios and installation. Radio, the wonder invention that brings enjoyment, education and family happiness 365 days a year into your home.

Our lines are complete to meet every pocketbook size, with time payments also. Reduced prices above means cheap radio. We give you cheap radio because we are not just selling radio this Winter but because we are here to stay and are equipped to give you service on

(Continued on page 27)

Replace old, corroded wire aerials with the SUPER-BALL Antenna

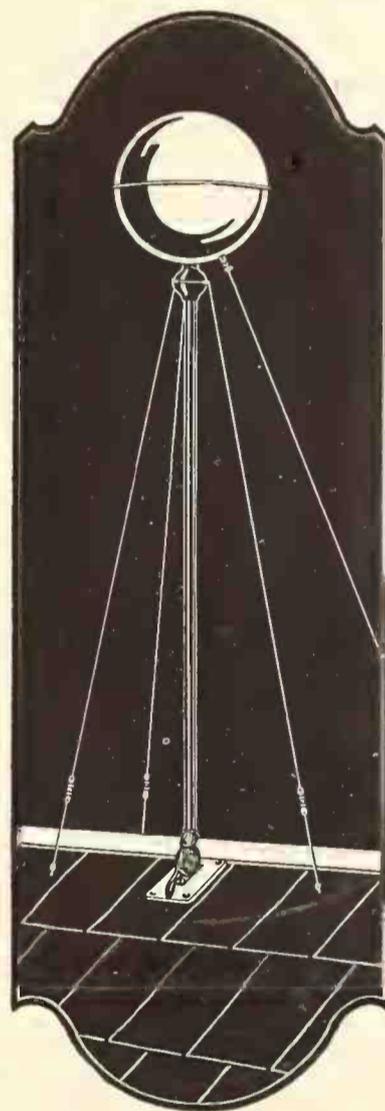


SOONER or later every outdoor wire aerial will have to be replaced. Constant exposure to all kinds of weather causes corrosion of the wire — which means poorer “pick-up” and impaired reception. Replace old, corroded wire aerials with the corrosion-proof, *all-directional* Super-Ball Antenna — at a good profit per installation, and excellent satisfaction for the customer. He gets better reception than he ever enjoyed before — greater selectivity, less static, better clarity and equal reception from all directions.

Read this letter from a California dealer—Homeside Radio Shop, San Francisco—who is cashing in on this idea:

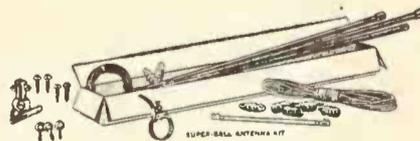
“I am enclosing a piece of a wire aerial that has been up about 3 years. I have two or three pieces and use them to show customers why they should change their wire aerial to a Super-Ball Antenna. It works! They buy!”

Hundreds of dealers are selling the Super-Ball Antenna in profitable volume—with sales increasing right along. Order a stock from your jobber—and let us send you one of our attractive Super-Ball Antenna window displays. Cash in on Super-Ball demand this Fall.



YAR TRUE-TONE SPEAKER

Get behind this revolutionary speaker. Employs new principles of tone reproduction. Faithfully reproduces highest treble and deepest bass. Furnished with 20 feet of power cord—may be placed anywhere in room for best acoustic effect or to harmonize with furniture groupings—stands 40 inches high. Cast aluminum construction. *List price, complete, \$35.00.* Order a sample for your display floor.



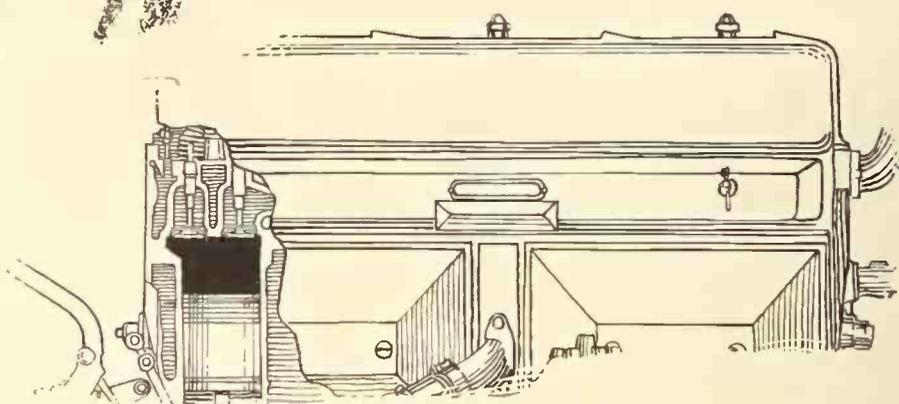
Super-Ball Antenna Kit

Contains all supplies required for complete installation of Super-Ball Antenna, including Super-Ground Clamp. *List price of kit, complete, \$4.50. List price of Super-Ball Antenna, \$10.00.* (Prices slightly higher west of Rockies.)

YAHRLANGE

MILWAUKEE INCORPORATED WISCONSIN

Airtightness



Indispensable to a Talking Machine as to an Automobile Motor—

This tag is always attached to every Genuine ULTRA



Accept No Imitations

For your own protection, look for "The Audak Company" stamped on every genuine instrument.

AN automobile engine must be air-tight in every cylinder, because high compression is essential to efficient operation. The humble piston ring, insignificant enough in appearance, insures air-tightness, maintains high compression and keeps the engine functioning at high efficiency.

In the same manner, the talking machine's acoustic passage must be air-tight to reproduce properly. The junction between reproducer and tone arm must be *sealed*. This is the vital spot! Without this quality a talking machine will reproduce, but only in a manner comparable to the faulty operation of an engine whose piston rings have worn down. Leakage means loss of compression to engine and talking machine alike. Result—poor performance. You can't get away from it.

AUDAK Reproducer automatically seals itself to the tone arm, assuring air-tightness and high compression. One of the many exclusive AUDAK features which cannot rightfully be used by others

The AUDAK

565 Fifth Ave.

Makers of Acoustical and Electrical

**A Model
for
Every Need**

**List Prices
\$5.50 to
\$12.50**



AUDAK REPRODUCER

*The Standard by Which Others
Are Judged and Valued*

*High compression is one of the many
reasons for its scientifically correct performance*

TO DEALERS:

If you need scientific backing to sell AUDAK, here it is! But you won't need it. Just let a customer play any record twice—first without and then with the AUDAK Reproducer. You'll sell an AUDAK every time.

COMPANY

New York

Apparatus for More Than 10 Years



It is not incongruous that the most scientific reproducer ever developed should have plenty of scientific support, like that at the left. But the beautiful part of AUDAK Reproducers, from the merchant's viewpoint, is that they sell themselves on performance. You'll seldom have to cite science in selling these remarkable instruments. We merely give the trade these facts so it will be thoroughly posted.

A year ago we prophesied that AUDAK Reproducers would revive interest in recorded entertainment, create *new* record sales and build *new* prospects for the new talking machines. This prophecy was based on a deep-rooted conviction of the positive educational force of AUDAK'S wonderful tonal qualities. What we predicted has come true! Dealers are selling new machines to patrons who never would have turned in their old ones if they had not first bought AUDAK Reproducers.

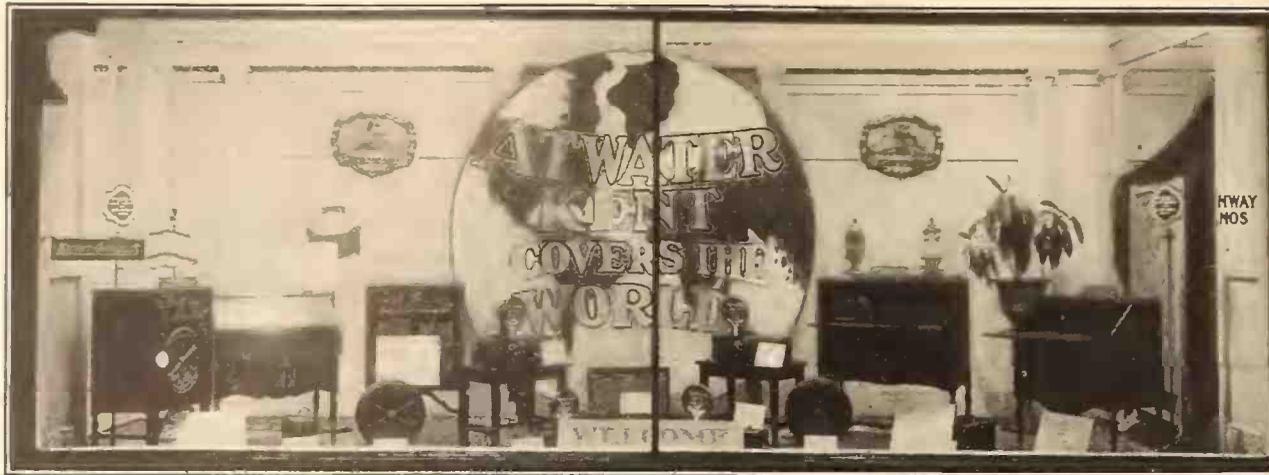
A customer would have to be stone-deaf not to detect the vast improvement between ordinary reproduction and the marvelously life-like AUDAK performance.

Talk AUDAK, then—for three good business reasons: AUDAK sales are desirable and profitable in themselves. AUDAK sales lead to greatly stimulated record sales. AUDAK gives an idea to listeners of what the splendid new machines are like and brings them straight into the market for one of them,—which *you* will sell, if you're on your toes!

The new electrically cut records and AUDAK Reproducers match perfectly. Vast improvements over their predecessors. Think of these two as a pair—a sturdy, sales-pulling tandem that, properly managed and driven, will bring extra profits and help you offset high overhead.

Radio hurt talking machine sales? Never. They're allies. Radio has its field. But after the public has heard a broadcasting of a new ballad or dance or any other musical composition, only the talking machine can render that composition over and over again at the listener's pleasure. Do you see the hook-up? Do you see the strong sales argument in favor of talking machines? Do you see how radio, seemingly an enemy to all other forms of reproduction, can be harnessed and set to work to produce talking machine business for you?

Maximilian Peif



Striking Windows Pay Big Dividends

Products Handled by Talking Machine Dealer Lend Themselves to Eye-Arresting Exhibits—Inexpensive and Profitable Publicity

THE store window is one of the most important merchandising assets the retail dealer has. An eye-arresting window display provides unequalled advertising. A display that makes passers-by stop and look is performing the first function of advertising, namely, attracting attention. The second step in the process of chalking up sales is to arouse interest, and in this respect also the window display does

other words, in each instance the dealer did more than merely make a pleasing showing of the line. More important, a sales message was incorporated in each display. These are business-building exhibits.

Advertising is expensive. Individual dealers spend thousands of dollars annually to sell their stores and their wares to the public via advertising in the newspapers and through direct mail. The window space of a store located in a good business district also is expensive. Therefore, the dealer who neglects this avenue of publicity, for which he pays a substantial sum in rent, is shortsighted and foolish.

There is no need to go into the technique of the window display art. Much has been said and written along these lines. However, the value of window displays that are planned along original lines cannot be emphasized too strongly. It is significant that the largest and most successful stores throughout the country are the ones that arrange windows which attract the most attention. While the success of these establishments is not wholly due to their windows, these displays indicate the progressiveness of the merchant in every department of his business, and that in the course of a year considerable merchandise is sold because the window attracted the attention of the public is not open to argument.

In the columns of The Talking Machine World have appeared many news items concerning displays that caused crowds to gather, in some instances blocking traffic. The point is this: People do not collect in front of a store unless they see something that interests them. That, as has been mentioned, is the first step in creating business. It is a safe bet that when a person stands in front of a store window viewing a display of radio sets, talking



Window Display of Imhof's, London

the work. An exhibit of merchandise that does these two things is bound to result in sales and that is what the dealer is after.

Reproduced on this page are several unusual displays. Note that in each instance not only is the merchandise featured in a strikingly original manner, but the merits of the products are emphasized as strongly as possible. In



Another Striking Imhof Window machines, records, neither the store nor the merchandise will be forgotten very soon.

The public as a class is ignorant of what is new in talking machines, radio, records, etc. There are many similar products on the market and selection is difficult. The prospect wants the instrument or set best suited to his pocket-

(Continued on page 27)



Phonographs and Radio Cabinets

STYLE 21
Genuine Mahogany or Walnut only.

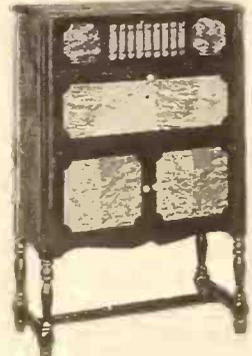


STYLE 21-B
Same with both top panels hinged to accommodate Radio Panel.

STYLE 17
Genuine Mahogany or Walnut Phonograph only

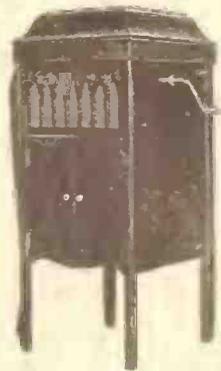


These illustrations show several of the many late models of our line, which have been redesigned, right up to the minute, with especial reference to the Radio-Phonograph Combination, destined to be the standard household unit.



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

STYLE 1
Gum Mahogany, Golden or Fumed Oak.



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.*

STYLE 2
Gum Mahogany, Golden or Fumed Oak.



Excel Phonograph Manufacturing Company

402-414 West Erie St., Chicago, Illinois

The Improved VAL PHONIC

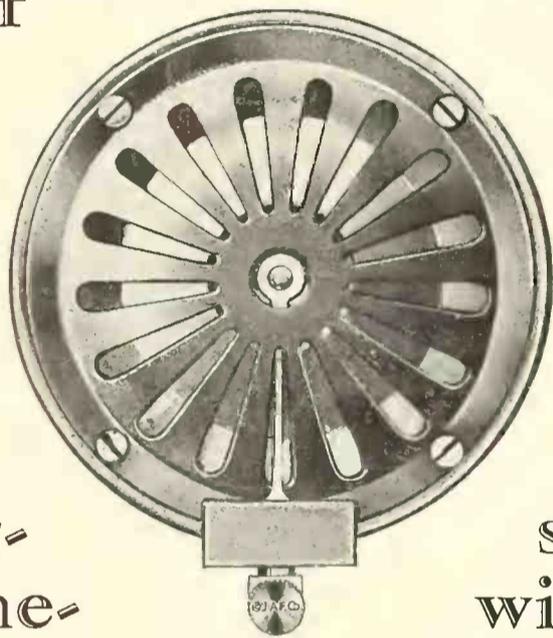
BEING one of the accomplishments of the Valley Forge organization, the Improved VAL-PHONIC naturally had to be a product of high superiority to obtain the recognition it has thus far received thruout the world, and while this is boastful, facts nevertheless remain facts.

Known internationally and selling in huge quantities daily, the Improved VAL-PHONIC is a just reward to those who labored over it long and patiently, in an endeavor to make it perfect, and we are doubly compensated by the encourage-

ment we receive constantly from our good friends, who know it.

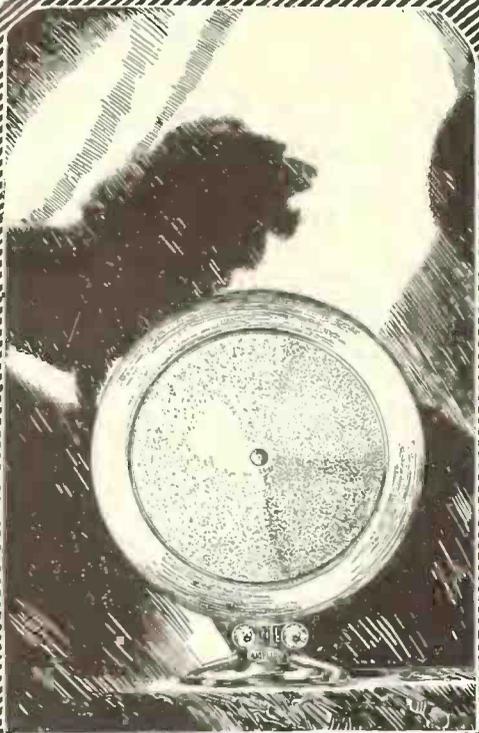
To those who are not as yet acquainted with this most attractive reproducer, which is rich and mellow in tone and exceptionally deep in volume, we suggest that no time be lost in securing samples with our full guarantee that nothing less than lasting pleasure and satisfaction will be the result.

It is good to reach a goal, and we feel that we have done this, when we mastered the intricacies in the manufacture of the Improved VAL-PHONIC and made it the truly wonderful reproducer it is.



REG. U.S. PAT. OFF.

730 MARKET STREET
PHILADELPHIA, U.S.A.



AMPLION LION CONE

AC 21 . . . \$25

Height including handsome
moiré bronze base . . . 22 1/4"

This splendid new reproducer employs the latest scientific construction developments—including the new Amplion balanced armature units with straight bar magnets of the finest English tungsten steel.

If you want to bring out your set's best performance—use a LION.

Ever since radio became a part of home entertainment the name Amplion has stood for the highest quality . . . the world over.

Few people realize how vitally important a good reproducer is in real radio entertainment. It is the "vocal cords" of the set.

Prove to yourself how different—how much better—the program comes over with an Amplion reproducer. Your dealer will be glad to demonstrate.

Amplions from \$12 to \$145

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

"the line

★ ★ ★ ★ ★

EXTRA
New Amplion
phonograph
PICK-UP
now ready
Write for details

This model is also supplied as a wall decoration. Instead of the bronze base, the cone is equipped with brown silk picture cord and tassel. Amplion Mural AC24 — \$25.

AMPLION Beauty in Newspaper Advertising

This is the first of a series of newspaper advertisements which focus national magazine advertising on the local Amplion distributor.

The atmosphere of quality that surrounds the entire Amplion line is carried into all Amplion advertising.

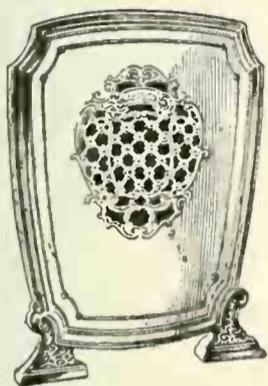
Write for full details of the

AMPLION

THE AMPLION CORPO
531-535 West 37th

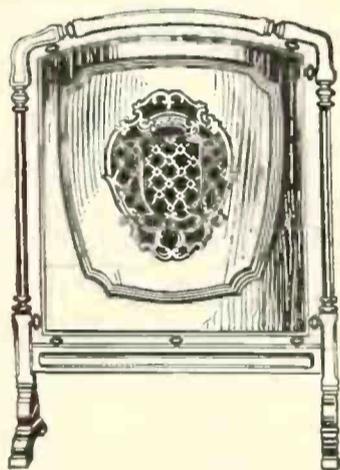
with least resistance''

IN addition to these popular priced models which are featured in current advertising for the early fall trade, the three de-luxe cabinet models illustrated below are ready for demonstration and display. The cuts themselves can be supplied for dealers' and distributors' advertising, on request.



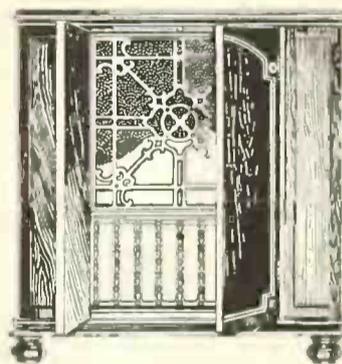
Amplion Shield
AC27—\$67.50

New process embossed walnut panelling, attractively curved, combining grille-front and back. 16½-inch Cone. Height, 22 inches.



Amplion Fireside
AC30—\$97.50

Height 36½ inches. New process embossed walnut panelling, attractively curved, combining grille-front and back. 16½-inch Cone. 20-foot Cord.



Amplion Grand
AC15—\$145.00

Walnut cabinet with fine piano finish and polychrome decoration, 34" x 33" x 18". New Amplion balance armature unit with straight bar. Cobalt steel magnets.



Amplion line and sales policy

ASSOCIATION OF AMERICA

Street, New York

QUALITY



It's Up to Us!

Nothing in the history of the talking machine business has been so conspicuous, controlling and conclusive as the present dominance of the Victor products. Like the skies above, they transcend everything and anything in their field to, and beyond, the horizon.

Reflect then, Mr. Victor Dealer, what a valuable asset you have in this merchandise. Here is not alone potential but actual selling power that is worth

dollars and more dollars for the red-blooded and up and going merchants.

Let us then step on the gas, get out and ring door bells, pep up our advertising, awaken our selling force, doll up the show windows, circularize the mailing list, talk and act big business, for that's what it is. Let us concentrate and combine our efforts as never before and then we will close the banner of all banner years.

"Bruno" is here to help you do it. What is your pleasure?

C. BRUNO & SON, Inc.

Victor Distributors to the Dealer Only

351 FOURTH AVENUE

NEW YORK, N. Y.

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

Striking Window Displays Increase Retail Sales

(Continued from page 26)

book or purpose. He shops around, looking into windows and listening to demonstrations. His interest may be heightened or lessened, according to the appeal of the window display. If the exhibit is interesting enough to cause the prospect to enter the store it is up to the dealer or his salesmen to make the most of the opportunity.

The Atwater Kent display which is reproduced at the head of the preceding page appeared in the window of the Knight-Campbell



How Landay Featured Freshman Line

Co., Denver, Col., and attracted great attention and resulted in stimulating sales. The prestige of the radio receiver is stressed in the center piece reading: "Atwater Kent Covers the World." The complete line of sets and speakers is shown and the display as a whole is eye-inviting.

The other two reproductions of window displays are fine examples of the manner in which British gramophone dealers use their show space to attract attention. In the first display featuring the dancing pair, the circle surrounding their heads was made of gauze to allow an aureole illumination at night from behind the poster. The figures of Moran and Mack, "Two Black Crows," together with the trees were cut out and placed in relief for perspective in the other display. Both of these displays were shown in the windows of Imhof's, one of the leading London, England, Columbia dealers.

The Freshman display shown above appeared in the windows of the Landay Bros. retail stores in New York. It is of a different type than those shown on the preceding page but is effective in its attention attraction and in the information it imparts in the poster which occupies the foreground. The various models of the Freshman receiving sets are shown, with price tags in plain view and with their outstanding features indicated.

Five New Tubes Announced By the Daven Radio Corp.

Five new AC tubes have been announced to the trade by the Daven Radio Corp., Newark, N. J., for many years manufacturer of the Mu-20 and Mu-6 type tubes. The new Daven AC tube is a four-prong type. The filament is made of platinum with a special coating. It is non-microphonic and free from hum, according to the manufacturers. AC-1 is a radio frequency amplifier, AC-1-D-1 is a special detector, AC-15 is an audio amplifier, AC-10 is a power tube, and AC-R-1 is a rectifier.

Lowenstein's, Memphis, Tenn., is celebrating its third anniversary in its new building.

Briggs & Briggs Add Victor and Brunswick Lines

New Owners of Long-Established Music House to Expand Operations This Fall—Add Talking Machine Line—Big Stock Carried

CAMBRIDGE, MASS., October 5.—The retail music house of Briggs & Briggs, which was recently acquired by W. M. Rice and Herbert G. Olson, will extend its operations this Fall, having added the Brunswick and Victor lines, and will feature these instruments in addition to the pianos and musical merchandise carried. The new owners have been connected with the music trade for a number of years. Mr. Rice was connected with Briggs & Briggs since 1898 as a specialist in fretted instruments. Mr. Olson was also connected with the firm as a member of the piano department.

The long-established name of Briggs & Briggs is being retained by the new owners. In addition to the talking machine lines mentioned above, Bacon and Vega banjos, Martin guitars and Gibson mandolins are carried.

Utilizing Direct Mail to Boost Radio Sales

(Continued from page 22)

the machine that we sell you. Expert service, anything that arises is taken care of in our shop. Ask your friend who owns a radio, no doubt he bought it of the Sheldon Air Line. Ask him how we take care of his needs and, most important, how much our service has cost him, has he gone without a radio, has he found the machine he owns to be one of the finest for the amount of money invested.

We do not service any radio but what we sell because we owe our time to those who have patronized us and have so many radios out that it occupies a good portion of our time giving our customers attention in the form of prompt and efficient service.

Our radio is not strictly in the sense of the word "reduced" but in the course of one or two years it is. If you pay \$150 for a radio to-day and many times this year require service that may be delayed due to the fact that the house from whom you bought have other lines to take their attention besides radio, and on top of this perhaps be put to added expense by having the radio sent in or a part sent for it makes the radio cost high.

The initial expenditure is quite a bit of money that is hard to get and the time of purchase should not be the only time that is thought of. Our business is radio with service and we stand ready at all times to give satisfaction, which is our advertising. A satisfied customer is our greatest asset, as it means more sales and our desire is to have satisfied customers and keep them.

You need a radio in your home, every hour the air is full of entertainment that you owe yourself and your family. It is here, there and everywhere FREE. A radio to bring it into your home is all you need. Phone 193 and we are at your service.

It will be noted in the above letter that the Sheldon Air Line does not service sets other than those purchased from it. This policy has proved most successful, due to the fact that both Harold and Gordon Snow and their staff have the reputation of being radio experts and people hesitate to buy from some other dealer who may perhaps be less well informed as to what should be done in repairing or servicing a set.

Jobber Multiplies Order

MINNEAPOLIS, MINN., October 5.—The meeting of Crosley radio dealers, held at the Radison Hotel recently under the auspices of the Lucker Sales Co., resulted in such enthusiasm and interest on the part of the dealers that the Lucker Co. increased its specifications to ten times the number of Bandbox sets originally called for.

Columbia Gets Grand Prix

The Columbia Phonograph Co., New York, has just received the certificate of Grand Prix awarded it at the International Music Exhibition held in Geneva, Switzerland, during the Summer. The award is one of a long series made to Columbia at various World's Fairs during the past forty years.

Distributors of

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

Sonora Selective Radio and the Tonalic Sonora Phonograph

Sonora Distributors

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

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

Belmont Corporation,
316 South Third St.,
Minneapolis, Minn.
and
1210 University Ave.,
St. Paul, Minn.

Gibson-Snow Co., Inc.,
312 West Willow St.,
Syracuse, N. Y.

Greater City Phonograph Co.,
76 Fifth Avenue,
New York City.

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

Kohler Distributing Co.,
63-67 Minna Street,
San Francisco, Cal.

Mayer & Company,
2820 Locust St.,
St. Louis, Mo.

Moore-Bird & Co.,
1720 Wazee St.,
Denver, Colo.

Peirce-Phelps, Inc.,
224 North 13th St.,
Philadelphia, Penn.

James K. Polk, Inc.,
217 Whitehall St.,
Atlanta, Ga.
and
811 West Broad St.,
Richmond, Va.

Reliance Battery Products Co.,
2211 South Eighth Street,
Council Bluffs, Ia.

H. C. Schultz, Inc.,
442-448 E. Lafayette Blvd.,
Detroit, Mich.
and
1743 Chester Ave.,
Cleveland, Ohio.

Sterling Roll & Record Co.,
137 West Fourth Street,
Cincinnati, Ohio.

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

Tay Sales Company,
231 North Wells St.,
Chicago, Ill.
and
465 Milwaukee St.,
Milwaukee, Wis.

Twentieth Century Radio Corp.,
104 Flatbush Avenue,
Brooklyn, N. Y.

C. A. Richards, Inc.,
100 East 45th Street,
New York City.
Canadian & Export Distributors.

Armistice Day and Thanksgiving Displays

Both Days of Celebration Offer Talking Machine and Radio Dealers Unlimited Opportunities for Eye-Arresting Institutional Displays

By W. B. Stoddard

UNLIKE Memorial Day, with its sadly sweet remembrances, Armistice Day is a most joyful occasion. Everyone recalls the riotous demonstrations that took place when the news was flashed over the country that an Armistice had been declared after the terrible World War. And ever since that first celebration the event each year has been an occasion of joy—of music, and singing and dancing. Consequently, it is a fitting occasion for advertising music of all descriptions. There will be Armistice Day programs in countless towns and cities, with patriotic readings and much good music, so now is the time to get your radios before the public, and suggest that one be installed in time to "tune in" on these joyful demonstrations.

Striking Armistice Day Windows

On such occasions as this an institutional window will often prove more effective than a merchandise one. It calls attention to the store and fixes it on the public mind. Indirectly, one's line of phonographs or radio sets may be brought to the attention of the public by having one in operation which can be heard as the display is being viewed. A very beautiful setting was arranged by Bullocks, Los Angeles, Cal. The window was floored with green turf. On this reposed a large basket of red roses and white chrysanthemums, the high handle being tied with streamers of red, white and blue ribbons. A tall panel with light behind it visualized the poem "In Flanders Fields." Here were shown a cluster of ghost-like soldiers ascending from a field strewn with poppies. At one side was a framed copy of "In Flanders Fields" and at the other "America's Answer."

The May Co., Los Angeles, had a large island window floored with green turf. From the ceiling hung the flags of all the allies, and standing under the American flag was an American soldier, with metal helmet and short sword. Beside him was a Red Cross nurse. In the corner was a stand of guns, and down front on a strip of black velvet was a vase of white

chrysanthemums. A card observed: "Armistice Day—America Can Never Forget What They Did There."

Cashing in on the Harvest Season

November is the Harvest Season and a Harvest Sale at this time with a "harvest of bargains" will put the department in excellent shape to show the new holiday stock. Nugents, St. Louis, conducts an annual Harvest Sale, at which time all the departments are decked with the fruits of the orchard and the field. Here is the way in which they called attention to radio in one of their "harvest" ads:

IN HARVEST TIME

"—the air's so appetizin'; and the landscape through the haze

Of a crisp and sunny morning of the airy autumn days, Is a pictur' that no painter has the colorin' to mock— When the frost is on the pumpkin an' the fodder's in the shock.

WATCH FOR PARTICULARS

There's a hint of Fall in the air to-day—little folks hurry home from school. Long, cozy evenings on the way. Saffron skies and cool, keen winds. Cuddly furs and rosy cheeks. Easy chairs and a bright fire. The "homey" time of the year is here.

Better add to the comfort of these long winter evenings by installing a Blank radio. See them at our great

GOLDEN HARVEST SALE

The Geo. J. Birkel Co., Los Angeles, took occasion to play up phonographs at this time. Their ad showed at the top a phonograph, in a wreath of autumn leaves, and suggested:

ON THANKSGIVING

GIVE A THOUGHT TO MUSIC

To-day we are offering up thanks for the things that have come to us, for the favors that have come to bless this land of plenty. It is a day when our minds turn to higher and better things, a day of retrospection, truly a day of Thanksgiving.

Let us be thankful for the rewards the year has brought us—for the influences that have inspired nobler thoughts and deeds. Give a thought to music—and be thankful for it. Let appropriate music play an important part in our every-day lives—let it guide us to loftier ideals.

How Kimbrell Co. Sets the Stage

Another firm that staged a very successful Harvest Sale was the Kimbrell Co., Columbia, S. C. The entire store was trimmed with corn-stalks, pumpkins and apples. They ran a big ad

showing a phonograph surrounded by a number of turkeys, captioned "You buy the phonograph—We'll furnish the turkey." Both windows showed different types of phonographs and records. In one the phonograph was mounted on a lofty platform, and the floor was covered with straw, among which a number of live turkeys were seen scratching for grain. Owing to the high price for turkeys their ad and exhibit attracted a great deal of attention, and a number of people who had talked for some time of getting a phonograph took this opportunity of investing.

Eye-arresting Exhibit of Rhodes-Burford Co.

The Rhodes-Burford Co., St. Louis, Mo., set out a decidedly interesting window at this season to call attention to the phonographs. It showed a cornfield strewn with dead leaves and stalks. In the background were vines, the leaves of which were turning red and brown. Scattered over the floor were big pumpkins, on whose sides were painted "Price is our last argument—but look at the price." "One dollar delivers the machine to your home." "Twelve records free with each machine." In the background was a scarecrow, with head made of a lighted jack-o'-lantern. In one of the corn shocks was a lighted jack-o'-lantern, and the entire window was flooded with an orange glow. Set out in the midst of the corn and pumpkins were three cabinet phonographs.

A single-column ad used last season by a Western firm was set up in the form of the column conducted by "K.C.B."—broken up into very short phrases, the first two words of each being set in capitals:

AN IDEAL THANKSGIVING

With apologies to K. C. B.

Goodness, how we are looking forward to our next visit to the Smith's. Each year it has been our custom to spend Thanksgiving with them. And how well do I remember that wonderful turkey, with gravy, and all the delicious trimmings that go with it. But best of all, after everyone is stuffed to the gills, we joyfully repair to the drawing-room and sit and listen to the wonderful music that comes through the air and is wafted to us through the radio, which I vow is the best I've heard in all my life.

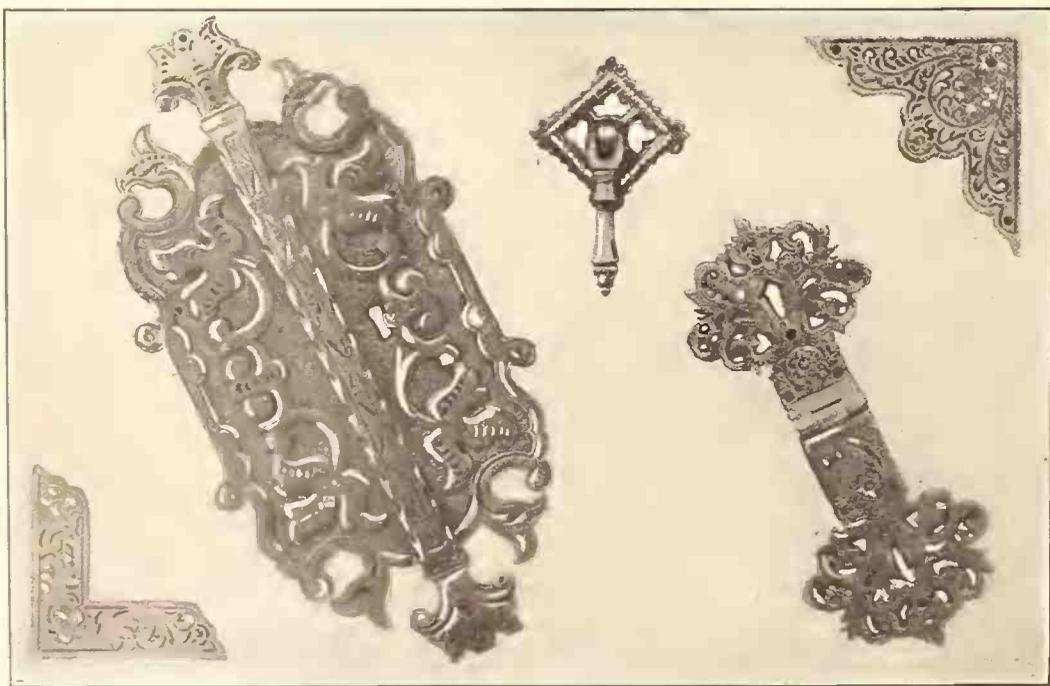
New Algonquin Unit Arousing Wide Interest

The new Algonquin Remote Control radio tuning unit, said to be the first device ever invented for the control of radio reception and set operation at a distance from the set, is arousing sensational interest wherever demonstrated, according to Leo Potter, president of the Algonquin Electric Co., New York, and inventor of this new control unit. It is manufactured in two forms, mechanical and electrical. Both models are easily attached to any single dial receiver with a removable dial, according to Mr. Potter, without cutting the set or in any way disfiguring it. The mechanical unit operates automatically, while the electrical unit is operated by a reversible motor.

Columbia 1928 Catalog Out

The Columbia Phonograph Co. recently issued its 1928 record catalog, which has grown to fifty additional pages over last year. It follows the system of index and descriptive matter previously used, with a new and attractive cover, featuring a graceful design of ancient Greek musical instruments tied together by white ribbons on a barred background of cerise and white. The design is one of formal elegance in the Japanese manner.

FULL LINE of HARDWARE For Radios and Phonographs

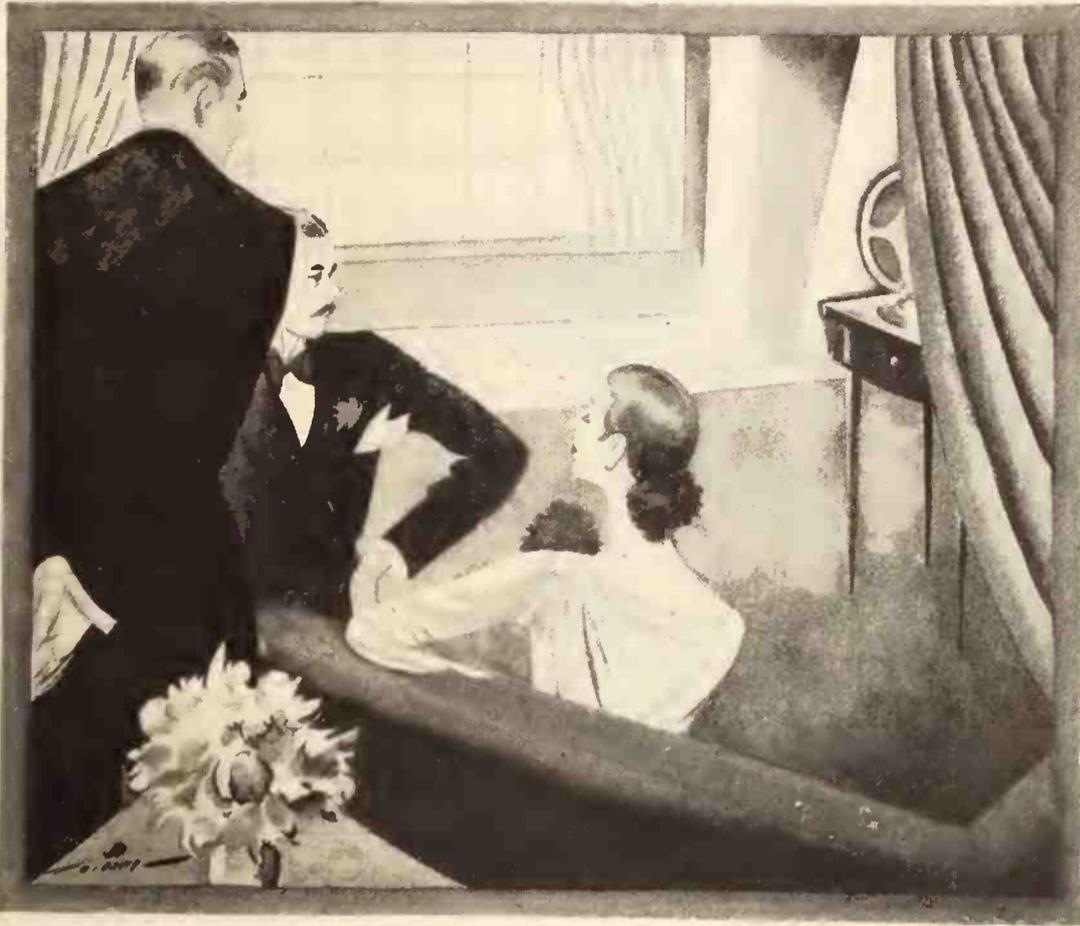


H. A. GUDEN CO., Inc.

87 WALKER STREET

NEW YORK, N. Y.

Modern



Here is the Eveready Layerbilt "B" Battery No. 486, Eveready's longest-lasting provider of Battery Power.

Radio is better with *Battery* Power

NOT because they are new in themselves, but because they make possible modern perfection of radio reception, batteries are the modern source of radio power.

Today's radio sets were produced not merely to make something new, but to give new enjoyment. That they will do. New pleasures await your customers; more especially if they use Battery Power. Never were receivers so sensitive, loud-speakers so faithful; never has the need been so imperative for pure DC, Direct Current, that batteries provide. Owners of sets

must operate them with current that is smooth, uniform, steady. Only such current is noiseless, free from disturbing sounds and false tonal effects. And only from batteries can such current be had.

So batteries are needful if your customers would bring to their homes the best that radio has to offer. Sell the Eveready Layerbilt "B" Battery No. 486, modern in construction, developed exclusively by Eveready to bring new life and vigor to an old principle—actually the best and longest-lasting Eveready Battery ever built. It gives

Battery Power for such a long time that your customers will find the cost and effort of infrequent replacement small indeed beside the modern perfection of reception that Battery Power makes possible.

Order from your jobber.

NATIONAL CARBON CO., INC.

New York  San Francisco

Atlanta Chicago Kansas City

Unit of Union Carbide and Carbon Corporation

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

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

Pacific Coast Stations—

9 P. M., Pacific Standard Time

- | | |
|-----------------------|-----------------|
| KPO—KGO—San Francisco | KFI—Los Angeles |
| KFOA—KOMO—Seattle | KGW—Portland |

EVEREADY
Radio Batteries
—they sell faster

The air is full of things you shouldn't miss

EVERYTHING YOUR AT PRICES THEY

SONORA OFFERS A BRILLIANT NEW LINE OF RADIOS PRICED FROM \$69⁵⁰ to \$375⁰⁰



**G-880—Light Six
Table Radio**

In compact, selected walnut cabinet. Three-tuned radio frequency, amplifying stages, detector and two stages of transformer audio amplification. Truly astounding in ability to pick up selected stations and fidelity of tone. Price \$69.50.



**E-850—Selective Six
Table Radio**

Beautiful burl walnut case. Supremely selective and sensitive. Three stages of famous R. F. L. (balanced bridge) radio amplification. Copper-shielded to eliminate interference. Dial illumination. Shadow-line tuning. A definite advance in tone quality and performance. Price \$99.50.

SONORA DEALERS everywhere are enthusiastic about their quick turnover. For Sonora radios fulfill the first condition of good merchandising. They give the customer just the radio he has been looking for, and at a price lower than he expected to pay.

There is no question about their beauty. Such exquisite cabinet work has never before been associated with radios. Sonora is as beautiful with doors wide open as with them closed. It stands comparison favorably with the finest examples of period furniture from the hands of master craftsmen. A Sonora is not only a magnificent reproducing instrument but an ornament to the most tasteful home. Men, always critical of good workmanship, appreciate this quality. To women the appeal is irresistible. In truth, the customer is already favorably impressed before a hand is placed on the selector dial.

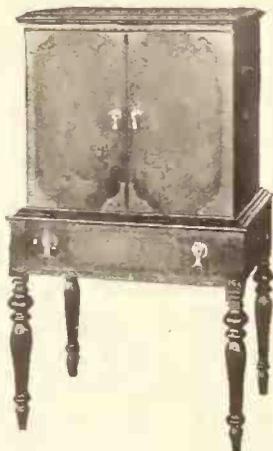
And to hear a Sonora is at once to desire possession. The speed with which the desired station is picked up, the simplicity of adjustment to clear bell tones, the natural reproduction of the announcer's voice and the amazingly faithful rendition of the entire range of musical sounds, from highest treble to deepest bass, is a new revelation of what radio can offer. He would be a poor sales-

→ ALL MODELS SINGLE DIAL CONTROL ←



G-885—Light Six Highboy
Completely A. C. operated

In rich, lacquer-finished walnut cabinet. Built-in, latest type, Sonora Cone Speaker. Four-tuned circuits. Vernier control. Unusually selective. Operates directly from light socket on 60-Cycle A. C. current. No batteries required. Price \$250.



E-860—Junior Highboy

Specially designed for those who desire their radio in an attractive highboy cabinet but prefer that speaker shall not be included. Remarkable range, sharp selectivity, natural tone and absence of oscillations. Cabinet in high grade walnut with two-toned doors. Price \$165.

Son

CLEAR
AS A
BELL

CUSTOMERS WANT, WANT TO PAY

SUPREMELY SELECTIVE, SENSITIVE AND BEAUTIFUL NEW RADIO VALUES

man indeed who could not interest the majority of his prospects to the point of purchase.

Sonora offers, too, a wide price range from which to choose. The customer who cannot afford the De Luxe Seven-Tube Sonora Highboy at \$375 has before him the choice of seven models, one of which is suited to his purse. He finds in his selection that golden mellowness of tone, that keen sensitivity to each wandering wave, the honest quality of material in cabinet and chassis alike that have made Sonora famous. He is frankly astonished at the value received. Sonora, because it fits the cottage and the mansion, offers the widest market in the radio field.

Is it any wonder that with these advantages, both to customer and dealer, that Sonora sales are increasing in a sensational manner—that they are growing in momentum every month?

Sonora's advertising policy is sound and ample. Sonora has a strong financial background. Sonora deals equitably with its dealers. Sonora alone sells a complete line of radios and phonographs. Sonora is growing at great speed. Why not grow with Sonora?

SONORA PHONOGRAPH CO., INC., SAGINAW, W. S., MICH.



F-875

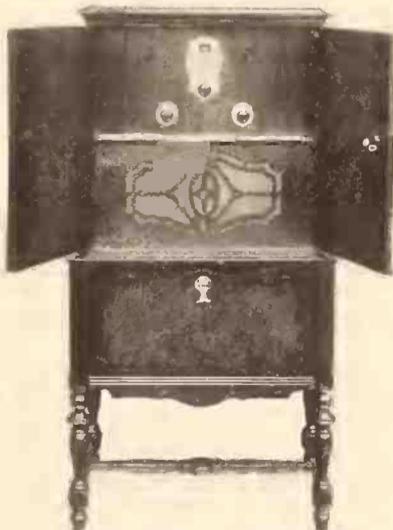
De Luxe Highboy

Exquisitely housed in special grade burled walnut Neo-Renaissance cabinet with hand-rubbed glossy finish. Bronze-inlay walnut-burled control panel. Unequaled for range, tone and volume. Special loop with full 180° rotation built into hinged door. Built-in Sonora Cone Speaker. Nothing to equal it at any price. Yet only \$375.



E-870—De Luxe Highboy

In period design cabinet of hand-rubbed burled walnut, with latest type built-in Sonora Cone Speaker. Unrivaled among six-tube receivers for ability to pick up selected stations and for sensitivity to every wave length. A revelation in tone quality. Price \$250.



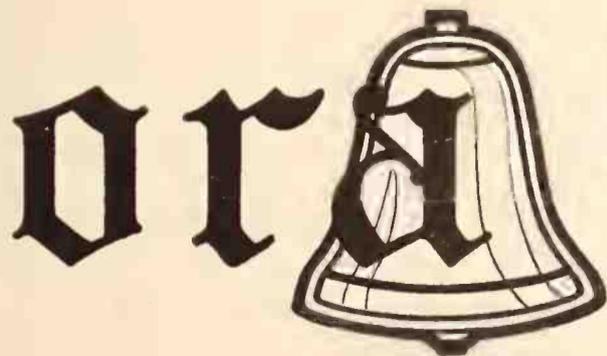
E-865—Standard Highboy

All the performance value of the Sonora Selective Six housed in beautiful burled walnut cabinet with built-in Sonora Cone Speaker. Operates with either outside or inside antennae. Dial light. Shadow-line tuning. A dollar-for-dollar value hitherto unapproached. Price \$158.

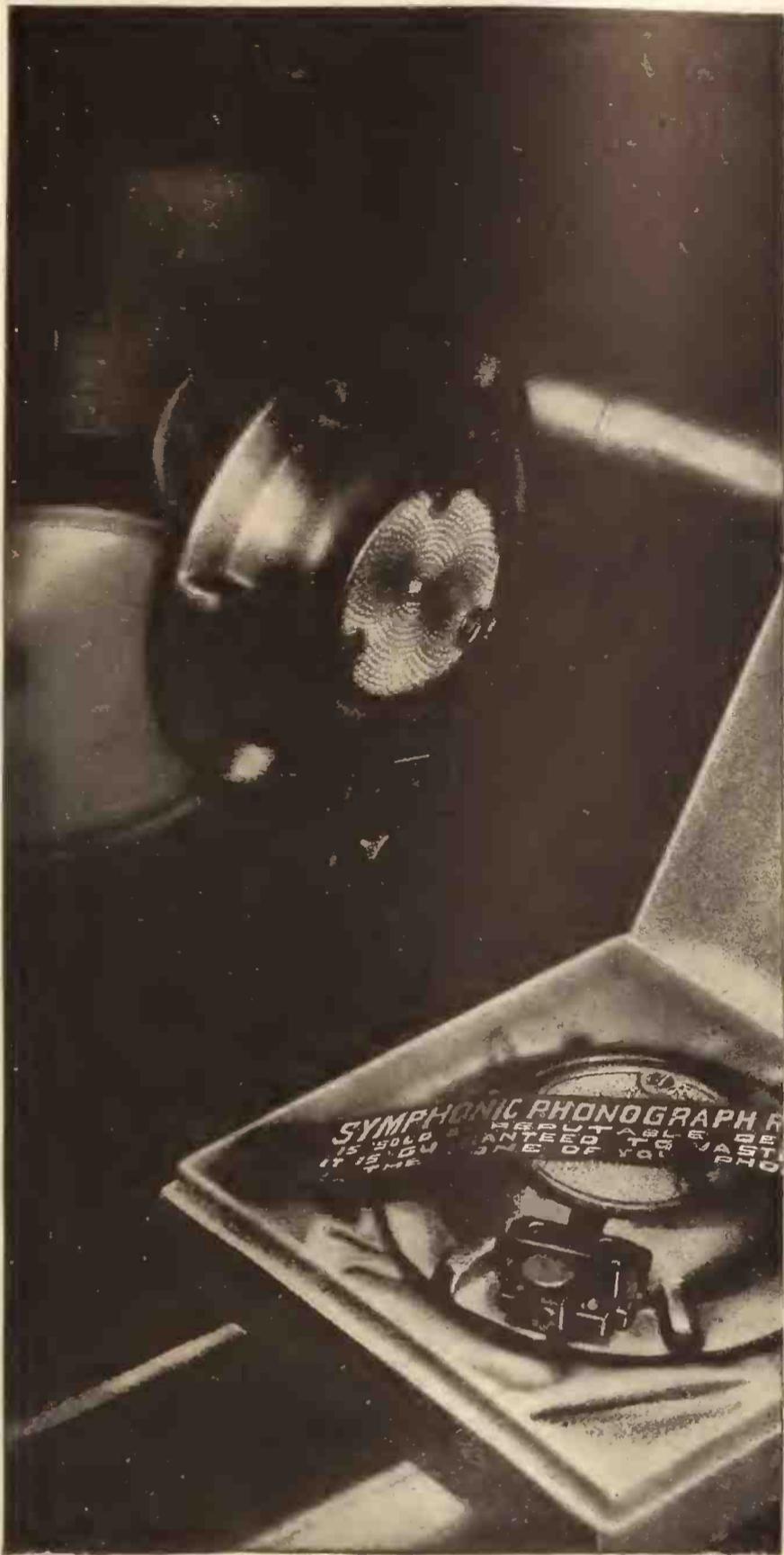


Clock Type Cone Speaker

Remarkable volume and freedom from distortion made possible by newly perfected Sonora magnetic unit. Deep, sonorous tones, delicate overtones and pianissimo passages reproduced faithfully in their proper intensity. Can be used with any loud speaker receiver. Price \$27.50.



PHONOGRAPHS
AND
RADIOS



For those who want the finest reproducer that can be made, we present the Low-Loss Symphonic Reproducer, the result of the most painstaking experiments and trials. Exquisitely made, it is encased in a handsome bronze finished housing, with nickel or gold plated centerpiece.

LOW LOSS Symphonic PHONOGRAPH REPRODUCER

LIST PRICE

Nickel Plated . . . \$10⁰⁰

Gold Plated . . . \$12⁰⁰

(Slightly higher west of the Rockies)

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

Symphonic PHONOGRAPH REPRODUCER

LIST PRICE

Nickel Plated . . . \$ 8⁰⁰

Gold Plated . . . \$10⁰⁰

(Slightly higher west of the Rockies)

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

Overture PHONOGRAPH REPRODUCER MADE BY SYMPHONIC

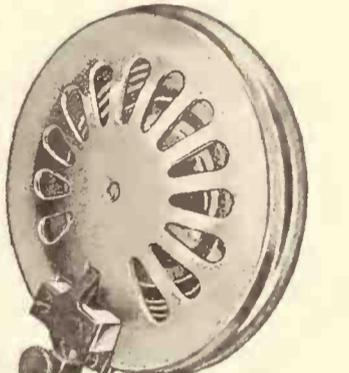
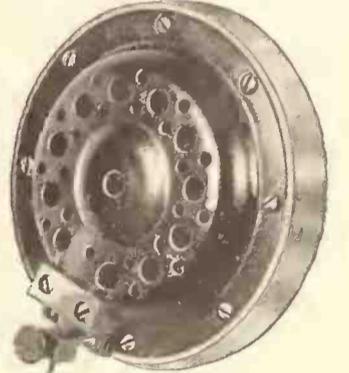
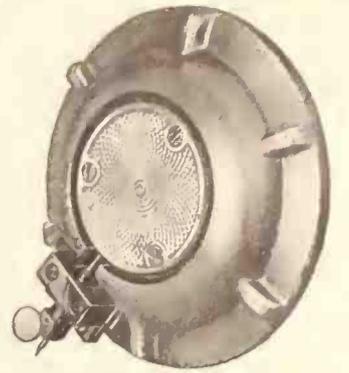
LIST PRICE

Nickel Plated . . . \$5⁰⁰

Gold Plated . . . \$7⁰⁰

(Slightly higher west of the Rockies)

An acoustical gem in a magnificent setting—Each Symphonic and Low-Loss Reproducer is beautifully encased in a silken container commanding attention and bespeaking its quality.



SELLS FAST—STAYS SOLD!!

REGULAR repeat orders from the four corners of the earth (U. S. and 26 Foreign Countries) prove that SYMPHONIC REPRODUCERS *sell fast and stay sold.*

Many of the largest and most important independent manufacturers of phonographs, who specify SYMPHONIC REPRODUCERS as standard equipment, demonstrate that SYMPHONIC REPRODUCERS *sell fast and stay sold.*

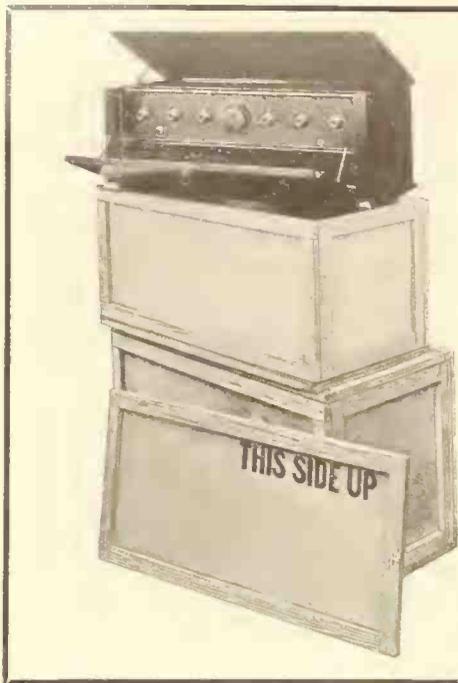
There can be no substitute for SYMPHONIC REPRODUCERS. If your jobber does not stock genuine SYMPHONIC REPRODUCERS, write us.

SYMPHONIC SALES CORPORATION

370 SEVENTH AVENUE

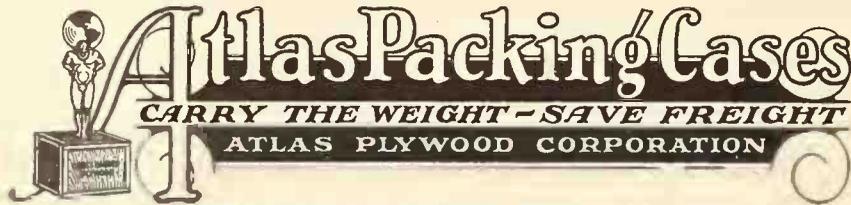
*Pioneers and Leaders in the Independent
Reproducer Industry*

NEW YORK



Let Atlas Cases Protect Your Radios and Phonographs

When you use Atlas Plywood Packing Cases for radio and phonograph shipments you are not only packing in the strongest, most rigid plywood containers made for the purpose, but you are receiving the benefit of their extreme lightness in weight—in lowered freight costs; their simple construction—in slashed assembling expenses; and their smooth sides, which prevent finish marring within and provide excellent fields for marking and advertising without. Safe, economical Atlas Cases are cut to fit any cabinet. What are your sizes?



PARK SQUARE BUILDING, BOSTON, MASS.

New York Office: 90 West Broadway

Chicago Office: 649 McCormick Building

Nat'l Music Bureau Suggests New Use for the Phonograph

National Bureau for the Advancement of Music
Is Distributing Booklet to Public Entitled
"Giving Opera With the Phonograph"

Another example of the work being done by the National Bureau for the Advancement of Music in stimulating interest in the various musical instruments is provided by its new pamphlet, "Giving Opera With the Phonograph." This publication is a companion booklet to the Bureau's pamphlets on the piano, the band and orchestra instruments, the harmonica and other instruments. Of the latter there are five publications devoted definitely to the piano, besides several others that treat it in less detail; eight relating to the band and orchestra instruments, one on the harmonica and one on the toy symphony.

In presenting the ingenious scheme for "Giving Opera With the Phonograph," the pamphlet on that subject begins as follows: "One of the reasons why so many people have remained or become devotees of the phonograph during these recent years is well expressed by a song of the late Victor Herbert. That song was 'I Want What I Want When I Want it.' The gratifying of this feeling in a musical way by the phonograph is what—in addition to the great improvements in recording and reproducing—has enabled that instrument to hold its own and to win countless new friends amid the remarkable advance of the radio."

It is then pointed out that it is impracticable for the average American to have "what he

wants when he wants it" in the way of grand opera in its original form or even on the radio. The scheme of opera with the phonograph is, therefore, offered logically as a solution to the problem. The scheme is described as "an elastic plan for utilizing the talking machine in a creative way as an educational and recreational instrument."

This method of opera performance, in its simplest form, is as follows: The story of the chosen opera is narrated and the records of the various arias are played in the correct sequence. Certain choral numbers may be sung. The action may be illustrated in part by tableaux or by the enacting of the scenes from the libretto. Incidental dances, appropriate scenic effects and special costuming are also suggested.

The pamphlet contains complete directions for presenting in this form three favorite operas, "Aida," "Carmen" and "Martha." These include lists of all the records from the three operas now available in the catalogs of the different manufacturers. It is pointed out that those lists will be gradually swelled as the companies issue more of the opera records with the new improved recording.

It is further emphasized the finest phonograph obtainable should be used for the performance, and that the most desirable machine is one of the newly perfected instruments of the various companies.

This new pamphlet is prepared for the use of schools, music clubs, women's study groups, Junior Chautauquas, Camp Fire Girls, Boy Scouts, Girl Scouts, Girl Reserves, 4-H Clubs and other educational or recreational groups of various kinds.

Paratone Speaker Unit Growing in Popularity

The Paratone speaker unit, recently brought out by the Paratone Mfg. Co., of New York, is proving decidedly successful, according to L. C. Shapiro, president, and inventor of the unit. It is said to embody a number of exclusive features and is of the balance armature type. The various parts are enclosed in a bakelite housing to exclude dust and eliminate the possibility of tampering with the device. It is said to operate successfully with a 171 type tube without overheating or rattling and without the necessity of employing the usual output transformer.

Cameo Corp. in New Home

The Cameo Record Corp., New York City, manufacturer of Cameo and Lincoln records, took possession on October 1 of its new headquarters at 114 East Thirty-second street. The new location was selected to provide larger facilities for taking care of constantly increasing business.

A. E. Garmaize, Columbia Executive, on Foreign Trip

Head of Export and Copyright Departments of
Columbia Phonograph Co. Is Making Ex-
tended Trip to South American Countries

Arthur E. Garmaize, attorney for the Columbia Phonograph Co., head of the copyright department, executive in charge of Columbia



A. E. Garmaize

export activities and treasurer of the Columbia Broadcasting System, Inc., sailed recently for an extended trip throughout the South American countries, studying conditions and securing first-hand information on the trade situation in that field.

Mr. Garmaize has been connected with the Columbia organization for eighteen years and has made several trips to the territory to which he is now en route. His principal stops will be at Rio de Janeiro, Santos, Sao Paulo, Montevideo, Buenos Aires, Santiago and Lima. The trip was necessitated by the tremendous increase in Columbia's export business during the past few years.

Powel Crosley's Gift to Blind

The American Foundation for the Blind, New York, recently announced the distribution of 500 radio receivers, the gift of Powel Crosley, Jr., president of the Crosley Radio Corp., Cincinnati, O. This organization has distributed 3,000 radio sets to blind persons in the United States.

Oberlin Firm Chartered

The Burgess Music Store Co., Oberlin, O., was recently incorporated with a capital stock of \$10,000. The incorporators are Margaret G. Averil, Ralph T. Lamb and Aleatha L. Lamb.

Electrical Recordings—

MAKE—Your own side line of records
OF—Your most popular local talent
WITH—Your own special label on them
AT—Factory-wholesale price, direct

WE SPECIALIZE in the independent recording field and produce records for the general public market.

Our customers include record companies, dealers, schools, clubs, advertising concerns, musicians, business houses, concert agencies, etc. Our Electrical Recordings are being used on such records as:

Paramount	Silvertone	Puritan
Gennett	Rainbow	Broadway
Wallace	Autograph	Etc.

We also produce records, at wholesale, for various uses, for such others as:

Lyon & Healy, Inc., Chicago, Ill.
Packard Motor Car Co., Detroit, Mich.
Chicago Telephone Co., Chicago, Ill.
Delco Light Company, Dayton, Ohio
Greek Record Company, Chicago-New York
Chicago Motor Club, Chicago, Ill.
The Hoover Company, Columbus, Ohio—Etc.

Write for further particulars of this new plan:

MARSH LABORATORIES, Inc.
"The Originators of Electrical Recording"
64 East Jackson Blvd.,
CHICAGO, ILLINOIS

Radio World's Fair and Chicago Show Focus Thought on Radio

Sixth Annual Chicago Radio Show Getting Under Way as Talking Machine World Goes to Press—Attendance Records Broken at New York Radio World's Fair—220,265 Present—Splendid Sales Volume

AS this issue of The Talking Machine World goes to press, the Sixth Annual Chicago Radio Show is taking place at the Coliseum in that city, having opened on October 10 and continuing up to and including October 17. Advance reports indicate that this show will be the most successful and productive exposition that has yet been held in this series of public radio events, and gives every indication of outdistancing in attendance and trade interest the Fourth Annual Radio World's Fair held in New York last month.

This Radio World's Fair in New York broke

cess of the Trade Show in June, the dealers and jobbers were keenly interested in the presentation of the perfected products for the 1927-28 season. Millions of dollars of merchandise were sold during the week of the Fair in New York, and a large number of exhibitors were particularly pleased with the New York dealer representation, which they established as a direct result of their exhibits.

While there were no radical developments exhibited in New York last month, the merchandise equaled the highest anticipations of the jobbers and dealers and fulfilled the promises

1927 Radio World's Fair in New York City.

On Wednesday, September 21, during Fair week in New York, the greatest banquet in the history of radio and probably the most impressive banquet that ever took place in America was held at the Hotel Astor, New York, under the auspices of the Radio Manufacturers' Association and affiliated radio organizations. Eighty-seven stations, the largest number that has yet been linked together, broadcast the marvelous program presented at this banquet. Rear Admiral W. H. G. Bullard, chairman of the Federal Radio Commission, was the speaker of



Partial View of Immense Crowd Present at Fourth Annual Radio Industries Banquet, Hotel Astor, New York.

all attendance records, demonstrating conclusively that the public is vitally interested in new developments in the radio art. The total paid attendance during the week was 220,265, being far ahead of preceding years, and setting a new figure for radio shows. On Friday during the week of the show, 55,376 visitors were recorded at the gates, representing the largest attendance for any single day in the history of New York and Chicago radio shows.

Aside from the total large number of visitors to the Radio World's Fair in New York, the most interesting phase of the week was the general character of the attending public. Whereas in former years boys and young men from 14 to 20 years of age were greatly in evidence during the Fair week, this year the attendance was primarily among home owners and home lovers who visited the Fair in order to become acquainted with the newest radio products with the idea of purchasing them for their homes. These visitors manifested keen interest in the acoustical properties of the different radio products as well as in their designs, giving the attendants at the different booths an opportunity to discuss intelligently the merits of the products exhibited.

It is estimated that nearly 10,000 dealers and jobbers from all parts of the country visited the Radio World's Fair in New York this year, for, notwithstanding the gigantic suc-

cess of the Trade Show in June, the dealers and jobbers were keenly interested in the presentation of the perfected products for the 1927-28 season. Millions of dollars of merchandise were sold during the week of the Fair in New York, and a large number of exhibitors were particularly pleased with the New York dealer representation, which they established as a direct result of their exhibits. While there were no radical developments exhibited in New York last month, the merchandise equaled the highest anticipations of the jobbers and dealers and fulfilled the promises

which were evidenced at the Trade Show in June. Radio receivers were housed in the most artistic and attractive cabinet designs that have ever been presented at any radio show, and there seemed to be a tendency on the part of manufacturers to provide cabinet designs of dignified simplicity rather than ornate workmanship. The new designs were received with hearty praise from the trade and public, and electrically operated sets and the various new types of cone speakers were also received with approval on all sides. The public evinced the keenest interest in the new power equipment products, indicating by their questions that they were regarding the purchase of these products with care and consideration and with due regard to their practicability for home use. During the course of the week broadcasting programs of exceptional merit were presented from the broadcasting studio in Madison Square Garden on the Exposition floor, and throughout the course of the Fair timely and effective newspaper publicity was used to attract the attention of the public. Clayton Irwin, Jr., general manager of the Radio World's Fair as well as the Chicago Radio Show, was in personal charge of each and every detail incidental to the Fair, and to his exceptional knowledge of exposition presentation as well as his intimate familiarity with the radio business may be attributed in a large measure the tremendous success of the

evening, and there was an array of artists, which one newspaper designated as "a quarter of a million dollars' worth of talent." Over 2,500 people were present at the banquet, which started at 7 o'clock in the evening and continued till after 1 o'clock the next morning.

Every possible phase of radio broadcasting entertainment was provided at this banquet, with artists on the program whose names are household words the country over. The various broadcasting organizations as well as the prominent commercial organizations who sponsor the different radio hours, contributed their most popular and prominent artists, and if encores were permitted, the banquet would have lasted until noontime of the following day. Paul B. Klugh, as usual, presided as toastmaster at the banquet with consummate skill. Major Andrew J. White functioned with maximum efficiency as master of ceremonies, and Rear-Admiral Bullard's talk was a most interesting resumé of radio's accomplishments and aims for the future. He stressed particularly the importance of radio as a factor in the educational growth of the country and commented upon the fact that the Federal Radio Commission was not considering censorship of radio in any detail whatsoever.

The entertainment which was presented at the banquet beggars description. Every artist

(Continued on fourth page of insert)

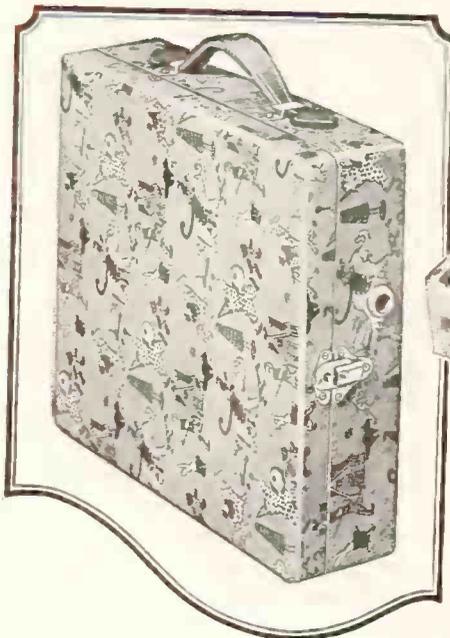
4 items that will sell big during the Fall and Holiday Seasons—

Kiddie-Pact—The Kiddie Portable Phonograph

Something new and different! Kiddie-Pact is a real portable phonograph—light—compact—sturdily built—the youngsters can take it with them wherever they go.

It is an exact replica of the newest type of portables on the market today for the grown-ups. The happy juvenile-designed covering is water-proofed.

Equipped with a real motor and metal shielded reproducer. Size: 11¼ in. wide, 12 in. long, 3½ in. deep, weight 7½ lbs. Plays four 7-inch Little Tots and Playtime Records with one winding. Plays 10-inch records, also.



RETAIL PRICE
\$10

Little Tots' Record Books, Songs, Games, Stories for the Kiddies



Now packed in gay little boxes covered with all the amusing and delightful characters so familiar to children. This new packing enhances the eye value and increases the salability.

A new book has been added this year. The No. 10 "Mother Goose" book—which will also be a big seller. Little Tots' Record Books are recognized and established as an article of unusual merit.

Over 10,000,000 of these records have been sold within the last few years.

Retail Price
\$1.00



Playtime Records

Wonderful 7-inch double-faced records at a price which makes everyone a prospect.

Playtime Records never lose their charm. Recorded with the greatest of care, they reproduce perfectly. The voices are clear, the music simple so that the child can readily follow the story or the song. The finest artists in the country record these selections.

The display stand illustrated will be sent to dealers gratis with an initial order of 72 records. It is an attractive combination in green, yellow, and black. Folds together, occupies little space, and sells records on sight.

There are 43 numbers (over one hundred selections), all the popular nursery rhymes, songs, games, as well as lullabys, patriotic numbers, Christmas numbers, etc.

RETAIL PRICE
15c EACH

Kiddie Kompact Camera-Style Phonograph

This is our regular Kompact portable, well known to the trade, equipped with the same attractive juvenile-designed coverings as the Kiddie-Pact pictured above. An excellent selling children's portable phonograph. Plays 10-in. records. Its size is 8 in. by 5¼ in. by 6 in. Weight 4½ lbs. Strong, durable motor.



Retail Price
\$10.00

The Market Is Unlimited—The Merchandise Is Unbeatable

Plaza Music Co., 10 West 20th St., New York

The PAL Family

The Greatest Portable Phonograph Line in the Industry!



PAL De Luxe

PAL De Luxe \$30

Equipped with a 40-inch amplification chamber and a highly efficient tone-arm and metal shielded reproducer. Covered in Rich DuPont Fabrikoid with embossed border, finished in antique gold. Includes large built-in album for records. Its two-spring motor plays three records with one winding. Weight 17 lbs. Supplied in blue, black, red, brown finishes. Size 15½ inches long, 12 inches wide, 7¾ inches high.

PAL Junior \$15 List

Very sturdily constructed and beautifully finished. Equipped with a new type metal shielded reproducer and a large built-in record album. Plays two records with one winding. Covered in Genuine DuPont Fabrikoid. Weight 11¾ lbs. Supplied in red, black, blue, green, brown finishes. Size 13½ inches long, 12½ inches wide, 7 inches high.

PAL Kompact \$10 Retail

The smallest real phonograph made. Plays standard make ten inch records. Comes ready to play with nothing to remove. Its volume is equal to that of many of the large size portable phonographs on the market. Weight 4½ lbs. Size 8 inches long, 5¼ inches wide and 6 inches high. Supplied in black Fabrikoid only.



PAL Kompact

Standard PAL \$25 List

An instrument of remarkable tone quality and volume. Smartly designed—and constructed for a lifetime of use. Equipped with a heavy duty, double spring motor which plays three records with one winding. Carries latest type of tone-arm and metal shielded reproducer. Equipped with large built-in record album. Covered with genuine DuPont Fabrikoid with embossed border. Weight 16 lbs. Supplied in red, black, blue, brown finishes. Size 15½ inches long, 12 inches wide, 7¾ inches high.

Standard PAL



PAL Phono-pact \$12 List

The last word in a modern phonograph. It is so small it will actually fit into a small traveling bag. But, notwithstanding this compactness, its tone quality and volume are equal to that of the standard size portable phonographs. Ultra smart in design and finish—built for a lifetime of use—and finished in a manner which makes it plain that it is a quality instrument. Supplied in blue, red, gray, black and brown. Equipped with a guaranteed high-grade worm drive motor and special reproducer. Weight 7¾ lbs. Size 12 inches square, 3½ inches deep.



PAL Phono-pact

Plaza Music Co.
10 West 20th St. New York

a headliner, every artist a radio favorite. Operatic stars, concert favorites, from the leading successes of Broadway, from the popular stations of the mid-West, for six all too short hours they paraded before the microphone,

giving to the assembled thousands and the millions of listeners throughout this and other countries a varied and most delightful program that will seldom be equaled, and probably never exceeded.

Exhibitors at New York and Chicago Shows

Abox Co., A-C Dayton Co., Acme Apparatus Co., Acme Wire Co., Aerovox Products, Inc., Aerovox Wireless Corp., Algonquin Electric Co., All-American Radio Corp., Allen Bradley Co., Aluminum Co. of America, American Bosch Magneto Corp., American Electric Co., Inc., Amplion Corp. of America, Amrad Corp., Apex Electric Mfg. Co. (Division United States Electrical Corp.), Arco Electric Corp., Argus Radio Corp., Atwater Kent Mfg. Co., Arcturus Radio Corp.

Bakelite Corp., Nathaniel Baldwin, Inc., Belven Mfg. Co., Best Mfg. Co., Borkman Radio Corp., L. S. Brach Mfg. Co., Bremer-Tully Mfg. Co., Briggs & Stratton Corp., Bright Star Battery Co., Burgess Battery Co., Buckeye Mfg. Co.

Carter Mfg. Co., Carter Radio Co., C. E. Mfg. Co., Central Radio Labs., Chicago Solder Co., Cornell Electric Mfg. Co., Crosley Radio Corp., E. T. Cunningham, Inc., Camfield Radio Manufacturing Co.

Richard T. Davis, Inc., Day-Fan Electric Co., Diamond Electric Specialties Corp., Diamond T. Radio Mfg. Co., Dubilier Condenser Corp.

Electrad, Inc., Electric Storage Battery Co., Electrical Research Laboratories, Engineers Service Co.

Fansteel Products Co., Farrand Mfg. Co., Federal-Brandes, Inc., Federal Radio Corp., Formica Insulating Co., Freed-Eisemann Radio Corp., French Battery Co., Charles Freshman Co., Herbert H. Frost, Inc.

General Radio Co., Gould Storage Battery Co., A. H. Grebe & Co., and the Grigsby-Grunow-Hinds Co.

Hammarlund Mfg. Co.

Indiana Mfg. & Electric Co. (Division United States Electrical Corp.).

Jewell Electrical Instrument Co., Howard B. Jones.

Karas Electric Co., Kellogg Switchboard & Supply Co., King Manufacturing Corp., the

Kodel Radio Corp., and Kokomo Electric Co. Lignole Corp., Arthur H. Lynch, Inc.

Magnavox Co., Martin-Copeland Co., Mayolian Radio Corp., MacMillan Radio Corp., Minerva Radio Co., Mohawk Corp. of Illinois, Leslie F. Muter Co.

National Carbon Co., National Co., Inc., the National Lead Battery Co., and Newcombe-Hawley, Inc.

Oxidite Battery Co.

Perry Wire Works, Pfanstiehl Radio Co., Polymet Mfg. Corp., Pooley Co., Potter Mfg. Co., G. R. Penn Products Co.

Q R S Music Co.

Radio Corp. of America, Raytheon Mfg. Co., Red Lion Cabinet Co.

Samson Electric Co., Sandar Corp., Sangamo Electric Co., Schickerling Prods. Corp. Sentinel Mfg. Co. (Division United States Electrical Corp.), Shamrock Mfg. Co., Showers Bros. Co., Silver-Marshall, Inc., Sirian Wire & Contact Co., Slagel Radio Co. (Division United States Electrical Corp.), Sonatron Tube Co., Sonora Phonograph Co., Inc., Sparks-Withington Co., Splittorf Radio Corp., Steinite Laboratories, Stevens & Co., Inc., Stewart-Warner Speedometer Corp., Stromberg-Carlson Tel. Mfg. Co., Superior Cabinet Co., Muskegon, Mich.

Temple, Inc., Thordarson Electric Mfg. Co., Timmons Radio Products Corp., Tower Manufacturing Co.

United Radio Corp., United States Electric Corp., Utah Radio Products Co.

Vesta Battery Corp., Victoreen Radio Co., Vitalitone Radio Corp.

Walbert Mfg. Co., Webster Co., Westinghouse Electric & Mfg. Co., Weston Electrical Instrument Co., Willard Storage Battery Co., Workrite Mfg. Co. (Division United States Electrical Corp.)

Yale Electric Corp., Yaxley Mfg. Co.

Zenith Radio Corp., Zetka Laboratories, Inc.

Co., Julian M. White Mfg. Co., Windsor Furniture Co., World Battery Co., W-K. Electric Co., Yahr-Lange, Inc.

Engineering Division Work Features R.M.A. Meetings

Work of Engineering Division of R. M. A. Under H. B. Richmond Toward Standardization and Better Reception Progressing

During the week of the Radio World's Fair in New York City the feature of the Radio Manufacturers' Association meetings were the important matters receiving the attention of the Engineering Division.

The Radio Manufacturers' Association has been working consistently towards simplification within the radio industry. Definite standards of manufacture are assuming greater importance in the industry, and the Engineering Division of the R. M. A. under the leadership of H. B. Richmond has done much to forward the standardization movement.

A peculiar situation has arisen, due to the fact that several standards of practice have been developed, and while the Radio Manufacturers' Association represents the largest group of people in the industry it has been willing to sacrifice its own personal efforts in order to forward the standardization movement, and according to an announcement made at the meeting, previous standards of the Radio Manufacturers' Association will all be reconsidered. This will be done in order to bring all existing groups of standards within the industry together into one group with the ultimate aim of forming one standard of practice. This is an important move, and this program if successful will save the manufacturers and the public as well many hundreds of thousands of dollars a year.

Another important matter that came before the Radio Manufacturers' Association meeting at the Hotel Astor was that of assisting the Federal Radio Commission in its problem of bringing about better receiving conditions. This work is also being carried on by the Engineering Division of the R. M. A.

In this connection two problems are at present in consideration. The first is that known as the Langley System which provides for the numbering of the broadcasting channels. Another known as the Furness System provides for a group of single and multiple channels so as to avoid heterodyning.

Many technical problems are involved, and these will be given the most complete study possible, with the result that the radio set owning public will have the best engineering talent in the country working in the interest of better reception.

H. B. Richmond, director of the R. M. A. Engineering Division, deserves the greatest credit for his untiring efforts in behalf of the work of his division. The importance of the activities of this branch of the R. M. A. to the trade at large has been mentioned and in the selection of Mr. Richmond, the Association has been fortunate.

National Association of Broadcasters Holds Meeting

The fifth annual convention of the National Association of Broadcasters, at the Hotel Astor, during the week of the Radio World's Fair closed with the election of officers and the selection of Washington, D. C., as the place for the next convention, to be held early next year.

The convention failed to endorse or criticize the Federal Radio Act passed by Congress last February. The shelving of this matter caused surprise, as some members had expressed the belief that the commission had done valuable

(Continued on page 118)

Exhibitors at New York Radio World's Fair

Advance Battery Corp., American Mechanical Labs., Aristocrat Corp. of America, Balsa Wood Products Co., Batteryless Radio Corp., Bodine Electric Co., Bosworth Elec. Mfg. Co., Brooklyn Metal Stamping Corp., Browning-Drake Corp., Burt Bros., Inc., Cable Supply Co., Allen D. Cardwell Mfg. Corp., Celeron Mfg. Co., Colonial Radio Corp., Commercial Metal Works, Consolidated Battery Co., Corbett Cabinet Mfg. Co., Cornish Wire Co., Crown Phonograph Co., Inc., DeForest Radio Co., Dongam Electric Mfgs., Eagle Charger Corp., Egbert Mfg. Co., Elkon Works, Inc., Empire Elec. Products Co., Fergus Co., J. B. Ferguson, Inc., Ferranti, Inc., Gem Tube Co., General Electric Co., Gold Seal Electric Co., Grimes Radio Engineering Co., Hamilton Mfg. Co., Hartford Battery Mfg. Co., Harold Herbert, Inc., Homer Products, Inc., Hoyt Electrical Instrument Works, Igrad Con-

denser & Mfg. Co., Inc., C. R. Lutz, Inc., Malone-Lemmon Products, Inc., Marko Storage Battery Co., Musical Products Distributing Co., Oriental Loud Speaker Co., Pacent Electric Co., Paragon Electric Corp., Pathe Phonograph & Radio Corp., Perrine Quality Products Corp., Perryman Electric Corp., Philmore Mfg. Co., Pilot Electric Mfg. Co., Plaza Music Co., Philadelphia Storage Battery Co., Frank R. Porter Co., R. G. S. Mfg. Co., Scoville Mfg. Co., Sleeper Radio & Mfg. Co., Spaulding Fibre Co., Inc., Stettner Phonograph Corp., Sturges Multiple Battery Co., Superior Cabinet Co. (New York), Sylvania Products Co., Teletone Corp., United Scientific Laboratories, Inc., U. S. L. Battery Corp., George W. Walker Company, Ward-Leonard Electric Co., Watsonstown Table & Furniture Company, Westerland Corporation.

Exhibitors at Chicago's Annual Exposition

Adler Mfg. Co., Inc., Art Novelty Co., A-Z Corp., Buckingham Radio Corp., Buckwalter Radio Corp., Central Radio Corp., Chicago Telephone Supply Co., Cleartone Radio Co., Cloverleaf Mfg. Co., Continental Corp., Continental Fibre Co., Dooley Electrical Mfg. Co., Duro Metal Products Co., Dynatropo Co., Ehlert Radio Furniture Co., Ekko Co., Esenbe Radio Devices Co., General Instrument Corp., Gray & Danielson Mfg. Co., Greene-Brown Mfg. Co., G. R. P. Products Co., Inc., Heinafone Co.,

High Frequency Labs., Howard Radio Co., Hyatt Electric Corp., Jenkins & Adair, Mathieson-Sandberg Co., Molded Wood Prods. Co., Northern Mfg. Co., Operadio Mfg. Co., Quam Radio Corp., Reichmann Co., Robertson-Davis Co., Inc., Rola Co., Scientific Products, Canada, Ltd., Scott Transformer Co., Serpa Mfg. Co., Stewart Battery Co., Super-Ball Antenna Co., Swan-Haverstick, Inc., Talking Machine World, Tyrman Electric Corp., United Cabinet Mfgs. Corp., Universal Battery Co., Welty-William &

Last-Minute News of the Trade

P. L. Deutsch Now President of the Sonora Co.

Phonograph Executive and Associates Organize Acoustic Products Co., Inc., and Buy Sonora Phonograph Co., Inc.—Directors Include Leaders in Finance, Industry and Science—A. J. Kendrick Is General Sales Manager of the Sonora Co. and Walter G. Haenschen, Recording Director

One of the most important and far-reaching deals that have been closed in the talking machine industry in recent years was consummated a few days ago when P. L. Deutsch, for two decades associated with the Brunswick organization and one of the foremost figures in the phonograph industry, became president of the Sonora Phonograph Co., Inc., and the Acoustic Products Co., Inc. In order to properly understand the importance of this transaction a history of the various companies now identified with Mr. Deutsch and his new activities is not only essential but will undoubtedly prove of interest to the trade.

The Bidhamson Co., a patent-owning corporation, comprising a group of prominent leaders in the business, financial and engineering worlds, is identified with this new organization, together with the Premier Laboratories, a well-known research and scientific organization headed by Dr. Miller Reese Hutchinson, for ten years chief engineer of Thomas A. Edison, Inc., and famous the world over as one of the leading authorities on acoustical engineering. The Premier Laboratories control valuable patents embracing radical and vital developments in the radio, electric phonograph, recording and loud speaker arts. The Bidhamson Co. includes among its stockholders many prominent and successful leaders in American business activities, including John Hays Hammond, eminent engineer and metallurgist; Ogden Mills, prominent in America's financial life; Louis Kaufman, head of the Chatham & Phenix National Bank, one of New York's strongest financial institutions; James J. Burden, steel magnate; E. F. Hutton, head of E. F. Hutton & Co., prominent investment and bond house; Harris Hammond, son of John Hays Hammond, and for many years a leading figure in the oil industry, and Anthony J. Drexel Biddle, Jr., internationally prominent capitalist and financier.

The Acoustic Products Co., Inc., has been formed to take over the Bidhamson Co., the Premier Laboratories and the controlling interest in the Sonora Phonograph Co., Inc., and will actively further the research work as well as the development and manufacture of the electrical equipment which will be made and marketed under the Sonora name through the Sonora selling organization. The control of the Sonora Phonograph Co., Inc., was obtained by the Acoustic Products Co., Inc., through an exchange of stock, share for share, common and preferred. Hayden, Stone & Co., well-known financial and investment house, which for the past several years has been actively interested in the management of the Sonora Co., was instrumental in arranging this exchange of stock. The board of directors of the Acoustic Products Co., Inc., includes P. L. Deutsch, Richard F. Hoyt and Arthur Sherwood, of Hayden, Stone & Co.; Harris Hammond, Anthony J. Drexel Biddle, Jr., and Dr. Miller Reese Hutchinson.

P. L. Deutsch is president of the Acoustic Products Co., Inc., and of the Sonora Phonograph Co., Inc., and a complete list of the officers of the two companies will be announced shortly. Harris Hammond is chairman of the board of directors of the Acoustic Products

Co., Inc., and Willis Pratt, who is identified with Mr. Hammond's oil interests, is secretary and treasurer of the company. The headquarters of the Acoustic Products Co., Inc., will be



P. L. Deutsch.

in New York City and at the present time offices are being maintained at the Sonora headquarters, 16 East Fortieth street, at which address the Sonora Phonograph Co., Inc., will also have sales offices for the Eastern territory.

A. J. Kendrick, for many years general sales manager of the music division of the Brunswick Co., has been appointed general sales manager of the Sonora Phonograph Co., Inc., whose headquarters will be located in Chicago, with Mr. Kendrick in charge of the sales organization. This appointment will be of interest to the phonograph industry generally, for Mr. Kendrick is one of the most popular members of the industry and recognized as a foremost authority on the merchandising of phonograph and radio products. He has been identified with the trade for twenty years and he brings to

his new association an exceptional knowledge of marketing conditions from coast to coast as applied particularly to the music industry.

There will also be established at the New York offices modern and thoroughly well-equipped recording laboratories under the direction of Walter G. Haenschen, who was for many years identified with Brunswick recording and who is recognized internationally as one of the most prominent authorities on present-day recording. Mr. Haenschen needs no introduction to the trade, for he is one of the "veterans" of the industry, and a leader in the constructive development of the recording art.

Dr. Miller Reese Hutchinson will continue in active charge of the Premier Laboratories, contributing his inventive genius to the new products which will be presented in the near future by the Acoustic Products Co., Inc. Associated with Dr. Hutchinson in his re-

search work will be a group of well-known inventors and scientists, including Dr. Riggs, who is internationally renowned in the scientific world.

The financial structure of the Acoustic Products Co., Inc., comprises 40,000 shares of eight per cent cumulative preferred stock with a par value of one hundred dollars per share and 825,000 shares of common stock with no par value. Twenty thousand shares preferred stock have been issued; 10,000 in exchange for the outstanding preferred Sonora stock and 10,000 shares of new capital. The balance of this issue will be treasury stock, to be sold as the business requires. There will be no stock for sale and no public offering of any kind whatsoever. All stock involved in this transaction was negotiated with the Bidhamson Co., Hayden, Stone & Co., and the Sonora Co. stockholders

The manufacturing and marketing program for Sonora will be announced in detail very shortly and Mr. Deutsch states definitely that a Sonora record line will be ready for the market in the near future, including electrically recorded products embodying new and vital improvements. One of the Sonora products will be an electrical reproducing instrument which will be marketed not only for use in the home but for auditoriums as well.

From a trade angle, this announcement of the future plans of Sonora is of exceptional interest, for the Sonora name is world-famous and for over a decade has stood for quality in the phonograph industry. The new organization, headed by P. L. Deutsch, not only embodies financial and commercial strength, but

(Continued on page 118)

The TALKING MACHINE WORLD

For dealers
wholesalers
manufacturers
of phonograph
and radio products

(Registered in the U. S. Patent Office)

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NEW YORK, OCTOBER, 1927

Opportunity for Greater Retail Profits

WITHIN the next month or so approximately a billion dollars will have been put into circulation in these United States through the redemption of Liberty Bonds issued as part of the second loan, for, according to Secretary of the Treasury Mellon, bond investors with holdings of that amount have not taken occasion to turn them in for other securities offered by the Government. In short, in November or thereabouts Uncle Sam must distribute cash amounting to about \$10 per capita, and it is to be expected that a large part of the actual amount will find its way into the channels of trade rather than into banks or other investments.

The fight in business to-day is not so much to get sales away from a competitor in the same line as it is to capture that share of the public's dollar which, unchecked, might go for the purchase of some other commodity. This billion dollars in cash when released to holders of Liberty Bonds will not automatically find its way into this or that channel of trade, but most of it will go to those merchants who make the earliest, strongest and most logical fight for it. If talking machine and radio dealers expect to get their share they must make themselves familiar with the situation; when and how the money will be paid, how much may be expected to be released in their own particular territory and, where possible, to whom.

It will be the fellow who gets there first who is going to get the greatest share of this Liberty Bond money, and there are so many after it that the last in line will have little to show for his efforts. Timely advertising is going to help some, but personal effort and a thorough understanding of the situation are going to do much to produce results.

The fact that in March only a small proportion of the bonds of denominations of from \$50 to \$1,000 were offered in exchange for the 3½ per cent notes, while the actual exchanges had most to do with bonds of larger denominations, was taken to indicate that most of the outstanding bonds are in the hands of the original investors, and for the most part in denominations of less than

\$1,000. This means widespread distribution and, therefore, a wider opportunity for selling. It is an opportunity that should not be neglected by the wise merchandiser, and it is coming this year—not next year or the year after.

Analysis of Radio Apparatus Consumption

THE announcement from Washington to the effect that the Electrical Equipment Division of the Department of Commerce will carry on an extensive national survey to determine the domestic consumption of radio apparatus at the request of the radio industry is of great interest and importance. The survey, said to be the first of its type ever undertaken by the Government for a particular industry, will first determine the amount of stock being carried by dealers at the present time, and then secure figures relative to sales covering a given period. This method, it is believed, will give a very accurate idea of the number of radio sets that are going into American homes.

The radio industry has grown so rapidly and in its early days was so scattered that any figures offered by the trade itself must be regarded simply as surmises. Figures offered by one manufacturer or another often mean duplication of demand, and when quoted as on a national basis must of necessity represent pure conjecture. A national survey of home equipment conducted some time ago by the General Federation of Women's Clubs, and based on responses from nearly 2,000,000 homes, indicated that only 18.7 per cent had radio receivers. This has been held by the trade to be far too low, but must be accepted as representing the most complete survey of the sort to date. Any other figures are pure conjecture.

The report of the Department of Commerce when it is made public some time next year should provide the industry with very accurate information relative to the market and its possibilities, information that should prove of definite value in guiding manufacturing plans.

Right and Wrong Kind of Demonstration

DEMONSTRATION is properly regarded as the most direct and convincing means for impressing the musical qualities of an instrument on the mind of the prospective customer, and that method always has and probably always will be used by music dealers in selling their wares. It is the only possible gauge of the quality of the instrument regardless of how attractive in appearance it may be, or who is responsible for its production. But there are two kinds of demonstration, that which pleases and impresses the prospect, and that which, blatant and noisy, offends the ears and annoys the neighbors. There are so many dealers in various localities who are inclined to depend upon volume and repetition for their effect that they are fast running up strong and dangerous opposition on the part of those who are offended by their tactics. The unfortunate part is that this opposition is calculated to operate against the interests of the careful and considerate dealer quite as much as against the primary offender.

In practically every large city during the past year or so official or unofficial action has been taken to put a stop to doorway and sidewalk demonstrations of talking machines and radio apparatus. In most cases ordinances are found on the books to check legally such operations, and business men in the vicinity of the offending store have been called upon to have such ordinances enforced so that they might carry on their affairs without constant interference. Through the medium of associations and by other means members of the trade have been warned on numerous occasions to so conduct demonstrations as to avoid offending the public, but there are those who still persist, thus forcing action that proves damaging to the trade as a whole.

In Portland recently the police warned music merchants against any demonstrations that could be heard on the street, whether they were conducted in the store proper or not, and in certain Ohio cities within the past few months dealers have been summoned to court for demonstrating talking machines at some distance inside the store door. In both cases the police in enforcing the ordinance took it literally and made no attempts to discriminate between the good and the bad. Steps were immediately

taken, of course, to have the ordinance amended to permit demonstrations within the store, but such action would not have been necessary had not unthinking dealers persisted in demonstrating in a way that carried the sound for blocks around.

Fortunately, the majority of the trade use discretion in the matter of demonstration and avoid giving offense, but it is a very small minority that causes the trouble. The unfortunate part is that the great majority must suffer for the faults of the few, and there is a welcome inclination in certain quarters for this majority to do some policing for its own protection. The demonstration of musical instruments as such is not on trial, but the dealer who persists in making a nuisance of this practice is causing trouble that is unwarranted, for it places the trade in a bad light and does nothing to make the public more enthusiastic regarding the merit of the fine new instruments that have been placed on the market. He should be curbed for the benefit of the retail trade as a whole.

"Dangerous" Credit Jeopardizes Success

ONE of the bright bits of dialogue in that very popular record of the "Two Black Crows," by Moran and Mack, concerns certain farming experiences, with Moran telling of buying hogs for \$4 each in the Fall, feeding them during the Winter, and then selling them for \$4 each in the Spring. "You can't make money doing that," says Mack. "We found that out," replies Moran. And so many talking machine dealers have found out, or are going to find out, that in buying machines and radio receivers on approximately a cash basis and then selling them on long terms and often without interest there can be no profit. It may take years for some of them to realize what is the matter with their business, and it may be too late to remedy the situation when they do find out, but the lesson will be learned sooner or later.

The basis of all credit is collateral, whether it has to do with the Federal Reserve Bank or the side-street merchant. To be worth considering as an asset, all business paper must have something behind it of tangible value, whether it be wheat, or iron, or some manufactured product. Instalment paper may be considered good for two reasons—first, the merchandise that has been sold against it, and secondly, the good character of the purchaser, but from the cold credit standpoint the tangible value of the merchandise and the ease with which it may be liquidated is the outstanding factor.

All this means that instalment paper in the talking machine trade is valuable only in proportion to its relationship to the value of the product it covers, to the length of time the contract runs, and the interest or carrying charge that is paid for the instalment accommodation. When dealers make a practice of offering and sending out machines without a first payment, and on terms that do not give the purchaser a worth-while equity in the instruments for several months, at least, then the credit risk attached to the instalment contract becomes dangerous. In the first place, the customer feels, and has reason to believe, that the dealer himself cannot value his product highly; in the second place, the financial investment of the purchaser over a period of several months is not sufficiently large to make him hesitate about abro-

gating the contract and allowing the instrument to be repossessed, and, thirdly, the loss that must be taken on the resale of the instrument, when repossessed, greatly exceeds any cash the dealer may have realized through the deal. Under the most favorable circumstances the prospect of this loss always exists.

The campaign that was for a time waged against instalment selling on principle was born largely of the type of instalment selling that prevails too generally in this trade of ours. The automobile man gets a third of the price of the car as first payment, and then a carrying charge of 15 per cent or more on deferred instalments. In other lines a 20 per cent first payment and maximum terms of a year are considered standard. Even with the more expensive types of combination instruments on the market to-day, a down payment of 20 or 25 per cent should not discourage the customer who feels in a position to afford that particular instrument.

A readjustment of credit methods will serve in the first place to preserve the cash capital of the dealer, enabling him to finance himself successfully and at a minimum expense, and provide business volume that is profitable and not merely impressive. If the competitor still insists on doing business on the nothing-down-and-take-your-time-plan, then he will be the sufferer. The question of business survival hinges upon sound credit methods.

50,000,000 People "Listen in"

IT is estimated that close to 50,000,000 people in the United States and beyond its borders listened in on two highly important radio broadcast events occurring within about a week of each other during the past month. In the first place over eighty stations throughout the United States broadcast the entertainment at the Fourth Annual Radio Industries Banquet at the Hotel Astor, New York, on September 21, where, it is believed, the greatest array of talent ever assembled on one evening blended in entertainment that lasted between six and seven hours and was broadcast for over four hours. This event, more so than anything that has occurred since the advent of radio, emphasized to the public the great value of this medium of entertainment. On the next night approximately as many people listened in on the broadcasting of the Dempsey-Tunney fight in Chicago, and through the medium of the radio were able to visualize the championship battle, blow for blow, and were made acquainted with the final results in advance of some of those whose seats were in the far reaches of the arena. This emphasized the value of radio in the dissemination of important news.

If this was simply in the nature of propaganda, it would have been worthy of serious attention from the trade, but as a matter of fact, the two events, and particularly the fight, had the effect of stimulating the retail business in radio receivers and equipment to an unprecedented degree. Reports received indicate that in that single week more radio apparatus was sold to the public than in any previous week in the history of this fast-growing industry, and there still remains to be capitalized the profound impression created on the public generally by these two outstanding demonstrations of the possibilities and the usefulness of radio and radio broadcasting.



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.

Last-Minute News of the Trade

Radio Corp. of America Announces Promotions

Elmer E. Bucher Made Assistant Vice-President of the Radio Corp. of America, and Joseph L. Ray General Sales Manager

Following the promotion of Elmer E. Bucher to assistant vice-president of the Radio Corp. of America, a statement by David Sarnoff,



E. E. Bucher

vice-president and general manager of that corporation, to-day announced the appointment of Joseph L. Ray as general sales manager.

"The growth in the business of the Radio Corp. of America is responsible for the promotion of Mr. Bucher and the addition of Mr. Ray as general sales manager," said Mr. Sarnoff. "We are fortunate in obtaining the services of Mr. Ray, who until recently was general supply sales manager of the Graybar Co., which position included supervision of all sales excepting telephone apparatus, line construction, materials and appliances. Mr. Ray has been with the Western Electric Co. for twenty-three years. He was born at Carnegie,



Joseph L. Ray

Pa., in 1884. He will assume his new duties as general sales manager of the Radio Corp. October 15.

"Mr. Bucher successively has been commercial engineer, sales manager and general sales manager and his promotion is a recognition of unusual services rendered to RCA since its inception in 1919. Prior to that he occupied important positions for seven years with the Marconi Co. Mr. Bucher has been continuously identified with and employed in the radio industry since 1903.

"Probably the most important assignment of the assistant vice-president, who now becomes

an officer of the corporation, will be contact with the various licensees under RCA patents. His promotion also carries with it increased responsibilities in connection with the major policies of the company, in its programs for commercial expansion."

J. B. Hess Made Apex Division Sales Manager

Last month was announced in The Talking Machine World the merger of five radio and power equipment manufacturers into a new organization known as the United States Electric Corp., and the election of Carl D. Boyd as first vice-president and general sales manager. Mr. Boyd was previously first vice-president in charge of sales of the Apex Electric Mfg. Co., Chicago, one of the merging companies.

Following this announcement comes the news



J. B. Hess

from the new general offices which have been established at 307 North Michigan avenue, Chicago, to the effect that John B. Hess has been appointed sales manager of the Apex Division. Mr. Hess' contact with the radio industry dates back to the days when the first commercial sets were built, and as he has sold radio apparatus in both the jobbing and manufacturing divisions, he is particularly well fitted for this new work. Since the first of the year he has been contacting the Apex distributors in the Chicago territory and surrounding States.

A. S. Cobb Made Brunswick Seattle Branch Manager

A. S. Cobb, according to an announcement from the general offices of the Brunswick-Balke-Collender Co., Chicago, has been appointed district manager of the Portland and Seattle branches of that company, with offices at Seattle, Wash. Mr. Cobb is one of the old-timers in the industry, and has had a most interesting career.

He began his life in Massachusetts, but soon moved to Alaska, where he lived for many years, and his first work was as a prospector and jack-of-all-trades. However, he eventually tired of the prospecting game and in 1910 moved to Seattle, where he joined the organization of Sherman, Clay & Co. as a salesman.

This was at the time that the first cabinet instruments were introduced to the market, but

the great majority of sales were on the old horn type instruments. He was detailed to sell phonographs and records on a commission basis, covering the city of Seattle only, but when Sherman, Clay & Co. entered the wholesale business he was offered a position as a traveling representative covering western Washington, and his territory was gradually increased until he covered Washington, Oregon, Idaho and western Montana.

Mr. Cobb then became the manager of the Spokanc wholesale department, where he remained until 1925 when he was appointed to the same position in the larger Seattle office, until the wholesale distribution was dispensed with by his company. Mr. Cobb then joined the Brunswick forces and comes to the manufacturers of the Panatropo with a wealth of experience and a host of friends in the trade on the Pacific Coast. He has always maintained a contact with all dealers of the Western district, so that he numbers among his friends and acquaintances practically everyone associated with the industry in that section.

Joseph K. Utz Appointed Kellogg Radio Sales Mgr.

Joseph K. Utz was recently appointed sales manager of the radio division of the Kellogg Switchboard & Supply Co., according to an announcement received from the Kellogg general offices in Chicago. Mr. Utz joined the Kellogg organization in July, and he has had extensive



Joseph K. Utz

experience in the electrical supply field. For fifteen years he was associated with Harvey-Hubbell, Inc., Bridgeport, Conn., as Central States representative and during that period of time he developed a national acquaintance with electric distributors and dealers. Prior to that time he was connected with the Western Electric Co. of Chicago. Mr. Utz brings to his new position a background of wide experience.

R. V. Emmert in New Post

C. K. Burton, general sales manager of the Carryola Co. of America, Milwaukee, Wis., manufacturer of Carryola portables, announced recently the appointment of R. V. Emmert as Southern sales representative. Mr. Emmert is ideally qualified to co-operate with Carryola trade throughout the South, for he has been visiting dealers and jobbers in this territory for many years. He was associated for five years with the Southern Sonora Co., and was also identified with F. A. D. Andrea, Inc., as regional representative in the same territory.

Important Hearings on Revenue Act to Be Held

Music Industries Chamber of Commerce Has Made Application to Present Its Views on Double Taxation Feature of Bill

The recent announcement of the chairman of the Ways and Means Committee that hearings on the revenue act will commence on October 31 is of particular consequence to music dealers for, according to the schedule, the double taxation feature of the bill will be brought up in the first sessions. In accordance with this notice the Music Industries Chamber of Commerce has made application for a date to present its views.

Co-operation in its fight is already promised the Chamber by other Associations similarly affected by the instalment tax ruling, especially the National Automobile Chamber of Commerce, the National Association of Retail Furniture Dealers and the National Retail Dry Goods Association.

The Joint Congressional Committee on Tax Revision has officially requested the National Dry Goods Association to submit a report suggesting a satisfactory revision of the Revenue Act. The report when completed will be the result of the joint efforts of all of the trade associations as a unit, and will present a complete picture of how the various retail interests are affected by the double taxation feature.

Auditorium Victrola Model Purchased by Women's School

O. J. DeMoll & Co., Washington, D. C., Make Sale Representing Total of \$10,000 to National Park Seminary in Maryland

An Auditorium Orthophonic Victrola was recently installed in the grand ballroom of the National Park Seminary for Young Women, Forest Glen, Md., and represents the first purchase of the Auditorium model by an educational institution. The sale was made by O. J. DeMoll & Co., of Washington.

The school authorities have also purchased an Automatic Victrola which the students can play for recreation. The Auditorium model will be used for formal dances, for concerts and for courses in musical appreciation. An especially designed mahogany cabinet encloses the operating unit of the Auditorium model and this also provides unusually large space for record storage, so arranged that any desired record may be located with the maximum ease in a minimum of time. The installation with all of the special features represents an expenditure of about \$10,000.

Many New Artists in A-K 1927-28 Radio Programs

Announcement of the 1927-28 series of Atwater Kent Sunday evening radio programs has been made by A. Atwater Kent. Concerts over nineteen stations were resumed on Sunday evening, October 2. Mr. Kent has authorized the statement that many world-famous artists who have never broadcast before have been converted to radio and will make their first bow to the "Mike" in the forthcoming Atwater Kent series. Nahan Franko, former conductor of the Metropolitan Opera Company's orchestra, with which he was connected for twenty-five years, will this season conduct a twenty-piece orchestra supporting the artists in the Atwater Kent series. Another newcomer from the Metropolitan will be Nina Morgana. Miss Morgana is widely known, having toured the United States in concert with Caruso. Giuseppe de Luca, baritone, is another star artist scheduled for his first broadcasting in this series. Other artists who will appear for the first time include Mary Chainey, concert violinist; Mildred Seeba,

first recipient of the award of the Caruso Foundation, and a number of the popular favorites of the Atwater Kent artists in past seasons, including Reinald Werrenrath, Margaret Matzenauer and Beniamino Gigli.

Crosley Plans Extensive Billboard Ad. Campaign

Beginning October 15, the Crosley Radio Corp. in co-operation with its distributors will post thousands of large colored billboard posters from coast to coast throughout the United States carrying the message "You're There With a Crosley." The new posters carry a picture of a huge tent in front of which are banners inviting the crowd outside to come in and enjoy jazz from Broadway, concert orchestra, opera stars, prize fights, baseball, market reports, comedians, etc. Along the top of the sign in large letters runs the caption, "You're There With a Crosley When the Biggest Show in History Thrills the World."

Louisville Public Hears Harmonated Reception

Peaslee-Gaulbert Co. Stages Dealer Meetings in the Evening—Public Invited to Hear the Latest Development in Fada Radio

An innovation in radio trade meetings has just been successfully inaugurated by Peaslee-Gaulbert Co., of Louisville, Ky., Fada distributor in that section. The innovation consisted in having the public attend dealer meetings in the evening and listen to a demonstration of Fada Harmonated Reception. Under the direction of C. C. Baines, radio sales engineer for the Peaslee-Gaulbert Co., meetings were held in Evansville, Ind., Nashville, Tenn., Chattanooga, Tenn., Knoxville, Tenn., and Lexington, Ky. Louis J. Stutz, east central zone manager for Fada radio, attended each of the meetings and related the story of Fada from its inception. All of the meetings were well attended and successful.

FACTORY DIRECT TO YOU

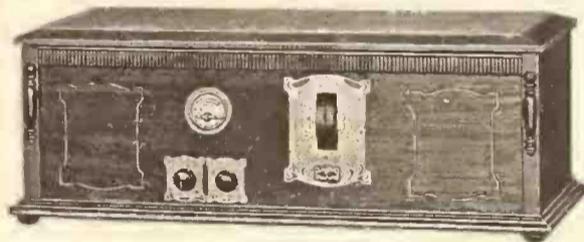
Better Service—Real Values—Closer Co-operation

Diamond T Receiving Sets



"Baby Grand"

Console—6 AC Tubes



South Bend Model
6 AC Tubes

Complete Except Speaker

List \$140.00

The "Baby Grand" Console is equipped with TWIN SPEAKERS producing that rich tone quality you have longed for.

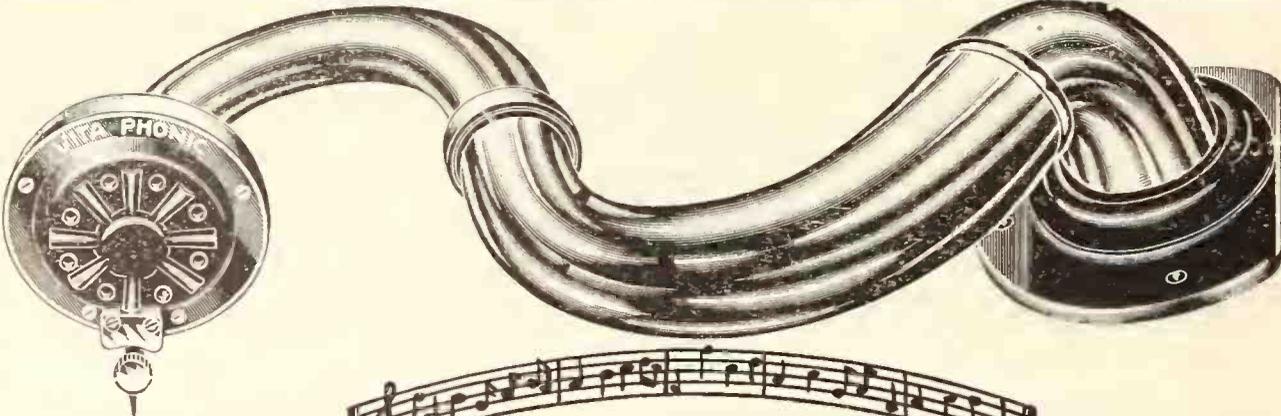
COMPLETE, nothing more to buy, List \$195

Our complete line is priced to obtain volume sales for you with a quality that will stay sold.

Write today for a big, generous dealer's starting offer

DIAMOND T RADIO MFRS.

South Bend, Ind.



Service **VITA-PHONIC** Quality

PRODUCTS CORP.
83 Greene St., New York.

“Reason to Be Happy Over the Present and Future of Radio,” Says A. Atwater Kent

President of the Atwater Kent Mfg. Co. Comments on Work of Radio Commission, the High Standards of Manufacturers and the Vast Improvement in Broadcast Programs

Reason to be happy over the present and future of radio was expressed in a recent interview with A. Atwater Kent, president of the



A. Atwater Kent

Atwater Kent Mfg. Co., Philadelphia, Pa. Mr. Kent stated in part:

“I am gratified at the past, delighted with the present and enthusiastic over the future of radio. Great things have been done. Even greater things will be done. Two important developments are rapidly bringing more and more satisfaction to radio users. One is the working out of the problem of regulation and allocation by the Radio Commission. The other is the production by manufacturers of reliable sets and equipment, simplified as to operation and maintenance and at reasonable prices. The public no longer hesitates to buy radios because of unsatisfactory broadcasting conditions or because of uncertainty as to quality and character of sets.

“Simultaneously with these developments has

come a great advance in the quality of broadcast entertainment and in the number of important, thrilling events of world-wide consequence brought into the home by radio—such as the Lindbergh celebrations, the trans-oceanic airplane flights, etc. During the last two years broadcast programs have become better and better, until now the millions of people constituting the great radio audience may hear the best in music at almost any hour.

“Hand in hand with the foregoing has come a wider use of radio for educational and business purposes. Schools are adopting it. Broad-

casting stations are putting on educational programs for students. The Department of Agriculture, colleges and others are broadcasting both instruction and entertainment in an interesting way, which means dollars and cents to farmers and business men. While we do not perhaps hear so much about it, this practical use of radio has, I think, grown in the same ratio as its cultural use.

“I have been delighted to note that there is a keen appreciation on the part of the public of the advantages and privileges it now enjoys from radio. The public realizes that this great growth has been made possible by the willingness of manufacturers, broadcasters and others to spend millions for development and promotion. Surveys of the industry indicate that the public is showing its appreciation in the most effective manner—by the purchase of radios in steadily increasing volume.”

Popularity of Period Cabinets Reviving Interest in Woods in Instrument Furniture

“Walnut Has a Position of First Place So Far as the Bulk of Better Cabinet Work Is Concerned,” Says Noel Dunbar, of Splitdorf Radio Corp.

The coming of the period cabinet in radio has caused a great revival of interest on the part of the American public in woods as utilized in musical instrument furniture, points out Noel Dunbar, who has designed the art furniture models for the Splitdorf Radio Corp.

“Mahogany was the first wood to be featured in radio cabinets,” said Mr. Dunbar. “All the cabinets, of course, were not of real mahogany. As a matter of fact, most of them were, perhaps, of mahogany finish. While mahogany is still a staple article in radio furniture, walnut has come to the position of first place so far as the bulk of the better cabinet work is concerned. When one studies the history of walnut the reasons for the ascendancy of walnut are at once apparent.

“As most everyone knows, walnut has been used in the making of furniture for hundreds of years. If you go back to the Italian Renaissance you will find recorded the fact that early in the Renaissance walnut was used. That was about 1400. All through the various

Renaissance periods walnut was the favorite cabinet wood with the designers, history records. Other equally important periods gave due credit to walnut, as, for instance, the Queen Anne period, and all the classic English designers are known to have been greatly interested in walnut.

“Because native American walnut is so fine and was so greatly used in early designs of our own furniture development, this wood has a peculiarly American flavor and it is fitting that it should now be used in radio. There are many reasons why walnut is distinctively an American wood, even though, of course, it grows elsewhere. Because it grows widely it is all the more favored everywhere in this country.

Walter Rautenstrauch, president of the Splitdorf-Bethlehem Electrical Co., Newark, N. J., recently announced the purchase of the Perfection Appliance Co. of Detroit by the Splitdorf-Bethlehem Co.

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

You no longer need gambler's luck to stay in the radio business



Licensed under Hammond-Andrews patent applications

Balkite "A" Contains no battery. The same as Balkite "AB," but for the "A" circuit only. 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 "B" One of the longest lived devices in radio. The accepted tried and proved light socket "B" power supply. The first Balkite "B," after 5 years, is still rendering satisfactory service. Over 300,000 in use. 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 Chargers Standard for "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, \$7.50.

*Special models for 25-40 cycles at slightly higher prices

Prices are higher West of the Rockies and in Canada

Time was when no radio dealer could tell at the beginning of the season whether the devices he would sell would stay sold. When it required as much gambler's luck as selling ability to make a profit.

Look, for example, at the "B" field. Of 3 "B" eliminators offered the first year Balkite "B" was put on the market, and of 16 offered during the second, except Balkite "B" not one remains in its original form. All others have either been radically revised in principle or withdrawn. And every device that turned out to be wrong or was withdrawn cost some radio dealer money.

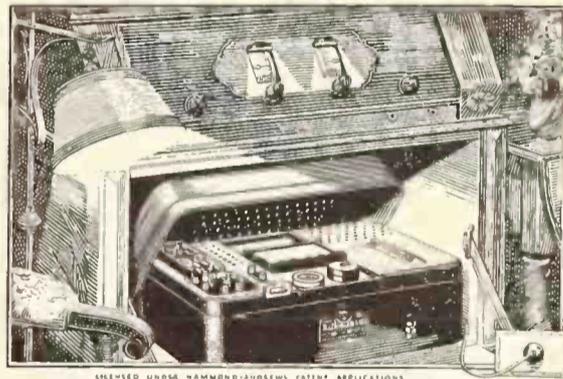
Today luck is no longer the determining factor in your profit. What determines whether your business is profitable is whether you choose sound merchandise to sell. You need no longer sell experiments.

In the radio power field the established

leader is Balkite. Established by its pioneering—by a laboratory that produced the first noiseless battery charger, the first trickle charger, and today most important of all, Balkite "AB" and Balkite "A," both without batteries. But more important still, established by performance at the hands of its owners. It is a well known fact that Balkite Radio Power Units are today among the longest lasting devices in radio. Balkite owners have been satisfied owners. Balkite dealers have always made money.

Balkite—the tried and reliable—offers you a complete line, to serve every radio power requirement, at the lowest prices in Balkite history, backed by one of

the largest advertising campaigns in radio. (Balkite is the third largest radio advertiser.) Concentrate on Balkite instead of scattering your effort and you'll make money.



LICENSED UNDER HAMMOND-ANDREWS PATENT APPLICATIONS

Balkite "AB" Contains no battery.

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

FANSTEEL PRODUCTS COMPANY, INC., NORTH CHICAGO, ILLINOIS

Balkite

Radio Power Units

Standard Talking Machine Co. Is Host to Its Victor and Sparton Dealers

New Victor Orthophonic Models Demonstrated and Displayed—S. R. O. Record Campaign Described—Harry G. Sparks, of Sparks-Withington Co., Makes Principal Address

The various Victrola models which will constitute the 1927-28 Fall and Winter line were one by one graphically described and presented at a meeting of Victor dealers in Pittsburgh, Pa., in September, at the plant of the Standard Talking Machine Co., Victor distributor of that city. H. L. Tangert, Pittsburgh representative of the Victor Talking Machine Co., was in charge of this feature of the Standard's program and gave the one hundred and seventy-five dealers present the assurance that the models which he presented to them were definitely established in the Victrola line for the coming season. A sample of the new Victrola 9-25 with an approximate list price of \$1,150 was shown to the dealers present for the first time

in this section and created great enthusiasm.

S. S. Larmon, of N. W. Ayer & Son, described the Victor Co.'s remarkable S. R. O. sales campaign, which is just beginning to function, and in a most effective address convinced those present of the profit to be derived from a very active and close tie-up with this splendid campaign to sell Victor Red Seal records. C. R. Moore, of the Victor Co., also spoke on the Red Seal campaign.

In the evening the guests of the Standard Co. were taken through the new Webster Hall in the Schenley District. Dinner was served in the beautiful court of the hotel, during which a very entertaining program by vocal and dancing artists was given.

Following the dinner, Harry G. Sparks, of the Sparks-Withington Co., maker of Sparton radios, delivered the principal address of the evening.

Mr. Sparks outlined his company's sales plan for the Fall and gave an intimate sketch of the manufacturing facilities of the Sparton plant and of the personnel of the company. He stated, among other things, that the ownership of the company rested very largely among a very little group of Sparks and Withingtons; that the owners were actively engaged in the business and in its management; that the reputation of his company was at stake in the manufacturing of Sparton radio and that they had no intention of endangering this reputation, which had been built up during the past twenty-six years of operation. This company, Mr. Sparks said, has secured the best organization they are able to secure; the factory is equipped with the best manufacturing facilities obtainable, only the very highest grade materials are purchased; and the result is the very best AC receiving apparatus which all of these elements combined can create.

The success of the Sparton line this year is in part demonstrated by the enthusiasm of the trade who have sold Sparton radio last year and this and by the fact that August saw the largest volume of manufacture in the Sparks-Withington plant of any Summer months in its twenty-six years' history.

J. C. Roush, president of the Standard Talking Machine Company, was present and was cordially greeted by his friends in the trade after his three months' vacation in Europe. The afternoon and evening sessions were in charge of Wallace Russell, manager of the Standard Company.

E. R. Johnson Donates Large Sum to Develop Science

Founder of the Victor Talking Machine Co. Makes Gift of \$800,000 to University of Pennsylvania for Research Foundation

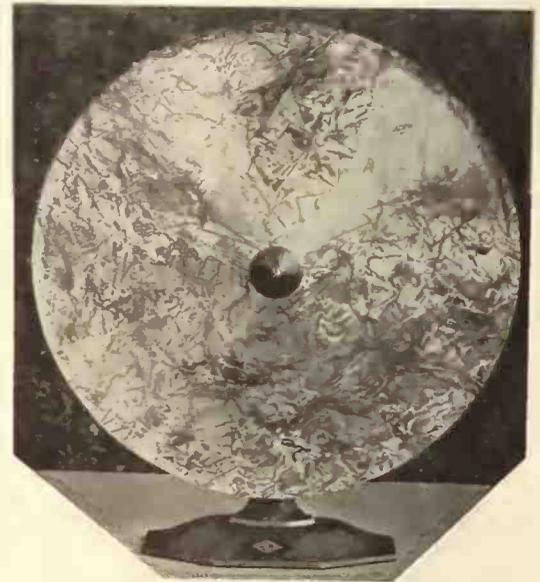
PHILADELPHIA, PA., October 6:—Eldridge R. Johnson, founder and for twenty-five years president of the Victor Talking Machine Co., recently made a gift of \$800,000 to the University of Pennsylvania for the establishment of the Eldridge R. Johnson Foundation for Research in Medical Physics. This is said to be one of the largest sums ever donated to the University.

The only stipulation accompanying the gift is that not more than one-fourth of the amount is to be used for building and equipment, the income from the fund to be used in perpetuity for "the study and development of physical methods in their relation to disease and its cure and in their varied relations to the life of man."

Acme Elec. & Mfg. Co. to Market the Pearl-O-Cone

New Acme Loud Speaker Is Made of Pyralin and Possesses a Number of Distinctive Features—Has a Seventeen-Inch Cone

CLEVELAND, O., October 6.—The Acme Electric & Manufacturing Co., of this city, recently announced its latest loud speaker, the Acme Pearl-O-Cone, standing nineteen inches high with a cone which is seventeen inches in diameter. It is made of Pyralin, which, because of its uniformity of texture, has no vibrating period and is assured of great amplification. The nature of the cone permits of sound vibra-



Acme Pearl-O-Cone

tion spreading in exact uniformity from the center to the circumference with nothing added or taken away from the original tones with the exception of an increase in volume.

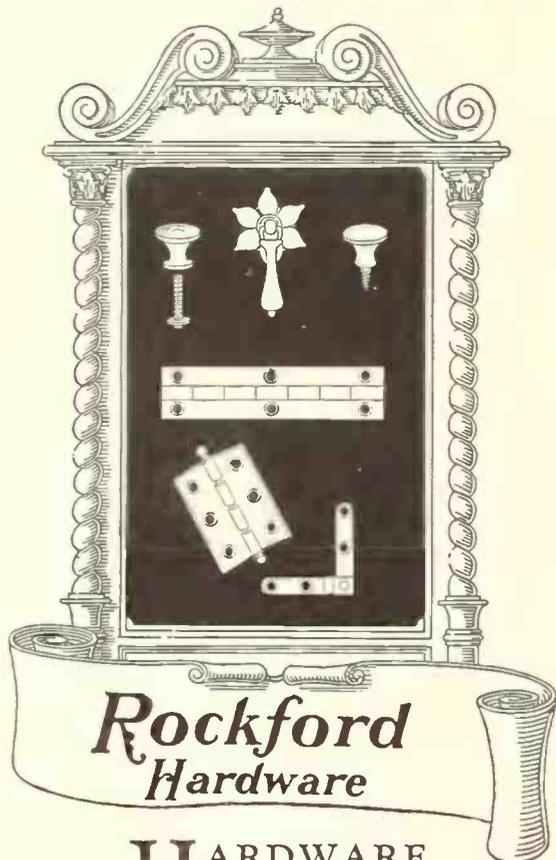
The Pearl-O-Cone is not affected by moisture, is not easily damaged or affected by heat or cold. It comes in a variety of colors, so that the purchaser is enabled to select a color which will best harmonize with the home surroundings.

New York Album & Card Co. Purchases Outing Patents

Max Willinger, president of the New York Album & Card Co., New York City, recently purchased the trade-mark, patents and dies from the receiver of the Outing Talking Machine Co., of Mt. Kisco, N. Y. It is Mr. Willinger's intention to put out a new line of up-to-date portables under this well-known trade-mark. This new Outing line of portables will be manufactured at the Nyacco factory in New York City and will be ready for the market soon.

Death of W. F. Hubley

Warren F. Hubley, president and general manager of the American Transformer Co., Newark, N. J., died on Monday, September 19, of heart disease.



HARDWARE is visible to the eye, in constant use and plays an important part in giving satisfaction to a customer.

Rockford Hardware merits closer attention by you. It stands the stiffest test of all—side by side comparison.

Ask for catalog
18 and samples.

**National Rock Co.,
Rockford, Ill.**

U. S. A.

Cable Address: Natlock

Branch Sales Offices:

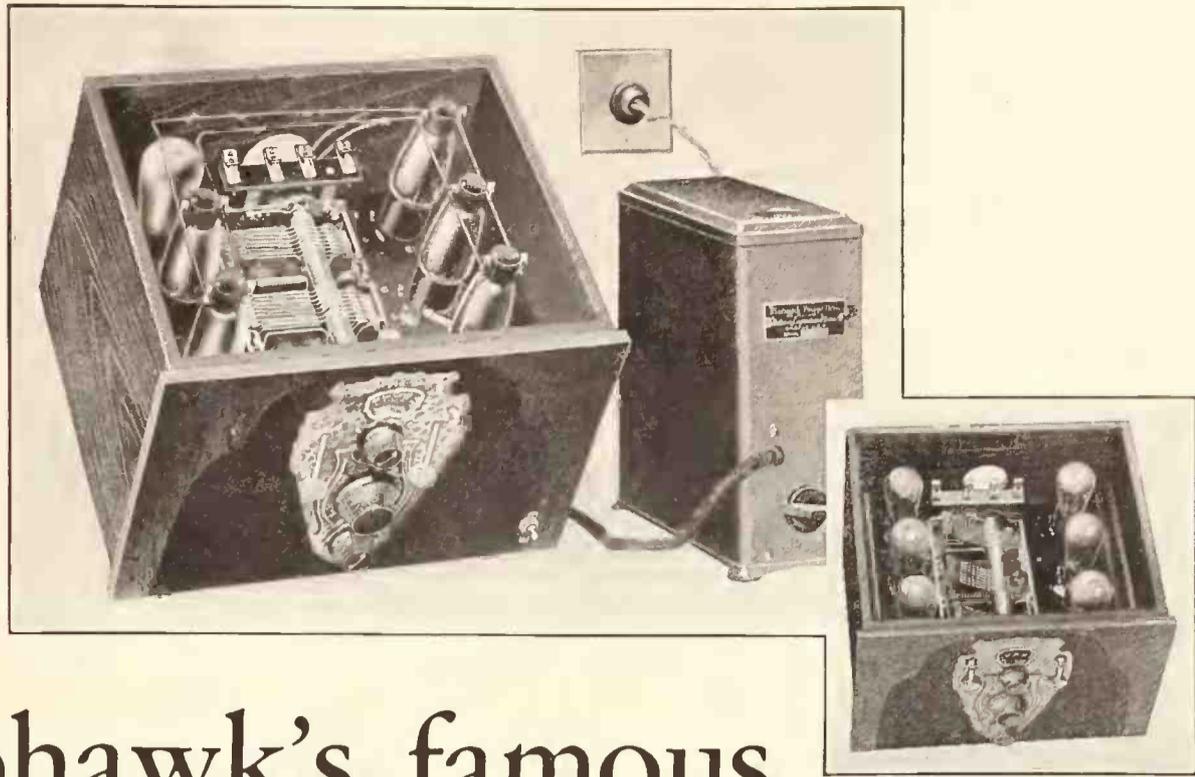
Chicago, Ill.	St. Louis, Mo.
Cincinnati, Ohio	Indianapolis, Ind.
Detroit, Mich.	Jamestown, N. Y.
Evansville, Ind.	Los Angeles, Cal.
Grand Rapids, Mich.	Milwaukee, Wis.
High Point, N. C.	Seattle, Wash.
	Sheboygan, Wis.

The 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.



Mohawk's famous Interchangeable Drawer Unit— *now either battery or electrically operated—* fits every Mohawk Console

The radio world was amazed when Mohawk first introduced the One Dial Radio set—and housed it in an interchangeable drawer unit to fit *all* consoles in the Mohawk line—giving a price range from \$67.50 to \$385.

It was *further* amazed when, in keeping with the mounting popularity of light socket operation, Mohawk announced an AC electrically operated Drawer Unit—also interchangeable, of precisely the same dimensions, to fit every Mohawk console.

Entirely aside from the unrivalled *quality* of the Mohawk One Dial Radio set, this interchangeable feature is a *merchandising* achievement that makes the Mohawk Dealer's position the *strongest and soundest* in the industry.

Still Mohawk has not been satisfied, but has continued piling one sales advan-

tage upon another, to make the Mohawk Dealer Franchise the *one* outstanding dealer proposition—finally adding the immeasurable advantage of becoming a licensee under RCA, General Electric and Westinghouse patents.

Your opportunity for a "Close-up" of the Mohawk proposition awaits you in the showrooms of the Mohawk Exclusive Distributor in every State in the Union. Or wire for details of the Mohawk Dealer Franchise.

MOHAWK CORPORATION OF ILLINOIS
Established 1920 • Independently organized 1924 • Chicago

Mohawk
One Dial Radio

Manufactured under Mohawk patents and RCA License

Season Will See Total Radio Sales Exceeding \$600,000,000, Says C. C. Colby

President of Radio Manufacturers' Association Declares That Analysis of Fundamental Principles Involved Leads to Forecast—Says "Radio Has Graduated From Realm of Fantasy"

"Before the close of the radio year which was formally opened with the Radio World's Fair and the Fourth Radio Industries Banquet, I believe we will see total radio sales exceed six hundred million dollars, thereby smashing all previous



C. C. Colby

records," declared C. C. Colby, president of the R. M. A.

"This is because radio has graduated from the realm of nebulous fantasy, and holding within its grasp possibilities of tremendous significance it stands to-day solidly entrenched in the hearts of the American people.

"The flashing of timely information, the dis-

semination of educational matters, the spreading of the solace of religious thought and the furnishing of diversified programs—all these have added materially to the fullness and richness of our modern life. There can be no debate of that. Even the chronic kicker must bow to this when it is recalled how the listening public by hundreds of thousands urged upon Congress by letter, telegram and personal calls the enactment of adequate legislation, and Congress was deliberate about radio in the face of political filibusters and appropriation bills of essential character; while many other measures had to wait for further attention, radio was singled out and recognized as something that could not wait—and we have the Radio Act of 1927.

"The Federal Radio Commission as a result of that law has entered upon its difficult work, and by the exercise of sound judgment has already improved broadcasting conditions to a marked degree. I have found the members of the Federal Radio Commission on the job every minute, and one only has to counsel with them for a short time to know that they are bending every effort to do a real job for this country.

"The broadcasters are up to the minute with their efforts in furnishing programs of which this nation should be justly proud.

"The manufacturers have done their bit too, and in spite of the high mortality of the last few years, the ranks have been well filled and the radio receivers and equipment for this year are without qualification outstanding examples of American engineering genius.

"From these fundamental points, which are absolutely sound, I believe we are now operating under conditions that should beget from every angle the utmost confidence, and the American

MICA DIAPHRAGMS

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

INTERNATIONAL MICA CO.

Phone 538 Barling PHILADELPHIA, PA. Cable Filasac, Phila.

public, quick to sense successful achievement, will, I am sure, appreciate the efforts of the radio industry in their behalf, and give to it their full-hearted support."

Burt Bros. Add New Radio Cabinet Models

PHILADELPHIA, PA., October 5.—Burt Brothers, Inc., of this city, have recently added two new models to their line of radio cabinets. These models are known as the Louis XIV and Spanish model, both medium priced. F. H. Amann, who has been for many years New York sales manager of the company, has been made sales manager of the radio division and is dividing his time between the Burt Bros. factory in Philadelphia and his headquarters in New York City.

Sylvania Co. Broadcasts

EMPORIUM, PA., October 7.—The Sylvania Products Co., of this city, maker of Sylvania tubes, has recently inaugurated a series of Wednesday evening programs broadcast at 8 o'clock through stations WJZ, KDKA, KYW, WBZ and WBZA. The Sylvania artists are known as the Sylvania Foresters.

MILLIONS WILL SEE THIS AD

THEY will again read about the handy "AERO" — the Complete Aerial Outfit. Our last year's advertising brought a wonderful response so that dealers from Maine to California found it profitable to stock AERO KITS and other S-H products.

This year's publicity will be on a bigger scale. Our newest specialties will also be advertised. They include Light Socket Antennae, Indoor AERO Aerial Kits, Dry "A" Power Units, and Combination Lead-in and Lightning Arresters. Each device carries some unique feature to improve reception and win the public.

S-H You can't go wrong when you stock S-H products. Ask your jobber about them. But if he can't supply you, write us direct. **S-H**

SWAN-HAVERSTICK, Inc. - TRENTON, N. J.

THE SATURDAY EVENING

Getting Poor Reception?

10-1 It's Your Aerial!

THE chances are you have looked high and low for the trouble. Your batteries have plenty of juice—your tubes are O.K.—no loose connections in the set. Then a hat's wrong. Look to your aerial! See whether it is worn out. Clean, zinc-coated wire and insulators, a leaky lead-in wire or a defective ground connection will take the life out of any radio set—regard less of make or price.

Replace your aerial today with an **S-H AERO KIT**—a complete antenna outfit designed for quick, neat and efficient installation.

The kits come in a wide range of assortment, priced from \$2.50 to \$4.00. If not at your dealer's write to us.

An Indoor Aerial Kit Also

Where impossible to install an outdoor aerial, an indoor antenna—like the AERO Indoor Kit—is available. It contains everything you need for a quick installation and top-notch results. It's a big improvement over all other types and costs. The installation forms a low-loss circuit.

Price \$1.00 per page.

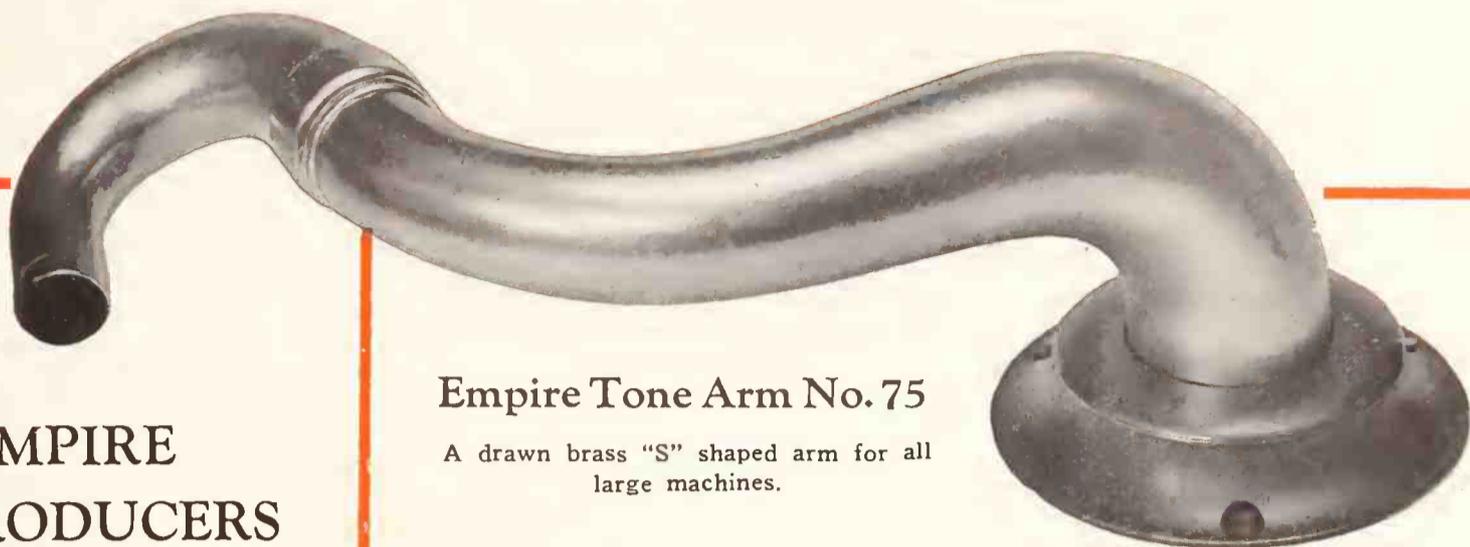
S-H AERO LIGHT SOCKET Antenna

Indicates where to place the antenna light socket. AERO Light Socket Antenna. Price \$1.00. Ask your dealer about it now. It's the best thing you can buy for your set.

SWAN-HAVERSTICK, Inc. Trenton, N. J.

Carl Laemmle—Dorothy Black—Thomas Be...

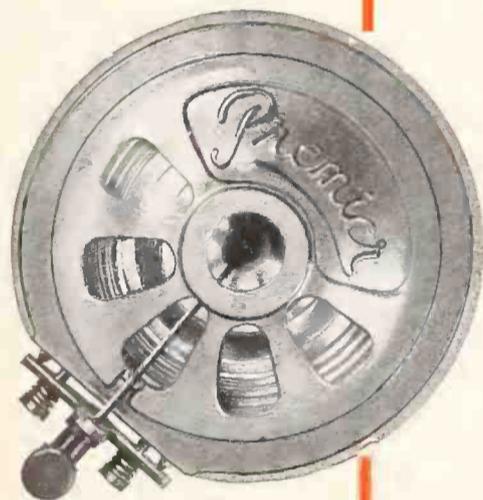
For your protection use EMPIRE TONE ARMS!



EMPIRE
REPRODUCERS

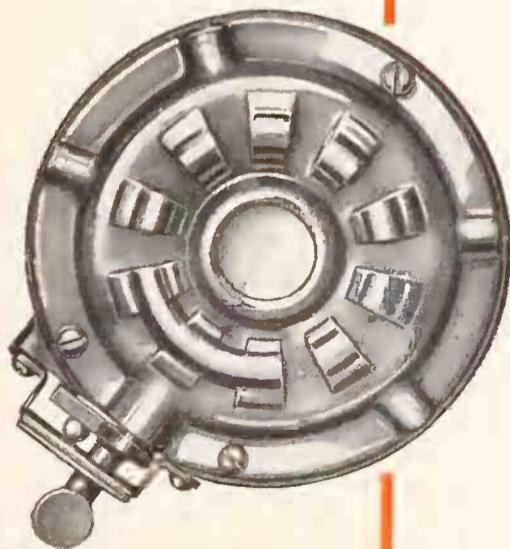
Empire Tone Arm No. 75

A drawn brass "S" shaped arm for all large machines.



Premier Sound Box

Equipped with a specially treated all-metal diaphragm. It is particularly adapted to machines having the new amplifying chambers and Tone Arms.



Empironic Sound Box

Every sale of an Empironic Reproducer means renewed interest in the phonograph. Figure it out for yourself! There's a good profit on a sale of Empire units.

Their Reputation Protects Your Good Name

When you buy parts from some other manufacturer to use in your machines you are dependent upon him for the quality of the parts which he supplies to you. Your reputation is in his hands.

In the matter of Tone Arms you can safely trust your reputation to the Empire Phono Parts Co. Thirteen years of experience have so perfected Empire Tone Arms that they are the last word in Tone Arms today.

In addition to the model illustrated we have two other types—Model 50 for regular machines and Model 25 for portable machines.

Because of our large production we are able to turn out Empire Tone Arms at prices that are remarkably low, quality considered.

Write or wire for quotations

The Empire Phono Parts Co.

(Established in 1914)

WM. J. McNAMARA, *President*

10316 Madison Ave.

Cleveland, Ohio

Ideally to



THE MASTER is the world's most popular portable. It 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 embossed cover in five attractive colors.

The FLAPPER is a novelty instrument of unusual appeal.

The CUB is the one high quality portable priced low.

For full profit sell **CARRUOLA** products—the one line in public demand.



Section of Box Shop

THRUOUT
THE YEAR
CARRUOLA
NATIONAL
ADVERTISING
Helps
You
Sell

WORLD'S LARGEST MAKERS OF

Equipped bring YOU profit



Section of Shipping Department

THIS is the biggest portable year in the history of the business. Dealer sales for the first eight months are far in excess of any similar period, and the big selling season is just opening.

A good part of all portable sales are for cash, and successful merchants today are deeply interested in keeping this end of their business in proper proportion to credit sales. Another good reason why portable selling is active—and profitable—the year 'round.

The outstanding standard of values in this field is **CARRYOLA** Portables. Manufactured for you in the largest and most completely equipped factory, of its kind, in the world.

The CARRYOLA Company of America

647 Clinton Street

Milwaukee, Wisconsin



PORTABLE PHONOGRAPHS



Model 100-40
34" high—33" wide
20" deep

The Player-Tone

IT'S SIMPLY GREAT

**Our Tremendous
Coast to Coast Outlets**



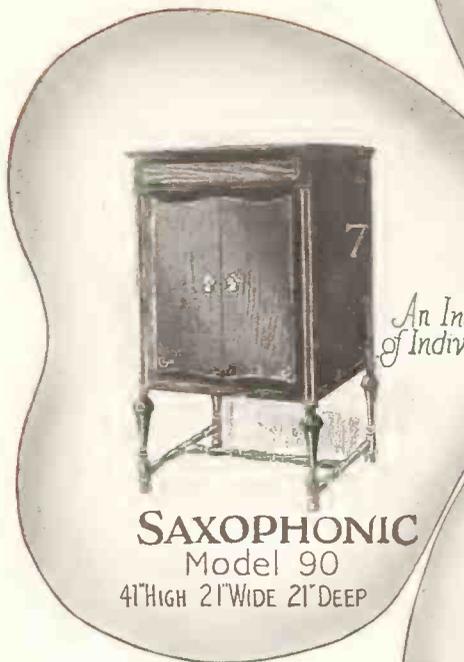
Model 100-50
34" high—33" wide
20" deep

Guarantee Greatest Phonograph Values



*An Instrument
of
Distinction*

The SONNET
Model 200
43" HIGH 30" WIDE 21" DEEP



*An Instrument
of Individuality*

SAXOPHONIC
Model 90
41" HIGH 21" WIDE 21" DEEP



*A Popular
Instrument*

SAXOPHONIC
Model 75
36" HIGH 20" WIDE 21" DEEP



*An Instrument
of Artistic
Beauty*

GRAND
Model 175
42½" HIGH 30" WIDE 21" DEEP



*Marvelous
Tone Reproduction when
played with the
Audaak Reproducer*



*With
The Audaak Reproducer
Our Tone Quality
Is Complete*



Model 175-B
34" high—33" wide
22" deep

Fifteen New Models. Consoles, Uprights and Consolettes. Here's the phonograph, artistically designed, with new tone quality. And is specially low-priced, quality considered. Write us today for booklet and prices.

**SOME TERRITORY OPEN FOR LIVE,
WIDE-AWAKE, EXPERIENCED SALESMEN**

Player-Tone Talking Machine Company

Office and Sales Rooms: 632 Grant St.
PITTSBURGH, PA.



Model 90-5
34" high—36" wide
21" deep

San Francisco Columbia Branch Features Artists

Seven Full-Page Newspaper Advertisements Used During Appearance of Moran and Mack at San Francisco and Oakland Theatres

SAN FRANCISCO, CAL., October 6.—Possibly the largest short-term newspaper advertising campaign ever known has just been completed by A. J. Schrade, manager of the Columbia Phonograph Co. branch of this city. Moran and Mack, exclusive Columbia record artists, better known as the "Two Black Crows," recently played at the local Pantages Theatre for ten days. During their stay in San Francisco the Columbia branch supported them with seven full-page newspaper ads—one each in the following papers: Call, Bulletin, Daily News, Chronicle, Examiner, Oakland Post Inquirer and Oakland Tribune. The Columbia dealers in the San Francisco territory co-operated in a way that has never before been equaled for the appearance

of any artist. The seven full pages released for the appearance of these popular artists were in addition to six full pages run in the San Francisco press about two months ago, shortly after the Black Crow record was released. All previous records on newspaper campaigns of this kind were broken as thirteen full pages were run on one record.

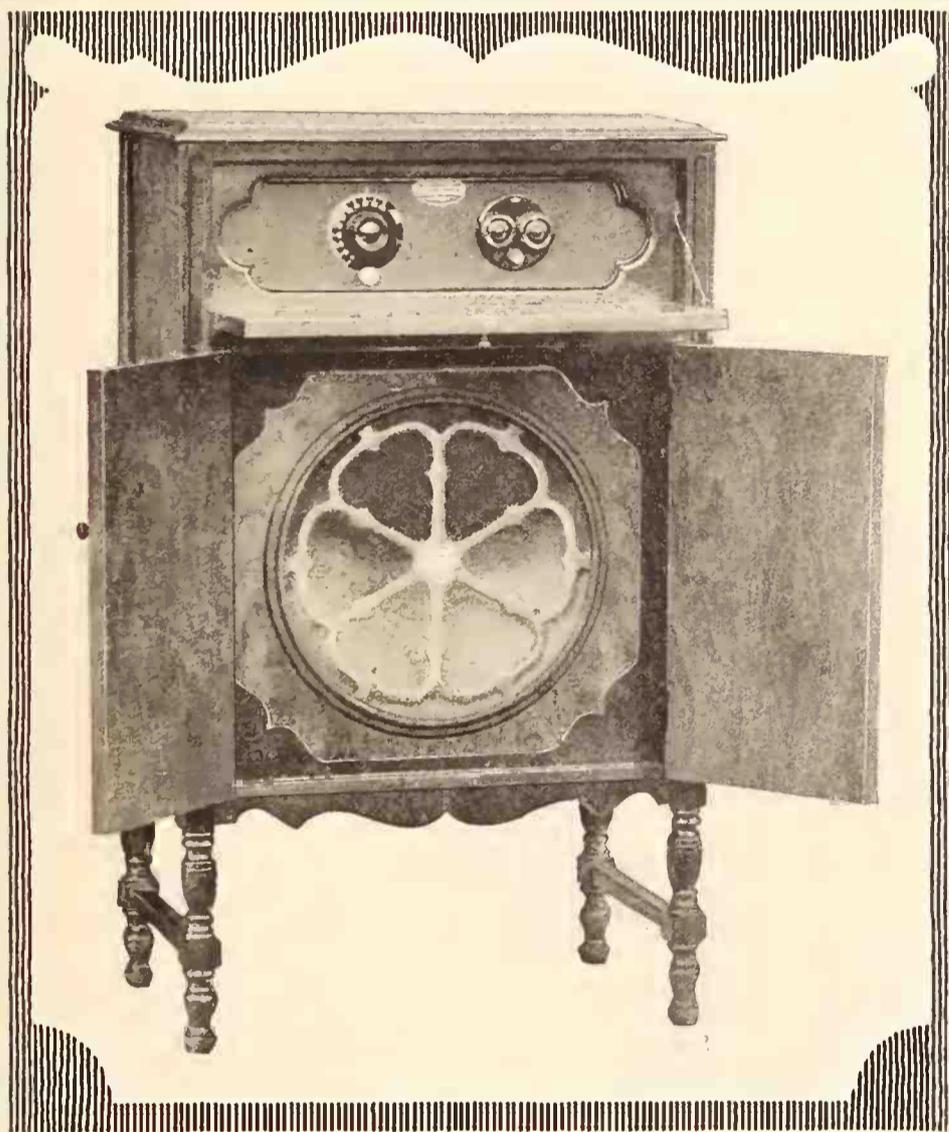
During Moran and Mack's stay in San Francisco they made personal appearances for the purpose of autographing their Columbia record at the Quarg Music Co., San Francisco, and the Jackson Furniture Co., Oakland. The Quarg Co. announced the appearance with a full page in the Examiner and Chronicle, while the Jackson store ran similar copy in the Post Inquirer and Tribune. Huge crowds turned out for both appearances and a large number of the Black Crow records were sold on the strength of the personal autograph. Both dealers had special printed forms to distribute to the crowds which when filled out constituted an order for the new Moran and Mack Columbia record which is to be released in the near future.

Fifteen New Cabinets in the Superior Cabinet Corp. Line

Physical Appearance of the Radio Set Is Important, Says Bernard J. Greenbaum, President of Cabinet Manufacturing Firm

Fifteen new cabinet models are now being displayed for the benefit of the trade at the New York offices of the Superior Cabinet Corp., and are meeting with unqualified success, according to executives of the company.

"No longer is the radio considered purely a mechanical sound producing device," said Bernard J. Greenbaum, president. "With its whole-hearted acceptance into the everyday life of the American home an effort has been made to beautify the physical appearance of the set in order to provide a decorative note in the room. This is responsible for the beauty of design and unique methods of construction reflected in the Superior Cabinet Corporation's product."



AN
ATWATER KENT RADIO
IN A
**Red Lion
Cabinet**



Announcing a New and Beautiful Console

THE latest addition to Red Lion's catalog of smart radio furniture is Model 4750 Console—a cabinet of rare beauty and superlative value. Hand-rubbed walnut veneers with doors of carefully matched burl walnut make this model one of the most exclusive pieces ever offered to the radio trade.

Yet it is far from being expensive, especially when you consider the selected woods and fine workmanship that have gone into its manufacture. With Atwater Kent Model 33 receiver

and the new E-Speaker, the list price is but \$157.00; with Model 30 receiver and the new E-Speaker retails for \$147.50. Those of your customers who already own Atwater Kent sets and speakers may buy the cabinet from you for \$47.50.

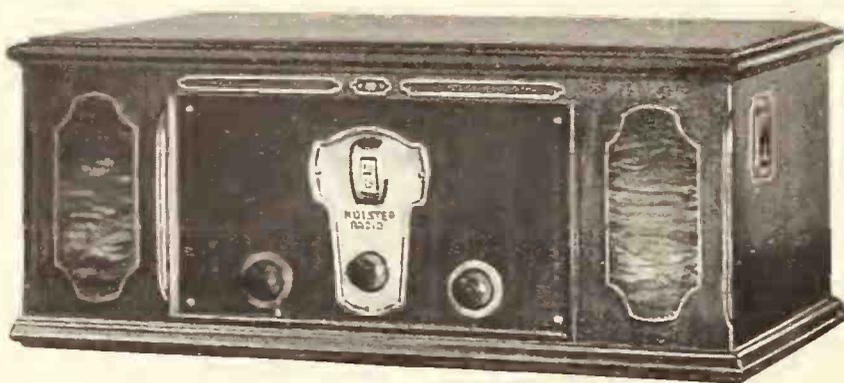
All list prices carry a worth-while profit.

Get in touch today with the nearest Atwater Kent distributor and be the first to display and sell this latest Red Lion Console.

RED LION CABINET COMPANY, Red Lion, Pa.

Red Lion Cabinets

Kolster



6F This is a 6 tube table model electric set, enclosed in an attractive mahogany cabinet. It may be connected directly to any 110 volt 60 cycle lighting line. The new A. C. tubes are used as follows: four UX 226 or CX 326, one UY 227 or C 327, one UX 171 or CX 371, one UX 280 or CX 380. Price \$160. Tubes extra.



6K The model illustrated is the Kolster full console 6 tube electric set. Cabinet of walnut with special built-in cone speaker. This set operates from any 110 volt 60 cycle electric line. The tubes used in this set are as follows: four UX 226 or CX 326, one UY 227 or C 327, one UX 171 or CX 371, one UX 280 or CX 380. Price, \$250. Tubes extra.

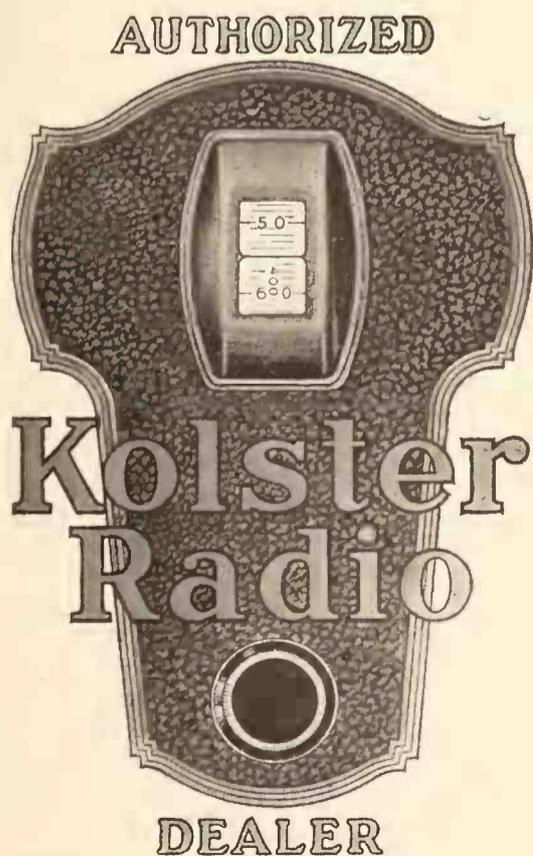
Electric Sets

Kolster Electric Sets are the logical result of the high standards of production and value which characterize all Kolster products.

To steadily deliver radio products whose sheer dollar by dollar value must create the most favorable permanent impression upon both dealer and consumer is the only way of solid growth for Kolster and for the entire industry. This will bring radio an increasing share of the nation's income.

There are still profitable Kolster franchises open which give you the right to display the Authorized Kolster Dealer Sign, as below.

Sign and mail the coupon now for further details.



FEDERAL-BRANDES, Inc.
200 Mt. Pleasant Ave.
Newark, New Jersey

Please send me information regarding the 1927-1928
Kolster proposition.

Name _____

Street _____

City _____ State _____

Results From First Radio Exposition of Seattle Surpass All Expectations

Two Floors of Auditorium of Masonic Temple Given Over to Eighty Booths Showing Latest Models of Receivers and Other Apparatus—Dealers From Entire State Attend

The first annual Radio Exposition of Seattle proved one of outstanding success and returns resulting directly have far surpassed all anticipations. The exposition lasted for a period of four days, during which time thousands visited the Masonic Temple, which was the scene of the show. Dealers from all over the State attended and were deeply impressed with the immensity of the affair.

Geo. J. Thompson was managing the show for the Association, and imported some very good talent to furnish entertainment throughout the afternoons and evenings with a complete change every day.

Two floors of the auditorium were given over to the display of merchandise, with eighty

booths filled with the very latest in radio. Practically every line of radio equipment was represented with merchandise valued at \$250,000. The value of the merchandise varied from the very inexpensive receiving sets to the most ornate and expensive electric models.

A distinctive and attractive feature of the show was the Radiola Hall occupying one large annex on the first floor very artistically furnished; and displaying the very latest RCA models.

The exposition was officially opened by Governor Roland H. Hartley and Mayor Bertha K. Landes. Remarks from some of the prominent men in the industry were addressed to the audience with musical entertainment fol-

lowing. The programs over the entire period of the show were broadcast over Fisher's Blend station, KOMO and FFOA, Rhodes Department Store, from the floor of the auditorium, thus bringing the sensations of the show to many unable to be in attendance.

The success of the show may largely be attributed to L. C. Warner, director of the radio group of the Radio and Music Trades Association and chairman of the show committee; E. R. Mitchell, president; Harry J. Martin, first vice-president; F. S. Kuhn, second vice-president; H. C. Phillips, treasurer; Dwyer C. McLean, executive secretary, and the show committee.

Varied Sales Helps at Disposal of Fada Dealers

Displays, Direct Mail and Other Literature Prepared Under the Direction of L. C. Lincoln, Fada Advertising Manager

An unusually striking assortment of dealer sales helps, displays, signs, direct mail campaigns and printed literature, has been prepared by F. A. D. Andrea, Inc., Long Island City, under the direction of L. C. Lincoln, advertising manager, for the benefit of Fada authorized dealers.

A monthly poster service has been inaugurated, and all Fada dealers are being supplied with a metal display easel on which to mount an attractive series of posters in full color. Movie slides for showing in local theatres, with space for the dealer's name and address, are also available.

A large display, lithographed in nine colors, supplied with replicas of the Fada Special, Fada 7 Console, Fada 7 Table and Fada 8 Table models, is an effective piece of sales promotion, lending itself readily to lighting effects at night. Packed with this display is a wall card illustrating all current receivers and speakers with a complete description.

Free Lesson Plan Boosts Sales in Albany Store

Frederic Tietz, Progressive up-State Music Dealer, Inaugurates Plan That Arouses Interest of Public in Instruments

An interesting experiment is being tried by Frederic Tietz, one of the leading music dealers of Albany, N. Y., and one of the oldest music firms in the United States. This consists of free lessons to purchasers of musical instruments, the number of free lessons depending upon the amount of the purchase. In connection with the idea Frederic Tietz, head of the business, states: "Something had to be invented to attract beginners. Our free lesson plan has exceeded expectations. After they graduate from the free lesson department pupils may enroll in our paid lesson department." The idea is being advertised quite extensively in the Albany, Troy and Schenectady newspapers by Frederic Tietz, and as a result a marked increase of sales has been noted.

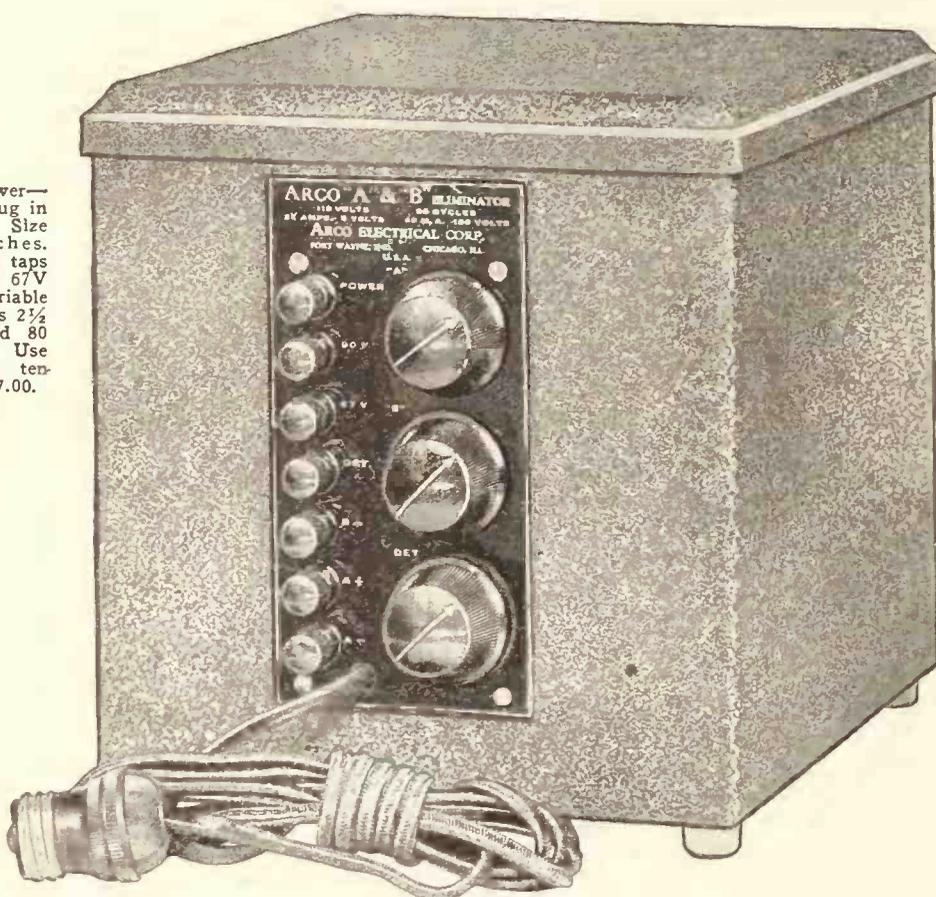
The Tietz establishment is widely known to the music lovers in and around Albany. The store operates a free booking service which is being taken advantage of by many artists as well as those who desire entertainers. Service of this character has made the Tietz store a leader in the community.

New Columbia Artists

New acquisitions to the long list of exclusive Columbia artists will make their initial appearance in the November Columbia releases. They are Bessie Coldiron, the Sunflower Girl of WBAP; Oscar Grogan, of Dallas, Tex., and Mr. and Mrs. R. N. Grisham, from Mississippi, singers of sacred songs. All of these artists have a wide following in the South.

GET THE CHRISTMAS PACKAGE!

Arco "AB" Power—no hum. Just plug in and forget it. Size 8 7/8 x 8 3/4 x 9 3/4 inches. Weight 26 lbs. 4 taps—135-180V, 90V, 67V and detector variable 20 to 100V. Rates 2 1/2 amp. at 6V and 80 M. A. at 180V. Use on sets up to ten tubes. Price \$67.00.



The ARCO Line

Build business—build profits with Arco Power Units and Hi-Rate Chargers. They offer something better—and strange to say, at lower cost—get the jump on competition. Arco Units are compact, about half again smaller than the average heretofore produced; neat and definitely lower in price—that's why they're easier to sell.

Arco Units need little attention and consume but a small amount of current—that's why they stay sold! Tie up with this better line. Get them into your store—put the Arco up against any of equal performance and appearance and then you'll realize why Arco Sales are growing rapidly.

The Christmas Package

An Arco Unit makes an ideal Christmas gift.—We're helping dealers cash in on the gift idea—furnishing Arco Units in Holly paper containers. Ask for sample right away if you want bigger Christmas business. You can make your store popular Christmas Headquarters. Tell folks about the clean Arco Christmas package—show it in your window—then watch sales climb.

The Arco Electrical Corp.,
827 Barr St., Fort Wayne, Ind.

- Send me more dope on Arco.
 Send me Arco "AB" Unit to be billed through by jobber who is

My Name _____

My Address _____

Arco "A" Power. No hum, no glass tubes. Size 8 7/8 x 3 3/4 x 9 3/4 inches. Weight 17 lbs. 2 1/2 amp. at 6V. Good for sets up to ten tubes.

Price \$37.00

Arco "B" Power. No hum. Size 8 7/8 x 3 3/4 x 9 3/4 inches. Weight 17 lbs. 4 taps—135—180X, 90V, 67V, and detector variable 20 to 100V.

50 M. A. at 180V.....\$32.50
60 M. A. at 180V.....\$37.50
80 M. A. at 250V—on application.

Arco Automatic "A" Unit

Complete with 60 amp. or 40 amp. battery, 2 1/2 amp. Hi-Rate Charger and Automatic Cut Out. All in handsome metal case. Size 8 7/8 x 8 7/8 x 9 3/4 inches. Weight approximately 26 lbs.

Prices range from \$20.50 to \$37.50

Arco Hi-Rate Chargers

Furnished with or without metal case. With or without automatic cut out in both 2 1/2 amp. and 5 amp. charging rates.

Prices range from \$11.50 to \$19.50

This proposition measures up!

One good brand
in a range of
models to fit
every selling
possibility . . .
means greater
net profits

Stevens Speakers

the complete line

With the Stevens line you can SELL the biggest total of business on the one hand—and SAVE on your "stocking-up" investment on the other hand.

The Stevens range of models gives you speakers for all requirements—and every model sells with the public prestige of the name "Stevens."

Every Stevens has the Conoidal Continuously Curved Diaphragm—"The scientific curve of true sound reproduction"—made possible by the Burtex material.

Stevens Speakers convince by their ability to give all the over-tones clearly and naturally—and by their ability to perform uniformly regardless of heat or cold, damp air or dry, and regardless of high voltages. This is because of the "6 Exclusive Scientific Superiorities" in the construction of the Stevens.

They were a sensation at
the Radio World's Fair—
New York and Chicago

Made by the Pioneers in Cone Speakers

Stevens & Company, Inc.

46-48 East Houston St.,
New York



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."

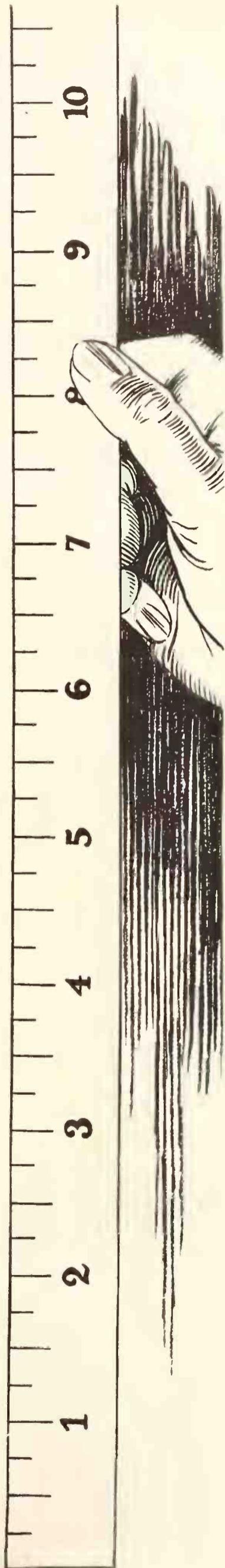
Price \$25.00



Model A-27
14½ in.

Seamless Burtex conoidal diaphragm—substantial sounding board—Jasper brown mahogany and bronze finish with "Golden Chime."

Price \$18.50



There's a Stevens to clinch the sale
wherever a speaker can be sold

New Type Phonographs Will Sell Themselves if Demonstrations Are Arranged

H. B. Sixsmith, in Interview With Gordon Lathrop, Tells How Electrical Dealer With No Previous Experience in Selling Phonographs Ran Up Sales Total of \$2,500 in Two Weeks

On a bet an electrical dealer in Iowa recently sold within a week a \$1,200 phonograph in a community described by an old-fashioned music dealer as dead to the appeal of the modern talking machine. The week following the sale of the \$1,200 machine this electrical dealer sold two more phonographs for \$600 and \$700.

Before setting forth to win his bet the electrical dealer first had to become sold. This was accomplished by the appeal of the phonograph to his ear.

Present-day broadcast listeners are demanding purity of tone and dependability of performance. What appealed to me in the incident of the electrical dealer's success in selling, without previous experience, a \$1,200 phonograph in a community declared dead by the old-fashioned music dealer was the quick receptivity of the electrical man.

Extend the experience of the electrical dealer to its logical sequence. If the dealer became quickly enthusiastic upon hearing a high-grade phonographic demonstration why would not the radio listener, with ear equally sensitized to good and bad tone, be just as receptive?

There is a psychological situation, in other words, ready made for the phonograph man or the combination radio and phonograph dealer. This situation is recognized by many jobbers and dealers. The incident of the electrical dealer and the old-fashioned music dealer was related to me by the sales manager of Harger & Blish Co., one-time pioneer phonograph distributor, later radio jobber exclusively, and this year combination radio and phonograph jobber for the State of Iowa. Harger & Blish were in the phonograph business for thirty-five years; then phonographs were dropped for several years. This year the firm is handling a firmly established, intensively advertised radio line, the Atwater Kent, and a high-class phonograph, Brunswick Panatope. Mr. Sixsmith tells of his experiment upon the ears of the two types of dealers as follows:

"We had fixed up our demonstrating room until it was acoustically perfect. We had tested it repeatedly until satisfied it was the last word in hearing rooms.

"On this occasion I had a conference in my office between two disgruntled radio dealers of the same town. Each seemed to think that one radio dealer in that town was sufficient to develop the business. Each thought he should be the dealer. One of them was a music dealer. He had been in the game for ten or fifteen years retailing a line of phonographs.

"The other man was an electrical dealer handling no phonographs. The arguments were

becoming rather pointed and in my fear of dire consequences I endeavored to change the subject. I sent a note to my secretary instructing her to put a good snappy dance number on the demonstration phonograph and leave the door of the demonstrating room wide open so that we could hear quite plainly in my room.

"As the record began to be heard it gave me



H. B. Sixsmith

the opportunity to switch the conversation until the attitude of the two men cooled.

"Finally the electrical dealer said he could sell the phonograph which was playing. The electrical dealer wagered he could sell the \$1,200 type of machine within a week. The music dealer declared the wagered money was already his, that he knew his home town too well. It was a dead town for phonographs."

The result has been related. Not only did the electrical dealer sell the type of instrument heard, but additionally sold a \$500 and a \$700 phonograph the following week.

Mr. Sixsmith has the following to say about the combination of radios and phonographs:

"While all lines of business usually show their peak during December and the low mark during the Summer months, yet phonographs suffer less in this respect than most other lines, and if they do some of the blame is laid to the jobber and dealer.

"Radios and phonographs have common, universal appeal. Both phonographs and radios

are in one sense musical instruments and appeal similarly. In selling, I believe the same arguments which apply to the one apply to the other. The new electrical reproducing instruments resemble radio in a great many respects. They require servicing. The radio dealer is familiar with this branch and has been through it so as to know its pitfalls.

"That there is a strong trend of buying combination instruments is evidenced by the leading manufacturers of phonographs combining several of their models with radio.

"As simple and easy as it might seem to market the two, it is folly for a merchant to attempt it along the old lines. To me the whole success of selling the line hinges upon one single word, NEW.

"And it is folly to expect that literature, advertisements or clever salesmanship alone will sell the new products of the phonograph industry. The only method by which they may be sold is by demonstrating them. The purchaser must have his ear satisfied. This also applies to the dealer and jobber. When we began to demonstrate our line of phonographs to dealers they became interested, not before. The ear of the American listening public has become highly sensitized."

Gennett Recording Expedition Returning to St. Paul

Local Talent Made Several Gennett Recordings and All Are Selling Steadily—To Make Records of Pipe Organ Selections

ST. PAUL, MINN., October 4.—The recent recording expedition of the Gennett Division of the Starr Piano Co. to this territory resulted in the securing for the Gennett record catalog of a number of "hits" by new and locally famous talent. Harry Bernstein, of the Northwestern Phonograph Supply Co., selected all talent and arranged all numbers and he was instrumental in digging up several finds and securing much valuable publicity.

Among the selections recorded were "Rain" and "Love Me," by Les Backer; "Gypsy Love Song," "Love's Old Sweet Song," "Memories," etc., by the Gold Medal Four; "Old Music Box Melodies," by Gayle Wood, and the "Colonial March," by the St. Paul Police Band.

So successful was the recording expedition that the Gennett Electrobeam recording apparatus is scheduled to return to this territory to secure pipe organ recordings of several of the local organists.

Starts Holiday Campaign

The Frederick Piano Co., Uniontown, Pa., recently started its Orthophonic Victrola Christmas Club sales campaign.



Values for the Phonograph Buyer

AMPLIPHONIC New Type Phonographs

Remarkable for tone and volume

Up to the Minute Equipment

Cast Iron Horn
Heineman 77 Motor

Automatic Stop
Ultra Reproducers

Write for Our Complete Catalogue

CHARMAPHONE CO.

Manufacturing Since 1914

Pulaski

New York



[[SEE THE VESTA DISPLAY AT THE CHICAGO SHOW]]
 Coliseum—Booths 32 and 33; Section HH—October 10 to 16]]

See what Vesta is doing to help its dealers sell Radio Units.

THERE is a multitude of radio Power Units on the market but very few of them are advertised to the millions of set owners in the great national publications.

Vesta is one of the few who get behind their products with powerful advertising to help the dealer.

With Vesta's Complete Line of Power Units, and the quality of Vesta products known to millions, coupled with a continuous flow of messages to the public, it should be very easy for the dealer to decide that THIS IS THE LINE WITH WHICH TO DO THE GREATEST VOLUME OF BUSINESS and MAKE THE MOST MONEY.

The advertisement reproduced herewith is one of a series running through the season. This one will appear in Saturday Evening Post, October 8 and Liberty, October 15. This series began in Saturday Evening Post, August 20 and appears regularly in Saturday Evening Post, Liberty, Country Gentleman and Successful Farming.

VESTA BATTERY CORPORATION
 2100 Indiana Avenue - Chicago, Illinois

VESTA BATTERY CORPORATION
 2100 Indiana Avenue, Chicago, Ill.

T. M. W. 10-27

Please have your central distributor near us present the Vesta Dealer Plan.

Name _____

Address _____

City _____ State _____



Battery solution level and hydrometer in plain view

VESTA Complete A-B Socket Power

"That's What I've Wanted!"

Vesta again leads the world with something new and better—a complete A and B socket power plant all in one case.

The handsome, compact case contains [1] "A" battery enclosed in clear glass; [2] built-in hydrometer; [3] "B" unit; [4] Vertrex type rectifier; and [5] automatic relay, which disconnects the AC charging current from battery when set is in operation and re-connects current when set is idle. Just plug the Vesta A-B unit into the light socket and it operates automatically with your set switch.

There is a Vesta dealer near you. It pays to consult him about radio power.

VESTA

QUALITY RADIO UNITS

MAKERS OF VESTA AUTO-RADIO BATTERIES FOR 30 YEARS

VESTA BATTERY CORPORATION
 2100 Indiana Ave., Chicago, Ill.

Lit. 10-15-27

Please send illustrated folders on the products I have checked below—

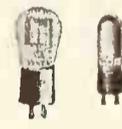
- A-B Socket Power Units (60 mls. at 180 Volts, 50 Amp. Hrs. \$72) A-B Socket Power Units (60 mls. at 180 Volts, 50 Amp. Hrs. \$77.)
 (Other items illustrated and described)



VESTA "A" UNITS
 Socket power. Vesta "A" Units now come with either Vertrex or Balkite rectifiers in both 4 and 6 volt sizes. With or without automatic relay. In a clear glass case with built-in hydrometer—everything visible. With relay, \$37.50; without relay, \$32.50.



VESTA DRY TRICKLE CHARGER
 Socket Power, without relay \$15; with relay, \$17.50. (Licensed U. S. Patent Serial No. 1611653).



Complete line of Vesta Non-Microphonic Tubes for every radio purpose; the height of quality.



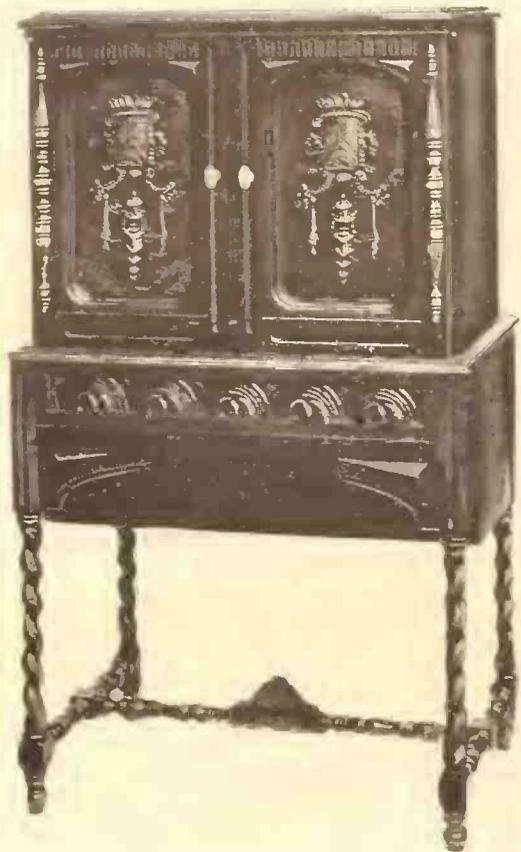
NEW "B" UNIT
 Socket power with automatic relay, 40 mls. 180 volts, \$39.50; 60 mls. 180 volts, \$44.50.

Name _____ Address _____

Adler Mfg. Co. Announces New Tudor Radio Cabinet

New Adler-Royal Product Made in Walnut and Possesses Several Outstanding Features—Spacious Compartment for Batteries

LOUISVILLE, Ky., October 5.—N. P. Bloom, general sales manager of the Adler Manufacturing Co., recently announced a new radio cabinet



Adler-Royal Tudor Cabinet of authentic Tudor period design. This new Adler-Royal product is made of walnut and has a rich and pleasing design. Among the outstanding features of the cab-

inet is a spacious compartment large enough to house any combination of battery or power units with access to the units from the front, similar to the construction of a piano. In addition, the drawer construction for the radio panel chassis is easily accessible without removing the cabinet from the wall, and the cabinet may be used with or without a horn speaker. The dimensions of the cabinet are: height 50¾ inches, width 29½ inches and depth 20¾ inches.

The production of this Tudor cabinet is the result of a request by a number of New York distributors and Mr. Bloom announces that owing to the capacity production at the Adler plant it has been found impossible to make up a sufficient quantity of the new Tudor design to supply the trade in general, and for the present the company must confine its efforts on this design to the group of distributors originally requesting it.

New Post for Theo. Hohtanz

Theo. Hohtanz, who has taken over the Des Moines Music Co., Des Moines, Ia., occupying the position of vice-president and general manager, is well and favorably known in the trade, his previous connection having been with the Peyer Music Co., St. Paul, Minn.

Bill's Music Store Opened

A new retail music store, Bill's Music Store, was recently opened at 38 East Eighth avenue, Gary, Ind., by W. M. Lauterbach. The Brunswick Panatrophe line is carried.

Adds A-K Line

The Ed Patton Music Co., Omaha, Neb., recently added the Atwater Kent line of receivers and speakers to its radio department.

Columbia Portable Phonograph in Chilean Forests

Columbia Phonograph Co.'s South American Representative Sends Interesting Photograph Showing Instrument in Use

The ever-increasing popularity of the Columbia portable phonograph is not limited to this country but has extended to all lands and all climes. The accompanying photograph shows the Columbia portable doing yeoman work in



Columbia Portable in Chile the forests in Southern Chile near Peulla. A party of South American farmers on a picnic brought along the instrument to supply the entertainment.

In the background can be seen several Araucanian Indians, servants of the farmers. This photograph was recently sent to the headquarters of the Columbia Phonograph Co. by A. G. Linsig, Columbia traveling representative, who is on a tour of the South American field at the present time.

Drive on Fada Radio

The Innes Music Co., of Wichita, Kan., recently inaugurated a sales and advertising drive on the new Fada radio receivers, with successful results.



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.

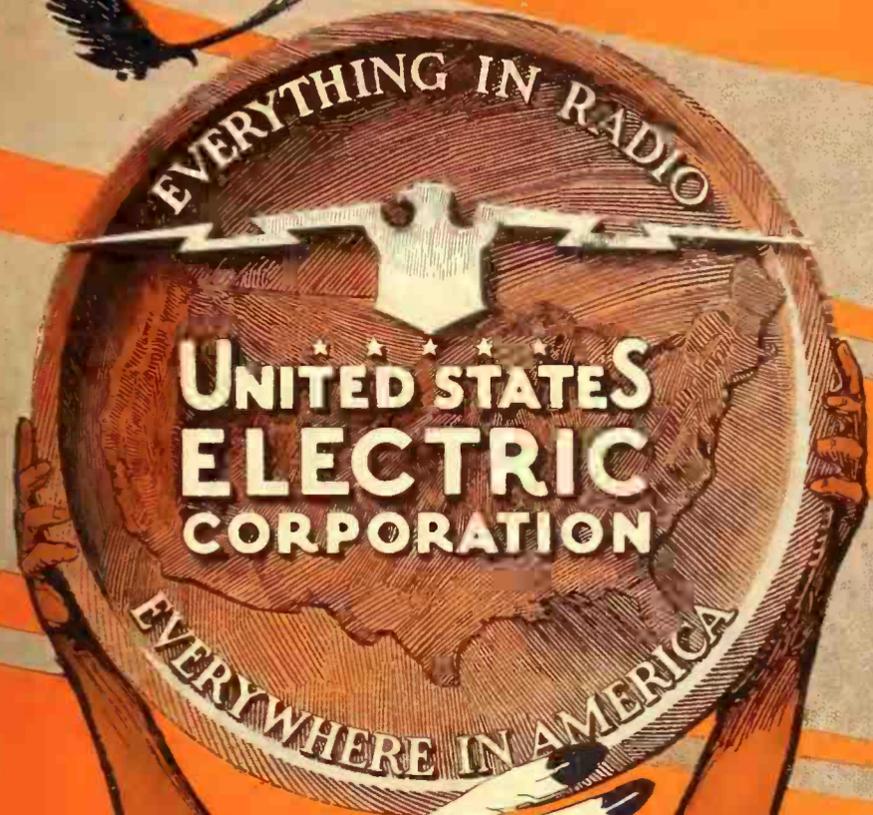
The combination of the Jewel No. 33 Reproducer and the Jewel Instrument taper brass tone arm is the "last word" in equipment for tone reproduction.

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

JEWEL PHONOPARTS CO.

510 N. DEARBORN ST.

CHICAGO, ILL.



UNITED STATES
ELECTRIC
CORPORATION

A New Star on the Radio Horizon

OF VITAL importance to all distributors is the announcement of a new star on the Radio horizon—the UNITED STATES ELECTRIC CORPORATION.

This radio merger of nationally known manufacturers embraces a line of dependable merchandise at a price range covering "everything from a Chevrolet to a Cadillac" and an equally comprehensive patent coverage.

A notable feature is the establishment of a central engineering laboratory, including some of America's foremost radio engineers.

The strategical location of the divisional factories makes available to the UNITED STATES ELECTRIC CORPORATION economic sources of material, production and distribution second to none in the radio industry.

The products of the various divisions are described on the following pages of this issue.

T.M.
WILDER



A New Star on the Radio Horizon



APEX presents — The Only NEW Radio Circuit in 5 Years



TECHNIDYNE



“Troubadour”
Console
9-Tube
TECHNIDYNE
Internal Loop
\$325

The Apex Technidyne is a new departure—the most outstanding advance in radio engineering in recent years.

The Technidyne Circuit makes use of an epochal discovery, the “feed forward.” This is a new type of neutralization far surpassing former methods. It is inherent in the design and circuit contacts; not dependent on adjustments.

—Surpassingly beautiful in design; Amazing in Performance

The Apex Technidyne Circuit gives extreme sensitivity of radio frequency amplification over the *whole broadcast band*. It provides a higher degree of true selectivity than ever before attained—over the *whole broadcast band*. The exquisitely designed and finished cabinets by the Plymouth Radio & Phonograph Company of Plymouth, Wisconsin, complete an ensemble of beauty and radio efficiency unexcelled at Apex prices—\$90 to \$325.



Table Model

“Lyric” 6-Tube Neutrodyne \$90

Licensed Under
Patents of

Radio Corporation of America, Westinghouse Company, General Electric Company, American Telephone & Telegraph Company (Super-heterodyne excepted), Latour Corporation, Hazeltine Corporation and Technidyne Corporation.

—it’s a mighty fine thing to be known as the
Apex Dealer, and profitable, too

 APEX DIVISION 

UNITED STATES ELECTRIC CORPORATION
1410 West 59th Street, Chicago, Ill.

Formerly APEX ELECTRIC MANUFACTURING COMPANY, Chicago



A New Star on the Radio Horizon!



Sentinel Dry-A and Dry-A·B·C

are Guaranteed to You

— and you can

Guarantee them to your own customers

Sentinel Dry "A" units are the first to carry such a guarantee. Their goodness makes it possible. Months of the most exhaustive research and rigid tests prove their dependability. There are no acids—no liquids of any kind used in the *Sentinel Dry A* or the *Sentinel Dry ABC*.

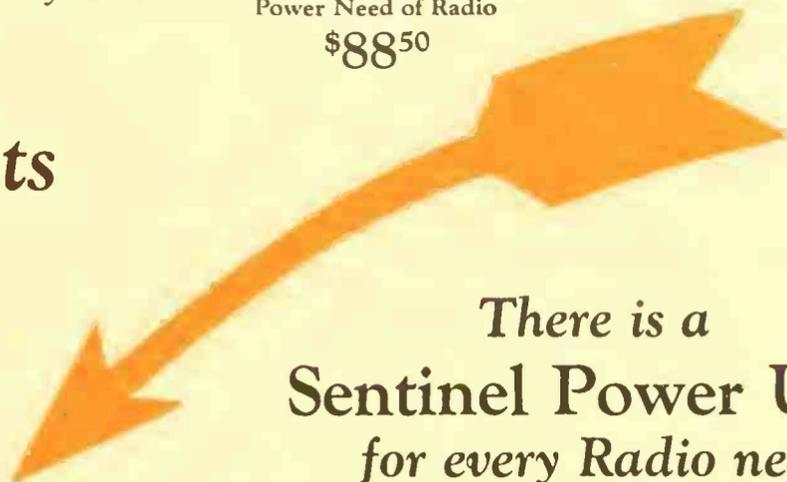


Sentinel DRY-ABC for every Power Need of Radio

\$88⁵⁰

They're "Bone-Dry" Units

Sentinel "Dry-A" delivers a constant 6 volts up to 2½ amperes. It is absolutely instantaneous in action. In combination with Sentinel BC, the radio set owner has a perfect power supply for every radio need. The Sentinel BC is the finest power unit of its kind ever



There is a
Sentinel Power Unit
for every Radio need



Sentinel DRY-A
\$49⁰⁰

developed, delivering plate voltage for ANY set regardless of size — with ample reserve power—80 milliamperes of current at 180 volts.

Sentinel Dry A and *Sentinel Dry ABC* are the latest additions to the already famous *Sentinel* line of Radio Power Units. You should know every *Sentinel* product. Pushing *Sentinel* pays big dividends.

Every Sentinel Unit Carries a Guarantee which clinches sales

Licensed Under Patents of

Radio Corporation of America, Westinghouse Company, General Electric Company, the American Telephone & Telegraph Company.

Sentinel DIVISION
UNITED STATES ELECTRIC CORPORATION

9705 Cottage Grove Avenue

Formerly SENTINEL MANUFACTURING COMPANY, Chicago





A New Star on the Radio Horizon!



CASE combines the marvelous Technidyne—AC equipped—with Electric Phonograph in the new



Case "Gloritone" Model 92D
No Batteries—Light Socket Operated

Nine tubes—loop operated—true single control—equipped with AC tubes also "B" & "C" power units, ready to attach to light socket. Contains high grade electric phonograph—Beautifully cased in antique walnut with highly figured veneered walnut panels. Price complete . . . **\$775**

This marvelous instrument is a splendid contribution to the music loving world. It supplies reproduction at its best in either broadcast or record.

"Gloritone" provides every possible enjoyment that sound affords

Without a single program on the air, "Gloritone's" superb electric phonograph is always ready to dispense any type of music, jazz or classical. When one desires broadcast reception—"Gloritone" reaches out and selects the one program which pleases the operator's fancy. Its tonal quality is superb—its selectivity is almost knife-like—its volume may be regulated from a whisper to a tornado of sound. "Gloritone" sells because it excels.

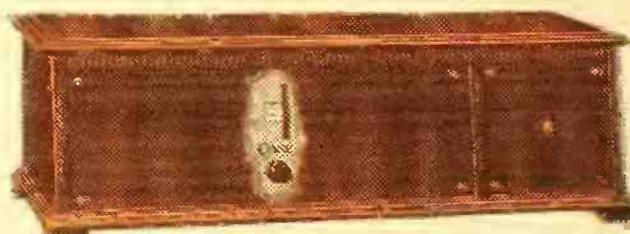
The Case
PRICE RANGE

from
\$65 to \$775

makes it easy for the Dealer to satisfy any Customer's exacting price requirements

—and here is another
**Case Radio
Triumph**

**AN AC-6 TUBE
TABLE MODEL, 62B**



No Batteries—Light Circuit Operated

A highly selective set with splendid tonal quality and satisfying volume. Fully equipped with 6 AC Tubes also "B" and "C" power units, ready to attach to light socket. Price \$200.00.

Licensed Under Patents of Radio Corporation of America, Westinghouse Company, General Electric Company, American Telephone & Telegraph Company (Super-heterodyne excepted), Latour Corporation, Hazeltine Corporation and Technidyne Corporation.

CASE DIVISION
UNITED STATES ELECTRIC CORPORATION
Marion, Indiana

Formerly INDIANA MFG. & ELECTRIC COMPANY, Marion

A New Star on the Radio Horizon!



Slagle Radio

Quality Receivers

In every sense of the word

Long before the public dreamed of radio as a means of entertainment, the makers of today's Slagle Receivers were building radio equipment. The Slagle policy has always been highly selective—only the finest materials and craftsmanship are used.

Slagle engineers are never handicapped by the possibility of certain operations or materials costing too much. Slagle Radio, from designing room to testing table, is a quality product in every detail—in engineering, materials, assembly, cabinet work and performance. The Slagle line consists of 9 and 10 tube Technidyne Receivers, either battery or "dry-power" operated.



Slagle Radio
Console Model "C"

The Slagle 10-tube Technidyne has no superior in any quality demanded of a radio receiver. Operates on dry socket power, without aerial or ground. Employs push-pull amplification. Unsurpassed in tonal quality, sensitivity, selectivity, clarity and volume. Equipped with built-in-loop and Newcomb-Hawley speaker. Cabinet of beautiful burl-walnut, handsomely high lighted and durably made. Price complete (except tubes), \$560.



Slagle Radio
Console Model "B"

This model is available equipped with either the Slagle 6-tube circuit or with the famous 9-tube Technidyne circuit, with built-in Newcomb-Hawley speaker.

The Slagle 6-tube All-Electric Receiver operates on outside antenna and uses dry socket power throughout. Without tubes or antenna, otherwise complete, \$300.00.

Same model, 9-tube Technidyne circuit, built-in-loop, battery operated, \$360.00, without tubes or batteries.

9 and 10 Tube Technidyne

RECEIVERS

either battery
or
"dry-power"
operated

The Technidyne is without question, the most remarkable radio receiver in the field today. Its tonal quality, selectivity and distance getting ability are phenomenal. The beauty of Slagle cabinets and consoles are an added reason for Slagle popularity and salability.

When you
Sell

**Slagle
Radio**

you sell
more
—you sell
satisfaction

Licensed Under
Patents of

Radio Corporation of
America, Westing-
house Company, Gen-
eral Electric Company,
American Telephone
& Telegraph Company
(Super-heterodyne ex-
cepted), Latour Cor-
poration, Hazeltine
Corporation and Tech-
nidyne Corporation.

Slagle DIVISION
UNITED STATES ELECTRIC CORPORATION
Fort Wayne, Indiana
Formerly SLAGLE RADIO CO., Fort Wayne



A New Star on the Radio Horizon



WORKRITE

6 Years of Successful Radio Building —

*—A mighty strong sales argument
for the dealer to use*

The name WorkRite has been identified with quality radio almost from the beginning of general broadcasting. When you handle the product of a concern with such a splendid record you find sales easier to make—WorkRite's reputation will help you to establish yours as the leading radio store in your community. WorkRite Radio Receivers, perfected through 6 years of radio manufacturing are properly constructed. Servicing is reduced to a minimum. You make a good profit on every WorkRite and you keep it after it is earned.

*Licensed Under
Patents of*

Radio Corporation of America, Westinghouse Company, General Electric Company, the American Telephone & Telegraph Company (Superheterodyne excepted), Latour Corporation, and Hazeltine Corporation.

WORKRITE RADIO

**Offers Extraordinary
Quality at
Moderate Prices**

\$95 to \$205

Write for Discounts

WorkRite Division

UNITED STATES ELECTRIC CORPORATION

1812 East 30th Street, Cleveland, Ohio

Formerly THE WORK RITE MFG. COMPANY, Cleveland



**WorkRite Console
Table**

The table shown with the WorkRite 37, an 8 Tube Neutrodyne, fully shielded, was designed and built especially for use with this model. It is of walnut finish—pleasing in appearance, substantial in construction, and useful for holding batteries, power units and loud speaker. Magazine racks optional. Price of Model 37 with table, \$205.00.



**WorkRite Table Model
No. 17**

This 6-Tube Neutrodyne meets the demand for a high-class reliable radio priced under \$100. Has all metal chassis and fully shielded radio frequency coils. 2 controls. Cabinet of walnut, beautifully paneled. Price \$95.00.

Sales Department

THE ZINKE COMPANY

1323 So. Michigan Avenue

Chicago, U. S. A.

Music-Radio Merchants Can Increase Their Sales

- Q Just as 150 other national advertisers in as many lines of industry have — so can you.
- Q Such companies as Standard Oil Co. of N. J., Coca-Cola, Remington Arms Co., American Chicle Co., Morse & Rogers Shoe Co., Not-A-Seme Hosiery Co., United Fruit Co., Liggett & Myers Tobacco Co., etc., find Schilling Press SERVICE and QUALITY the Keynote to increased sales.
- Q Write for information on Schilling Glassads, for Window Advertising, Blotters, Direct Mail, Catalogs, Booklets, Broadsides, House Organs, or other forms of Printed Advertising that invite attention and consideration.

THE SCHILLING PRESS, Inc.

PRINTERS OF QUALITY

Schilling Bldg., 137-9 East 25th St. • New York City

[PRINTING—THE MOTHER OF PROGRESS]

Arthur Smith Music Co. Moves to New Quarters

Tampa Brunswick Dealer Is Now Occupying Larger Quarters—Demonstrating Records on Panatrope Has Greatly Increased Sales

TAMPA, FLA., October 6.—The Arthur Smith Music Co. recently moved to a store next to the one it formerly occupied and remodeled



New Home of Arthur Smith Music Co. the entire establishment. The firm handles Brunswick merchandise exclusively and the entire organization is confidently anticipating a great increase in business because of the enlargement of the store. Incidentally, the firm has again proved, at the suggestion of Ralph Hooke, district manager of the Brunswick Panatrope division at Atlanta, that playing the Panatrope in the store is a valuable medium of increasing record sales.

A short time ago Mr. Hooke placed a Brunswick Panatrope, Model P-14, in front of the store for record demonstrations, and after giving it a thorough trial Mr. Smith sent a very interesting testimonial letter to the Atlanta office, enclosing the largest record order he had yet authorized. The theme of Mr. Smith's letter was the encouragement of all Brunswick dealers to put this plan of record demonstra-

tion into effect, for in the last thirty days he had more than doubled his record business. The accompanying illustration shows the interior of the store, and Mr. Smith and his aggressive organization are also pictured.

Seattle Radio Trade Assn. Sending Sets to Shut-ins

Radio and Music Trade Association Co-operating With Local Newspaper to Lighten the Burdens of the City's Invalids

SEATTLE, WASH., October 5.—Plans have been consummated by the Radio and Music Trade Association whereby it is hoped to bring to the shut-ins of Seattle a touch of the outside life and activity, and help bring some cheerfulness into their lives. It has always been the endeavor of the Association to supply a radio or accessories to cases brought to their attention, but now, through the co-operation of the Seattle Post Intelligencer, a drive is being made through which means it is hoped to provide all the shut-ins with radio sets, and in the case where parts or accessories are required to build up the set, obtain the accessories and place the set in working condition.

The Association has invited the people of the Pacific Northwest to join in a whole-hearted effort to relieve this condition and do something for the shut-ins in this district. Persons with old sets or equipment that can be spared are being asked to send them in to the Association headquarters or leave them at the newspaper offices. The dealers of the Association have offered their co-operation.

Eldridge R. Johnson, founder of the Victor Talking Machine Co., recently purchased a Rembrandt portrait valued at \$100,000. It depicts a gray-haired woman, said to be the artist's mother.

Favorite Stage Stars Feature Columbia Hours

Weekly Broadcast Programs of the Columbia Phonograph Co. Recording Artists Include Stars of Popular Current Musical Shows

The Columbia Phonograph Co. hour of radio broadcasting which opened on September 28 with a concert by Charles Hackett, tenor; Sophie Braslau, soprano, and the Symphony orchestra under the direction of Fritz Reiner, continued on the succeeding Wednesday to entice more and more listeners of the radio audience to dial in on the stations of the Columbia Broadcasting System, which covers the entire country east of the Rockies.

On October 5 the Columbia hour was entitled "Stars and Songs From the Great White Way," and during the hour artists who are starring in current musical comedy hits were heard in songs from the shows in which they are now appearing. Among the artists heard were Five Locus Sisters, from "Hit the Deck"; Franklyn Baur, from Ziegfeld's "Follies of 1927"; Morton Downey, from "Strike Up the Band"; Keller Sisters and Lynch, from "Allez-Oop," and the South American Troubadours, from "Rio Rita." In addition the Knickerbocker and Cavaliers' orchestras were heard playing hits from other musical shows. All of the artists heard were Columbia recording artists, and the broadcast afforded dealers an excellent opportunity for a record tie-up.

On last Wednesday, October 12, a joint program was given by Ted Lewis and His Band and Miss Lee Morse, playing and singing several of their record releases. Ted Lewis sprang a surprise by introducing a poem which he had written in honor of the day, Columbus Day.

The Leu-Lieberstein Co., St. Louis, Mo., is representing the Hyatt radio receiver.

How the McDowell Music Co. Staged a Drive That Developed \$100,000 Sales

Oklahoma Dealer, Operating Four Retail Stores, Launched a Sales Campaign of Little More Than Two Months' Duration That Resulted in Substantial Gain in Business

In the September issue of The Talking Machine World an interesting article telling of the contest conducted by the McDowell Music Co., Ponca City, Okla., appeared, giving the names of the winners of the various divisions of the contest. Further information has been received telling of the manner in which the contest was conducted, and should prove interesting to dealers who might wish to inaugurate similar sales campaigns. When it is taken into consideration that the McDowell contest resulted in bringing in practically \$100,000 worth of business in the four stores of the McDowell Co. in sixty-six working days, it is obvious that a contest among the sales staff does result in stimulating them to exceed their average efforts.

In order that each of the four stores should

have an equal chance of winning the main prize, the winner was decided, not on the basis of the gross amount of business but on the greatest number of sales units. These units were decided upon by taking the average yearly volume of business and then deciding a just sales unit for each store. The units were assigned as follows: Pawhuska store, \$40; Blackwell store, \$45; Ponca City store, \$50, and Enid store, \$60. When the contest was decided it was found that the Pawhuska store had the greatest number of units, and a silver cup was awarded it to be retained until the next annual contest. Should a store win the contest two years in succession the cup becomes its permanent possession.

The prize for credit management which was won by T. J. Clark, of the Enid store, was awarded on the basis of reduction in "past due" on a percentage basis. At the beginning of the contest, each store manager was given a detailed statement of the amount of "past due" on the ledger. Mr. Clark's reduction was over 50 per cent, a real achievement.

In awarding the prize for store management a committee composed of the Mayor of Ponca City, the secretary of the Chamber of Commerce and one of the stockholders of the McDowell Co. visited each store and made a purchase. They awarded the prize, taking into consideration the general appearance of the store, the courtesy of the clerks, the manner in which sales were handled, etc. The committee reported that the judging of the winner was most difficult as each of the stores merited praise.

Several other prizes were awarded to individuals who turned in the greatest amount of net business, the greatest amount of phonograph, record and piano business.

Phonograph Mechanism Resembles Human Body

"The mechanism of a phonograph is like the human body in many ways," declares Myron T. Sorenson, proprietor of the Phonograph Supply Co., 404 Sixth street, in the Sioux City, Ia., Tribune.

"A phonograph, or so-called talking machine, is practically everything but human, from a standpoint of the working mechanism.

"For example, it talks, it records or remembers what it hears, it is an educator and entertainer. It speaks in foreign languages, and even gives lessons in physical training.

"When we look at a record, we cannot interpret the meaning hidden away in the tiny grooves, but the phonograph will translate it for us.

"The heart of the motor is the main spring, where the power is stored. It acts in the same capacity as our muscles.

"The backbone is the motor frame, holding the gears and bearings in place.

"The first and second intermediate gears, and the driving gears, helical and straight-cut, are like our arms and legs. They make the motor go, turning the turntable to play the record.

"The governor controls the speed of the motor, and the speed-regulating arm regulates the speed from slow to fast, the same as our brain regulates and controls our whole nervous system.

"Under the turntable is a shoe brake, to stop and start the motor.

"And then there is the crank, also sometimes found among people.

"Other terms used to designate parts of a phonograph motor are: tung clutch sleeve, spring cup, head, coarse tooth gear, sliding governor collar, helical-cut teeth gear, dog ratchet, brake lever cam; male, female shafts.

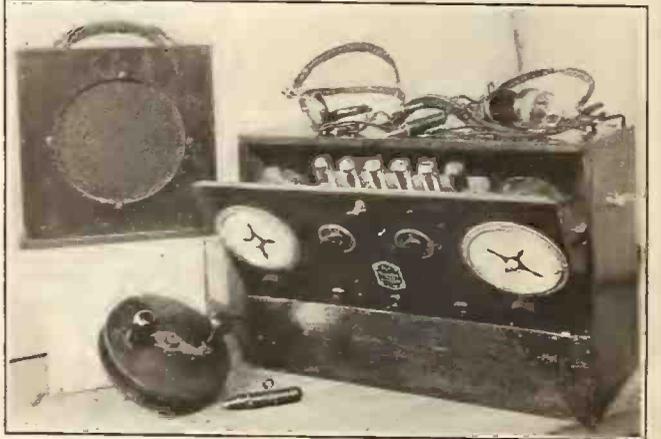
"The throat of the tone chamber, neck of the tone arm, stylus-bar diaphragm or soundbox reproducer, and record, all have their part to do in reproducing the sound waves, similar to our mouth, teeth, tongue, throat and vocal cords.

"This will give you a little insight into the mechanism of the phonograph and why it is called a talking machine."

Special Radiola Part of Equipment in Balloon Race

Belgian Entry in Gordon Bennett International Balloon Race Equipped With Radiola Superheterodyne Supplied by RCA

A special adaptation of a Radiola Superheterodyne, supplied by the Radio Corp. of America, was part of the equipment of the Belgica, piloted as the Belgian entry by Ernest



Radiola Equipment Used in Belgian Balloon Demupeter in the 1927 Gordon Bennett International balloon race. This set, illustrated herewith, was mounted in a weatherproof cabinet, including the batteries and a loop antenna. The loud speaker was of the 100-A cone type, also mounted in a special weatherproof cabinet with a leather carrying strap. The receiver was suspended from the ring of the gas bag so that the entire cabinet with its enclosed loop could be orientated to take direction bearings by means of intercepted broadcast signals. To increase the receiving range, a trailing antenna was also provided.

Opens Radio Department

Renfro-Waderstein, Seattle, Wash., is opening a radio section with the Atwater Kent line of radio receiving sets.

PHONOGRAPH MOTORS

A WIDE variety of Motors made by HERMANN THORENS, Ste. Croix, Switzerland, Manufacturer of Europe's most celebrated phonograph motor.

High quality — reasonably priced. In different capacities, playing up to 10 records.

THORENS, Inc.

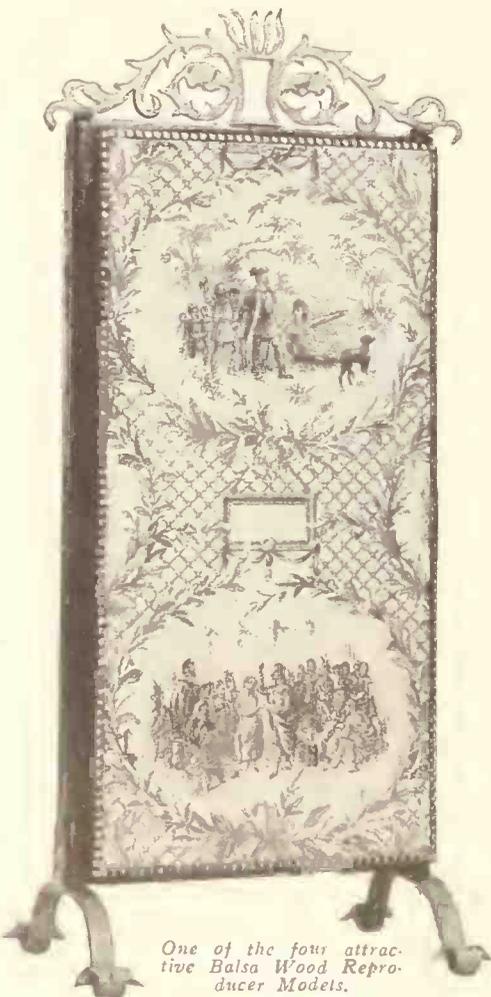
Sole Distributors for U. S. A.
450 Fourth Ave. New York City

Nature's Sounding Board

Lata Balsa Wood Reproducers which use as a diaphragm a wide expanse of carefully selected and treated Balsa Wood can be used in conjunction with any radio set or phonograph, improving the tone qualities of reproduction.

These speakers are made in four attractive styles ranging from \$30 to \$50 in price.

Write for our illustrated booklet



One of the four attractive Balsa Wood Reproducer Models.

Sole Distributor

ARTHUR H. LYNCH, Inc.

General Motors Building
1775 Broadway, at 57th Street
NEW YORK CITY

Manufacturers

Balsa Wood Reproducer Corp.
331 Madison Ave. New York City

**More than
14 million people
influenced by
Gold Seal advertising**

CONSCIOUSLY or unconsciously the radio set owners of the United States have been impressed with the fact that Gold Seal Radio Tubes are efficient, uniform, and reliable.

They all believe that Gold Seal is a good tube—very many of them have become convinced that Gold Seal is a superior tube. That accounts for the unprecedented and rapidly growing sale of these quality products.

Advertising has created and will maintain this popular good will. Gold Seal dealers appreciate its value to them and the sturdy fair deal policy which is behind it.

Are you sharing in this Success? In the Profits this fast selling line brings to you? Ask us about the famous Gold Seal "Square Deal" Policy of dealer co-operation and aid.

Gold Seal Electrical Co., Inc.
250 Park Avenue, New York

**Gold Seal
Radio Tubes**

Murray M. Kirschbaum With Brunswick Branch

Appointed Sales Representative in the Minneapolis Territory—Has Had Wide Retail and Wholesale Radio and Record Experience

Sellmann C. Schulz, district manager of the Panatrop division of the Brunswick-Balke-Collender Co. office at Minneapolis, recently an-



Murray M. Kirschbaum

nounced the employment of Murray M. Kirschbaum as sales representative. Mr. Kirschbaum has lived in Minneapolis for the past six years and is thoroughly familiar with the territory covered by the Minneapolis Brunswick branch, for he has been connected with several large department stores, including the L. S. Donaldson Co., of Minneapolis. He has also traveled the territory for representative manufacturers of radio supplies and portable phonographs, and Mr. Kirschbaum's years of retail and traveling experience will be a valuable asset in his new sales work.

A supplement to the service bulletin on the Victor Orthophonic speaker has been issued.

RCA Broadcast Program Campaign an Aid to Sales

Drive Launched to Direct Public Attention to the Good Things on the Air—Window Posters for Dealers and Postcards Used

The RCA broadcast program campaign is a real and vital force in making radio sales, according to a report reaching the headquarters of the Radio Corp. of America in New York. This campaign aims to direct public attention to the good things on the air, with confidence that the programs, in turn, will help to sell radio sets.

Two main methods are employed to direct program features to the attention of the public in the dealers' locality. First, the use of attractive weekly window posters featuring the outstanding programs from network broadcasting stations in the dealers' vicinity; second, a series of eight highly attractive postcards printed in vivid colors, mailed to the dealers' prospects and customers calling attention to the outstanding program features for the coming week.

The "On the Air" bulletin service is available to all RCA authorized dealers who wish to use it as a sales help.

H. E. Marschalk Appointed to Important Fada Post

Henry E. Marschalk, Jr., has been appointed manager of sales promotion in the franchise department of Fada radio, according to an announcement by F. A. D. Andrea, Inc., Long Island City. Mr. Marschalk has been interested in radio since he was thirteen years old. Having been a radio dealer for several years he is especially qualified to meet retail problems and work to the best advantage with the Fada franchise holders throughout the country.

New Vita-Phonic Models Soon

Two new models will soon be added to the Vita-Phonic line of tone arms and reproducers, manufactured by the Vita-Phonic Products Corp., New York. Joseph E. Rudell, president of the company, states that they will be popular-priced products, but will be manufactured in accordance with the well-known Vita-Phonic quality standards.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Isley'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

Federal-Brandes Nine Makes a Clean Sweep

Winning all sixteen games on their schedule the baseball nine of Federal-Brandes, Inc., made a clean sweep of the Newark Industrial Twilight League this Summer and now possess the



Federal-Brandes Championship Team championship cup. The trophy was presented to them a few days ago, and is now on display at the Thomas street, Newark, plant, one of the Kolster factories

Baseball is not the only form of athletics in which the Federal-Brandes employes shine. Last Winter they finished near the top of the Ironbound Basketball League, and this Winter the girls are going to form a team and a league also. A soccer football team will play this Fall, a track team of thirty-two represented Kolster in the Newark Industrial Field Meet, and a bowling team will compete during the Winter.

Newark Crosley Jobber Holds Three Trade Shows

Fred D. Wilson, general manager of E. M. Wilson & Son, distributors of radio equipment and electrical specialties in Newark, New Jersey, is a firm believer in display and demonstration and has applied this belief in the distribution of Crosley radio sets. As soon as samples were received, Mr. Wilson arranged for a showroom display in three cities. Letters were sent to their entire list of dealers inviting them to visit these displays. This was done instead of inviting all of the dealers to a central dealers' meeting. Mr. Wilson stated that this plan was found to be very successful, particularly in the outlying districts. He recommends to any distributor having outlying territory that they arrange for temporary display space and invite the nearby dealers in to see it.

David Sarnoff Heads Radio- Phonograph Red Cross Group

The entire radio industry and talking machine field in New York City will be intensively covered in the 1927 Red Cross Roll Call, according to the plan of David Sarnoff, vice-president and general manager of the Radio Corp. of America, who, as volunteer chairman of a specialty organized radio industry and talking machine group, is already formulating a comprehensive Roll Call program.

Mr. Sarnoff, who also served as chairman of a similarly organized group in the Roll Call endeavor last year, anticipates even more generous support for the forthcoming appeal and aims at a unanimous enrollment.

PLYWOOD BOX SHOOKS

Birch and Maple Plywood Spruce Cleats

Mills equipped throughout with new machinery of the latest design, are located at Houlton, Maine, in the heart of the finest Birch and Spruce timber section.

The Company owns 10,000 acres of timberland.

The managers have had 18 years successful experience in the manufacture of Plywood Box Shooks.

In production October 10, 1927

Northern Maine Plywood Company
Statler Building Boston, Mass.

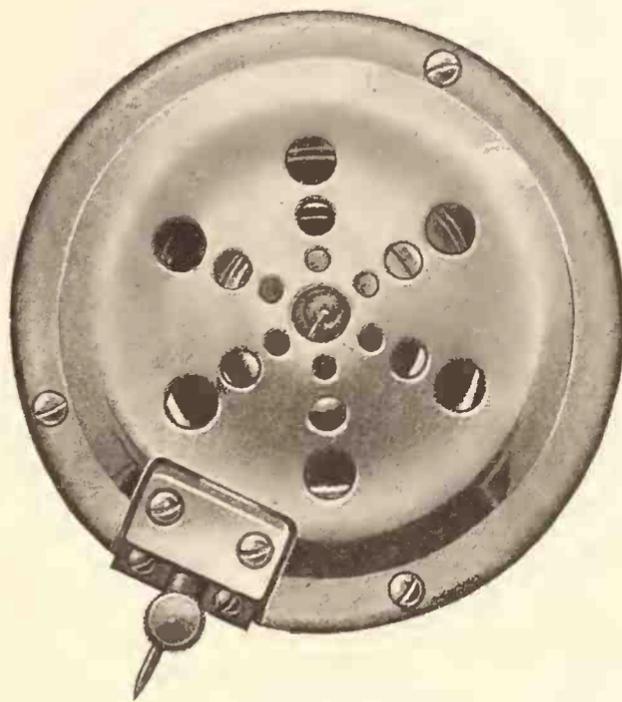
SUN Phonograph Reproducers

"With the Golden Tone"

Claims vs. Results

It is an absolute fact that claims of quality and performance, unless substantiated with results, become fictitious statements. It appears that phonograph reproducers are no different from other merchandise and it therefore becomes a part of every Dealer's business to investigate the claims made by manufacturers and be convinced with results before offering the article for sale to his customers.

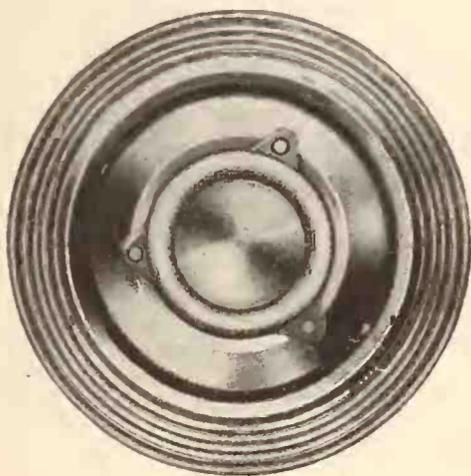
Sun Reproducers are sold with a positive guarantee. They will faithfully reproduce every note in the record, free from excessive surface noise, blasting and metallic shrill. They will give maximum volume and a tone quality so far unequaled. Test this claim, let us prove it with results.



TYPE M-28
SUN REPRODUCER

PRICES

Finished in nickel	-	-	-	-	\$8.00
Finished in gold	-	-	-	-	9.00
Finished in oxidize	-	-	-	-	9.00



Patented Diaphragm

This scientifically developed, pure aluminum diaphragm, with its spring bronze spider securely riveted to the diaphragm at three points, is positively the ultimate in diaphragm construction and is covered by the Willett patent dated August 23, 1921. Over six years was spent in its development. This diaphragm develops the finest tone quality obtainable from a reproducer.

More Profits for SUN Dealers

It is not necessary to misrepresent the Sun Reproducer to create sales. The many points of superiority, when demonstrated to your prospect, will not only make a sale, but will create such interest that your customer will tell his Neighbors and Friends, which all means additional sales and a continuous profit.

The Sun Dealers Franchise allows a maximum discount and a profitable connection with a responsible manufacturer, who offers the highest quality merchandise at prices which will prove very attractive to your trade.

We are establishing Dealers and Distributors all over the Country under a very liberal selling plan which covers co-operation and profits never before offered in the phonograph industry.

Write today for our Illustrated Catalog

The GOLDEN-SUN CO., Louisville, Ky.

Attention of the Toledo Trade Centered on Annual Exhibit of Radio in Coliseum

Business in All Lines Continues Good and the Outlook for a Satisfactory Year-end Sales Volume is Excellent, According to the Reports of the Retailers and Wholesalers

TOLEDO, O., October 8.—Phonograph, record and radio sales here have started an upward climb which promises to result in a very fine volume of Fall trade. In the leading stores sales totals have exceeded last year's by a comfortable margin for months. Radio sales were given a wonderful boost by the Tunney-Dempsey fight. Consequently retail radio sales for September are at a high level. Jobbers report increases running as high as 200 per cent. New broadcasting hook-ups, the football games, the world series and other timely events have and are contributing to the ever-increasing demand for standard radio receiving sets.

The Toledo Radio Show at the Coliseum during the week of October 10 promised to still further promote radio sales.

The Lion Store Music Rooms and radio shop, managed by Lawson S. Talbert, both have recently expanded. Additional listening booths have been added in the music rooms and the radio section has been rearranged and facilities increased. Analyzing phonograph sales here, which are ahead of last year, reveals that patrons are buying nearly as many of the high-price Orthophonics and Panatrope as they are of the popular models.

The J. W. Greene Co. with October began issuing a monthly store magazine. It is known as J. W. Greene's Musical Revue, and will be mailed to a list of several hundred every month. The new 1150 Victrola is upon the floors, this model together with others forming the basis of a Fall advertising drive on machines. The Panatrope will also be featured in a similar campaign.

Fight returns were received in the store, customers packing the radio department. Demonstration of sets before and after the fight secured several prospects, a few of whom have purchased outfits. The Sparton, RCA, Atwater Kent and Zenith lines are featured by the house. Robert C. Elwell, manager, stated sales exceed last year by a considerable margin.

The Atlas Book & Music Store, 2921 La-grange street, on October 1 moved into its fine new store which was erected especially for its needs. John Szaolata, proprietor, stated that the growing trade with the Polish people in the section made the expansion necessary. Victor and Columbia machines are featured, as well as the foreign record catalog of these lines. In addition Odeon discs have a large sale here.

the Whitney-Blaine-Wildermuth Co. has taken on the Sparton electric models. These, along with the Federal battery sets, will be stressed in an early drive, Henry C. Wildermuth stated. Frank Flightner, Cherry street, Columbia dealer, reports Fall machine demand up to expectations. The 810 model is moving briskly. The house recently added a complete radio repair and service department. Radio lines will be exhibited at the Toledo Radio Show.

Walter Bryan & Son, London, O., who have long handled the Columbia line, are inaugurating an aggressive drive on the new Kolster-Vivatonal combination. The concern recently added the Victor Orthophonic line of machines. Max Mayer, Lorain, O., Columbia dealer, is experiencing an excellent Fall demand for small machines. The new portable No. 160 is finding favor with the steel workers of the city. These customers likewise purchase many Mexican and Hungarian records. New releases of these foreign discs are eagerly sought.

John E. McCutchen, Maumee, O., has purchased the music business formerly conducted by H. L. Dennis. A number of improvements are contemplated by the new owner in the store arrangement. Stilson's Music Store, Gibsonburg, O., Victor and Columbia phonograph and Sparton radio dealer, has been converted into one of the finest music stores in the county. Additional display space for machines and radio has been added. The People's Outfitting Co., Springfield, O., has enlarged its phonograph department and taken on the Victor and Columbia lines.

C. L. Yockey, Newark, O., Columbia dealer, has a large following of farmers. Instead of

waiting for the people to come to the store to purchase machines he takes the store to them. Several machines are loaded upon a truck, together with a quantity of records, and the rounds of the farmers are made. Phonographs are either sold outright or left on approval. Seldom are any brought back.

The United Music Store in the theatrical district reports a pleasing volume of Panatrope and Orthophonic trade, also Sparton and Atwater Kent business of good proportions. Recently the RCA line was added. Edward A. Kopf, manager of the radio department of the J. W. Greene Co. for a number of years, has joined forces with the house. He will have charge of the Eastern territory of the concern.

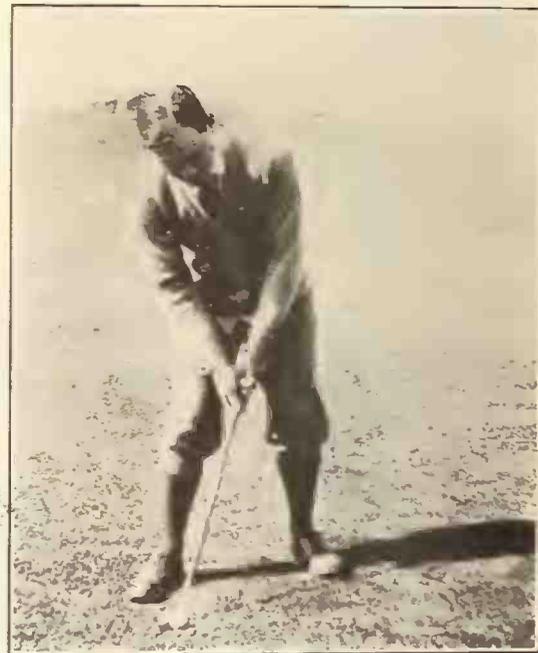
Don O. Flightner, Columbia district representative, after attending the Ohio Music Merchants' convention and exhibiting the Columbia-Kolster Model 900, is again making the rounds of the trade. He reports trade good and the Autumn outlook very promising.

Kenneth E. Frederick, formerly of the J. W. Greene Co.'s radio department, is now representing the Heat & Power Engineering Co., Zenith jobber, in the northern Ohio territory.

R. F. Bensinger Is Six-Time Winner of Golf Crown

Vice-President of Brunswick Co. Holds the Distinction of Winning the Championship of the Lake Shore Golf Club Six Times

R. F. Bensinger, vice-president of the Brunswick-Balke-Collender Co., Chicago, is a golfer of no mean ability, and he plays the game with

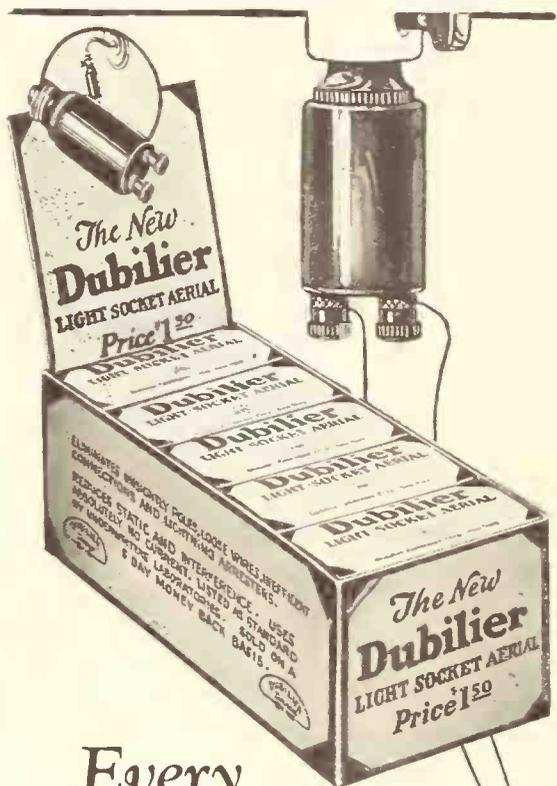


R. F. Bensinger

the same spirit and enthusiasm that has made for his success as vice-president of the manufacturers of the Panatrope. Mr. Bensinger now holds the distinction of winning the championship of the Lake Shore Golf Club in Chicago six times. He wrested the title in a hard-fought finals contest of the elimination tournament, seven up and five to play in a scheduled thirty-six hole contest. Mr. Bensinger had a 75 and was 4 up at the end of the morning round. He took a 35 on the first nine of the afternoon round, having only one more hole to go to finish the match.

Featuring Cabinet Lines

Steelman, Inc., Fada Metropolitan distributor, will carry the Adler-Royal, Duo-Craft, Superior, Knickerbocker and Wolf cabinet lines this season.



Every Set Owner Is a Prospect

Who prefers an unsightly decoration of crazy poles and sagging wires to an aerial that you just connect to the set and plug into the nearest light socket? Certainly not the thousands who are getting better reception the year round with Dubilier Light Socket Aerials!

Every set owner and every set buyer is a prospect for this modern antenna. It's neat, efficient, reliable and consumes absolutely no current. Dealers find them convenient for demonstration purposes as well as profitable with the sale of every radio set.

Adequately Advertised

—and soundly sold. Get the display carton on your counter now and watch Dubilier's advertising bring in the buyers. If your jobber has not yet stocked this salable, profitable device, get in touch with us at once.

DUBILIER CONDENSER CORP.
4377 Bronx Blvd. New York City



Dubilier LIGHT-SOCKET AERIAL

RECORDING WAX

ALL TYPES

"G" Wax Specially for Electrical Recording

F. W. MATTHEWS 126 Prospect Street E. ORANGE, N. J.

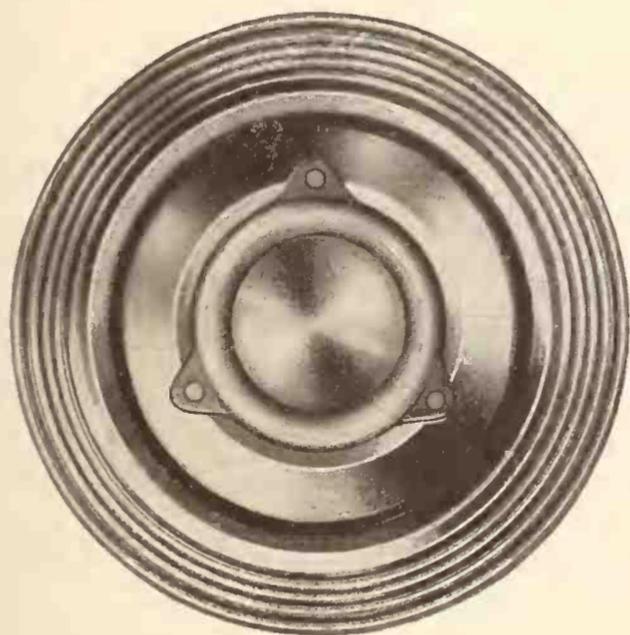
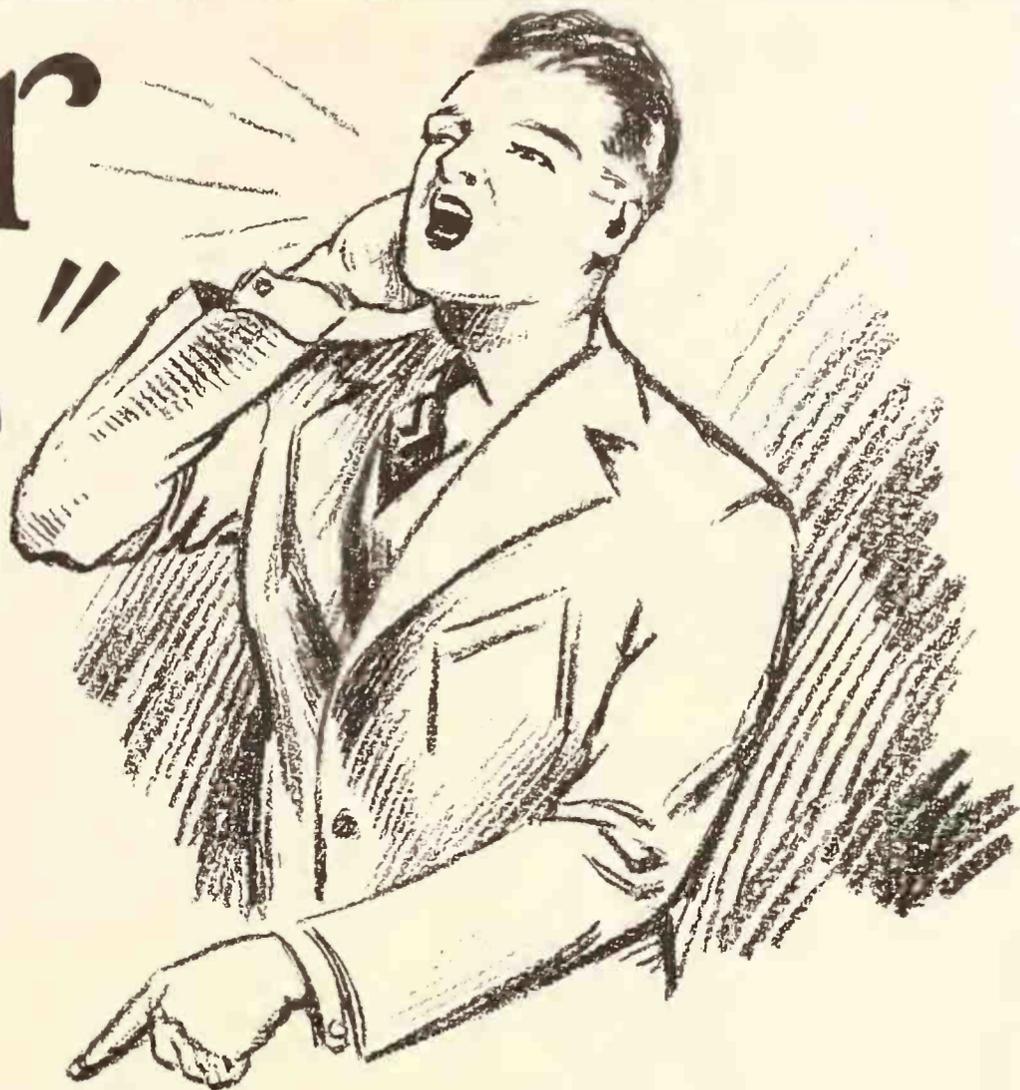
COTTON FLOCKS

Air floated, all injurious foreign matter eliminated for

Record and Radio Manufacturing

THE PECKHAM MFG. CO. 238 South Street Newark, N. J.

"Hear Ye"



Patented

The Willett patented diaphragm is covered by United States patent No. 1388626, dated August 23, 1921. Developed over six years ago and is now improved to a point of perfection. It is guaranteed to reproduce records with absolute fidelity and maximum volume, rich in quality. The spider attached to the diaphragm, at three points, is considered the ultimate in construction.

Phonograph Dealers Take Notice

Be certain the phonograph reproducer you are selling does not infringe on the rights of the Willett patent. Violators of this patent will be prosecuted to the fullest extent of the law.

Licensed manufacturers will indicate the patent date on the reproducer they make. This is your protection and assurance, the reproducer contains the Willett diaphragm.

Investigate the claims of manufacturers using the Willett patented diaphragm. You will find these reproducers not only scientifically constructed, but that a new quality of reproduction will be released to your ear.

GUY L. WILLETT, Louisville, Ky.

INVENTOR



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.



Wisconsin Music and Radio Associations Hold Conventions During Radio Show Week

Fifth Annual Wisconsin Radio Music Exposition Attracts 60 Per Cent More Exhibitors Than Ever Before—Both Music and Radio Associations Hold Conventions—Season Advanced

MILWAUKEE, WIS., October 8.—Radio business is thirty days ahead of the last year's season both in the date of purchasing and the amount, and the jobbers and retail dealers report a great gain in business.

The success of the Fifth Wisconsin Radio Music Exposition, which is now being held, has been assured by the registration of 60 per cent more exhibitors than took part in any other previous showing held by the Wisconsin Radio Trades Association.

It would be very difficult for the public to escape reading about radio week, for the windows of all the dealers who are taking part in the show carry cards announcing the exposition, and a quarter showing on bill boards has been contracted for and covered with large posters which have attracted a great deal of attention. In addition to this, newspaper advertising and publicity given to the show have totaled a heavy amount of lineage.

Everything in the line of radio and music is on exhibition during the show. Instead of having exhibits only in the main arena of the Municipal Auditorium, as in former years, the first floor of the building has been given up to exhibits with both side halls being used, while Plankinton Hall, on the second floor, is devoted to convention meetings.

In connection with the Radio Music show, two conventions allowed music merchants and radio dealers from Milwaukee and Wisconsin to save time by taking in the exposition and attending the meetings. The Wisconsin Association of Music Merchants held its convention on October 4 and 5, with headquarters at the Wisconsin Hotel. Following registration and the opening sessions of the first day, the remainder of the time and the evening had been left free so that the dealers could attend the exposition. The Wisconsin Radio Trades Association met on October 6 and 7 in Plankinton Hall at the hotel.

"Our business has far surpassed anything we have had in the past," said Harry Weber, of Harry E. Weber, Inc. "The principal trouble at present with us, as seems to be the case with a good many other jobbers in this territory, is the slowness in delivery."

Walter C. Kluge, of Julius Andrae & Sons Co., stated that he believes this season will be by far the greatest the radio industry has ever seen. It is fully thirty days ahead of the normal opening.

Phonograph business has also been going ahead of last year, according to the reports of prominent retailers and jobbers of the various lines. The opening of the Fall season in phonographs began at an early date, and while a slight lessening in action was noticed during the extremely warm weather in early September, the general activity has opened up well.

Henry M. Steussy, of the Kesselman-O'Driscoll Co., states that the Orthophonic has been selling particularly well in this connection, and that the company is continuing to make good progress on phonograph business by working in this field as well as catering to the interests of private homes and schools. Another interesting development pointed out by Mr. Steussy is that this makes record business particularly good because these places keep well posted on the latest numbers and also keep working up a good library of the classical recordings.

Walter E. Pugh, Columbia representative for southern Wisconsin and northern Illinois, reports business generally as continuing at a satisfactory active rate with record business showing great gains.

"Record business has increased 53 per cent over last year," declared Mr. Pugh, "and the outlook for the season on records is particularly good. 'Two Black Crows' is still by far the best seller." Mr. Pugh announces that the E. J. Bazandt Furniture Co., Wausau, Wis., has become a Columbia dealer.

Golden Sun Co. Issues Booklet Describing Line

Various Models of Golden Sun Reproducers,
Tone Arms and Adapters Attractively Pic-
tured and Described in New Catalog

LOUISVILLE, KY., October 5.—The Golden Sun Co., Inc., of this city, recently issued to the trade an attractive booklet illustrating and describing in detail the reproducers and tone arms manufactured by it. The Sun reproducers, which bear the slogan, "The phonograph reproducer with the golden tone," were experimented with in the laboratories of the company for a long period of years and in 1921 the sensitive diaphragm was patented by the Golden Sun Co. The type M-28 Sun reproducer can be applied to any old or new type phonograph, has a pure aluminum diaphragm with a spring bronze spider riveted to the diaphragm at three points. It is finished in nickel, statuary bronze, gold and oxidized. The type G-29 Sun reproducer, the latest development of the Golden Sun Co., is extremely simple in construction and this feature permits of it being marketed at a slightly lower price than the one described above. A special aluminum metal is used in the diaphragm which is considerably heavier than any metal ever used in a sensitive diaphragm reproducer and is practically indestructible. This reproducer is finished in nickel, gold and oxidized.

The type GH-1, full-curved, large-size tone arm has a base opening of two inches and an outside base diameter of three and a half inches. It is available in eight and a half and ten inch

lengths. This tone arm is finished in nickel, statuary bronze, gold and oxidized.

Six types of adapters are described in the catalog. The No. 0 adapted is for attaching Sun reproducers to the new Orthophonic instruments for playing Victor and all other steel needle records; No. 7½ adapter is for playing Columbia, Victor, Brunswick and other steel needle records on the old and Viva-tonal Columbia phonographs; the No. 9 adapter is for attaching the Sun reproducer to old type Brunswick phonographs for playing Brunswick, Victor, Columbia and Edison records, the latter played when adapter is turned; the No. 10 adapter plays all-steel needle records on the Cheney phonograph; the No. 11 is for playing all records, including the Edison, on the Pathe phonograph, and the No. 165 is for playing all-steel needle records on the Edison phonograph. It will not play the Edison records.

Oro-Tone Co. Introduces New Model M-1 Tone Arm

The latest phonograph product to be introduced by the Oro-Tone Co., Chicago, is the Model M-1 tone arm. This product is a full curved arm of standard 8½-inch size, retailing for \$7.25. It is also furnished in another model, J-1, in a 7½-inch size, particularly adapted for use on portable phonographs. The smaller arm will be furnished in nickel only, while Model M-1 may be secured in gold, statuary bronze, oxidized bronze and nickel. According to Leigh Hunt, treasurer and general manager of the Oro-Tone Co., both models will be ready for delivery before October 15.

Interesting Events of the Trade in Pictures



Above: Festive gathering of Iowa's Atwater Kent and Brunswick dealers at convention banquet given by Harger & Blish, wholesale distributors. More than 350 dealers attended the convention. Miss Iowa is shown in the center of the floor with the Atwater Kent set presented her. "A Night in Spain" was the motif of the gathering.



Above: Mr. and Mrs. Jack Kapp, the male member of the couple being one of the best known and most popular members of the music and radio fraternity, visiting the showrooms of the Brunswick Panatrope Exhibit at Atlantic City, N. J.



Above: J. A. Johnson scarcely needs an introduction to the radio trade throughout the United States, for he has met and is known to practically every radio manufacturer in his capacity as right-hand man to G. Clayton Irwin, of the Radio Manufacturers' Show Association.



Above: Lois Delander, who for the coming year bears the title of "Miss America," won last month at Atlantic City, was a visitor to the Radio Rodeo at Philadelphia, Pa., and while there was photographed standing alongside of her new Farrand loud speaker.



Left: D. J. Quinn, general sales manager of the Sonatron Tube Co., believed in going to nature's beauty spot in order to get himself in trim for a strenuous season. Mr. Quinn is shown vacationing in the Yellowstone Park region.



The above photograph shows the arrival of the first plane under the National Air Transportation Co.'s jurisdiction at Cleveland with a consignment of Atwater Kent sets for the Cleveland Ignition Co. The photograph shows: An armed guard, T. E. Chadwick, radio sales manager of the Cleveland Ignition Co.; Pilot Henry Brown, and R. H. Bechtol, general manager of the Cleveland Ignition Co.



Above: Officials of the newly formed United States Electric Corp. attended the recent Fourth Annual Radio Industries Banquet and were photographed while at the Astor. The above photo shows: Allen G. Messick, president of the corporation (seated); from left to right, Hugh B. Wilkinson, vice-president of the Case division; John T. Beatty, Jr., treasurer of the new corporation; Harold E. Bristol, manager of sales promotion of the Apex division; Carl D. Boyd, vice-president of the United States Electric Corp.; R. J. Spencer, Jr., president of the Marion Insulated Wire & Cable Co.; A. E. Case, president of the Case division, and V. H. Meyer, president of the World Wide division.

YOU Built this — now



MODEL 5

This instrument represents an achievement in advanced musical reproduction. With newest developments in design, tone-arm, reproducer, and tone-chamber. Covered beautifully in waterproof Du Pont Fabricoid, colors blue, black, or red. The greatest portable ever created. See and hear it today!

MODEL 18

This portable is a true value. Renders tone quality and volume equal to instruments selling at twice its price. Employs a new exclusive reproducer, and curved tone-arm. Artistically designed in colors blue, black, or red, of waterproof Du Pont Fabricoid. The greatest value in the whole field of portables. Send today for samples!



MODEL 21

The finest novelty portable with practical playing value. A big seller for your holiday business. Fittingly finished in waterproof Du Pont Fabricoid, colors blue, black, or red. There's a year 'round gift market for this sturdy portable. See and hear it—now!



HEAR AND SEE

New Line take Your Profit

DEALERS taught us all we know about portables. Told us *what they needed* to make a *real profit*, and that's the basis we've used in developing this fine new line for you.

There's no substitute for actual experience in this business. Only with a full appreciation of the trade's needs can merchandise, in actual demand, be produced.

Now take your profit. Start today to sell *Allen Portables*—the greatest new line ever presented to the public. Equipped with *every modern development* that the science of sound reproduction affords. Perfectly built in our excellent big plants—New York and Racine Production is now in full force.

Call upon the best Jobber near you for samples. Or, write direct for local Jobber's address, and beautiful free catalog in colors. Act today—you built this profitable new line!

ALLEN PORTABLES

ALLEN-HOUGH MANUFACTURING COMPANY
MILWAUKEE, WISCONSIN Factories: New York and Racine

THE DIFFERENCE

AMBASSADOR



\$ 25.

RETAIL



The Most Amazing Advance in a Portable Phonograph Value

OUTSTANDING FEATURES:

1. The remarkable new BELL-PHONIC 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 15¾ inches wide. 12 in. deep, 9¾ in. long.
7. Weighs only 14¾ 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 14¾" wide; 11¾" deep; 6¾" high. 10. Weight, 11½ lbs. net; individually cartoned 14½ lbs. |
|--|--|

\$ 15.

RETAIL



Order Your Samples Today—At Our Risk

Allen-Hough Mfg. Co., 40-46 West 20th St., New York

Successor to Phonograph Division, Lifton Mfg. Co.

Charles Beisel Special Vocalion Representative

Brunswick Co. Announces Appointment of Mr. Beisel to the Vocalion Division—Has Had Wide Experience in the Trade

Word was recently received from the Chicago office of the Brunswick-Balke-Collender Co. that Charles Beisel had become associated with



Charles Beisel

that firm in the capacity of special representative of the Vocalion division of the record department, where he will maintain contact with all of the Vocalion jobbers.

Mr. Beisel is eminently suited to this important task, and has been connected with the industry for many years, starting with the Columbia Phonograph Co. years ago, and later having been with the Starr Piano Co., maker of Genett records, for which he traveled practically the entire United States and covered nearly every town of one thousand population or more. Mr. Beisel was sales comptroller for the Starr Piano Co. until recently. He will work in close contact with J. E. Henderson, newly appointed Brunswick record sales manager, and is already operating in his new capacity.

Oregon Fada Dealers Meet in Annual Convention

PORTLAND, ORE., October 6.—Fada radio dealers from the State of Oregon and southwestern Washington met here recently at the Multnomah Hotel for the annual Fada dealers' convention held under the auspices of the L. C. Warner Co., Fada distributor for this district. Convention sessions were presided over by J. W. Condon, Jr., vice-president of the Warner Co. L. J. Chatten, general sales manager of F. A. D. Andrea, attended the convention and made an interesting address. Other talks were given by L. C. Warner and R. M. Klein, president and general manager of the Warner organization respectively. The new models of Fada merchandise were displayed and demonstrated.

Joins Stieff in Harrisburg

HARRISBURG, PA., October 6.—I. L. Chilcoat, manager of the local branch of Chas. M. Stieff, Inc., has added to his staff J. C. Erickson, formerly with the Pomeroy music department. Mr. Erickson will have charge of the recently organized Brunswick department of the store, and bring with him to his new position wide trade experience and an extensive acquaintanceship.



**It's the Reinforced Construction
that makes possible this
UNCONDITIONAL GUARANTEE!**

THE unusual guarantee that accompanies every Crusader Radio Tube is not a *chance proposition* built on shallow hope nor the unrestrained pride of the manufacturer.

In every Crusader Tube, including the 201A and 199 types, the plate, grid and filament are solidly locked together and cannot be jarred out of position in transit or by rough handling.

Microphonic howls are eliminated because it is impossible for the filament to sag and vibrate; the filament remains taut throughout the entire life of the Tube.

Burdensome replacements are reduced to a negligible factor.

Infinitely longer life, pure tone, greater volume are achieved and a revolutionary guarantee made possible.

Built by a substantial company who believes thoroughly in the jobber and gives the dealers vivid selling support, CRUSADER deserves your immediate consideration.

CRUSADER RADIO Guaranteed TUBES

THE SUNLIGHT LAMP COMPANY



EST. 1922. NEWTON FALLS, OHIO

Licensing Policy of the Radio Corp. of America Explained by David Sarnoff

Vice-President and General Manager of the Radio Corp. of America Issues Statement Regarding Licensing Agreement Entered Into by RCA With Other Manufacturers

"Baseless rumors and speculation which have followed the agreements negotiated in recent months by the Radio Corporation of America, whereby twenty-three manufacturers in the radio industry have been licensed under certain of its set patents, require some statement, perhaps, as to what this policy does mean, and does not mean, in relation to the RCA and its distributors and dealers," declared David Sarnoff, vice-president and general manager of the Radio Corp. of America.

"The licensing policy adopted by the Radio Corp., we believe, is a contribution towards a greater and sounder radio industry, in which those who serve best will profit most. Regardless of the royalties received from licensees, the Radio Corporation of America, in addition to

its communication interests, will remain a development and sales organization, vitally concerned also with research and manufacture, and engaged in the development and sale of broadcast receivers and other radio devices.

"Its present plans call for greatly increased programs of research and production to retain and maintain RCA leadership in the radio art and in the radio industry. The recent introduction of a complete line of Radiola receivers, including the four new perfected radio receivers, Radiolas 32, 30-A, 16 and 17, and new Radiola Loud Speaker 100-A, is the first step in this direction. The latter set, employing our new AC tubes, is an important landmark in the development of low-priced receivers for socket-power operation. So much for the general position of the RCA in the radio industry.

"With regard to some of the detailed provisions in our licensing agreements, it should be made clear:

First, that the Super-Heterodyne circuit, a basic feature of our line, is exclusively reserved to the Radio Corporation.

Second, that the agreements executed with our licensees grant manufacturing rights only under our patents for tuned-radio frequency receivers, and power supply devices.

Third, that contrary to rumors, these agreements do not debar the Radio Corporation from manufacturing and selling receivers of the tuned-radio frequency type.

Fourth, that the position of Radiotron jobbers remains unaffected by the provision that licensees shall equip their sets with a sufficient number—and only with that number—of our standard vacuum tubes to make the sets initially operative.

"With reference to the latter point, it should be evident that licensees are in no sense jobbers of our tubes; it is our recommendation that these tubes be sold for no other purposes than for the equipment of their licensed sets. Suitable arrangements have been effected with our tube distributors whereby the matter of obtaining replacements of defective tubes supplied as initial equipment will be adequately taken care of, and in a manner that will be convenient to the dealer.

"We believe that the day is near when radio manufacturers will equip their sets with the principal accessories at the manufacturing source, and one step in this direction is our present policy of supplying vacuum tubes as initial equipment to our licensees. If this policy is sound in the automotive industry, it is many times more necessary in the radio industry, where a vacuum tube may make all the difference between an operative and an inoperative set.

"Nor is the plan without definite and growing advantages to our distributors and dealers. Radiotrons, the perfected products of the leading electrical laboratories of the country, have already attained impressive and nation-wide consumer acceptance. The wider use of our standard tubes in initially equipped radio sets, the better quality of reception that will thus be made evident and the consumer satisfaction that will naturally result must inevitably broaden the market for our vacuum tubes.

"In brief, the policy adopted by the Radio Corporation of America towards the stabilization of patent rights in the radio industry in no way affects its position as a research, development and sales organization, nor detracts from the opportunities of its distributors and dealers to build up a solid, permanent and increasingly successful business."

The SONOCHORDE CONE

"The Speaker of Eloquence" now offers a complete line, with prices and models to suit the most exacting tastes.

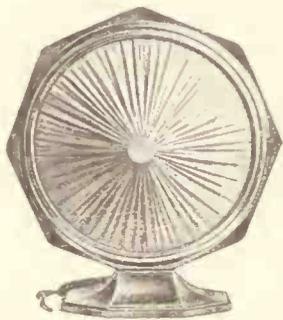


The New JUNIOR \$15

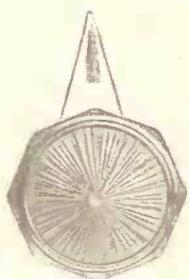
The silk front wins instant approval—the protected metal back practically guarantees its being trouble proof

Improved SENIOR \$25

Larger, of course—a masterpiece of rare beauty. One demonstration will instantly prove its superiority.



Dealers! Get busy! Once seen and heard everybody wants a Sonochorde.



WALL MODEL \$27



FLOOR STANDARD \$35

Dealers now selling these speakers are making real money. Write today for details

BOUDETTE MFG. CO.
CHELSEA, MASS.
Dept. E.

Jesse French & Sons in New Home in Montgomery, Ala.

Attractive New Warerooms Three Times Larger Than Old Quarters Are Opened With Formal Musical Program—H. E. Poston, Manager

MONTGOMERY, ALA., October 4.—The new elaborate home of the Jesse French & Sons Piano Co., located in an L-shaped building, fronting on Montgomery and Lee streets, was opened here recently with a formal, dedicatory music program. The new warerooms contain three times as much floor space as the company's former establishment in the Exchange Hotel Building. The Montgomery street portion of the building is devoted to the phonograph and sheet music departments, and the Lee street side houses the piano department. In addition the concern conducts an extensive band instrument department and a piano repair department. H. E. Poston, who became identified with the Jesse French & Sons organization at Newcastle, Ind., in 1917, and later became manager of the Montgomery and Mobile stores, will have complete charge of the new store, being assisted by a competent staff.

Dubilier Condenser Corp. Reports Gain in Earnings

The condensed statement of income and profit and loss of the Dubilier Condenser Corp. for the fiscal year ending June 30, 1927, issued under date of August 30, shows the net sales as \$1,621,331.03, or \$1,214,443.78, after deducting the cost of sales. The gross profit is given as \$406,887.25, and the selling and administrative expenses as \$482,171.61. There is a net loss from operations of \$75,284.36, and a further charge of \$47,695.99 for valuations, write-downs, adjustments, etc., making a net decrease in surplus of \$122,980.35. However, in the statement there is \$214,397.72 for a reserve to adjust the merchandise inventories which are lower, cost or market.

Fred D. Williams, president of the company, in a statement said:

"During the eight months of this year our orders show an increase of 33 1-3 per cent over the total business of last year, with most of the increase coming during July and August. We have been obliged to turn down a vast amount of business, because of lack of greater facilities, even with our remodeled plant. Indeed, we could utilize a plant three times our present capacity at this moment, in taking care of the available business for our condensers. Our research and pioneer development in the paper condenser field is beginning to bear the fruits which we have long and patiently anticipated."

James G. Widener Eastern Yahr-Lange Representative

James G. Widener was recently appointed Eastern representative for Yahr-Lange, Inc., makers of the Super-Ball antenna and the Yahr speaker. Mr. Widener was formerly connected with the retail talking machine trade and is well known in the Eastern market. He will make his headquarters at the Poyaton Hotel, New York City, and will cover a territory consisting of New York State and New England. Mr. Widener was appointed by Fred E. Yahr, president of Yahr-Lange, while the latter was in New York attending the Radio World's Fair.

Gimbel Bros., Philadelphia, have opened a record department on the main floor.

M'f'g. Radio & Phonograph HARDWARE

PERFECT
Portable Needle Cup
Open Stays Open
Closed Keeps Closed

STARMACH. & NOV. CO.
Bloomfield, N. J.



50000

DEALERS

Have Ordered This

Hohner

Flasher-Combination



Light On!

YOU RECEIVE:

Assortment of Styles:		To Retail at	
7 pcs.	No. 346 "O'le Standby"	.50	3.50
8 "	" 1896 "Marine Band"	.51	4.00
2 "	" 605 "Echo"	.60	1.20
2 "	" 254 "Sportsman"	.75	1.50
2 "	" 3CNO "World Renown"	.75	1.50
2 "	" 152 "Marine Band Tremolo"	1.00	2.00
2 "	" 105 "Auto-Valve"	1.00	2.00
2 "	" 3101 "Harmonette"	1.00	2.00
1 "	" 453 "Goliath"	1.50	1.50
1 "	" 146 "Marine Band Tremolo"	1.50	1.50
1 "	" 608 "Echo"	2.00	2.00
1 "	" 46 1/2 "Up-to-date"	2.00	2.00
1 "	" 260 "Chromonica"	2.75	2.75
32 pcs.		\$27.45	
YOU INVEST for these harmonicas AND the flasher		\$19.50	
YOU GAIN Over 40% Cash Profit PLUS a valuable attention getter for your window . . .		\$7.95	



Light Off!

IN 5,000 store windows through the length and breadth of the land, you will see these Hohner Electric Signs flashing their message of bigger and better sales for the merchants who have been shrewd enough to capitalize their valuable display space with a REAL attention-getter like this.

Harmonica sales everywhere are forging ahead as never before — and the biggest gains are being secured by dealers who take advantage of the

public demand by making their stores stand out conspicuously as Harmonica Headquarters.

If you are not among the 5,000—get in now, when the big Fall Sales are starting. Order the No. 800 Assortment listed above, and get the Flasher with it.



Flasher operates on ordinary electric current. Just plug it in on any light socket — and watch it GO!

M. HOHNER, Inc., Dept. 72, 114 E. 16th St., New York
 Canadian Address: HOUGH & KOHLER, 468 King Street, W., Toronto

Announces New Tube for Battery Operation

Latest Product of Radio Corp. of America Said to Give Greater Amplification With a Minimum of Howls—Radically Different Tube

A new four-element tube, UX-222, designed for battery operation and said to give greater amplification with a minimum of howls, has been announced by E. E. Bucher, general sales manager of the Radio Corp. of America. The new tube, radically different from standard tubes now in use, is being circulated among manufacturers licensed under the RCA patents to see what application can be made of it.

"This tube when placed on the market will not render present sets obsolete," said Mr. Bucher, "nor will it cause any revolutionary developments in the radio industry. It is merely a means of improving radio frequency amplification. It is still in the experimental stage and will not be adaptable to present sets."

It has not yet been decided when this tube will be marketed, according to Mr. Bucher. The addition of the fourth element in the bulb is said by engineers to make the circuit more stable, by preventing feed-back.

Industrial Activity in Akron Booms Music Sales

Prosperity of the Rubber Industry Reflected in Akron Dealers' Sales—Canton Is Less Fortunate—News of the Music-Radio Trade

AKRON-CANTON, O., October 10.—While the rubber industry continues to prosper, making Akron one of the most active cities in the Middle West so far as retail sales are concerned, Canton is less fortunate and is going along at a somewhat slower gait. Phonograph and record demand has been most encouraging in Akron, with sales for September far ahead of the same month a year ago.

Bears, well-known Akron furniture store,

which recently moved into its enlarged quarters on South Main street, announced the opening of a phonograph department located on the third floor of the newly opened store.

Four prominent retail music houses of East Liverpool took part in the Annual Fall Style Exposition of the East Liverpool Retail Merchants held recently. The newest in talking machines and radio was presented by the Crook Co., Smith & Phillips Co., and Olen Dawson, Victor dealer.

Newest type talking machines were stressed by several Canton music houses at the annual Stark County Fair which concluded recently. The music stores exhibiting at the fair this year included the Rhines Edison Shop, William R. Zollinger Co., Willis Co., and J. H. Johnson's Sons, Alliance, O.

The People's Outfitting Co., Market avenue, N. Canton, announces the opening of a new radio department to be located on the main floor of the store.

Alterations to the front of the store of the D. W. Lerch Music Co., Canton, have been completed. A complete new front has been installed, including two new windows.

Earle G. Poling, of the Windsor-Poling Music Co., Akron, is busy with details of his annual concert course which he will present again this year in the Akron Armory.

With a complete line of pianos, talking machines and radios, as well as small goods the Paul Winters Piano Co., with original store at New Philadelphia, has opened a new store at 307 East Third street, Urichsville.

Mart Vernon, of the Vernon Piano Co., has been elected president of the Radio Dealers of Alliance, a new organization just formed. Mr. Vernon for many years has been one of the leading phonograph dealers of Alliance and has conducted one of the most complete talking machine and record stores in that city. More than twenty music stores are affiliated with the new organization.

Much attention is being given the music and talking machine departments of the new M. O'Neil Co. store now nearing completion on South Main street, Akron. The new store will be similar to the May Co. at Cleveland, parent store of the Akron concern. More space will be allotted pianos, phonographs and radio sets and accessories.

Radiola Home Demonstration Week Was Very Successful

Event Sponsored by Sales Department of Radio Corp. of America Tied up With Important Broadcasting During Radio Fair

Radiola Home Demonstration Week, September 14 to 20, was very successful, according to reports reaching the headquarters of the Radio Corp. of America, New York. It was fostered and promoted by the sales department of the Radio Corp. to precede National Radio Day, September 21, when the program from the Fourth Annual Radio Industries Banquet was broadcast. The day following, the Dempsey-Tunney fight was also broadcast, thus giving RCA authorized dealers a splendid opportunity to bring these events into the home with a free trial of a Radiola.

A special window display poster was used, inviting the public to make appointments for Radiola demonstrations during the week. Dealers have reported not only a satisfactory increase in sales of sets, but by thus awakening interest dormant sets were put into first-class condition for the big broadcasting event, with resulting orders for batteries, tubes and other accessories.

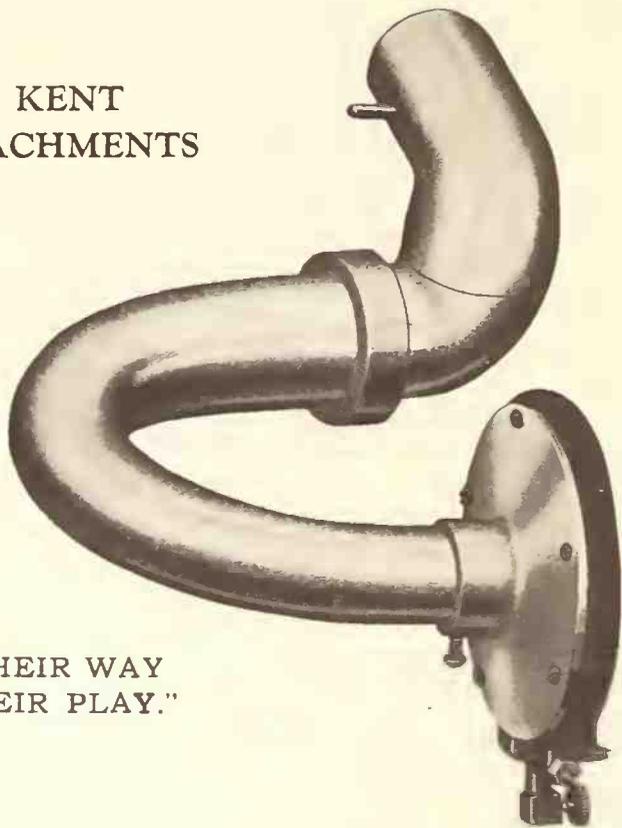
New Store in Yonkers

Frank Rice and William Rice have formed a partnership recently to operate a music business at 244 Nepperhan avenue, Yonkers, N. Y., called the Ideal Music Store.

The **KENTONE**

ATTACHMENT NO. 2

KENT
ATTACHMENTS



"WIN THEIR WAY
BY THEIR PLAY."

EXCELS IN
Value
Quality
Material
Workmanship
Simplicity
Durability
Practicability



Reg. U. S. Pat. Off.

Noteworthy for
Grace
Beauty
Tone and
Execution

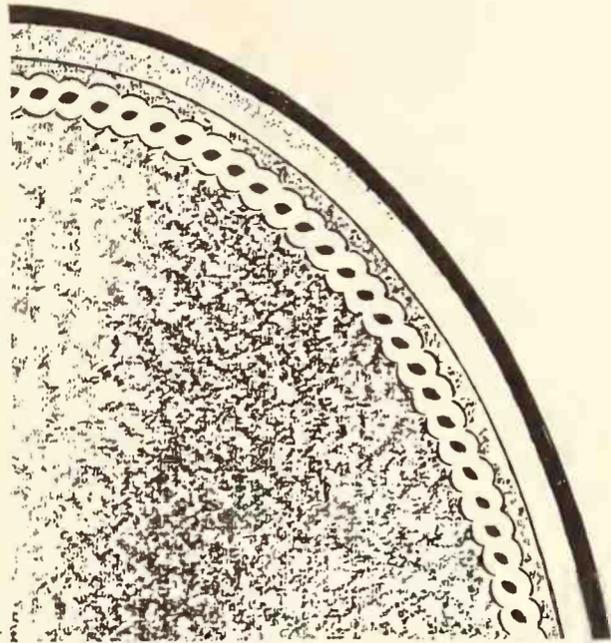
With its full curved, continuously tapered goose-neck, made of seamless brass tubing, correct in principle, faultless in design, delightfully harmonized and carefully assembled, it is

The Latest and Best Device for Playing
LATERAL CUT RECORDS on the
EDISON DISC PHONOGRAPH

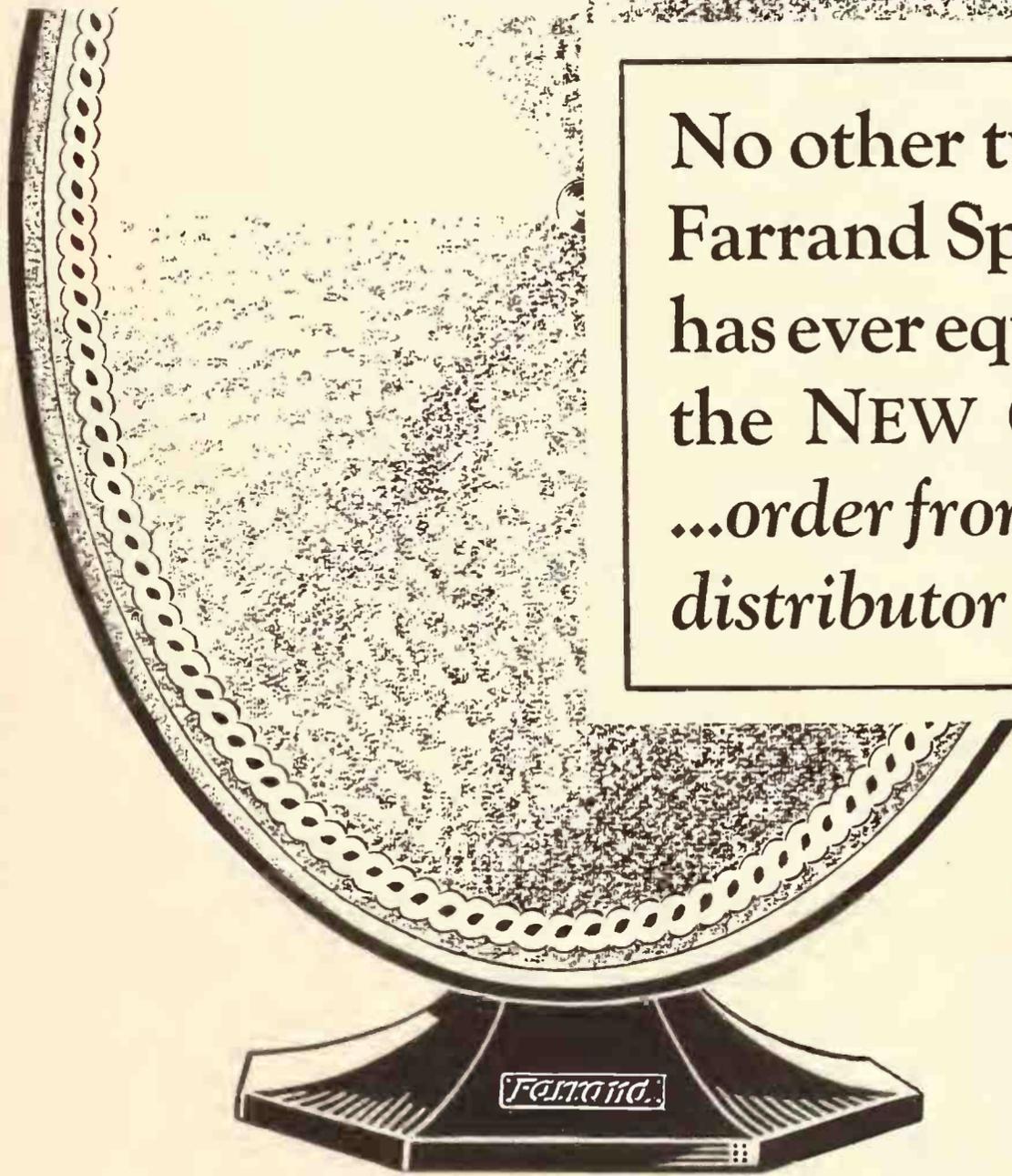
Manufactured by

F. C. KENT COMPANY, Irvington, N. J.

No other make
of the cone-
type radio repro-
ducer has ever
equalled the
Farrand Speaker



No other type of
Farrand Speaker
has ever equalled
the NEW OVAL
...order from your
distributor NOW



Farrand
NEW OVAL

FARRAND MANUFACTURING CO., INC., LONG ISLAND CITY, N. Y.

Buffalo Radio Show and Championship Bout Stimulate Radio Sales in Territory

Dealers Report That Radio Demand Was Not Temporary, but Has Continued in Stable Fashion
—Members of Buffalo Radio Trades Association Guests of Rochester Dealers

BUFFALO, N. Y., October 10.—There was some doubt about the stability of the sudden activity in radio sales immediately after the exposition of the Buffalo Radio Trades Association and preceding the Dempsey-Tunney fight in the minds of quite a number of retailers here, but this doubt has been practically removed, for the activity has kept up a holiday pace ever since that week, which shall long linger in the minds of the radio trade here. Jobbers and dealers in talking machines and radio find what seems to be a peculiar condition in their trade, and that is, sales in phonographs have greatly increased in volume simultaneously with radio.

The Buffalo Talking Machine Co. and Curtis N. Andrews each is handicapped to some extent through a shortage here of Victor models 4-40 and 10-50. In each of these the demand has been greater than the supply. Victor dealers are expressing considerable enthusiasm over the new 9-25 Electrola-Radiola, and the shipment received by the Buffalo Talking Machine Co. was moved from the floor immediately after arrival. Dealers are finding an excellent outlet for these sets.

M. O. Grinnell, sales manager of B. T. M., expressed complete satisfaction with results of their exhibit at the show, of Bosch and Murdock radio, two new lines for the house this Fall. Very satisfactory contacts were made, and a surprising volume of business was closed at the Buffalo Talking Machine Co.'s booths.

Prospects for Sparton electric radio in this territory are very bright. R. H. Davison, sales manager of H. B. Alderman Co., jobber, said that since the first of September their entire staff has been rushed with a volume of business unequalled since the busy season of last November. If this is an indication of what Fall and Winter business is going to be, Mr. Davison said, there will be little to do but fill orders. George Gleber, an aggressive Sparton dealer on Tonawanda street, was one of those to cash in on the Tunney-Dempsey fight and with the assistance of Jack Stayley, city salesman for Alderman, installed a 7-tube Sparton electric set in the Riverside Theatre, and filled the house to capacity with eager listeners to re-

ceive the returns. Since then there has been much enthusiastic praise for the Sparton set in Riverside.

Members of the Buffalo Radio Trades Association, accompanied by a peppy band, filled two buses on their trip to Rochester, where they were guests of the Rochester Radio Dealers Association. The Buffalo group was met by officials of the Rochester Association, and after parading through the principal streets of the city went to Convention Hall, where the show was under way.

F. D. Clare, of the Iroquois Sales Corp., is one of the jobbers looking forward to a big

Winter's business. September business, he said, showed an increase of 40 per cent over that of a year ago, and at the present rate October sales are going to show a vast increase over those of last month. This jobbing concern has been doing a consistently increasing volume of business in Crosley radio since the opening of the active season the first of September. Mr. Clare said that although the Dempsey-Tunney fight obviously had a stimulating effect on radio sales, this great interest has not waned to any appreciable extent, and it is expected to continue throughout the remaining months until Christmas, at least. Three booths at the radio exposition exhibited amid attractive floral settings Crosley, Bremer-Tully and Amrad, the latter a recently added set, to great advantage, and Mr. Clare is another one of the enthusiastic supporters of the show. Okeh records, particularly Polish recordings, are selling in increased numbers. Odeon records also are in better demand than for some weeks.

All Lines of Phonographs Moving Well With Approach of Fall in Columbus Area

Dealers Unanimous in Reporting Steady Sales and Bright Outlook for Coming Season—F. & R. Lazarus Complete Alterations—Heaton's Music Store Adds Columbia Line

COLUMBUS, O., October 8.—Orthophonic, Panatone and Viva-tonal machines are moving ahead in a stream in keeping with Fall expectations. Dealers are very optimistic.

F. & R. Lazarus & Co. recently completed extensive alterations and improvements to the phonograph department. New demonstration booths have been installed. Each is equipped to produce its own lighting effect, depending upon the mood of the record demonstrated, late afternoon, night, mid-day and the like are a mere matter of turning a switch. Windows too are built to permit of the most elaborate and enticing effects. "Two Black Crows," the Columbia hit, was shown with an exclusive background of black and white, which attracted much attention and sold the records. Columbia, Victor and Brunswick lines are dealt in.

The Quality Music Shop, High street, Sonora, Brunswick and Columbia retailer, states Fall trade is showing promise of a busy season ahead. The store is located in the heart of the downtown shopping district, therefore enjoys a large transient record business.

Heaton's Music Store has taken on Columbia

dance numbers and Masterworks series. Victor and Brunswick lines are also dealt in. Fall trade has opened up since the opening of school and the return of the college students. Economic conditions are steady here, therefore the flow of trade is comparatively steady.

The University Music Store, which has a large following of students from Ohio State University, is preparing for a rush of record trade, since the students are gradually coming back to the school. Dance numbers have in the past claimed first place with the pupils, Wilber Collins, proprietor, stated. Columbia, Victor and Brunswick discs are dealt in. The house has added small goods to its other lines of things musical. It is believed a large number of band instruments sales will be made to students of the University. Miss Helen Croaker is a new member of the record staff. She was formerly connected with Heaton's.

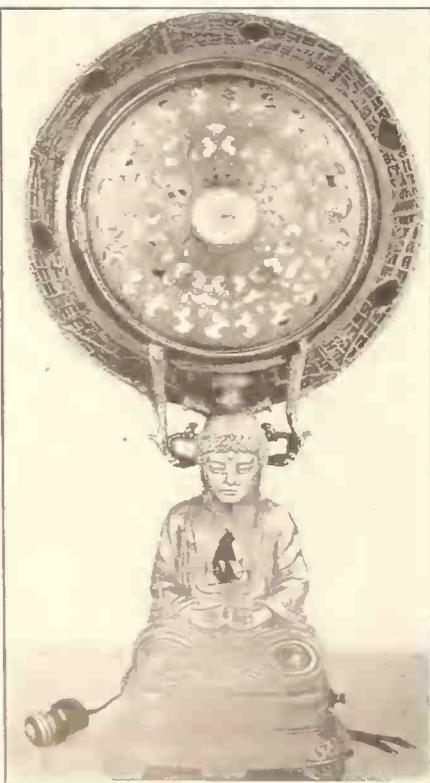
The Music Box, Max Levy proprietor, has doubled its display space and has launched an aggressive Victor and Columbia sales drive. The house has achieved much success with its plan of specializing in two or three records at a time.

The Home Music Co., exclusive Columbia retailer, according to Howard Young, proprietor, is closing an excellent Fall record and machine trade. Old Familiar Melodies, Italian records as well as current popular selections, are running up a satisfactory volume. The store was redecorated recently and new display windows installed. Mr. Young is looking forward to a brisk Autumn business.

The Snyder Phonograph Co. during recent months has experienced a fine growth in Columbia machine and record volume. Models 800 and 810 are among the most popular. The firm maintains one of the largest phonograph repair and service stations in the city. Through this department business is carried on with talking machine dealers throughout Central Ohio.

Dubilier Corp. Files Suits

The Dubilier Condenser Corp., New York City, has filed three suits in the United States District Court of Wilmington, Delaware, against the Radio Corporation of America, charging infringement of patent rights. The patents are claimed to be of great value in the radio art, and to cover the means whereby radio receiving sets and loud speakers are operated from alternating current electric light circuits. The plaintiff asks the Court for an injunction restraining the manufacture and sale of infringing apparatus and for an accounting of profits and damages.



Pat. Pending

—JOBBER—

Handle the

Oriental Speaker

New and novel design, illuminated with brilliant jewels, Buddha base, with fine clock in center of cone shield. Splendidly ornamented and perfect in tone reproduction. Connections for receiver and for lamp socket with 9 ft. cords. Arouses enthusiastic comment wherever shown. The best buy in better grade speakers. Write for attractive proposition.

Height 22 in.
Width 12 in.
Adj. Unit

LIST

\$45.00

Finishes:
Bronze
Brass
Pompeian Green
Green Bronze
Polychrome
etc., etc.

ORIENTAL LOUD SPEAKER CO.

238 Sixth Avenue

New York City

Telephone Watkins 7541



The Open Season for RADIO POWER!



"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.

THE big hunt is on! Basco dealers are out "gunning" for radio power business — and many of them are bagging the limit! The hunting is good, and profits proportionate.

Every purchaser of a new radio set is a logical prospect for a Basco Power Unit — in many instances, is pre-sold by Basco advertising which includes national and localized newspaper advertising and all sorts of effective dealer "tie-up" material — booklets, folders, window display, dealer sign, ad electros, etc.

Every owner of a radio who is still using batteries (or an unsatisfactory eliminator) can be sold a Basco Power Unit under our "satisfactory performance guaranteed" policy.

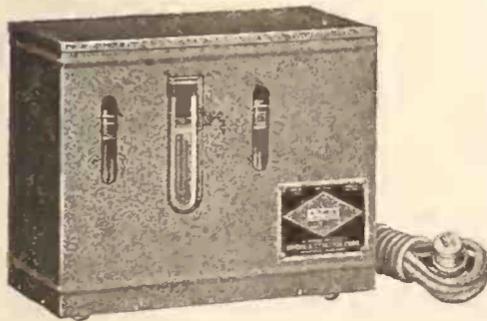
Basco reputability and Basco Power Unit performance in the home of the user stand back of the Basco dealer's endorsement of the product — safeguard his prestige and add to the good-will of his trade.

Ask your jobber about Basco Radio Power Units.

BRIGGS & STRATTON CORPORATION, Milwaukee, Wisconsin

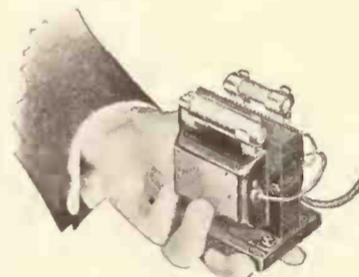


Get one of these "Authorized Dealer" signs for your store. It is the mark of super-quality radio power and dependable service. It is featured in all Basco newspaper advertisements — identifies the Basco dealer's store with Basco advertising and the Basco Line of Radio Power Units.



"A" Power — Automatic operation. Glass-jar Exide "A" battery; Basco automatic charger — full rate 2½ ampere. Raytheon tube. No line noises. Low power consumption.

Basco "A & B" Unit. Entirely automatic in operation. Radio switch controls everything. Employs 45-ampere-hour Exide glass-cell battery, Raytheon rectifying elements, and Basco automatic charger. No line noises or distortion. Entire unit contained in compact, crystalline-lacquered steel case.



Charger — Small, compact, 2½ ampere charging rate. High efficiency. No moving parts. Raytheon rectifying cartridge. Absolutely noiseless. Economical.



Cincinnati Talking Machine Dealers Report Increasing Instrument Sales

Higher-Priced Models in Greatest Demand—Records Also Moving Steadily—W. M. Purnell Joins Brunswick Sales Staff—Sprague Bros.' Radio Store Adds Record Line

CINCINNATI, O., October 10.—Dealers in talking machines report the demand for instruments and records has been increasing steadily for the past few weeks. Not only are they selling more instruments than at this time last year, but they are also selling more of the expensive models now than they disposed of then.

Sprague Bros. Radio Store, operated by Gene Sprague and William Sprague, which has just been opened at the northeast corner of Vine and McMillan streets, is carrying a line of records and may add talking machines later on. Amor Emmert, 2702 Vine street, has also added a line of radio.

W. M. Purnell, who for several years has been sales manager of the Cincinnati branch

of the Starr Piano Co., maker of the Gennett records, has joined the Brunswick sales force and is covering southern Ohio and adjacent portions of Indiana and Kentucky. E. I. Pauling, formerly vice-president of the Starr Piano Co., and who was manager of the Cincinnati branch, has retired from the business and has returned to his former home in Portland, Ind. Charles J. Meinberg is now manager of the local branch and G. E. Hunt has been made manager of retail sales.

An event which took place here the latter part of September and which was of great interest to dealers in talking machines was the big Radio Show, held up on Walnut Hills, in Hotel Alms.

G. E. Griszmer has opened a talking machine and record business at 123 East Sixth street, in the Gerke Building, in connection with the small goods store of Ray Lammers.

W. G. Woodmansee, who had retired from business for about two years, has once more opened a store, it being located in the Ninth-Court Arcade. Among the lines carried are Edison phonographs and records.

Because of the record he made as Brunswick representative in Tennessee, Frank Gaskins has been transferred to territory in central Ohio, and the former territory will be covered by R. E. Koon. "The thing that is troubling us most at this time is to keep up with the orders that are coming in for our more expensive models," explained H. H. Sellers, assistant manager of the Brunswick branch.

"The way we are shipping out records makes it seem as though it were the holiday season," stated Miss Rose Helberg, manager of the local branch of the Columbia Phonograph Co.

The Sensations of the Radio World's Fair

6th Annual
Radio Show
Chicago
Space 1-T



No. 25 Consolette
List Price,
\$70.00

—the Year's Greatest Loud Speaker Values!

AMONG the many new developments exhibited at the Radio World's Fair last month, none created wider enthusiasm than these Velvet Speakers. Interest in them was intense, with dealers and set owners alike. All were agreed that here was truthful reproduction of broadcast sound, together with unobtrusive beauty of design.

The Velvet Consolette Speaker, with its nine-foot air column horn, produces a tone of unbelievable richness, so like that of the original as to be almost indistinguishable from it. The double-stylus, balanced diaphragm aids materially in the production of

this glorious tone. The case is of beautiful walnut.

The Jewel Case Model continues daily to gain in popularity among radio lovers who demand full, rounded tone from a smaller speaker. With its 65-inch air column, the Jewel Case pours forth a surprising volume of perfectly pitched tone. There is no distortion. As its name suggests, this model represents an old-time chest for jewels. It enhances the beauty of any living-room.

See the Velvet Speaker line at the Chicago Show. The many fine models will suggest wonderful sales possibilities to you. Or write to the General Sales Office for details and discounts.

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



No. 21 Jewel Case
List Price,
\$40.00

Richmond Victor Distributor Planning to Erect Building

Corley Co., Which Suffered Large Fire Loss, Is Planning Five-Story Fireproof Building—Jack Herbert With Crosley Radio Corp.

RICHMOND, VA., October 7.—The Corley Co., Victor wholesaler and retailer, is planning to erect a five-story fireproof building on the site of its establishment at 213 East Broad street, which was recently swept by fire, and hopes to get into the new building some time next year. It is now established in temporary quarters at 217 East Broad street, carrying on business as usual. Temporary quarters were first established at 205 North Second street, being transferred a day or two later to the present site. There was no cessation of business activities, although the firm suffered practically a total loss on its large stock of phonographs, pianos and other musical instruments.

Following the fire the employees held a meeting at which wholehearted co-operation was pledged the management, all agreeing to put their shoulders to the wheel and lend every assistance possible in its time of stress. In addition to its retail store in Richmond, the Corley Co. operates similar establishments in Durham and Greensboro, N. C.

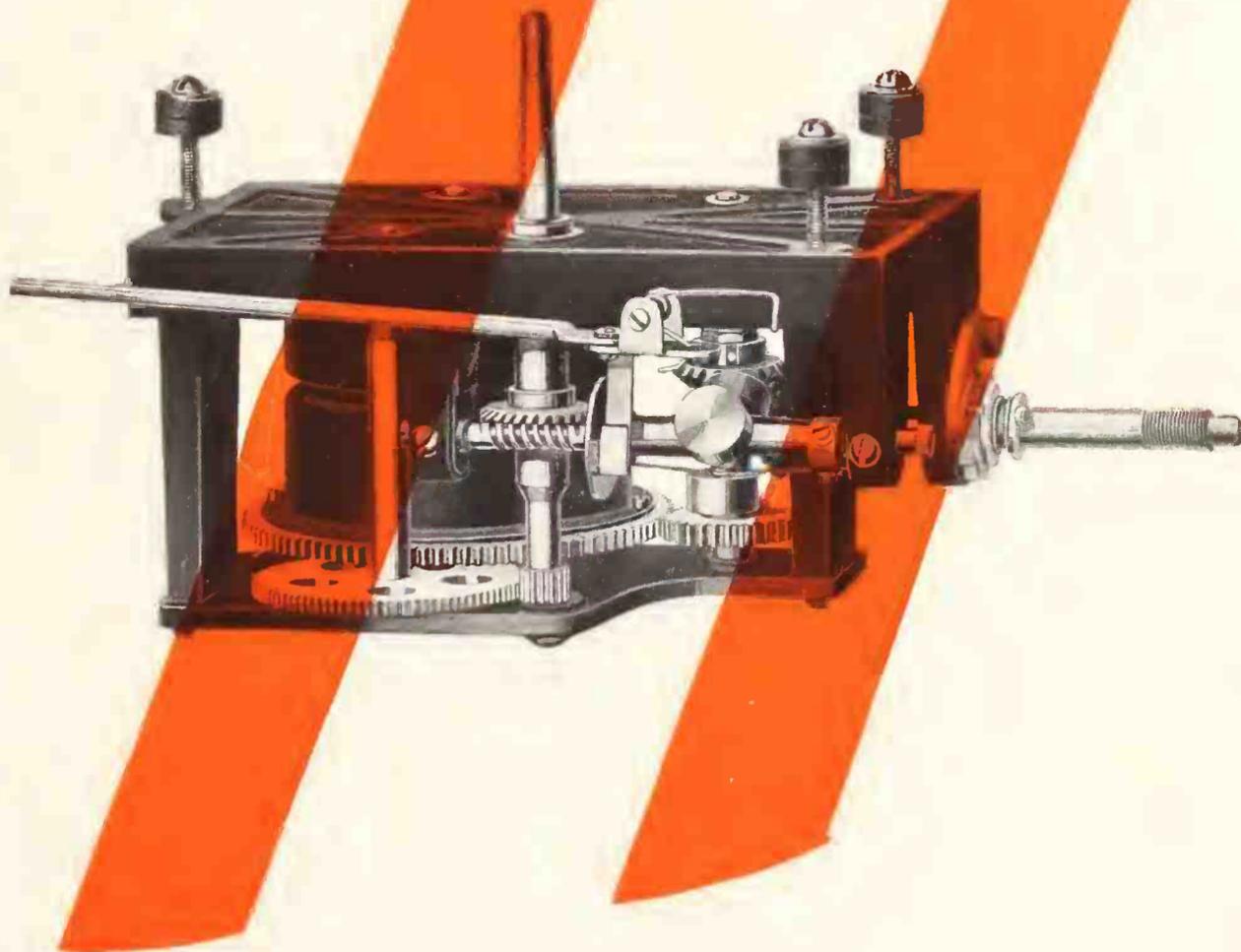
Fifteen Virginia cities have linked up with the national radio Audition program of the Atwater Kent Foundation. Music lovers in the various cities entered enthusiastically into the local contests held early in October. It was planned for the State Audition to be broadcast over radio station WRVA here the evenings of October 18 and 19. The State committee, of which Mrs. Harry F. Byrd, wife of Governor Byrd, is honorary chairman, and Frank W. Corley, vice-president of the Corley Co., is active chairman, urged all interested communities to complete their local organization without delay and arrange for selection of their candidates for the State Audition. It was announced that winners would have their expenses paid to the District Audition to be held in Atlanta, November 22 and 23. Winners of the District Audition will have their expenses paid to the National Audition in New York.

Jack Herbert, formerly manager of the radio department of the Columbia Furniture Co., of this city, is now division sales manager for Virginia and Carolina territory of the Crosley Radio Corp. Though only 21 years old, he is considered an authority on radio. He was recently appointed to his new position.

Goldberg Bros., distributors of the Lyric line of phonographs, announce the addition of John N. Walker to their sales staff. He will travel Kentucky, Tennessee and Mississippi. The firm is just beginning to develop this territory. Mr. Walker is an experienced salesman. For several years he has been traveling out of Roanoke, Va., handling another line of goods. He enters upon his new duties October 10.

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.

this is
not . . .

The story of Albert, taken captive by the Arabs and carried to the emperor of Cairo's court, where the princess of Cairo, falling in love with him, keeps him thirty years in prison for the love of his Alberta.

IT IS an Okeh Race Record for which all Okeh Dealers are receiving three Goddesses of Liberty, in silver, every time a customer asks for

8498 } LEVEE CAMP MOAN BLUES
10 in. } SECTION GANG BLUES
75c } Sung by "Texas" Alexander



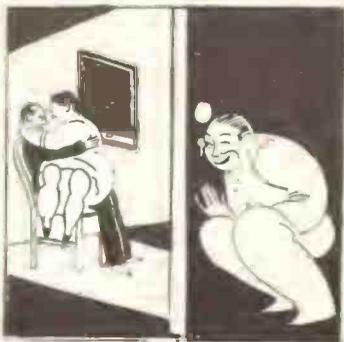
**LEVEE CAMP
MOAN BLUES**

'Tis nothing, said the bitten man, jerking his toe aloft. I did not lose ten drops of blood by the nip—it is not worth calling in the surgeon—but the police—these mean bed bugs are accessories in murder. Bring me my pen and I will write

8497 } MEAN OLD BED BUG
10 in. } BLUES
75c } ROAMING RAMBLE
BLUES
Sung by Lonnie Johnson



And he did—and Okeh Race Dealers are selling this bug-nipped Blues to all who come their way.



Keyhole Blues

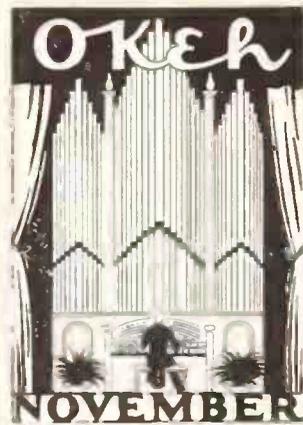
8496 } KEYHOLE BLUES, Fox-trot
10 in. } MELANCHOLY BLUES, Fox-trot
75c } Played by Louis Armstrong and His Hot Orch.

Whether by taking his eye too suddenly from the key-hole . . .

Or whether . . .

Or whether a man may fill his eye with the picture of another's pleasure—'tis certain, at least, the other eye gets a mean touch of "Key-hole Blues."

ALL OKEH CUSTOMERS are learning the bare facts as sounded on



and whom
among us can
say . . .

I am not!

Now if you were a record dealer susceptible to profits—profits in good, sound sums—profits that gave the family a happier, more luxurious home—profits that encouraged your business and aided it to grow bigger and more impressive—

Now if you were just such a man, susceptible to the human ambition of profits we would say—

Let an Okeh Distributor be the guardian of your profits, ask him—he knows best the records that sell quickly in your neighborhood. He not only knows, but has the best selling records.

Jazz records so hot flappers sunburn while they pace the modernistic measures. Songs that range from lullaby treasures to a winsome mamma and sugar daddy blues.

Ask for our latest Okeh supplements, Popular Old Time Tune and Race. If you like our generous classification, let us introduce you to an Okeh Distributor.



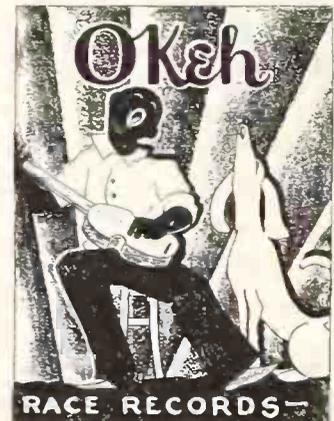
SHE'S FORTY WITH ME

8492 } SHE'S FORTY WITH ME
10 in. } GEECHIE RIVER BLUES
75c } Clarinet Solos by Wilton Crawley

Sir, said I, confusing myself—it is not my intention to ask the lady's . . .

But you may—said he, "She's Forty With Me" . . .

. . . This is a pithy problem, quoth I—to me might she be



**Okeh
ELECTRIC
RECORDS**

OKEH PHONOGRAPH CORPORATION

OTTO HEINEMAN, President and General Manager

25 West 45th Street

NEW YORK, N. Y.

Imported
ODEON
ELECTRICAL RECORDINGS

October Releases

Ludwig van Beethoven, Richard Wagner,
Franz von Suppé, Johann Strauss
and Vienna Melodies

are our ODEON features for this month

- | | |
|-----------------------|--|
| 5123
12 in. \$1.50 | THE BATTLE SYMPHONY or Wellington's Victory at Vittoria
(L. van Beethoven) Part I and II
Dr. Weissmann and the Orchestra of the State Opera House,
Berlin. |
| 5124
12 in. \$1.50 | THE BATTLE SYMPHONY or Wellington's Victory at Vittoria
(L. van Beethoven) Part III and IV
Dr. Weissmann and the Orchestra of the State Opera House,
Berlin |
| 5125
12 in. \$1.50 | DIE WALKUERE (Richard Wagner)
Wotan's Farewell and Magic Fire Spell, Part I and II
Siegfried Wagner and the State Symphony Orchestra, Berlin |
| 5126
12 in. \$1.50 | DIE WALKUERE (Richard Wagner)
Wotan's Farewell and Magic Fire Spell, Part III and IV
Siegfried Wagner and the State Symphony Orchestra, Berlin |
| 3204
12 in. \$1.25 | LIGHT CAVALRY (Franz v. Suppé) Overture, Part I and II
Grand Symphony Orchestra |
| 3207
12 in. \$1.25 | DIE FLEDERMAUS. The Bat (Johann Strauss)
Overture, Part I and II
Dajos Bela and his Orchestra |
| 3205
12 in. \$1.25 | MEDLEY OF VIENNA TUNES, Wiener Spaziergänge,
Part I and II
Edith Lorand and her Orchestra |
| 3206
12 in. \$1.25 | THE OLD TOWER OF ST. STEPHEN (Brandl-Kreisler)
OLD FOLKS AT HOME. Swanee River (Kreisler)
both played by Edith Lorand with piano accomp. |

Okeh Phonograph Corporation

OTTO HEINEMAN
Pres. & Gen. Mgr.

25 West 45th Street
NEW YORK CITY



WILLIAM
TROY



Steel

It is content to take the note and
sound it—

Pure Brilliant and True

When

the finished points of perfection
are—

Okeh and Truetone Needles

Sole Sales Agent

Okeh Phonograph Corporation

OTTO HEINEMAN, President and General Manager

New York, N. Y.

25 West 45th Street

Perfect Scores Home Run With Ruth-Gehrig Record

"Bustin' Babe and Larrupin' Lou" Make Dialogue Record for Perfect Record Co.—Dealers Supplied With Tie-up Material

One of the most timely record releases in quite some time was that of the Perfect Record Co., Brooklyn, N. Y., which placed on the market on September 30, a dialogue record, "Babe" and "Lou" recorded personally by the "home-run twins," Babe Ruth and Lou Gehrig. Placed on their counters by Perfect dealers on the day that Babe Ruth broke his 1921 record for home runs and but a few days before the start



Ruth and Gehrig Hear Own Record of the World Series, the record immediately met with a hearty welcome from the record-buying public.

The company has supplied the dealers with a number of sales aids, chief among which is a striking window poster, three feet wide by a foot and half high, depicting both of the "fence-busters" in action at the completion of their swings. In addition to the photographs the full home-run record of each of the Yankee players is given.

Prior to the game with the Washington Senators on Thursday, September 29, Ted Collins, of the sales staff of the Perfect Co., presented Babe Ruth and Lou Gehrig with the first records made and then gave a demonstration of the record on a portable phonograph with the assembled Yankee team interested listeners, as can be seen in the accompanying photograph.

The records have an added interest to the general public in that each one bears a facsimile of the signatures of Ruth and Gehrig.

Red Lion Cabinet Co. Announces Two New Models

RED LION, PA., October 4.—The Red Lion Cabinet Co., of this city, has added two new models to its line. These models were produced in time for initial showing at the New York Radio Show.

Model 9000 is of the highboy type in period design. It provides space for the chassis of the models 30 or 33 of the Atwater Kent line of receiving sets and is furnished with or without built-in speaker. When furnished without the speaker the amplifying chamber behind the grille is large enough to permit a model "E" speaker of the Atwater Kent line to be placed within it.

The model 4750 is of two-tone design and is a variation of other models in the Red Lion cabinet line. It provides space for the models 30 or 33 receiving sets and model "E" panel speaker of the Atwater Kent line. There are doors in front of the speaker and a drop lid in front of the panel of the set so that when closed all radio is hidden.

The United Music Co., which operates music stores throughout the New England territory, has opened another store at Fall River, Mass., making the eleventh store of its chain. The concern is expanding steadily.

P PERRYMAN RADIO TUBES

Three things you ought to know about right away!

1. The new Perryman A. C. Tubes.
2. The new Perryman volume discounts.
3. The new Perryman dealer cooperative plan.

Be sure you are getting the most out of your tube business and mail this coupon back to us. You place yourself under no obligation.



PERRYMAN ELECTRIC COMPANY, INC.

33 West 60th Street

New York, N. Y.

Plant: North Bergen, New Jersey

PERRYMAN RADIO TUBES

A Complete Line of Standard Equipment for every Radio Purpose

PERRYMAN ELECTRIC COMPANY

33 West 60th Street, N. Y. C.

Gentlemen: Kindly send me complete information on your new volume discounts, dealer assistance and the new Perryman A. C. Tubes.

Name

Address

.....

Metropolitan Trade Activities

Associated Music Publishers, Inc., Holds Formal Opening

The formal opening of the Associated Music Publishers, Inc., West Forty-second street, took place on Saturday, September 17, and was made a festive occasion through the co-operation of



on sale today
for the first time



We have on sale the complete line of Columbia Records—including a full line of records in 32 foreign languages.

**ASSOCIATED
MUSIC PUBLISHERS, INC.**
140 WEST 42ND STREET, NEW YORK

**MORAN
& MACK**

whose first record is the most selliest in years

ANOTHER "Two Black Crows" due today!—You've all probably laughed your heads off at the quips and jokes in the first "Two Black Crows", a Columbia record by the unimitable Moran and Mack, the celebrated black-face comedians—this is the best selling record in ten years.

Now you have a new treat in store for you, for a brand new "Two Black Crows" will be on sale for the first time today at

ASSOCIATED MUSIC PUBLISHERS, INC.
140 WEST 42ND STREET

—a double-face Columbia record check-full of rib-tickling remarks by the same famous pair—all new material and all irresistibly funny.

Don't miss this first opportunity to secure this latest batch of Moran and Mack nonsense and drollery—it will give you and your friends the laughs of your life! Ask for the new "Two Black Crows" Columbia record Parts 3 and 4. On sale, starting today.

during the following few weeks. That the new store is determined to put strong sales efforts behind the Columbia line is evidenced by the advertising which it is doing. The accompanying illustration is a reproduction of a full-page advertisement which appeared in the Evening Journal and the Daily News on the day the second record of the "Two Black Crows" was placed on the market.

September Columbia Sales Show Increase Over 1926

E. W. Guttenberger, manager of the New York wholesale department of the Columbia Phonograph Co., Inc., reports that sales for the month of September were far in advance of those of August, and showed a considerable gain over the figures for September, 1926. The increase is not confined to any one type of merchandise, but includes Viva-tonal phonographs, Columbia and Harmony portables and Columbia and Harmony records. The release of Parts III and IV of "Two Black Crows" with Moran and Mack continuing their argufying, met with a tremendous welcome, and on the day following the release of the record not a single disc was available at the wholesale headquarters.

A sample instrument of the new Columbia-Kolster Viva-tonal Electric phonograph has been on demonstration at the offices for some time past, and Columbia dealers have expressed themselves as being anxious to secure instruments to place on the market.

Lawrence J. Rooney With the Times Appliance Co.

Lawrence J. Rooney, long prominent in the talking machine and radio trade in the metropolitan territory, recently joined the staff of the Times Appliance Co., as a special representative. Mr. Rooney is doing special missionary work among the dealers, particularly those of the music field, supplementing the work of the regular sales staff.

The L. J. Rooney Co., retail music store at 1451 St. Nicholas avenue, will continue to operate under the ownership of Mr. Rooney.

Several Additions to Okeh Phonograph Corp. Sales Staff

L. E. Hilduser, manager of the distributing division of the Okeh Phonograph Corp. covering New York and the States in the Northeastern section of the country, reports that sales of Okeh-Odeon records are steadily increasing and that many new accounts are being opened. During the past few weeks more than thirty new accounts were opened in the metropolitan New York territory alone. The Caswell True-Tone portable was recently added to the lines carried, and it has met with much favor from the trade. The Distributing Division has also secured the exclusive distributing rights in the Eastern territory for the Induphon Piccolo nursery phonograph. Sales of the 3,000 and 5,000 series of Odeon recordings, consisting of European orchestral works have increased more than 300 per cent during the past month.

Mr. Hilduser has added several new men to the outside sales staff, and has revised the territory covered by the staff. The changes in the staff are K. F. Crombie, formerly with the Columbia Phonograph Co., now covering the New Jersey territory; W. E. Titus, well known in Eastern wholesale and retail talking machine circles, covers Massachusetts; C. E. Hodgkins is covering New Hampshire, Vermont and Maine, and A. J. Boudria, who has been covering Connecticut exclusively has added Rhode Island to his territory.

D. W. May Has Radio Exhibit

A complete exhibit of the radio lines carried by D. W. May, Inc., was held in the Woodward Hotel, New York, during the week of the Radio World's Fair for the benefit of metropolitan dealers. Among the lines shown were the Shamrock, Amrad and Marti receiving sets, RCA Radiotrons, Pacent speakers, Elkon products, Philco eliminators, Ray-O-Vac batteries and Superior cabinets. The display rooms and reception rooms were visited by crowds of dealers who found the May exhibit a retreat from the hustle and bustle of the Garden.

Emerson Exhibit at Astor

The Emerson Phonograph & Radio Co., Inc., had an exhibit of the products it distributes at the Hotel Astor during the week of September 19. Harry Fox, general sales manager of the company, was in charge of the display and acted as host to the many dealers who found time to visit the rooms. Among the lines shown were the Adler-Royal, McMillan receivers, Utah speakers and the Artone portable phonographs.

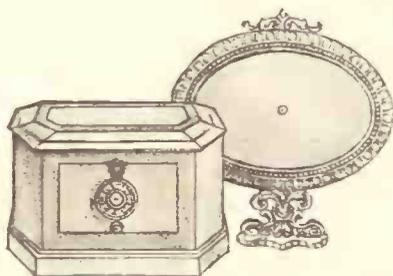
Extra Davega Dividend

The board of directors of Davega, Inc., operating a chain of talking machine, radio and sporting goods stores in the metropolitan district, recently declared an extra dividend of twenty-five cents a share and the regular quarterly dividend of twenty-five cents, payable on November 3 to holders of record of October 17.

A. R. Goldsmith a Benedict

A. R. Goldsmith music buyer for the chain of fifty-five stores of the F. & W. Grand 5-10-25-cent Stores, Inc., was married on Sunday, September 25, to Miss M. Sullivan.

Many additional square feet of floor space have been added to Silver's Music Shop, 316 Roebing street, Brooklyn, N. Y., with the completion of an addition to the store. Radio equipment and musical instruments are carried in separate sections under the new arrangement.



THE ABBEY — Patterned after an Old World jewel case. Antique walnut. Carved ornament. Equipped with the famous Splitdorf Single Dial Six-Tube Receiver. List price for battery operation \$100, for all-electric operation direct from socket without batteries or eliminators, \$175. Tubes not included. Splitdorf Period Cone Tone, \$35.

SPLITDORF Radio Receivers

A series of beautiful period furniture models

Twelve models that are leading the radio world in the new swing to beauty in appearance as well as excellence of performance. Designed after period furniture, reproducing the full beauty of line and finish.

Splitdorf is the one line offering the dealer complete coverage of the most profitable radio market, with a minimum investment.

List prices range from \$45 to \$800

SPLITDORF RADIO CORPORATION

Subsidiary of Splitdorf-Bethlehem Electrical Company

NEWARK,



NEW JERSEY

NATIONAL



The Mark of Service on Radio "A" Batteries Power Units—"B" Eliminators

To the hundreds of thousands who have purchased National Radio Batteries and Units, the name NATIONAL means service to the Nth degree.

To the jobbers and dealers handling the National line, the name National also means service — a profitable line that builds goodwill by making satisfied customers, plus a factory sales policy that guarantees protection and profits.

National's advertising in the Saturday Evening Post, Literary Digest, etc., is telling millions of radio owners about National products. And National jobbers and dealers will profit accordingly on the increased business.

Write today for details of the National Franchise

NATIONAL LEAD BATTERY CO.

General Offices: ST. PAUL, MINN.

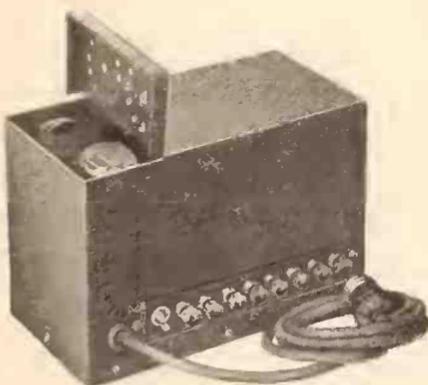
FACTORIES: St. Paul, Chicago, Kansas City, Los Angeles

BRANCHES: New York City, Dallas, Oakland, Atlanta, Portland, (Ore.) Baltimore, St. Louis, Cincinnati, Seattle



The New National Homepower is the latest type of "A" Power Unit developed. No acid—no bulb! It consists of an Elkon charging device in combination with any type or size National "A" Battery desired except type 45 Glass. The Homepower is fully automatic, complete with built-in Brach relay switch and "B" Eliminator.

NATIONAL Radio "A" batteries are available in composition containers in six sizes. They are equipped with bail handles and rubber terminal nuts. One of the terminal nuts is of red rubber to designate positive and the other black to designate negative.



The National "B" Eliminator is unquestionably the outstanding "B" Eliminator on the market this season. Operates on any set using 201A tubes or Power tubes. Has only one dial—simple and easy to operate. Taps for 45-67½-90-135 and 180 volts. Can also be used with any National Homepower Unit to give a compact, automatic, efficient "A B" Power supply.

The well-known, sturdy NATIONAL BATTERY can now be had in glass cases in three types. These cases are equipped with the three-ball type of automatic indicator which shows the condition of charge at a glance. These batteries are also complete with rubber terminal nuts.



Annual Northwest Radio Show Brings Sets and Accessories to Fore in Twin Cities

Municipal Auditorium in Minneapolis the Scene of One of the Most Successful Exhibits of Radio Ever Staged in the Northwest Territory—Other News of the Month

ST. PAUL, MINN., October 6.—Radio held the spotlight at the annual Northwest Radio Show from September 26 to October 1. The wonderful new Municipal Auditorium in Minneapolis was the setting for the most elaborate show ever held in the Northwest. Nationally known favorites were on the program. The exhibits were unusually beautiful and attracted many out-of-town dealers and the radio public.

The Kern-O'Neill Co., which took over the Columbia interest in the Northwest, has completed the first month of its new association. E. F. O'Neill, president of the company, makes the following statement: "The Kern-O'Neill Co. was organized after watching the progress of the Columbia Phonograph Co., not only in a sectional sense, but from a national viewpoint. Any observer in this industry fully realizes how a business, regardless of size, revolves around the ability of a comparatively few individuals. It was very apparent to us, shortly after the acquisition of the American Co. by Louis Sterling, that Columbia was headed for first place, or at least would contest desperately for that position. The policy followed so successfully by Andrew Carnegie was inaugurated. When men of the ability and knowledge of the industry such as Messrs. Cox, Fuhri, MacDonald and others join a company the result is inevitable. Our optimism has been justified by our first month's business. Approximately fifty new accounts opened during the first month have convinced us of the wisdom of our action. Machines are moving steadily, and the record business has been splendid. The arrival of the Columbia-Kolster, which will shortly be shown, opens up a new vista of business for the retail trade.

"The phonograph business in the Northwest is healthier than it has been in years. One might say that it is 'robust.' In conclusion we might say that the support of our friends in the Northwest has been greatly appreciated." The Kern-O'Neill Co. offices have been remodeled to make a much larger and more attractive display space, and a much improved audition room for the Viva-tonal line, and Columbia-Kolster combinations. The many friends of Mrs. Helen D. Beggs will be glad to know that she remains an associate of the Columbia Kern-O'Neill Co.

C. K. Bennett, formerly with the George C. Beckwith Co., and later of Des Moines, has gone with the Chicago office of the Brunswick Co., and will shortly visit Western points.

There have been one or two slight changes within the ranks of the George C. Beckwith Co., Victor dealer. E. E. Ells has taken over entire charge of the record department, and E. W. Brown is assistant manager to the general and radio department. There are quite a number of new salesmen, who with their territories are listed as follows: W. S. Olson, northern Iowa, Victor and radio salesman; W. H. Taplin, northern Minnesota, radio; W. J. Hoy, southern Minnesota, radio; Troll Brahy, Minnesota, Victor; A. R. Shields, North Dakota and Montana; Harry Dillon, Montana and North Dakota; F. H. Stone, Wisconsin and

northern Michigan; J. A. Williams, Twin Cities, radio, and J. E. McGarvey, southern Iowa, Victor and radio.

C. C. Hicks, sales manager of the Beckwith Co., recently returned from the Victor conference at Camden, and has since made short trips in the territory. The Beckwith Co. has six booths at the Minneapolis radio show and three in St. Paul, featuring the lines it handles.

Brunswick enjoyed a progressive month in September, and the prospects for a similar increase in the following months are excellent. S. G. Shultz, the new manager, is very well pleased with the territory.

Murray M. Kirschbaum, formerly with the L. S. Donaldson Co., and in business as a radio jobber, has joined the Brunswick force as salesman in the Minnesota and Dakota territory. H. L. Davies now covers the Twin City field.

Eddie Dunstetter, the Northwest's most popular broadcasting organist, will make records for Brunswick exclusively, according to a recent announcement.

The Panatropo radio combinations are attracting a great deal of attention at the radio show, and a heavy demand is anticipated. The Duluth show starts October 3, and Brunswick will have a complete display. Shipments are coming in on the \$1,100 and \$1,250 instruments, and there is a ready sale for the high-priced units. Brunswick is entering into an advertising feature with the Outdoor Sign Advertising Co. on seasonal displays. An unusual line of artistic and colorful posters will soon be ready for advertising by both plain and illuminated signboards. Many new Brunswick accounts were opened in September, and Mr. Shultz expects to cover part of Minnesota and Dakota territory in October.

The Miller Music Shop of Duluth is moving from 8 West First street to larger and more attractive quarters on Superior avenue.

Plaza Merchandise Designed to Boost Holiday Sales

Kiddie-Pact Portable for the Nursery Is the Leader of the Line for the Holidays

The Plaza Music Co., New York City, is featuring at this time merchandise numbers from the Plaza line designed to provide extra holiday business for the talking machine trade. The leader of this line is the Kiddie-Pact, a thin compact type of portable suitably covered for use in the nursery. Another portable talking machine featured by the Plaza Music Co. for the child is the Kiddie Kompact, a camera-style phonograph. In the record field the Plaza Co. is featuring the Little Tots' record in books of songs, games and stories for the children.

Indiana Incorporation

The Circle Sales Co., of Indianapolis, Ind., has been incorporated with a capital stock of \$10,000 to deal in musical instruments.

SCULLY

RECORDING
MACHINES

SHAVING
MACHINES

MASTER
WAX

SUPPLIES

JOHN J. SCULLY

3265 MAIN STREET
BRIDGEPORT, CONN.
TELEPHONE BARNUM 4998

Attractive Raytheon Sales Help for Retail Trade

CAMBRIDGE, MASS., October 6.—The Raytheon Mfg. Co., of this city, has recently issued a counter display card for Raytheon tubes which is being rapidly accorded a prominent position



Raytheon Counter Display

in the warerooms of a number of leading dealers throughout the country. The card is a very attractive display in colors which the dealer or jobber can use and plug the cord of the eliminator right into the light socket on the card. The BH Raytheon tube which is used in the eliminator is set in a little window cut-out, as shown in the accompanying illustration. The Raytheon Mfg. Co. is sending this new card to all jobbers and dealers requesting it.

Southern Victor Dealers Meet

NEW ORLEANS, LA., October 4.—More than 100 Victor talking machine dealers from Louisiana, Mississippi, Alabama and Texas attended a district meeting at the Hotel Roosevelt, New Orleans, last week. The program was arranged by John A. Hofheinz, manager of the wholesale department of Philip Werlein, Ltd., Victor distributor.

H. W. Murray, factory engineer and Miss Madeline Davies, in charge of Red Seal record promotional work, both of the Victor Co., were the principal speakers.



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.

TEST IT.

OUR VICTOR

Record Service

has a reputation for efficiency.

Suppose you try it

E. F. DROOP & SONS CO.

1300 G. STREET, WASHINGTON, D. C.
204-6-8-10 CLAY STREET, BALTIMORE, MD.

FADA Radio



Fada National and Local Advertising states that we guarantee Fada Receivers and Fada Speakers only when purchased from an Authorized Fada Dealer. This free decalcomania sign identifies the dealer definitely as our fully authorized representative.

A Sweeping Victory in the World's Biggest Radio Market

NEW YORK CITY obviously affords to both the public and the dealer the widest possible range of selection and comparison in radio today. Yet, it is here where every make of radio is readily available, that the phenomenal rise of Fada popularity is most noticeable. New York City is going "Harmonated Reception." It is the most interesting and most talked-of topic in radio circles today. It illustrates the value of a single sales appeal in a market where every Tom, Dick and Harry is claiming everything.

In a limited number of cities there are still opportunities for Fada distributorships and dealerships. Your city may be one of them. Wire or write today for details on America's most valuable radio franchise—the right to say and sell "Harmonated Reception."

F. A. D. ANDREA, INC., LONG ISLAND CITY, NEW YORK

Licensed under Hazeltine, Latour, R.C.A., Gen. Elec. Co., Westinghouse Elec. & Mfg. Co., Amer. Tel. & Tel. Co., patents, only for Radio Amateur, Experimental and Broadcast Reception.

There are five Fada models—all Neutrodyne receivers—priced from \$95 to \$400.
Prices West of the Rockies slightly higher.

The Fada "Special"

6 tube — 3 radio frequency stages — detector — 2 audio amplification stages. Shielded. Equalized amplification.

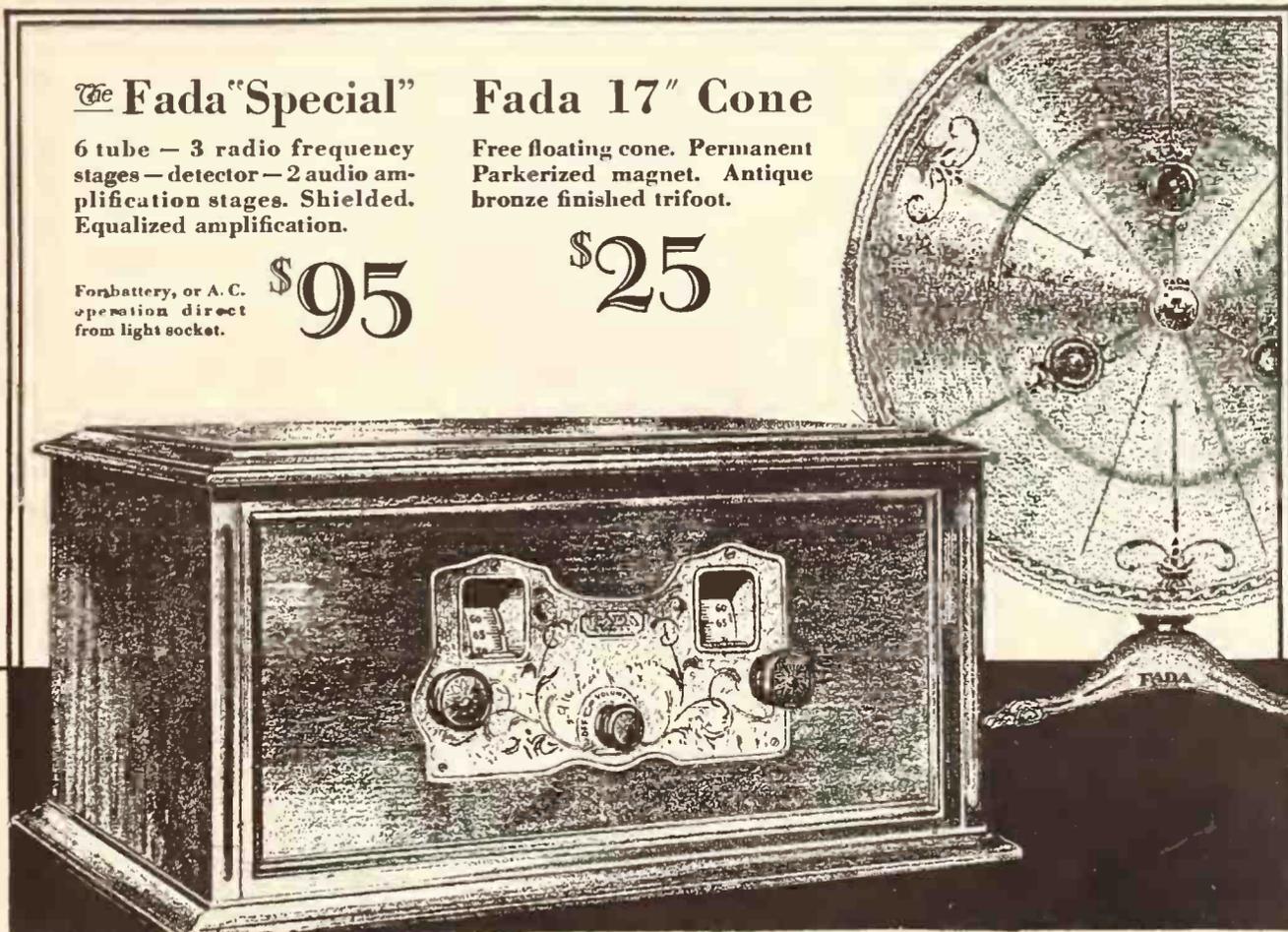
For battery, or A. C. operation direct from light socket.

\$95

Fada 17" Cone

Free floating cone. Permanent Parkerized magnet. Antique bronze finished trifold.

\$25



Fall Season in St. Louis Opens With a Spurt of Business That Creates Optimism

All Branches of the Trade, Retail and Wholesale, Expecting a Banner Year-end Business—New Models of Talking Machines and Radio Arouse the Enthusiasm of the Trade

ST. LOUIS, Mo., October 10.—Talking machine dealers and jobbers in the St. Louis territory unite in declaring that business conditions during September were unusually good, surpassing all expectations, and that the outlook for the remainder of the Fall season and Winter is exceptionally promising.

Typical of this was the statement of H. E. Brown, head of the Panatrope Sales Division of the local branch of the Brunswick Co., that "business is improving and September of this year exceeded last year's record by quite a good percentage. We are anticipating a great Fall."

The new Columbia-Kolster Viva-tonal Electric Reproducing phonograph is meeting with great reception in the territory served by the St. Louis branch of the Columbia Co., according to N. B. Smith, manager. He declared that substantial orders for this new model have already been received, and added that the consensus among local dealers was that sales of the new machine would be large.

With the Orthophonic instrument line permanently set, and with the new Electrolas and Radiola combinations arriving, Victor dealers are looking for the biggest Fall in history, according to E. C. Rauth, of the Koerber-Brenner Co., St. Louis distributor.

Special activity on the part of dealers to exploit their products was one of the dominant features of the month in the St. Louis trade territory. Foremost in this connection is the Davis Music Stores of Farmington and Flat River, Mo., Brunswick distributor. Officials of that store have devised a novel plan to obtain new prospects and new business. They take a Panatrope on a truck to small country fairs, picnics, and other similar affairs, and furnish the music. Cards are passed out which, in addition to the names and addresses of the signers, also request information as to whether the holder has a piano, music box, radio or other musical instrument.

The Brunswick Co. also reported a considerable increase in the volume of sales of Gene Austin's records as a result of the recent stage appearance here of the famous Brunswick

tenor, and the intensive sales campaign that was waged simultaneously with his visit here.

The Columbia Music Co. also conducted a campaign to boost the sales of many of the records containing scores from the musical show of "Countess Maritza," which opened the local theatre season here. The company also has embarked upon an extensive advertising campaign to exploit the latest releases of the "Two Black Crows."

The Finke Furniture Store of Evansville, Ind., Columbia dealer, has begun broadcasting Columbia records from its own radio station, with the result that the volume of sales has increased materially.

The Koerber-Brenner Co. recently conducted an important sales conference in St. Louis. Mr. Walter Hiers, of the Victor Co., stressed the entire Red Seal Program of the Victor Co., while A. R. Huffnagel, also of the Victor Co., discussed better music channels. E. R. Rauth, vice-president of the Koerber-Brenner Co., explained the new Electrolas and Radiola combinations.

Officials of Strauss & Co., St. Louis Kolster distributors, are working with Columbia officials in an effort to make trade arrangements and in assisting to train the local retail sales people in the fine points of the new Kolster-Columbia Viva-tonal Electric Reproducing phonograph.

During the month also fifty dealers and distributors representing the Kolster line met at the Coronado Hotel here and organized a Kolster Club to promote fellowship among the dealers and to discuss methods and means of marketing the Kolster radio. Lee M. Schlude, of Hellrung & Grimm Co., was elected president; E. E. Bruns, of the Baldwin Piano Co., first vice-president; C. E. Krummenacher, second vice-president, and Thomas G. Krabb, of Strauss & Co., secretary and treasurer.

Fifty members of the local Stromberg-Carlson dealer organization attended a banquet at the Hotel Chase recently. Orval C. McCann, local representative of the company, officiated, and interesting talks were made by George

A. Scoville, sales manager, and Roy H. Mason, chief engineer of the company, who came here from Rochester, N. Y., to be present at the meeting.

More than 300 Stewart-Warner dealers from Missouri, Kansas, Arkansas, Illinois and Oklahoma also attended a convention and banquet held at the Coronado Hotel here during the month. The meeting was arranged by Dan Hyland, local manager of the Stewart-Warner Co. Problems connected with the radio industry, particularly as they relate to the Stewart-Warner Co., were discussed at the one-day conference and at the dinner in the evening. Carrington Stone, chief engineer of the Stewart-Warner Co., and other officials came here to address the meeting, which was an outstanding success from every viewpoint.

Symphonic Sales Head Reports Increasing Demand

Lambert Friedl, President of the Symphonic Sales Corp., Reports a Pleasing Volume of Business With Bright Outlook for Fall

The Symphonic Sales Corp., New York, manufacturer of Symphonic Overture and Low-loss Symphonic Phonograph Reproducers, reports a



Lambert Friedl

very pleasing volume of business for August and September with all indications of a banner Fall and Winter season. In a recent chat with The Talking Machine World, Lambert Friedl, president of the company, and well known throughout the phonograph industry, said: "Our business is growing from every angle, and jobbers are actively pushing the Symphonic line as a profitable item in their catalogs. Dealers in increasing numbers find that their sales of Symphonic reproducers constitute a lucrative source of direct profit in addition to the resulting profits from increased record business and the sale of a larger number of the new type phonographs.

"If we can get a distributor in Hindustan and one in Omsk I think we will have Asia sewed up with 100 per cent distribution. Our Central and South American business is exceptionally good, and in fact we are making regular shipments to twenty-six countries outside of the United States. Within the past sixty days we have added a number of the most progressive independent phonograph manufacturers to our fast-growing list of those who are using Symphonic products in their equipment. Yes, we have every reason to state that business is fine and we are shipping reproducers as fast as we can make them. Our back-order chart is now working overtime, but recent additions to our manufacturing and shipping facilities should enable us to take care of our increasing volume of business within a very short time."



Give Efficient Service

It isn't enough for a dealer to give service. He must give efficient service—service that stands out in his customer's memory as being complete. This service must cure the trouble and be accomplished in the minimum of time, otherwise the customer's set will be a constant reminder of the necessary excessive bill which he had to pay.

In the Jewell radio set analyzer the dealer has an instrument that will equip his service men with means for quickly determining the exact trouble on any radio set, and enable them to make the proper repairs in the minimum of time.

Write for our descriptive service circular No. 1129.

Jewell Electrical Instrument Co.

1650 Walnut St.

Chicago

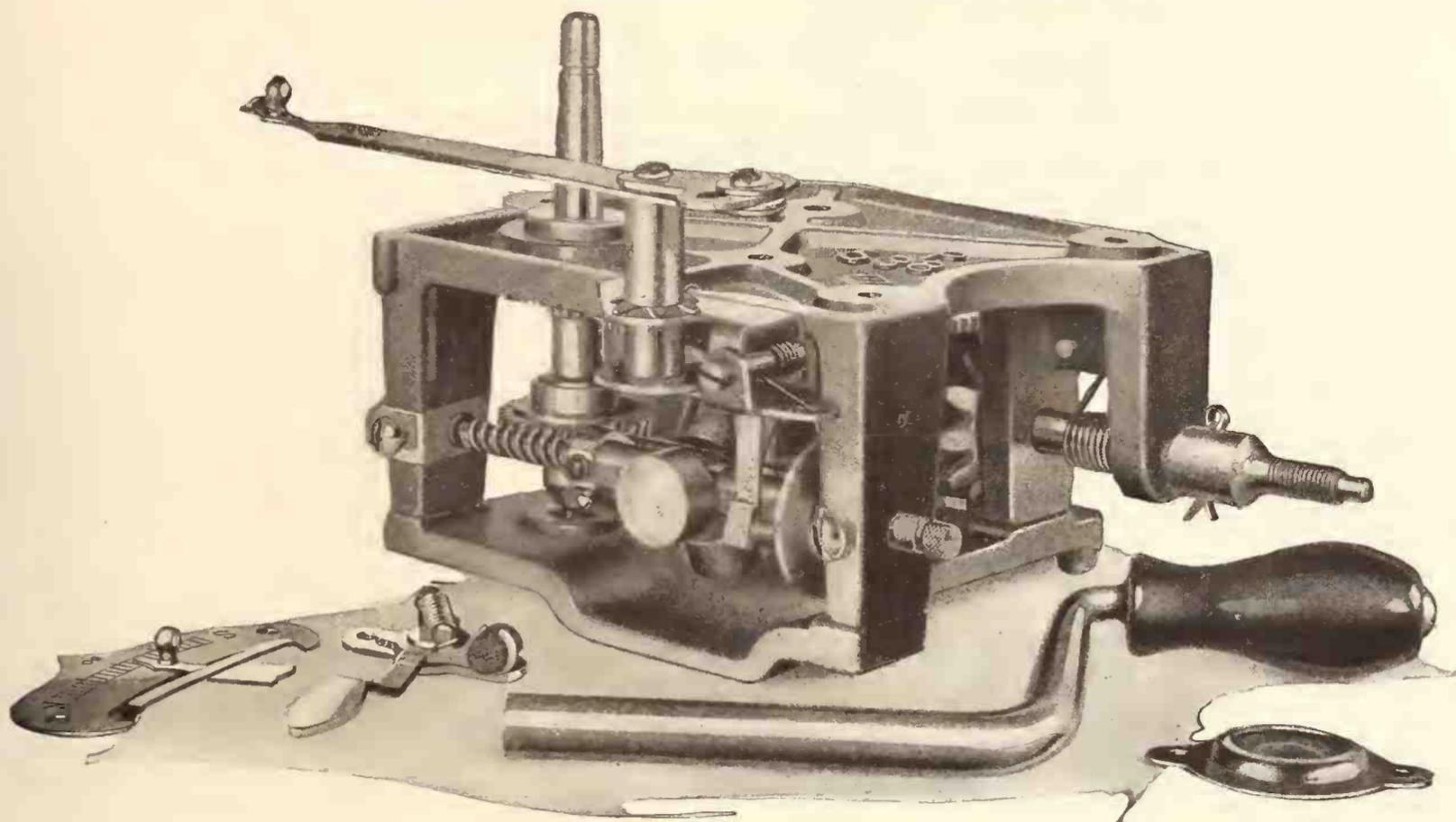
"27 Years Making Good Instruments"



Pattern No. 133 Radio Set Analyzer.—Grid, plate and filament conditions of all tubes in a radio set can be quickly analyzed. Separate terminals provide for making circuit tests with the instrument used either as a high resistance voltmeter or as a milliammeter. Scale ranges are 0-8-80-200 volts and 0-20 milliamperes.

Carrying case is genuine morocco leather covered.

Backed by 77 Guarantees!



YOU'RE as safe as the Bank of England when you sell a portable phonograph equipped with a Flyer Motor. Every part and every operation—77 in all—in the making of the Flyer is inspected and guaranteed perfect by the inspector—every Flyer must be 100% perfect before it can come to you in any portable at any price.

Cast iron frame, sinewy, athletic spring, bronze bearings, specially cut precision governors and gears—every part of the Flyer is designed and made by experts to stand years of hard use and deliver years of satisfaction.

The Flyer plays two 10 inch selections, is absolutely noiseless, and weighs but 4¼ pounds. It improves the value and helps the sale of any portable, and portables equipped with the Flyer are the safe, profitable portables for you to sell.

The
GENERAL INDUSTRIES CO.
ELYRIA, OHIO
Formerly named The General Phonograph Mfg. Co.
Makers of Precision Products for 25 Years.

Fifth Annual Radio Exposition in Kansas City Centered Attention on Radio Sets

More Than 10,000 Attended Show on the Opening Night and Attendance During the Week Broke All Past Records—Sterling Radio Co. Becomes Columbia Phonograph Distributor

KANSAS CITY, Mo., October 6.—The fifth annual radio exposition, under the direction of the Kansas City Electric Club, held the center of the stage in Kansas City during the past week. The largest and most elaborate exhibit ever staged here by the club took place in Convention Hall September 26 to October 1. More than 10,000 persons attended the first night of the opening, and the largest attendance ever recorded for a local radio show marked the event. A more extensive entertainment program was arranged this year, which provided for music by orchestras or soloists at every hour of the afternoon and evening. The Kan-

sas City Power and Light Co. orchestra furnished the music.

The dealers and distributors, more than fifty-five of them, expressed themselves as more than satisfied with the response on the part of the public. The booths were crowded throughout the afternoons and evenings and experts from various factories explained the finer points of the new models, although of course no actual demonstrations were allowed.

Both dealers and distributors had exhibits at the show. Among the distributors were the Sterling Radio Co., showing Crosley, Kolster, Zenith radios, and Columbia phonographs; the Western Radio Co., exclusive distributor for the Atwater Kent line, Philco, French and Burgess batteries; the Graybar Electric Co. showed for the first time in Kansas City the Vitaphone units for amplifying phonograph records; Mid-West General Electric Supply Co. exhibited RCA radios; Schmelzer's showed Freed-Eisemann and Mohawk; J. W. Jenkins Sons Music Co. showed the Kellogg Switchboard & Supply Co. radios, for which they are exclusive distributors in this section, RCA radios and Victrolas; A. H. Harwi Hardware Co., of Atchison, Kan., showed Steinite radios; Central States Electric Co. showed King radios, and Basco radio power units; Brunswick Co. displayed Panatropes, and combinations of Panatrope and Radiola; Gustin Bacon Mfg. Co. showed U. S. L. radios, Pathé speakers, and Peerless speakers; F. A. D. Andrea, Inc., showed the Fada radios; Richard and Conover, distributors, showed Bremer-Tully sets and speakers; Columbia Radio showed RCA sets; Gist Cabinet Co. displayed their line of radio cabinets; Beach Wittman exhibited Bosch radios; Townley Metal & Hardware Co. featured Grebe sets.

The retail dealers were the Jones Store Co., showing Atwater Kent, Crosley and Kolster; Logan Jones, Stewart-Warner; Duff & Repp Furniture Co., Stromberg-Carlson, Radiola, Zenith and others; Kansas City Power & Light Co., Kolster, RCA, Stromberg-Carlson and Brunswick phonographs and combinations; the Modern Appliance Co., Stewart-Warner; Broadway Electric, Bosch.

The Sterling Radio Co., distributors for Kolster and Crosley radios, have been appointed the exclusive distributors for the Columbia Phonograph Co. in western Missouri, Kansas and northwestern Arkansas. As exclusive representatives of the Columbia in this territory, they take the place of the Columbia wholesale branch which was under the management of W. B. Ockenden, and which has been closed by the Columbia Co.

The Sterling Radio Co. is a partnership composed of Thomas B. Lee, Thomas W. Lee, and H. C. Bonfig, who organized it for the wholesale distribution of radio apparatus in 1923.

With the installation of the new Columbia department they have rearranged and enlarged their quarters to some extent to take care of the additional stock. All the force of the Columbia branch office has gone with the Sterling, with the exception of Mr. Ockenden, who has gone to California. The field force has been increased as well. The Sterling Radio Co. has 750 active dealers in its territory.

W. C. Fuhri, of Columbia Co., on Extended Trade Trip

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., New York, is at present away on an extended Middle-western and Southwestern trip, including in his itinerary Chicago, St. Louis, Kansas City, Okla-

homa City, Minneapolis and Cincinnati. Mr. Fuhri is visiting Columbia branches and jobbers in this territory, and the reports that he has sent in to date indicate a very enthusiastic reception for the new Columbia-Kolster product. Columbia record No. 1094D representing the third and fourth parts of Moran and Mack's famous version of "Two Black Crows" is meeting with a tremendous sale, with every indication of outdistancing the original "Black Crows" record.

Alfred Marchev, of Temple, Inc., Has Broad Experience

President of Speaker Manufacturing Concern Has Had a Lifetime of Engineering Experience—Interested in Aeronautics

Alfred Marchev, president of Temple, Inc., Chicago, manufacturer of Temple speakers, has brought to the radio industry the fruits of a broad engineering technical training here and

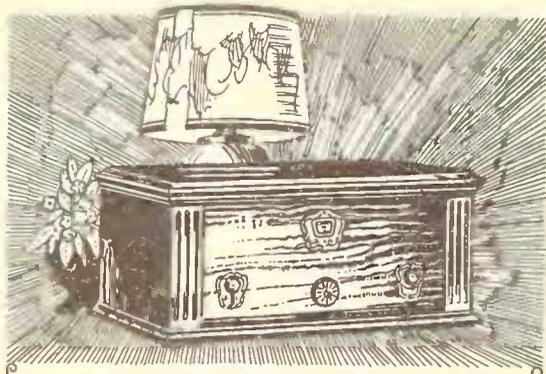


Alfred Marchev

abroad. He has been closely identified with the two major industries which have astonished the world in recent years, namely, aviation or aeronautics and radio. Mr. Marchev was born in Zurich, Switzerland, and his early technical training was chiefly in experimental work, which ranged all the way from lighter-than-air balloons to flying machines and Zeppelins. Centered around a close study of the physics of the air, he had the opportunity of working with aeronautic engineers whose exploits during the World War were to lead to the remarkable developments which to-day we see in trans-Atlantic flights and commercial aviation.

After spending a number of years in this work he came to America seeking broader experience and opportunity, and became associated with the Thomas Morse Aircraft Corp., Ithaca, N. Y. After spending several years with this organization Mr. Marchev formed a private partnership under the name of Thomas & Marchev in order to perfect a line of automatic machinery which he had invented. At the conclusion of this work he became engineer for the Ithaca Gun Co., following which he came West, joining the Western Electric Co., Chicago, as a development engineer, in charge of the engineering department.

In these years Mr. Marchev had made an intense study of radio from every angle and saw its immense possibilities for development. After four years with the Western Electric Co. he became a member of the radio division of the Chicago Signal Co., then manufacturing Temple speakers, and remained with this company until the organization of Temple, Inc., of which he is president. Associated with Mr. Marchev are F. W. Temple and Prof. P. G. Andre, who have made engineering their life work, and the success and prominence to which Temple speakers have risen is a tribute to the aggressiveness of Mr. Marchev and his associates.



STEWART-WARNER
Matched-Unit Radio

7 Signs
that will guide you
to Profit Town

Stop! Look! Listen!



Start right—it's half the finish. The road to Profit Town starts with the manufacturer. What can he do for you? Stewart-Warner starts you with a name and a line of merchandise that carry prestige and real net profit.



Caution! Sharp Curve Ahead!

What line should you carry? There's a sharp curve! Slow Down! How many obsolete radios can you recall? They took the investments of thousands of Dealers. Play safe. Travel with Stewart-Warner and you're in business to stay.



Down Grade Ahead!

Over stocking is as easy as going down hill. It spells disaster for many. Stewart-Warner Dealers carry a small, well-selected stock and draw on their nearby exclusive Distributor as needed. Quick turnover is the foundation for their success.



Change Gears! Steep Grade!

Some men won't be guided by the experience of others. They stock up heavily with the products of a comparatively new Company. Here is a dangerous situation. The dealer doesn't know if he can make the grade. Usually he lands at the bottom of the hill with an unsaleable stock on his hands.



Careful! Road Washed Out!

In spite of many warning signs, some dealers still listen to the talk of long-discount salesmen. The dealer who believes that long discounts on an unknown line mean bigger profits must find a way to get out of the hole the high-pressure salesman has talked him into.



Look! Cross Road!

Here's where the collisions occur—the crash between you and a next door competitor. Tragedy for both is the usual result. There are no cross roads for Stewart-Warner Dealers—no "next door" competitors. This danger is removed and the road to Profit Town is clear.



Profit Town—Welcome To Our City

Any Stewart-Warner Dealer will tell you he is in Profit Town. He wasn't sold by high pressure methods. He weighed all the facts and selected Stewart-Warner as the surest way. Why not investigate the Stewart-Warner plan today. The franchise in your territory may be available. Write us. We'll send a road guide to Profit Town—the safe way—the sure way—the Stewart-Warner way!

STEWART-WARNER SPEEDOMETER CORP.
CHICAGO, ILLINOIS



THE Stewart-Warner line is complete in every detail—Receivers, Reproducers and Tubes. Prices on sets range from \$50 to \$263.50. There's a model to fill every demand!

At top: Model 705, \$125
West of Rockies, \$128
Left: Model 425 Reproducer, \$25
West of Rockies, \$26



Wolf

RCA Radiotron

UNITED

HADA Radio



FROST RADIO

Cornish

DUO-CRAFT

TESTRITE

BEEDE

Rola
CONE
SPEAKERS

THE TRADE MARK
of a
reliable manufacturer
combined with that of
a dependable distribu-
tor, assures the dealer
reputable merchan-
dise and satisfactory
service

"Blackman and Dependability—
One suggests the other"

Metropolitan
One Dial Radio



Majestic



Adler

Pathex

MOTION PICTURES
for THE HOME

EVEREADY
FLASHLIGHTS
& BATTERIES
-they last longer

BRACH

Blackman
WHOLESALE DISTRIBUTORS
VICTROLAS - RADIO - ACCESSORIES
DISTRIBUTING CO. INC.

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

WESTON
PHILCO
Raytheon
THE HEART OF RELIABLE RADIO POWER

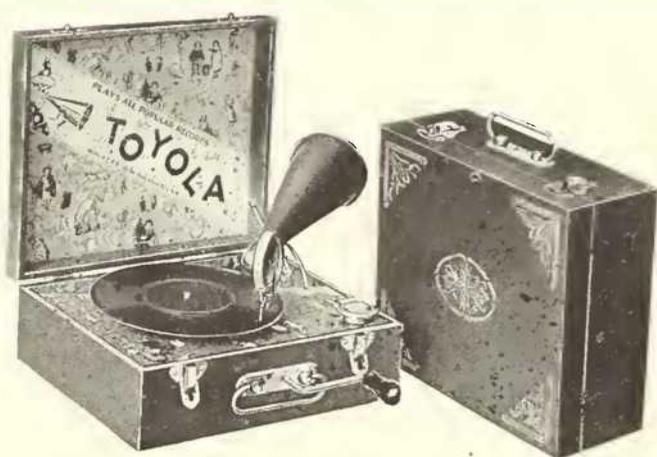
FULL WAVE

DAVY

The UTAH
BIRNBACH

THREE LATEST

— and more



A Toy Portable Yet a Real Phonograph

Substantial and durable.
Covered with genuine
Dupont Fabrikoid.

Weight only 5 lbs.
Price only \$9.50



A Compact Portable Big in Tone but Small in Size

A sensational and revolu-
tionary small portable.

Weight only 8½ lbs.
Price only \$12.00

Both models made in
six attractive colors

BERG A. T. & S. CO., INC.

BERG Artone MODELS

to come! —watch for them

TEN PORTABLE MODELS

\$9.50 to \$35



SIX CONSOLES and CONSOLETTES

\$65 to \$125

Berg Artone Grand A Strictly De Luxe Portable

With 53 inch tone column and Artone De Luxe reproducer; padded top and finest trimmings. Rich in tone and appearance.

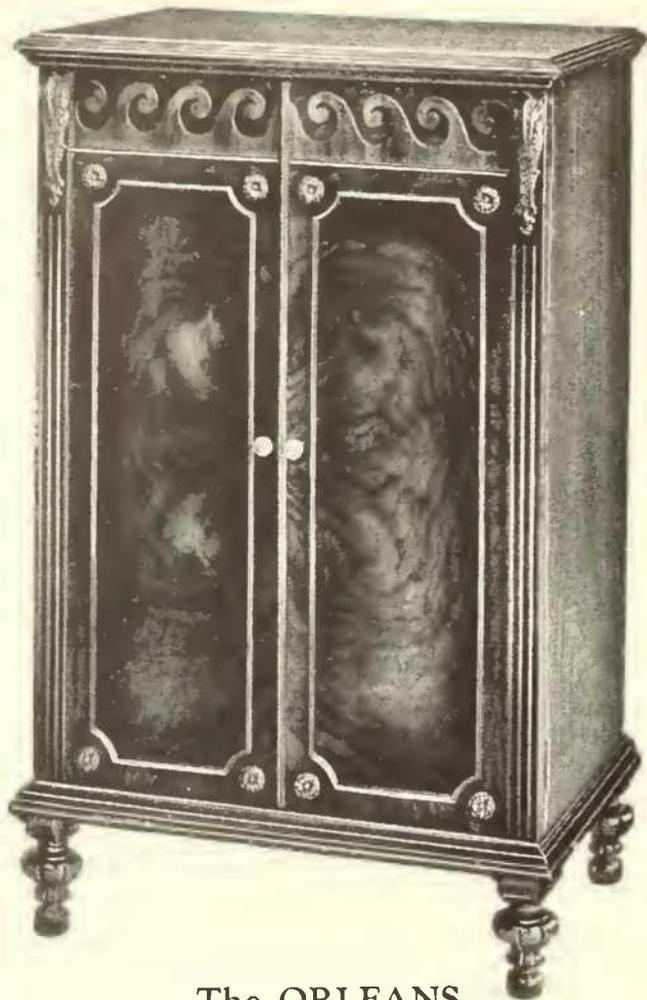
Price \$35.00
—and worth it

Ask your jobber for information on the complete line

LONG ISLAND CITY
NEW YORK



The Secret's in the Circuit!



The ORLEANS

Doors of figured walnut. Heavy plywood construction. Equipped with built-in speaker—Utah Unit. Four-foot air column. Size of top 26½"x19"x43½" high. Shipping weight, 135 pounds.

That's why the McMillan Electric operates perfectly direct from a light socket without batteries, eliminators or other devices.

A YEAR ahead in design — embodying the following 10 great features putting it far ahead of anything else of the kind ever offered.

- | | |
|----------------------------|------------------------------|
| A.C. Tubes | Selectivity |
| Patented circuit | Built-in power unit |
| Single dial control | Low operating cost |
| Low service costs | Beautiful exclusive cabinets |
| Special audio transformers | Rigid sub-base panel |

Make this the greatest batteryless receiver

McMILLAN

Trade Mark Reg. U. S. Pat. Office

ELECTRIC

5 Models
 Prices range from
 \$170 to \$325

Pacific Coast prices slightly higher



*This is all there is to it.
Write for prices now*



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, 25¾"x17½"x50" high. Shipping weight, 117 pounds.

The McMillan Radio Corporation

1421 S. Michigan Ave., Chicago, Ill.

We also make a complete line of battery models

. . . THE LINE OF DISTINCTION . . .

To Make Survey of Turnover of Radio Equipment

Electrical Equipment Division of the Department of Commerce to Receive Quarterly Statements of Sales From Dealers

The turnover of radio equipment by dealers throughout the United States will be determined by a survey that has been undertaken by the Domestic Commerce Division of the Department of Commerce.

Announcement to this effect was made in a statement recently, in which it was said that quarterly returns on questionnaires were expected from radio dealers throughout the country in order to determine the aggregate disposals of apparatus in the different areas of the country. The following is the text of the statement:

"At the request of the radio industry a comprehensive survey to determine the domestic consumption of radio apparatus has been inaugurated by the Commerce Department's Electrical Equipment Division.

"The survey will be accomplished by means of questionnaires which it is planned to send quarterly to radio dealers, starting October 1. Dealers will be asked to state the number of units on hand as of October 1 of receiving sets, loudspeakers, batteries, etc. The returns will be pooled and compiled by States and it will then be possible to ascertain the total radio apparatus on hand in a given area.

"In three months the questionnaires will again be sent out and the information received compared with the previous returns. The stocks on hand on January 1 next deducted from the October returns, plus the manufacturers' shipments during the three-month period, will indicate accurately the actual consumption of radio apparatus."

In announcing this survey the Electrical Equipment Division emphasizes the fact that the returns made by dealers will be held strictly confidential and under no circumstances will individual reports be made public.

Will Help Retail Dealers With Advertising Costs

Announcement has just been made by Powel Crosley, Jr., president of the Crosley Radio Corp., that his company will assist its dealers by paying part of their advertising costs during the coming season. This co-operative plan will apply to all dealers' advertisements above a minimum size limit.

The Crosley Radio Corp. has shared expense with its distributors in billboard advertising, etc., for several years, but this is the first move that has been made by the corporation to assist dealers in their advertising appropriations. "This plan is simply one detail in an elaborate advertising program which will carry our message to every part of the country," says Powel Crosley. "We have already launched a more extensive magazine campaign than we have ever indulged in before, and will follow it up with newspaper advertisements, billboards and other forms of advertising."

Kellogg Switchboard and Supply Co. Has New Model

To meet the demand for a complete range of prices the Kellogg Switchboard and Supply Co., Chicago, is offering to its dealers a six-tube table model, which can be retailed at \$125 less accessories. In addition there is also available in the Kellogg line a six-tube console model in a walnut cabinet, which can be retailed at \$260 less accessories. These Kellogg receivers incorporate the system of Kellogg inductive tuning and can be operated with power units or batteries.

Typical of Sterling Newspaper Advertising now appearing in the leading newspapers in the country.

Light-Socket Your Set the Sterling Way

R-81 "B" Power \$2850 complete

R-98 "B-C" Power \$3800 complete

Price plus Quality!

1 PRICE yes, but above all QUALITY. And quality in "B" power units must mean power, adjustability and dependability right down to the point of complete satisfaction. That means Sterling "B" Power quality. It means the Raytheon BH Tube, too.

2 Sterling "B" and "B-C" Power Units give the power regulation necessary for Quality Reception.

3 Too much "B" power kills tubes, tone quality and enjoyment. The adjustment of power is not added.

lift Sterling Socket Power Units OUT of COMPETITION!

R-81 "B" Power

for 3 to 8 large tube sets and for Radiolas. 160 volts at 140 mils. Silent. Raytheon BH approved. All voltages variable. "On" and "Off" control switch. Compact and permanent. Complete with Raytheon BH Tube.

\$2850

R-98 "B-C" Power

The universal "B-C" unit. Has 4 "B+" taps. Operates up to 100 mils. without hum. Maximum "B" voltage 180, "C" voltage 40. Raytheon BH approved. "On" and "Off" switch. Unsurpassed in voltage control and permanency. Complete with Raytheon BH Tube.

\$3800

Any dealer who is handling the Sterling line side by side with others knows how Sterling Units completely outsell. Why? Because time after time demonstration proves that Sterling "B" Units will *do the job* in 90% of all sets and sell at a price that 90% of radio owners will gladly pay, and will *stay sold*.

The Sterling R-81 "B" Power is the *lowest-priced* Raytheon approved unit on the market.

Sterling offers features of voltage control that enable you not only to promise but to prove real improvements in the tone quality of any set!

Sterling insures adjustment of power to the radio set of small power or abundant power for as many as 8 tubes.

Sterling offers you Raytheon approval—the green seal that means double protection—high quality performance and long tube life.

Sterling "B" Power Units offer you *quality* that builds confidence in your store, then price that is attractive to all. Sterling stands for reliability—backed by 21 years' electrical experience.

Join the Sterling fold—get the attractive dealer helps—cash in on Sterling. Write or phone your jobber.

Sterling

"B" POWER UNITS

THE STERLING MFG. COMPANY, 2831 Prospect Ave., Cleveland, Ohio

Kellogg Radio Dealers From New England at F. D. Pitts Co. Dinner in Boston

More Than Seventy-five Field Representatives of New England Distributor of Kellogg Radio Line Present—Plans and Products for Coming Year Discussed—Kellogg Executives Present

BOSTON, MASS., October 7.—What will go down in local radio history as the Kellogg-F. D. Pitts Co. dinner took place at the Copley-Plaza on the evening of September 29, this date having been selected because of the number of dealers throughout New England who would be in town for the annual radio show in Mechanics' Building, which is given consideration in another part of this issue. From every angle the occasion was a great success.

The dinner was tendered to the field representatives of the F. D. Pitts Co., and of the seventy-five men present a number came from far corners of New England. At the head table sat the leading men of the local company with H. C. Abbott, sales promotion manager of the Kellogg Switchboard & Supply Co., of

Chicago, as a special guest. Others grouped about him were L. J. Pitts, who acted as toastmaster of the evening, McC. Harlan, advertising manager of the Kellogg Co., and Allan J. Holke, field representative of the same company, both of whom came on to Boston for this dinner; William J. Parker, assistant general manager of the Pitts Co., Thomas B. Croke, service manager, and William B. Pitts secretary of the Pitts Co.; and Fred P. Oliver, vice-president, Boley-Oliver Co. of New York.

During the dinner an orchestra furnished music and when it came time for cigars L. J. Pitts called the company to order and from then on the New England dealers listened to much informing data as to the line of goods they were handling, and the up-to-date methods to be used in promoting sales.

Mr. Abbott told of the wonderful co-operation the Kellogg Co. was getting from the Pitts Co., and he congratulated the dealers in having linked up with a splendid combination. He said he was delighted that Kellogg was so strong in this field. He said the dealers knew the company's merchandise and there was no question that they heartily approved of it, and he assured the group that they were handling the highest standard of quality. There were two outstanding things about the Kellogg sets, the A C tubes and the single dial idea. He made a point in his statement that the radio public is changing, and he thought that it ought never to be lost sight of that in handling the Kellogg goods there always was flawless reproduction or, to put it another way, fidelity of reproduction. Speaking for the Pitts Co., Mr. Abbott said the dealers could be assured that they would always get the fullest support.

Mr. Oliver, who brought greetings from New York, said that this industry has got to go through identically the same experience as has the talking machine business. The Kellogg Co. is one that has been forging ahead marvelously and it has something to offer that is worthy the closest and most serious attention of the trade. He concluded with the remark that the Kellogg-Pitts make a 100 per cent combination.

From the Kellogg advertising manager, Mr. Harlan, the dealers got an immense amount of valuable information. By means of a series of charts, most creditably put together, Mr. Harlan showed the saturation point of the radio industry, pointing out that at the present time only 24 per cent of the homes in this country have a radio, and then he called attention to the vast replacement opportunities, and the value of concentration on some one particular thing, admonishing the men to always put their intensive pressure on high-grade lines. He pointed out the value of always tying up with strong manufacturers. He noted, too, the liberal policy which the Kellogg Co. pursued in its advertising co-operation with dealers.

Mr. Croke stressed the question of service and told of his visit to the Kellogg factory, where he was given the widest opportunity of studying every department at close range, and he came back fully convinced that the Kellogg goods were being made as perfect as was humanly possible.

Samuel W. Lukas Killed in Accident by Motor Truck

The metropolitan radio and talking machine trade read with sorrow of the sudden death of Samuel W. Lukas, for twenty years a member of the wholesale music-radio trade in the New York territory. Mr. Lukas was struck by a truck as he was alighting from a street car at the Bowery and Fourth street last month. He

was dragged for some distance by the truck and died a few hours later in St. Vincent's Hospital.

At the time of his death Mr. Lukas was connected with the Superior Cabinet Co. and prior to that was a member of the staff of the Wholesale Radio Equipment Co. Mr. Lukas was connected with the wholesale department of the Columbia Phonograph Co. many years ago and for a time was a member of the firm of Brunner & Lukas, handling the Adler-Royal line of phonographs.

Demonstration Is Key to Sales, Says M. C. Rypinski

Radio Reception, Due to Improved Products, Much Better, Declares Vice-President of Federal-Brandes, Inc.

Demonstration of the latest radio receiving sets will be a revelation to any one who is using a set that is two years old or older, according to M. C. Rypinski, vice-president of Federal-Brandes, Inc., makers of Kolster radio, and a member of the board of governors of the National Electrical Manufacturers' Ass'n.

"New developments in tubes and sets make possible a degree of reception with which radio of a year or two ago cannot compare," said Mr. Rypinski. "Dealers should strive to arrange a demonstration of the new sets for the conservative radio fan, who will not only be delighted but will feel a tremendous urge to become the proud owner of the latest in radio."

Northern Maine Plywood Co. Opens Offices in Boston

BOSTON, MASS., October 3.—The Northern Maine Plywood Co. has opened executive offices in the Statler Building, in this city.

The new corporation started operations October 1 in Houlton, Aroostook County, Me., for the manufacture of plywood box shooks. The company owns 10,000 acres of timberland and large tracts of privately owned virgin timber are available both in Aroostook and nearby Canada. Houlton, where the new company has its mills, is said to be the second richest town in the United States, and is located at the heart of this timber district.

The incorporators of the Northern Maine Plywood Co. are experienced plywood box manufacturers. The treasurer, Allen Quimby, assisted in clearing the land in northern Aroostook for his first mill in 1903. He was one of the pioneers in veneer manufacturing in New England, and has headed several large and successful companies.

The president, T. R. Winchell, began his apprenticeship in the veneer industry in 1908. He worked through all the departments in the mills and later managed them. For some years he has been identified with the marketing of the products, and was formerly vice-president of the Atlas Plywood Corp.

S. J. Antworth, vice-president and in charge of the company's mills, was born and brought up in the Aroostook woods. His entire life has been spent in timber operations and lumber mills, and since 1912 he has been superintendent and manager of plywood shook plants.

Opens Store in Macon

A new music store, the Custis N. Guttenberger Co., was opened at 208 Cotton avenue, Macon, Ga. The new store will carry victrolas, pianos and other musical instruments.

MAGNAVOX Magnetic Cone Speaker



M-7 Unit

Distortion-free on
power tube volume

This speaker goes far beyond previous magnetic cone reproducers. By reason of the new type pole piece construction, patented by Magnavox, new beauty of tone and new range of equalized volume are possible.

The M-7 passes low frequencies down to about 100 cycles with substantial volume. It also reproduces unusually high frequencies without distortion provided tubes are not being overloaded. It is extremely sensitive and responds easily and with a little energy to weak signals and low notes. Takes volume from biggest sets and power tube.

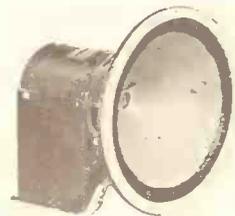
The unit is only 8 5/8" in diameter,—it fits into any radio or phonograph cabinet and is simple to install, only 4 screws to turn. Unit list price \$15.00.



Warwick Cabinet Model

Has standard M-7 unit mounted on beautiful burl walnut circle on enameled metal base. List \$27.50.

Dynamic Power Cone Speaker



Built under electro dynamic patents made famous by Magnavox. Operates from A battery. Gives full power volume but at a fraction of the cost of other power speakers. You should hear this speaker and realize the great advance in musical reproduction. R-4 6-volt unit \$50. In mahogany cabinet \$75.

R-5 110-volt D. C. unit only for electric phonograph and A. C. circuits \$55.

Send for Speaker Bulletins

They give full information on Magnavox magnetic and dynamic type speakers. We will also give name of your nearest distributor.

THE MAGNAVOX CO.

OAKLAND, CALIF.

Chicago Sales Office, 1315 S. Michigan Ave.

MICA DIAPHRAGMS

For Loud Speakers and Talking Machines
RADIO MICA

American Mica Works

47 West Street

New York

A NEW IMPROVED UNIPOWER



* Gould Kathanode batteries were first developed for navy submarines. They have been used both here and in Europe for years. With Kathanode design, porous mats of glass wool are placed next to the positive plates. They serve two purposes; first they prevent buckling or disintegration of plates due to continuous charging or overcharging; second, they constantly draw fresh acid to the plates by capillary attraction, thus increasing power and efficiency of the battery. In radio operation, furthermore, the smooth even current supplied by Kathanode batteries is found to improve greatly the results given by any set.

The same reliable tested design plus KATHANODE *

A new submarine type battery element gives Gould Unipower still longer life—and practically ends all service expense.



Dealers have always sold Gould Unipower with full confidence in its reputation for perfect performance and reliability. The same time-tested design that won this reputation is retained in the new Unipower.

But in the hidden battery element is an important improvement—almost a sensational advance. Gould Kathanode* construction—an exclusive feature, first

developed for Gould submarine batteries, is now applied for the first time to radio.

This latest advance greatly increases the life of Unipower, lessens care, reduces the chance of damage from careless or inexperienced operation, and improves the results from the set.

The new Gould Unipower appeals to both kinds of customers—those who know so little that they want “fool-proof” equipment; and those who know so much that they understand why Kathanode means a new standard of performance and durability. For full details write at once to the Gould Storage Battery Co., Inc., 250 Park Ave., New York City.

The new
 IMPROVED

Unipower

A GOULD PRODUCT

Leading Lines of Radio and Accessories Featured at Annual Radio Show in Boston

Music and Radio Trades Turned Out in Force to View the Many Fine Exhibits—Attendance Records Smashed—Business Improved as Result of Show—Other Trade Activities

BOSTON, MASS., October 8.—Business here has started off in a way to greatly encourage the trade. Comment of a not altogether optimistic nature is not applicable to all dealers, for there are some going concerns that have begun the Fall season well, and this is quite true, also, of the jobbers such as the Eastern, the Brunswick and Sonora, which make encouraging reports.

The big radio show of the last week of September in Mechanics Building proved a tremendous stimulus to business and in point of attendance it was the biggest show ever, which naturally is an indication of the growing interest in radio, though patrons also had an opportunity of inspecting some fine new models of talking machines.

Columbia Headquarters a Busy Place

There's no feeling of discouragement at the Boston headquarters of the Columbia Co., where one finds Manager "Bill" Parks in a highly elated frame of mind, and why not, when he reports that the Columbia business has practically doubled all over the country, which means that his department has done a lot to bring about such a creditable showing. And speaking of individual numbers of the Columbia list, he says that the second edition of "Two Black Crows" has orders ahead which are phenomenal, the number and volume of orders being way beyond expectation. As might be the expected thing, the Masterworks are doing splendidly.

Among some of the new converts to Columbia as a worth-while proposition, and especially the New Process records, are the C. C. McCoy Stores, Inc., which maintain places at Hartford, Waterbury, New Britain and Torrington, Conn., Forbes & Wallace at Springfield, Northampton and Greenfield, this State, and Fred Gardner's Temple of Music at Lawrence.

A Boston visitor, here for a few days the end of September, was John C. Hodge, field representative for the Columbia trade promotion department, who has a lot of friends here.

Two new employes just added to the Columbia Co.'s Boston staff are Kirk Boot and Joe Donohue. Unfortunately the latter, just as he was about to begin his work, was stricken and had to go to a hospital for an operation. However, he is mending fast and is likely to be at work in a week or so.

Manager Parks was in New York for a few days, motoring over the road, having gone to the metropolis to confer with Vice-President and General Sales Manager W. C. Fuhri.

Radio Show Draws Public

Additional interest was given the annual radio show in this city this year by the inclusion of aeronautical exhibits. The exposition, which was given in Mechanics Hall the latter part of last month, attracted the entire attention of the music and radio trades and many of the leading houses were represented by exhibits.

The latest models of the Atwater Kent line dominate several of the booths. In addition to the company's own exhibit, both the J. H. Burke Co. and Howe & Co., local distributors, featured the A-K products. M. Steinert & Sons and the Eastern Talking Machine Co. were both represented at the show, and the Atwater Kent line occupied a prominent position in each of these booths. The Sonora line was featured in a display of the J. H. Burke Co., distributor.

Among the other exhibitors were Stromberg-Carlson Tel. Mfg. Co., represented by the local district manager, Arthur W. Chamberlin; Drayton-Erisman, Inc., featuring the "Gloritone," an electric phonograph and radio combination, Freed-Eisemann Radio Corp., Bush & Lane Piano Co. and the Q R S Co.

Outlook for Brunswick Is Excellent

Manager Harry Spencer, speaking for the Brunswick, says that business has made a good start for the Fall and Winter seasons, and he sees no reason why it should not gather impetus as the weeks roll on. Two Brunswick men who have just been in town and who share Harry

Spencer's views are J. E. Henderson, manager of the record sales department, and Robert Jackson, sales manager for Chicago. A new man just added to the personnel of the Brunswick is W. H. Stevens, who is in charge of the record department, succeeding Edward Richardson, who has gone back on the road.

Many Visitors to Burke Headquarters

During the week of the radio exhibit the Burke headquarters was the rendezvous of a number of dealers, but they did not see much in the display room, for with constant deliveries and the demand made upon the stock at the show there was little goods on hand, though it was quite another story in the large stock rooms which were filled to the ceiling with goods. Indeed the storage facilities are being so taxed that extra space will soon have to be leased outside.

Some of the welcome visitors to the Burke warerooms were B. C. Collamore, of Philadelphia, sales manager of the Atwater Kent Co.; W. E. Richards, field manager of the same company, as well as others from the same concern; George E. Coleman, of the Red Lion Cabinet Co., and Arthur E. Fair, of the Pooley Cabinet Co., of Philadelphia, and they all were most enthusiastic over the Fall and Winter prospects.

Thomas E. Burke—"Tom" he's known by the trade—went over to New York for the big radio show there during September, and he also took the opportunity of looking over the new Sonora line which is now ready for the Fall trade.

Jordan Marsh Co.'s Fine Exhibit

During the radio show week there was an extensive exhibit in one of the Washington street windows of the Jordan Marsh Co., which included the New Victor 8-30-S model, with a special arrangement whereby the Orthophonic tone chamber can be used as a loud speaker, according to the announcement. There also was a Stromberg-Carlson art console radio receiver. The exhibit attracted considerable attention.

Lang Bros. Music Store, South Bend, Ind., recently moved to new and larger quarters at 119 West Washington avenue. This store carries a full line of Brunswick Panatropes and records, Atwater Kent and Sparton radio receivers and several nationally known piano lines.

Everything For Everybody



The Victor line for this Fall is the most complete in trade history, with an instrument of type and price to meet practically every requirement. Never before has the Victor dealer had such a money-making opportunity. Are you prepared to get your share?

Ditson Service Will Help You

Oliver Ditson Co.
 BOSTON

Chas. H. Ditson & Co.
 NEW YORK



With
Cunningham
 RADIO TUBES

in every socket

any good radio receiver can
 deliver its utmost in tone quality

Music dealers everywhere will be interested in the Cunningham merchandising and sales helps now ready for the radio season of 1927. The illustration above shows a suggested window trim using the entire set of 6 Cunningham displays made in full color lithography.

In selling Cunningham Radio Tubes as equipment for every socket in every set that leaves your store, you have insured customer satisfaction and customer satisfaction is your greatest asset.

*Twenty different types — all
 in the Orange and Blue carton*

E. T. CUNNINGHAM, Inc.

New York

Chicago

San Francisco

Phonograph Business in Europe Booming Says Otto Heineman, Home From Abroad

President of the Okeh Phonograph Corp., Who Has Just Returned From a Ten Weeks' Trip in Europe, Gives Some Interesting Facts Regarding Business on the Continent

Otto Heineman, president of the Okeh Phonograph Corp., New York, returned on the "Mauretania" recently, accompanied by Mrs. Heineman, after spending ten weeks abroad on a combined business and vacation tour during



Otto Heineman

which he visited Germany, France, Switzerland, Italy and England.

In an interview with The Talking Machine World Mr. Heineman stated that he found phonograph conditions throughout Europe far beyond all his expectations, with every indication of 1927 being the best year in the phono-

graph history of the past decade. Radio has not exerted any appreciable influence upon the buying habits of the people throughout Europe and the sale of phonograph records today is greater than ever.

Mr. Heineman found the leading phonograph factories working day and night to take care of their orders. The new electrical recordings which are also made in Europe have aroused a decided interest on the part of the public and are meeting with the increased appreciation of music lovers. Recent recordings made by the leading companies of world-famous orchestras conducted by men like Weingartner, Strauss, Wood, Bodansky and many others have won the enthusiastic commendation of musicians and critics as well as the praise of the general public.

Economic Conditions Improving

Economic conditions in Europe are steadily improving, unemployment is decreasing and a better feeling is prevailing in industrial circles all over Europe. In Germany, especially, economic conditions have improved. Deposits with the savings banks have increased very heavily during the last twelve months, and so have the deposits with other banks. Leading bankers and industrialists look forward to further improvements. If the German industry today is again able to work, it is largely due to the working capital which has been provided the last few years by American investors.

"I had the great fortune to discuss the German economic situation with one of the financial leaders of Germany," said Mr. Heineman, "and he expressed himself very clearly that he considered Germany absolutely sound, and that investments made the last few years could

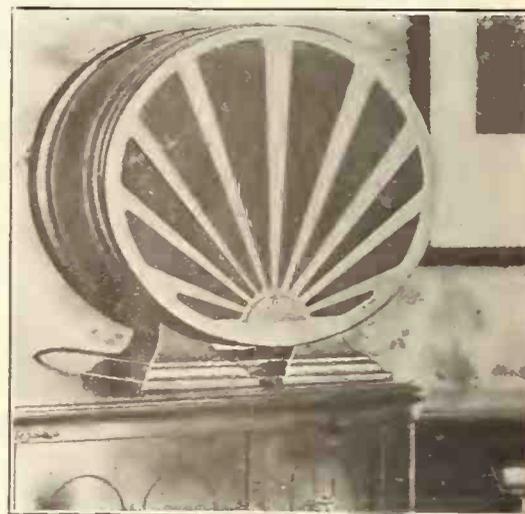
be considered as safe and good. There is no doubt in the mind of German leaders that the Dawes plan will be fulfilled to the limit, but there is a serious doubt in the minds of bankers how the Allies will be able to withdraw from Germany these large amounts of reparation payments without endangering the German financial structure."

Optimistic Over Outlook

Upon his return Mr. Heineman was delighted to find that the Okeh Phonograph Corp. as well as the other companies with whom he is connected had closed an excellent business during the Summer months, and, judging from the volume of business now on hand, the coming season will be the best in many years. Record business is far ahead, and the report received from the American phonograph industry as a whole indicates a substantial prosperity throughout the country.

Operadio Speakers Popular With the Trade and Public

The Operadio Mfg. Co., Chicago, which entered the field of loud speaker manufacture several months ago, is receiving an unusual demand for the Operadio Bloc-type speaker, which is sold to the trade through the Zinke Co., also



Operadio Senior Model Speaker

of Chicago. There are three speakers in the Operadio line, and according to the manufacturer neither a cone nor a horn is used, but a coiled exponential air column is fashioned in a solid block of inert material called Stonite, which it is said prevents distortion and wave absorption. The three Operadio speakers are known as the Junior, with a thirty-inch air column, the Senior with a 54-inch air column, and the DeLuxe, a walnut cabinet speaker, with an 84-inch air column. In addition these speakers are also produced in a manufacturing type for radio set manufacturers.

The Senior Model Operadio speaker shown in the illustration weighs twenty-five pounds and is especially designed for great volume and clarity. It is finished in gold and brown, leatherized, and stands twelve inches high. The Operadio speaker unit is of the balanced armature type and has been designed to match the air column.

New Crosley Distributor

The Emmons-Hawkins Hardware Co., Huntington, W. Va., has made arrangements to handle the Crosley line of radio sets and accessories this season. The firm will be a wholesale distributor with West Virginia and part of Kentucky as its territory.

H. H. Southgate a Daddy

H. H. Southgate, sales manager of Federal-Brandes, Inc., manufacturer of Kolster radio, and Mrs. Southgate are enjoying letters and telegrams of congratulation on the arrival of Richard Southgate, a young radio salesman weighing eight and three-quarter pounds, at their home in Bloomfield, N. J.

Announcing

TALK BACK

The PERSONAL Recording Instrument

Attaches to any Phonograph



Will Record Voice, Music, Radio

A practical instrument that will make and play records on any phonograph. The patented double-faced composition records reproduce good volume, are permanent and can be played any number of times.

Records play two minutes on each side.

There is absolutely nothing on the market to compare with it.

Sells itself, appeals to all. A sensational \$7.50 seller. Repeat sales on records make it the outstanding money maker of the music trade.

Patented and Manufactured by

Pacific Recording Instrument Co.

Central Manufacturing District

LOS ANGELES, CALIF.

List Price, \$7.50

Three Double Face Records

\$1.00

Jobbers Mail This Coupon

Pac. Recdng. Instr. Co., 4703 E. 50th St. Los Angeles.

Please ship sample Talk Back and records and jobbers' proposition.

Firm Name

Street

City

State



The
Majestic
Most popular "B" Power Unit
for radio sets in the world

*The Super "B," illustrated above
is only \$29.50, complete with
Majestic Super-Power
B-Rectifier Tube.*

GRIGSBY // GRUNOW // HINDS // CO 4572 ARMITAGE AVE. CHICAGO-ILL.

Beethoven and Schubert Favorites of Radio Fans

New York Edison Co. Reports Interesting Results From Questionnaire Designed to Determine Musical Tastes of Listeners-in

A nation-wide expression of opinion by radio listeners shows that the favorite composer is Beethoven, and Wagner's overture to "Tannhaeuser" the favorite type of music, according to a statement made public recently by Arthur Williams, vice-president Commercial Relations of the New York Edison Company. These opinions were obtained through a questionnaire recently distributed by his company in connection with the Edison Hour, which is broadcast weekly over WRNY.

"The standard of musical taste of radio audiences is very much higher than perhaps it is commonly rated," said Mr. Williams, reviewing the results of the questionnaire, in which 4,800 radio listeners cast a total of 79,800 votes for fifty composers and eighteen types of musical compositions. "Following close after Beethoven—considered by musicians the master of composers—with 3,245 votes, comes another of the great immortals, Franz Schubert with 2,971 votes. Third is our popular American composer, Victor Herbert, whom 2,935 of the 4,800 included in their preference.

"Second in popularity to Wagner's masterpiece, the overture to 'Tannhaeuser,' as a type of musical composition, comes the 'Poet and Peasant' overture by Franz von Suppe, with the 'Marche Militaire' of Franz Schubert third. The musical tastes of men and women are practically alike. Instrumental solos proved to be more popular than vocal solos, with 2,720 votes favoring the former, and 1,422 for the latter; 2,110 votes were cast for orchestral music alone.

"One of the significant things shown in the questionnaire, which seems to indicate that the tastes of listeners everywhere are alike, is that the relative positions of the leading composers

and compositions were the same for each thousand of the questionnaires tabulated. The space left on the questionnaire for remarks provoked much lively comment. The men had more to say and were much more positive in their opinions than women. Thirty asked for jazz and more than 135 denounced it in no gentle terms.

"Radio announcements came in for their share of comment. Seventeen hundred and forty-one desired brief announcements, while 2,465 indicated a preference for longer descriptive announcements. Few, however, contented themselves with a mere indication of choice. The opinions of most on this score were expressed very definitely and positively and even at great length.

"In the few questions appended concerning the broadcasting of household matters the women indicated a preference for talks relating to cooking."

The first ten composers in order of choice are Ludwig van Beethoven, Franz Schubert, Victor Herbert, Richard Wagner, Felix Mendelssohn, Fritz Kreisler, Franz Liszt, Charles Gounod, Peter Tschaikowsky, Wolfgang Amadeus Mozart.

The first ten compositions are Overture to "Tannhaeuser," Wagner; "Poet and Peasant" overture, von Suppe; "Marche Militaire," Schubert; Fifth Symphony, Beethoven; Unfinished Symphony, Schubert; Ballet Music from "Faust," Gounod; "Meditation" from "Thais," Massenet; "Liebesfreud," Kreisler; "H. M. S. Pinafore," Sullivan; Nutcracker Suite, Tschaikowsky.

Following are the results of the questionnaire. The figures indicate the number of votes:

1. Overture to "Tannhaeuser" (2778), Richard Wagner.
2. "Poet and Peasant" overture (2631), Franz von Suppe.
3. "Marche Militaire" (2578), Franz Schubert.
4. Fifth Symphony (2525), Ludwig van Beethoven.
5. Unfinished Symphony (2363), Franz Schubert.
6. Ballet Music from "Faust" (2243), Charles Gounod.
7. "Meditation" from "Thais" (1941) Jules Massenet.
8. "Liebesfreud" (1912), Fritz Kreisler.
9. "H. M. S. Pinafore" (1675), Sir Arthur Sullivan.
10. Nutcracker Suite (1619), Peter Tschaikowsky.
11. "The Firefly" (1600), Rudolph Friml.
12. "Symphonie Pathetique" (1518), Peter Tschaikowsky.

13. Dagger Dance from "Natoma" (1495), Victor Herbert.
14. "In the Morning" (1318), Edward Grieg.
15. "Invitation to the Dance" (1282), Carl Maria von Weber.
16. Overture to "The Marriage of Figaro" (1178), Wolfgang Amadeus Mozart.
17. "Scherzade" (970), Nikolai Rimsky-Korsakoff.
18. "Poupee Valsante" (521), Edwin Poldini.

Registers Complaint With Federal Radio Commission

Formal complaint has been made to the Federal Trade Commission at Washington by Arthur D. Lord, receiver of the DeForest Radio Co., Jersey City, N. J., against the "tube" clause in the licenses issued by the Radio Corp. of America to a number of important radio manufacturers throughout the country.

This is the clause in the license agreement which compels the licensees to buy from the Radio Corp. of America the tubes "required to make initially operative the apparatus licensed," according to the announcement, and it is charged that under this clause the DeForest Radio Co. and other independent tube manufacturers are prevented from selling tubes to the licensees. For this reason the complaint charges that the Radio Corp. of America will have a monopoly of vacuum tube sales for receiving sets in the United States, thus violating the Clayton Anti-Trust Law and the Federal Trade Commission act.

Brunswick Dividend

The directors of the Brunswick-Balke-Collender Co. authorized a dividend of 1¾ per cent, payable October 1, 1927, on the outstanding preferred stock of the company, as of record September 20, 1927.

The Salak Bros. Piano Co., Racine, Wis., has been enlarged and entirely redecored. The Brunswick line of Panatropes and records is carried. This company is one of the best known in this section of the State.



New!

A Low-Priced Full-Curved Arm by ORO-TONE!

Here is the ORO-TONE'S latest offering—the Model M-1 full-curved brass and copper tone arm. This is a standard size, high grade, full-curved arm that is made available to you at a remarkably low price.

The new Model M-1 arm has all the features embodied in the construction of the highest quality product. It is so solidly and substantially made that we guarantee it unreservedly. The throw-back is our own lock nut type. This positively prevents looseness or binding, yet the throw-back goose neck is firm and cannot shake or rattle.

The Model M-1 is supplied in an 8½-inch length. It can also be supplied in a 7½-inch length under style number J-1. The reproducer shown on the arm in the illustration is our No. 24 Chieftain, which has achieved such wonderful success since it was placed on the market a few months ago.

This is a splendid tone arm and reproducer unit for manufacturers. The combination possesses 100% eye value and can be depended upon to give satisfaction in the fullest sense of the word. For jobbers and dealers this arm offers an unusually attractive replacement proposition. The dealer can now offer a complete tone arm and reproducer to replace old style arms at the remarkably low price of \$7.25. *And he can make a handsome profit at this price!*

This arm, complete with reproducer, can be retailed for \$7.25 at a splendid profit

<p><i>List Prices</i></p> <p>M-1 8½-inch length \$3.75 J-1 7½-inch length \$3.75 No. 24 Chieftain Reproducer..... \$3.50</p>	<p><i>Mail your order today, and let this new ORO-TONE product sell itself to you!</i></p> <p>Samples will be forwarded on approval to all legitimate manufacturers, jobbers and dealers.</p>
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1010 George Street The Oro-Tone Co. QUALITY FIRST Chicago, Ill.



New Talking Machine Equipment Introduced to Trade

Jewel Phonoparts Co., of Chicago, Brings Out New Tone Arms and Reproducer Combinations That Can Be Sold as a Single Unit

New needle equipment for talking machines was recently introduced by the Jewel Phonoparts Co., Chicago, maker of Jewel tone arms, reproducers and Saffo needles, consisting of several tone arms and reproducer combinations, each of which can be sold by the retailer as a complete unit. One combination, known as No. 35, consists of a tone arm and reproducer which is perfectly balanced for playing lateral-cut records on the Edison diamond disc phonograph. The tone arm has a continuously curved tapered gooseneck of brass and is equipped with the latest model Jewel reproducer.

Another combination consists of the Jewel brass tone arm fitted with either the No. 33 or 34 reproducer. These reproducers are the same, except that No. 34, DeLuxe model, is finished by a two-carat Saffo brilliant in the center of the grille.

The tone arm is made with an instrumental taper, a principle employed by makers of brass band instruments for many years, and the new design is said to embody every feature to make it mechanically perfect, as well as the proper proportions to produce a rich quality of tone. The throw-back reproducer support has a soundproof jamb connection with a threaded collar and lock nut which can be adjusted to any degree of accuracy. The tone arm is fitted with a new die-cast base which sets flat on the motor board and is finished in ebony black. The cushioned floating ring or flange has a felt washer fastened to the under side, making a sound, tight joint which insures delivery of sound waves into the tone chamber. The standard tone arm length of the combinations

is ten inches, but the manufacturer also furnishes them in nine and one-half and nine-inch lengths. All combinations are manufactured in both nickel and gold, as are the No. 33 and 34 Jewel reproducers, when furnished separately.

Vesta Battery Corp. Celebrates Anniversary

The Vesta Battery Corp., Chicago, maker of automobile batteries and radio power units, is celebrating the thirtieth anniversary of its founding this year. The Vesta organization looks back over the entire history of the automobile industry and the firm has shown a continuous upward growth with a substantial increase in sales each year. According to reports from the Vesta headquarters, sales for 1927, both in the automotive and radio divisions, are far in excess of all previous years. The number of dealer outlets has been greatly increased and the list of central distributors handling the Vesta line has more than doubled.

Becker Reports Business Good

MILWAUKEE, Wis., October 5.—The Foto Shop, Columbia Viva-tonal dealer, owned and operated by John H. Becker, reports a steady increase in the sales of both phonographs and records. Of the latter "Two Black Crows," of Moran and Mack, are selling very well. The Foto Shop also maintains a repair department which does work for both the public and for dealers and this department is showing a handsome profit to Mr. Becker.

The Meuer-Seeger music store of Appleton, Wis., is being remodeled and enlarged. The rear of the main floor is being fitted as talking machine and radio display rooms, and a radio repair and service department is being installed on the second floor.

Schubert Centennial Contest Rules Explained in Booklet

National Headquarters for Centennial Explains Composers' Contest Which Is Being Sponsored by the Columbia Phonograph Co.

The national headquarters of the Schubert Centennial which has completed plans for an international observance of the death of Franz Schubert during 1928 with special concerts, recitals and other activities in 1000 American communities, and equally widespread observances in European countries, recently issued a booklet containing the terms and specifications for the International Composers Contest for the Schubert Centennial which is being sponsored by the Columbia Phonograph Co., Inc.

Briefly, the contest is for: a composition in the orchestral form used by Schubert, to consist of two movements, which the contestant proposes for the continuation of the "Unfinished Symphony." The movements submitted must use the same instruments that were used by Schubert, or the contestants may submit an original work in two movements, composed in the romantic spirit which animates Schubert's music and especially his "Unfinished Symphony."

The prizes will be awarded to the first and second best in each of ten zones, to the extent of \$10,000, and the remaining \$10,000 will be given to the winner selected by a Grand International Jury. All entries must be submitted on or before March 31, 1928. All entries for the American Zone must be submitted to New York University, Department of Music.

The booklet which contained the specifications for the contest also includes some of Schubert's Sketches for the continuation of the "Unfinished Symphony."

The Advisory Body of the Schubert Centennial, which is headed by Otto H. Kahn, includes many prominent figures.



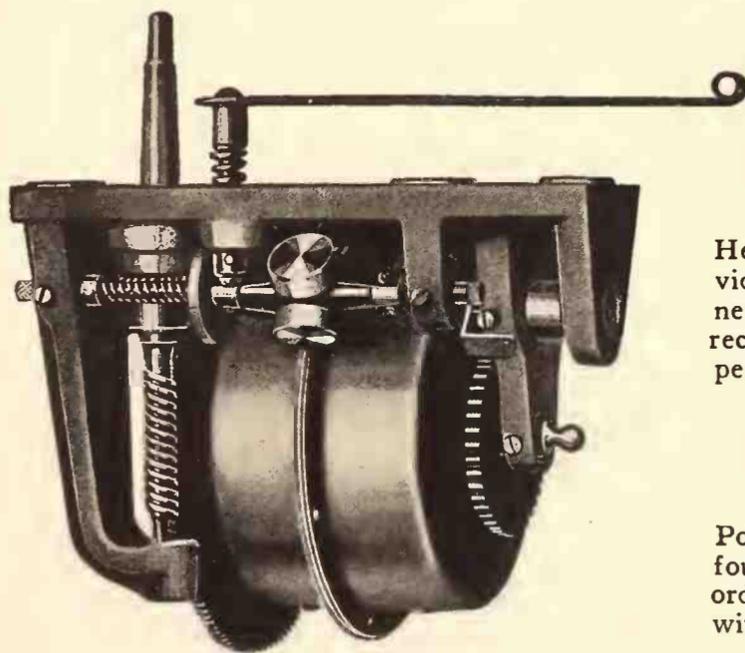
Helycon Motors

Precision Built

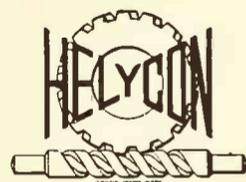
The use of the Helycon Motor has proven profitable to makers of phonographs because of:

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

No dimension of any Helycon Motor has ever been changed. Helycon Motors are precision built to furnish smooth, silent, dependable power.



No. 102



Power!

Helycon Motor No. 102 provides ample power for the new electrically recorded records. Smooth, silent, dependable power.

Power!

Power to play from four to four and a half 10-inch records with unvarying speed with one winding.

Illustrated catalogue of Helycon Motors, Tone Arms and Reproducers sent on request

POLLOCK-WELKER, Limited

Kitchener, Ontario, Canada

Established 1907

Cable Address: Polwel, Kitchener.

Code: A.B.C., 5th Edition, Bentley's

**ADD-A-TONE**

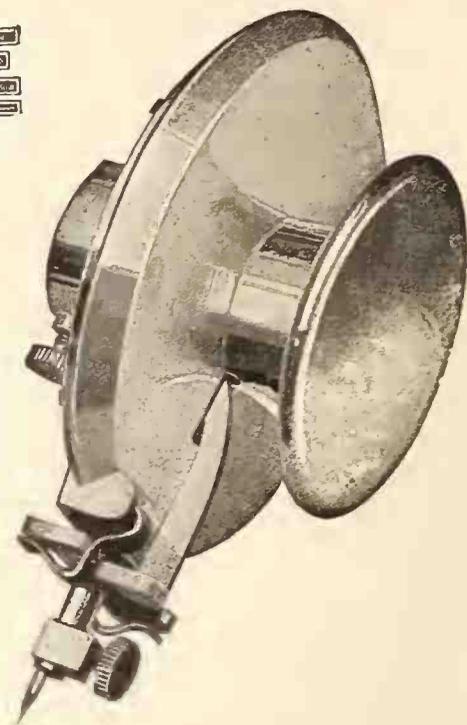
Superior

A New **ADD-A-TONE**

designed especially for use where a reproducer is needed which will give good service through a long and vigorous life; and where considerable VOLUME is needed at a not excessive cost.

The **ADD-A-TONE** Superior is equipped with an exclusive **UNIQUE** stylus suspension which gives great volume and clarity of tone, and at the same time affords almost perfect protection to the metal diaphragm.

The well known **ADD-A-TONE** Junior, "the reproducer with the little horn." is now for the first time being manufactured with a metal diaphragm.

**ADD-A-TONE**

Junior

*We shall be pleased to quote
you special quantity prices*

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

Unique
REPRODUCTION
COMPANY

*Makers of Tone-Arms
And Reproducers*

Higher Priced Talking Machines in Great Demand in the Detroit Territory

Business on Upgrade Since Middle of September—Annual Radio Show at Orchestra Hall Attracts Trade Exhibits—Dealers Campaigning to Stimulate Collections

DETROIT, MICH., October 7.—One can hardly write these days of talking machines without mentioning radio, as the two seem to go hand-in-hand. In fact, every talking machine dealer to-day is just as much interested in radio because 50 per cent of his sales are represented by radio equipment. All of the dealers are greatly interested in the sixth annual Detroit Radio Show being held this week in Orchestra Hall, even though all of them have not taken space. Among those who did take exhibit space are the J. L. Hudson Music Store, Grinnell Bros., Dupraw Music House, the Mitchell Co. and the Rudolph Wurlitzer Co. It is expected that more than 100,000 persons will attend the show. E. K. Andrew, of the J. L. Hudson Music Store, manager of the talking machine and radio departments, is former president and one of the officials of the Radio Trades Association of Detroit, and is very active in the management of the Radio Show.

"Talker" Sales Increase

Talking machine sales have shown quite a spurt since the middle of September, especially the high-priced models, and in the combination sets. Dealers are realizing more and more that the combination sets have splendid talking points, and it is just a matter of selling the "price." Of course, price is no object to the ultra; in fact, dealers are still unable to get certain models around the thousand-dollar class, but, of course, for volume it takes business around the \$250 and \$300 class, and there is no difficulty in getting machines in this class.

Problem in Collections

Collections have been a problem all Summer and still are, for that matter. Retailers looked for collections to improve with the coming of

Fall, but this has failed to materialize, and dealers, many of them, are scratching their heads to figure out what they are going to use for money if the situation keeps up. In all lines of business collections have been the poorest Detroit merchants have experienced in fifteen years—and while this does not sound very encouraging, nevertheless, it is the truth. The one bright star on the horizon is that our biggest motor car manufacturer is adding more men steadily, and it won't be long now before at least another hundred thousand men will be re-employed. One dealer expressed it just right when he said, "It is easy enough to make sales to a lot of substantial people, but the problem is will they be able to meet their monthly obligations."

Tie Up With Artists

The Rudolph Wurlitzer store here put over a good stunt the past ten days in connection with the personal appearance of Paul Whiteman's Band at the Michigan Theatre. It invited the public to make suggestions in writing as to the favorite selections they would like to have the band play. It stirred up a lot of interest in Paul Whiteman records.

The Detroit Music Store on Woodward avenue, near Adams avenue, has been making a strong feature lately of Columbia machines and records with very good results. In fact, this is now one of the leading Columbia retail stores in the city, and Manager Smith says sales have been gratifying the past few months.

Public Seeking Quality

One thing dealers are finding out—that the cheap-priced talking machine is fast on the wane—if people buy them at all they are willing to get a good one and pay for it. Outside

of the portable machines for resorters, boats, etc., anything under \$150 seems to have no market, except possibly in the foreign sections—and even there the bulk of the demand is for higher-priced machines.

The light-socket, all-electric-operated radio has surely stimulated sales, and to some extent has hurt the talking machine business. As we said, however, in the forepart of our letter, Detroit dealers feel that there will be plenty of good business before the year is out.

Noble Sissle Makes Okeh Records Before Sailing

Noble Sissle, who starred in "Shuffle Along" and "Chocolate Dandies," has recently been devoting most of his musical entertain-



Noble Sissle

ing to private social festivities. He is so popular as a singer in society, and has so many engagements to fill, both here and in Europe, he says it will be some time before he will return to musical plays.

Noble Sissle is an exclusive Okeh artist. His singing is now accompanied by another exclusive Okeh artist, Rube Bloom.

Rube Bloom plays the piano and so finished his technic and so sympathetic is his rendering that he has attained a very enviable position among pianists.

Mr. Sissle made a number of recordings for the Okeh catalog before sailing to fulfill engagements in London and Paris.

When the ball goes 'round the end for 40 yds.

"You're there with a Crosley!"

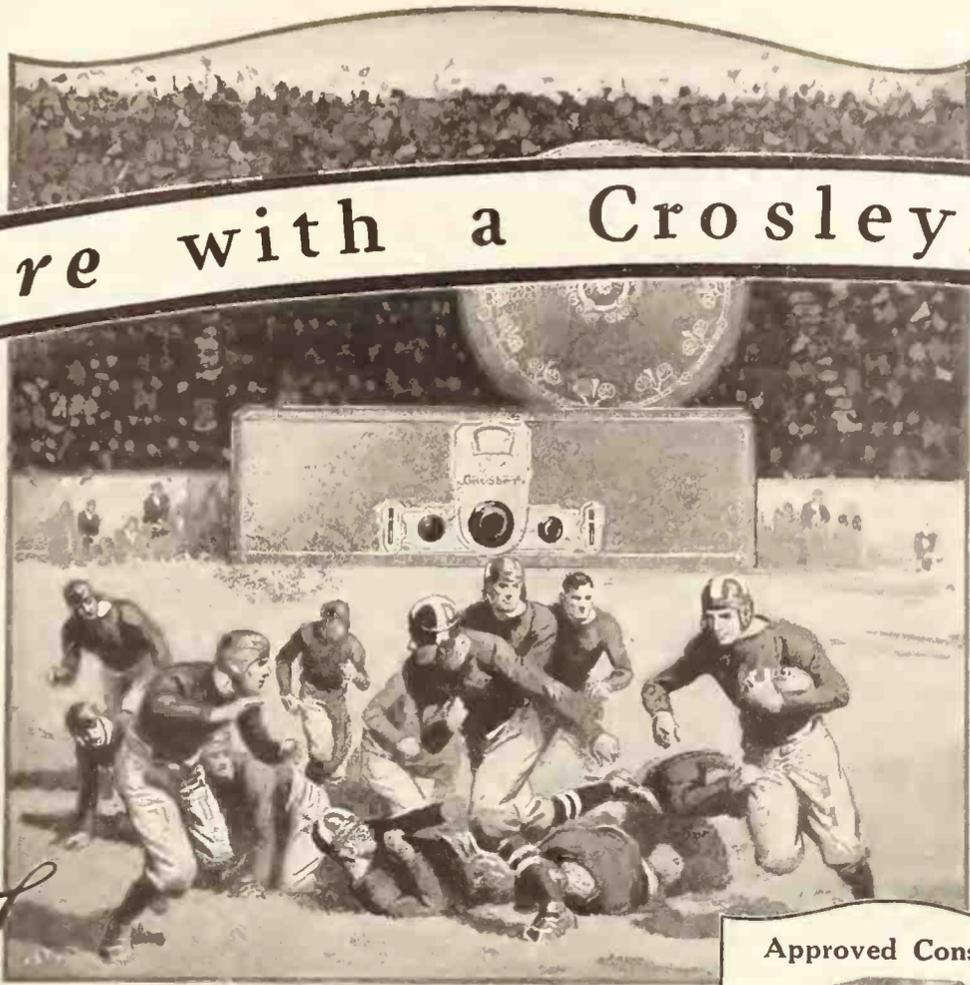
The Crosley Radio Corporation: Please tell us just what "Acuminators" are. Folks aren't technically educated but they do like to know why the Bandbox is such a superior receiver.

Yours truly,
Wilmington Elec. Spec. Co.
Wilmington, Dela.

Several different names have been used for the fine tuning adjustments on radio sets. It is well-nigh impossible to build a set in the factory so that the three or more tuned circuits will always be adjusted exactly to far away or weak signals. So the Acuminators were developed as secondary adjusters. For nearby or powerful stations they are never needed. The name "Acuminator" was coined from the word "acumen."

With all ordinary local broadcasting which is reasonably strong, the adjustment of the circuits with the master selector is plenty close enough. Full volume is easily obtained. But for the very weak and distant signals and in order to get the highest possible degree of amplification, to bring them up to maximum volume, it is necessary that the circuits be tuned very exactly. The Acuminators provide for this. They are very fine tuning adjustments on the first and second tuned circuits and permit the user to tune these two circuits exactly to the same signal to which the third circuit has been adjusted by the master selector. The first two circuits will, of course, be very nearly right but with the Acuminators they can be made exactly right.

The effect of the Acuminators is a good deal like using a telescope. They bring the weak, distant signals closer like far-away scenes are brought into the foreground. The Acuminators are an additional refinement provided on Crosley receivers in order that the user may get the maximum possible results.



THIS new Crosley Bandbox
6 TUBE RECEIVER *de luxe*
is the national radio hit at \$55.

The "All American" radio of 1928! With license to participate in the enormous radio resources of The Radio Corporation of America, The General Electric Co., The Westinghouse Co., The American Telephone and Telegraph Co., and The Hazeltine and The Latour Corporations, the Crosley Bandbox of 1928 is an "eleven" of super-efficient features and amazing co-ordinated performance. In it are incorporated:

- 1—The best idea of balancing.
- 2—The best ideas of shielding.
- 3—The best ideas of sharp tuning.
- 4—The best idea of controlling volume.
- 5—The best idea of station selection.
- 6—The best idea of finish and color.
- 7—The best idea of power tube use.
- 8—The best idea of console installation.
- 9—The best idea of power supply connections by enclosing all leads in a cable.
- 10—The best idea of AC tube operation.
- 11—The best idea of converting AC current to necessary radio DC.

Operation of the Bandbox receiver from house current is possible with the AC model at \$65, which uses the new amazing R.C.A. AC tubes. Power converter costs \$60 more.

These new Bandbox receivers are now on display at over 16,000 Authorized Crosley dealers. Their faultless reception of the many wonderful events constantly on the air is proving such a startling demonstration that a national enthusiasm sweeps the country in the natural exclamation—"You're there with a Crosley!" Write Dept. 26 for descriptive literature.

Approved Consoles



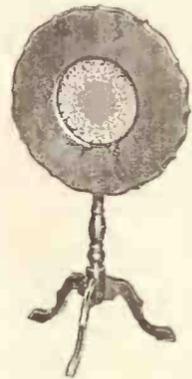
Selected by Powel Crosley, Jr., as ideal, acoustically and mechanically, for the installation of the Crosley "Bandbox." Genuine Musicone built in. Crosley dealers secure them from their jobbers through

H. T. ROBERTS CO.
1340 S. Michigan Ave.,
Chicago, Ill.

Sales Agents for Approved Console Factories
Showers Brothers Company
Bloomington, Ind.
The Wolf Mfg. Industries
Kokomo, Ind.

IMPROVED MUSICONES

Musicones improve the reception of any radio set. They are perfect affinities in beauty and reproductive effectiveness for Crosley Radios. A tilt-table model with brown mahogany finish stands 36 inches high, \$27.50 — 16-inch Super-Musicone as pictured above with "Bandbox", \$12.75 — 12-inch Ultra Musicone, \$9.75.



CROSLEY RADIO

THE CROSLEY RADIO CORPORATION
Powel Crosley, Jr., Pres.
Cincinnati, Ohio



Crosley is licensed only for
Radio Amateur, Experimental and
Broadcast Reception.

Montana, Wyoming, Colorado, New Mexico and West prices slightly higher.

Allen-Hough Manufacturing Co. Introduces Artistic New Line of Portables

Don T. Allen and George P. Hough, President and Vice-President of New Concern, Have Had Wide Experience in Portable Manufacturing Field—Three Attractive Models Introduced

A distinctive new line of portables has just been introduced to the trade by the Allen-Hough Manufacturing Co., Milwaukee. Three very attractive models have been presented, cov-

Model 21 has been designed specifically to meet the gift market. It is a most appealing portable in design, size and general arrangement. This instrument has practical playing



New Line of Portables Just Brought Out by the Allen-Hough Manufacturing Co. offering the accepted range in prices offered by this market.

The Model 5 has several interesting features, including striking new developments in the reproducer, tone arm, sound chamber and design. This instrument is being offered to the trade, through selected jobbers, in colors blue, black and red of waterproof Du Pont Fabrikoid.

The Model 18 also has a number of exclusive features. This model is attractively finished in blue, black and red of waterproof Du Pont Fabrikoid.

value, and at the same time is so attractively arranged that it has a real novelty appeal. Finished in colors red, blue and black of waterproof Du Pont Fabrikoid.

The Allen-Hough Co. is composed of men thoroughly experienced in manufacturing portable phonographs, and who appreciate the necessity of keeping their products up to the times musically. Don T. Allen, president of the company, has been associated with the industry for a long period, and is one of the best-informed men on portable design and manufacture in

America. George P. Hough, vice-president, has a long record of excellent service in this business, and is known favorably by the trade throughout the country. B. B. Conheim, special sales representative, is thoroughly familiar with the portable field, and fully appreciates the needs of his dealer friends, located everywhere. Henry Halperin, Eastern sales manager, has for years operated the Halperin Distributing Co., Carryola jobber of New York. He recently joined the Allen-Hough forces and will act in a very important capacity in the Eastern territories. J. G. Helmwig is a manufacturer and designer of portables. He occupies the position of development engineer in the Racine plant. T. E. Bullard will handle sales correspondence with the trade for the new company. He has been in this end of the portable business for the past three years.

The Allen-Hough Co. has exceptional manufacturing facilities. Its product for the Middle West is being handled through a well-equipped factory in Racine, Wis. For the East and West Coasts, production will go forth from the big plant of the Lifton Manufacturing Co. The modern equipment of this plant is now devoted exclusively to the manufacture of portables for the Allen-Hough Co.

It is stated that officials of this new factor in the portable business are now busily engaged in making final negotiations with recognized jobbers in all parts of the country. As soon as these connections are completed a full program of national advertising, dealer sales helps, display material, etc., will be announced.

Talking Machine and Radio Men Visit Radio World's Fair

The regular monthly meeting of the Talking Machine and Radio Men, Inc., of New York, New Jersey and Connecticut, was held at the Café Boulevard, New York, on Tuesday, September 20, and due to several factors the attendance at the meeting was rather slim. The chief reasons for the absent ones, and a good reason it was too, was the rush of business in preparation for the broadcast of the Radio Industries Banquet and Tunney-Dempsey fight.

The business accomplished was chiefly that of a routine nature although President Irwin Kurtz said that discussions are being held with the end in view of establishing permanent headquarters for the association with a paid secretary so that the organization can function in a more efficient and effective manner. It was also announced that E. W. Guttenberger has been appointed to represent the talking machine and phonograph jobbers on the executive committee and E. J. Ingraham was to act in a similar capacity for the radio distributors. George Modell is vice-president of the "downtown" radio dealers, pro tem.

The assembled members stood in silence as a token to Samuel W. Lukas who had died the week before as the result of an accident. The next meeting of the association is to be held Wednesday, October 19. Following the adjournment, the members proceeded in a body to visit the Radio World's Fair at Madison Square Garden.

Van and Schenck Honored

Van and Schenck, vaudeville, radio and exclusive Columbia recording artists, were presented, on behalf of the citizens of Brooklyn, N. Y., with a silver loving cup recently. The occasion marked the eighteenth anniversary of the first vaudeville engagement of the team, both of whom are natives of Brooklyn. The presentation was made by Borough President James J. Byrne on the steps of Borough Hall, Brooklyn.

Paul Specht and His Orchestra, exclusive Columbia recording artists, have been signed for a six months' engagement at the Capitol Theatre, New York, starting last week.

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.

No. 7661
(Open)
H-54, W-31, D-19½
Antique Walnut
Panel 8½ x 25
With Newcombe-Hawley Horn

THE UDELL WORKS

Established 1873 Indianapolis, Ind.

ATWATER KENT RADIO

A Baltimore dealer *said this:*

"One of the big advantages of Atwater Kent Radio is that there's practically no night work for the dealer. Show your customers how to operate it in the day-time. It's so simple you don't have to go back."

And dealers everywhere know it's true.

When running around at night *can* be avoided—why not avoid it by concentrating on the Radio that people understand the minute you show them?



"B" POWER UNIT. Automatically controlled by switch on receiving set. "A" battery and trickle charger can be connected to this "B" Power Unit, in which case the automatic switch also starts and stops charger, if one is used. Plugs into A.C. light socket. Delivers up to 135 volts. Operates Atwater Kent Receivers or other make consuming not more than 40 milliamperes. Brown crystalline finish. Including long-life rectifying tube (no filament to burn out) and 7-foot flexible cord.
Type R, for 60-cycle 110 to 115 volt Alternating Current, \$50.
Type S, for 25-cycle 110 to 115 volt Alternating Current, \$55.

EVERY SUNDAY EVENING:—
The Atwater Kent Radio Hour brings you the stars of opera and concert, in Radio's finest program. Hear it at 9:15 Eastern Time, 8:15 Central Time, through:

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

Write for illustrated booklet telling the complete story of Atwater Kent Radio

ATWATER KENT MANUFACTURING COMPANY
4725 Wissahickon Ave. A. Atwater Kent, Pres. Philadelphia, Pa.

ONE Dial Receivers licensed
under U. S. Patent 1,014,002

Prices slightly higher from the
Rockies West, and in Canada



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 30, six-tube, ONE Dial Receiver. Solid mahogany cabinet; gold-plated name plate, power supply switch and vernier knob. \$80



MODEL 35, six-tube, ONE Dial Receiver. Crystalline-finished cabinet; gold-plated ship-model name plate, decorative rosettes and power supply switch. \$65



MODEL 33, six-tube, ONE Dial Receiver with 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

IT WORKS... AND KEEPS ON WORKING

New Stores and Changes Among Talking Machine Dealers During the Past Month

New Stores Opened Recently Throughout Country and Changes of Management Compiled for Benefit of Talking Machine and Radio Manufacturers and Distributors

Arkansas

Hot Springs—New quarters have been taken by the local branch of the Bean Bros. Music Shop at 826 Central avenue.

Delaware

Wilmington—The J. B. Wilson Co. has formally opened its new three-story building at 922 Shipley street.

Florida

Arcadia—The Arcadia Music Store has enlarged its quarters to include the store adjoining it on the west.

Inverness—A new store carrying the Victor and Radiola lines has been opened on Courthouse Square by Frank Saunders.

Tampa—The Arthur Smith Music Co. recently moved to the store next to the one it occupied after remodeling the entire premises. This company features the Brunswick line.

St. Petersburg—An involuntary petition in bankruptcy was recently filed against the Waring Music Co., Ltd.

Illinois

Chicago—The new Woodlawn store of Lyon & Healy, located at 870 East Sixty-third street, has been formally opened with E. C. Lundquist as manager.

Chicago—Jacob Cohen, Inc., recently purchased the Victor department of Reichardt's, and now carries the complete line in his furniture store at 6408 Halsted street.

Chicago—Tom Carey has opened a banjo specialty shop at 339 South Wabash avenue, handling a full line of these instruments.

Flora—The Luthmers Piano Co. has opened its new warerooms in the J. Valbert Building on Main street, handling Baldwin pianos and Brunswick phonographs.

Savannah—The Swan Music Store of Freeport has opened a new branch on Main street, this city, with W. H. Alley in charge.

Indiana

Gary—A new music store, Bill's Music Store, carrying the Brunswick line, has been opened at 38 East Eighth avenue by W. M. Lauterbach.

Indianapolis—The Rinne-Henry Music Co. has opened a small goods store in the Pembroke Arcade Building, handling King band instruments, Leedy drums and Selmer reed instruments.

Indianapolis—The Circle Sales Co. has been incorporated with a capital stock of \$10,000 to deal in musical instruments.

South Bend—Land Bros. Music Store, Brunswick dealer, has moved to new larger quarters at 119 West Washington avenue.

Iowa

Anamosa—J. E. McKillip, of Bellevue, has opened

a new music store in the Gillen Hotel here, and will later secure permanent quarters.

Des Moines—Theodore Hohtanz, formerly of St. Paul, Minn., has been made manager of the Des Moines Music Co. store here.

Kansas

Independence—Earl Hille and Jay Richmond have opened a new music store here, featuring the Baldwin line of pianos and a stock of small goods.

Wichita—The Innes Music Co., 405 East Douglas avenue, has leased additional floor space to house its stock.

Massachusetts

Boston—Rudolph Toll, who formerly conducted a music store at 53 Stuart street, has moved the business to 170 Tremont street, where larger quarters are afforded.

Boston—Decorations have been completed in the Rosen Talking Machine Shop, 11 School street.

Fall River—The United Music Co. has added the eleventh link to its chain of retail music stores with the opening of a new branch at 394 South Main street with Nathan Feldman as manager.

New Bedford—The store of M. Steinert & Sons, 109 William street, has been entirely remodeled and the phonograph demonstration booths have been enlarged.

Michigan

Adrian—The music shop of John G. Porter, located on Michigan avenue, has been completely remodeled.

Muskegon—The Collins Music Co. has remodeled its warerooms and has greatly increased the size of its display space.

Missouri

Kansas City—The E. B. Guild Music Co., formerly located at 1327 Grand avenue, has taken new quarters at 15 West Fourteenth street.

Kansas City—O. D. Standke, proprietor of the music shop bearing his name on Main street, has opened a second store at 1210A Main street.

Montana

Helena—The Sherman Music Co., Inc., successor to the Curtain Music House, has opened its new warerooms at 310 North Main street, handling Steinway, Baldwin, Sohmer and Milton pianos as well as the Steinway Duo-Art.

Billings—Alterations have been completed in the warerooms of the C. M. Lindamood Music Co., and five new demonstration booths have been added.

New Jersey

Union City—Gast Bros. music and radio store has been opened in elaborate new quarters at 836 Bergenline avenue, this city.

Newark—Jacob L. Newman has been appointed receiver for the Broad & Market Music Co., 163 Market street, which has filed a petition in bankruptcy.

Callicoon—A new music store, the Pelton Music Salon, carrying the Brunswick and Columbia lines, has been opened in the Western Hotel by Daniel M. Pelton.

New York

Patchogue—H. E. Lindenberger and M. O. Smith, proprietors of the music and radio business at 86 East Main street, this city, have incorporated the concern with a capital stock of \$25,000.

Schenectady—The George A. Cassidy Co., operating a chain of music stores through this region, has been granted an equity receivership, Alfred F. Smith and T. Earl Furman being the receivers.

Brooklyn—The Orpheus Music Shop, established for the past eight years at 537 Fifth avenue, has moved to new quarters at Fifth avenue and Fourteenth street.

Yonkers—Frank Rice and William Rice have established the Ideal Music Store, 244 Nepperhan avenue, this city.

Syracuse—The music business of Burton Michael has been incorporated with a capital stock of 100 shares of common stock, no par value.

New York—The new Aeolian Shop of the Adams Flanigan Co. department store, the Bronx, has been formally opened with E. M. Wheatley in active charge.

New York—G. Lipskin & Son have moved to new quarters at 222 East Eighty-sixth street, where a complete stock of violins is handled.

Valley Stream—An involuntary petition in bankruptcy has been filed by the Jacobs Music & Radio Shop.

Brooklyn—Silver's Music Shop, of 316 Roebing street, has added considerably to its floor space.

Ohio

Springfield—Earl K. Hawken & Sons have been incorporated with a capital stock of \$25,000 to conduct a music and radio store.

Barberton—A musical instrument department has been opened by Jaffe's, a new department store, handling phonographs, radio and some musical merchandise.

Cleveland—Roy McInerney has succeeded John Kalva as manager of the Rudolph Wurlitzer Co.'s downtown store.

Columbus—F. & R. Lazarus & Co., recently completed alterations and improvements in their phonograph department, adding new demonstration booths and installing several new display windows.

Canton—The People's Outfitting Co., Market avenue, recently announced the opening of a radio department.

Canton—The D. W. Lerch Music Co. has completed alterations to its store which include a complete new front with two new windows.

Toledo—The Atlas Book & Music Store moved to its new quarters at 2921 Lagrange street on October 1. The Victor and Columbia lines are featured.

Maumee—John E. McCutchen has purchased the music business formerly conducted by H. L. Dennis.

Springfield—The People's Outfitting Co. has enlarged its phonograph department, and has added the Victor and Columbia lines.

Oklahoma

Tulsa—H. A. Yost and his son, H. G. Yost, have opened a new music store at 219 South Boulder avenue, handling Columbia phonographs, radio and musical accessories.

Oregon

Portland—The McDougall-Freiheit Music Co. has been incorporated with a capital stock of \$20,000, the proprietors being: W. A. McDougall, A. C. Freiheit, Jesse M. McDougall and Helen Freiheit.

Vale—Mrs. H. Wade has been made manager of the new store of the Sampson Music Co., here.

Medford—B. J. Palmer has sold the business of the Palmer Music Store to Clayton Isaac and William H. Fluhrer, who will conduct it under the name of Isaac & Fluhrer.

Pennsylvania

Johnstown—The local store of the F. A. North Co. has moved to 1201 Eleventh street, where modern three-story warerooms are afforded with Burt Best as manager.

Ridgway—Klugh's Music Store, formerly located in the Bogert Hotel Building, has moved to the Haggerty Block at Main and Mill streets.

Philadelphia—Milton Emmert who took over the business of the Meyers T. Hall Co., 2626 German-town avenue, has installed a piano department and a small goods department.

Eric—The Winter Haven Music & Radio Co. has been established in the Broadway Arcade, this city.

Philadelphia—The Land Piano Co., Columbia and Okeh-dealer, recently opened a new branch store at 1504 South street, with Maurice Lang in charge.

South Carolina

Seneca—The Palmetto Piano Co., this city, has been incorporated with a capital stock of \$5,000; Roy M. Abbott and D. S. Abbott are the proprietors.

Washington

Puyallup—Clayton Thwing and Al Parmalee have opened a new complete music store in the Knight-Montgomery Building, handling pianos, phonographs, small goods and sheet music.

West Virginia

Lueger—The Rev. B. F. Overbay has taken over the Hamlin Music store on West Virginia avenue.



For Talking Machines

It's only first-quality felt, properly and particularly made, that keeps on the job longer . . . that always proves most economical in the final test. You can look to American Felt Company's Felts for these "built-in" qualities—and get them!

For American Felt Company's Felts are made by an organization as particular as its most exacting customers—an organization backed by many years of sound experience in advising talking machine manufacturers . . . in recommending the grade of felt best suited to each requirement. Our customers profit by all this. Write us for quotations.

AMERICAN FELT COMPANY

211 Congress St., Boston

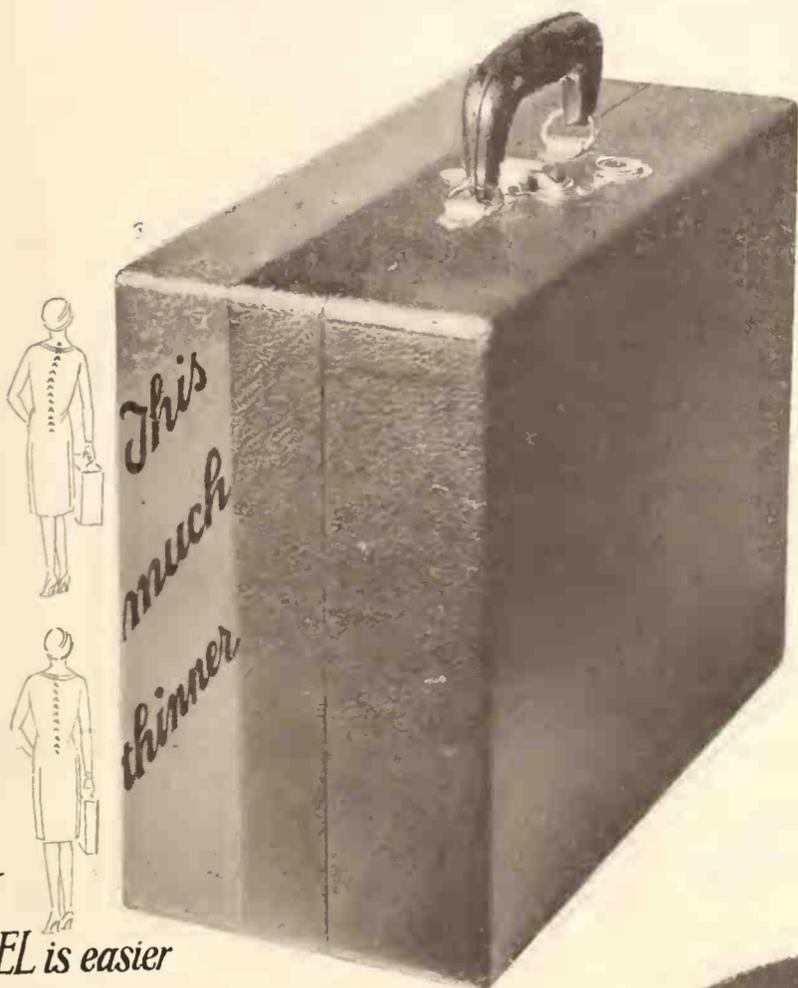
114 E. 13th St., New York City

325 So. Market Street, Chicago

THIN MODEL

The Swanson
PAT. APPL'D. FOR

THE trend of popular demand points to the thin-model portable. No more bulky machine that bangs your leg as you carry it. The THIN MODEL Swanson has taken its place. The new machine is graceful, easy to carry and easy to stow away in crowded quarters.



THIN MODEL is easier to carry

Made in All Popular Colors

Improved Tone Quality

NO detail of mechanical perfection has been sacrificed in re-designing the Swanson THIN MODEL. A tone chamber of improved design and the phonic reproducer give the new machine even better tone quality.



\$15 List

Consolidated Talking Machine Co.

CONSOLIDATED BUILDING

227-229 W. Washington Blvd., Chicago

Minneapolis: 1424 Washington Ave. S.

Detroit: 2949 Gratiot Ave.

Personnel of California Victor Jobber Firm Named

Otto L. May, President of the California Victor Distributing Co., Has Gathered Staff of Widely Experienced Salesmen

Otto L. May, president of the California Victor Distributing Co., has issued a statement regarding the personnel and the policies of his company. In part Mr. May said:

"The California Victor Distributing Co. was organized to assume the functions usually found in the wholesale distribution of products of the Victor Talking Machine Co. It will be the pleasure of the new company to serve dealers in the California trade area, and dealers in contiguous territory as can be properly served from the two branches of the company at Los Angeles and San Francisco.

"The headquarters of the company are established at 536 Mission street, San Francisco, and the Los Angeles branch is located at 948 Santee street. The company is especially pleased with the personnel in both organizations. Each department is well equipped with trained men who are in a position to help dealers in their various problems, regardless of the nature of those problems. The management of the Los Angeles branch rests with Joseph M. Spain, a man rich in experience, ability and personality. He will be assisted by O. M. Keiss, also well versed in the talking machine and radio-combination business, due to his varied associations in the several branches of the industry.

"Robert M. Bird returns to the wholesale branch of the Victor industry in assuming the responsibilities as sales manager of the San Francisco branch. His experience in the industry covers every phase of it; there are very few men in the industry throughout the country who can match his qualifications, gained through many years of association with the fac-

ories and in the trade. He will be assisted by Ray Cook, former executive in the automobile industry as well as in the music business.

"The treasurership of the company presents a new personality to the West, in the person of W. J. L. Skerten, who assumes his duties after transferring his affections to this section from New York. He will have as credit managers Mr. McElroy, San Francisco, and Mr. Locke, Los Angeles, both being well known in the trade.

"The California Victor Distributing Co. will confine its efforts to the promotion of the business in products manufactured by the Victor Talking Machine Co., and will handle only such other products as may be necessary accessories to them or replacements for certain phases of the Victrola-Radiola combinations particularly. For the purpose of enabling dealers in Victor products to obtain complete service from the California Victor Distributing Co. we are at present negotiating a contract with the Radio Corporation of America, the completion of which will enable us to supply Radiotrons to our trade.

"We look forward to a happy experience in the wholesale field. We are at this time enjoying a volume of business in both branches that exceeds our expectations for the first month of our existence. We are requisitioning merchandise from the factories in quantities, the complete shipment of which will help us to accomplish our main purpose—to be in position to meet every reasonable need of our dealers. We look forward to a willing trade co-operation, which seems already assured by our short experience and by trade manifestations."

Prof. Leo Theremin recently demonstrated before a group of musicians and scientists in Berlin, Germany, an instrument which is a modification of radio, in which the tones are lessened, enlarged and vibrated to any pitch desired simply by gestures of the hands.

C. K. Bennett Appointed Brunswick Sales Specialist

Special Representative for Eastern Territory Has Had Twenty Years Experience in Music Field—Was President of Des Moines Co.

Charles K. Bennett, associated with the talking machine industry for a score of years, was recently appointed special sales representative of the Eastern Panatropé sales division of the Brunswick-Balke-Collender Co., with headquarters in New York City. The announcement of Mr. Bennett's appointment followed the visit of Robert W. Jackson, general sales manager of the company, to the New York offices and follows the company's program of expansion.

For the past two years Mr. Bennett was president of the Des Moines Music Co., Des Moines, Ia., and prior to that was secretary and general manager of the Victor distributing firm, the George C. Beckwith Co., in Minneapolis, Minn. Mr. Bennett made his entrance into the business as a clerk in the law offices of the Victor Talking Machine Co., later joining the factory forces and then becoming assistant to George D. Ornstein when the latter was sales manager. Following this experience he became vice-president and general manager of the Eclipse Musical Co.

Completing Alterations in United Music Co.'s Store

BROCKTON, MASS., October 6.—Alterations are rapidly being completed at the United Music Co., 19 Main street, which will give the store considerably more display space for its stock of talking machines, radios, etc. The rearrangement was made necessary by the increase in business and the addition of a wholesale department known as the Felkin Supply Co.

DECA-DISC

The Full Automatic With Electric Amplification



The New Decca Disc
With Electric Amplification
53" high, 36" wide, 22" deep

A DeLuxe Art Model, finished in rich walnut with disappearing doors and other unique features adding elegance, color, beauty and refinement to the most luxurious home.

By turning a switch this instrument will play a program of selected music continuously changing its own records.

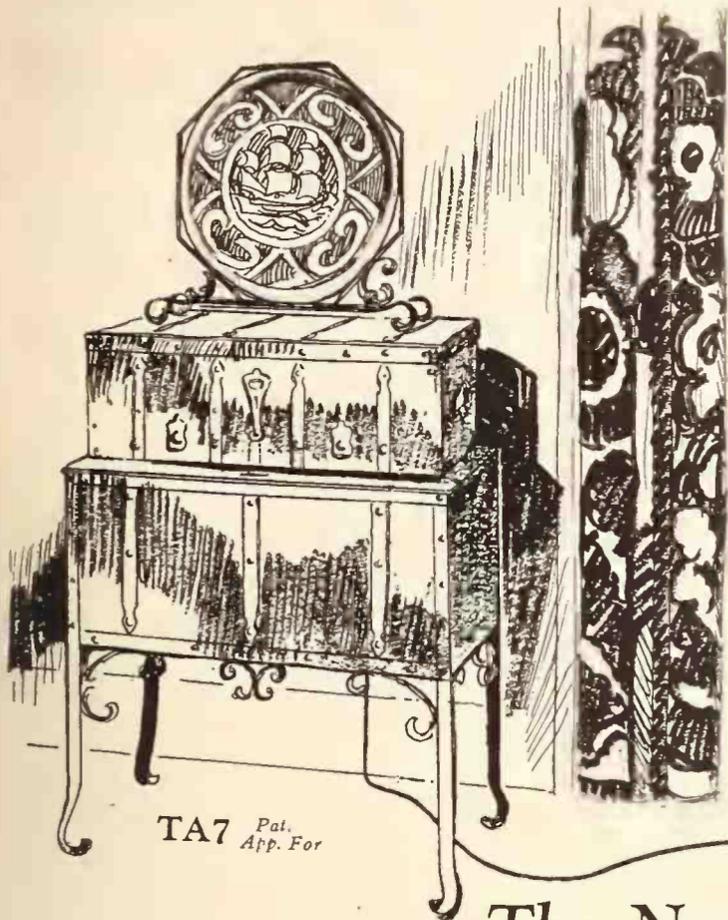
Plays both 10" and 12" records, all makes. They center themselves, no fussing around putting them on.

Our method of electric amplification gives us a wonderful range of volume. It can be toned down to a whisper or turned on full and is as loud as the orchestra or band itself.

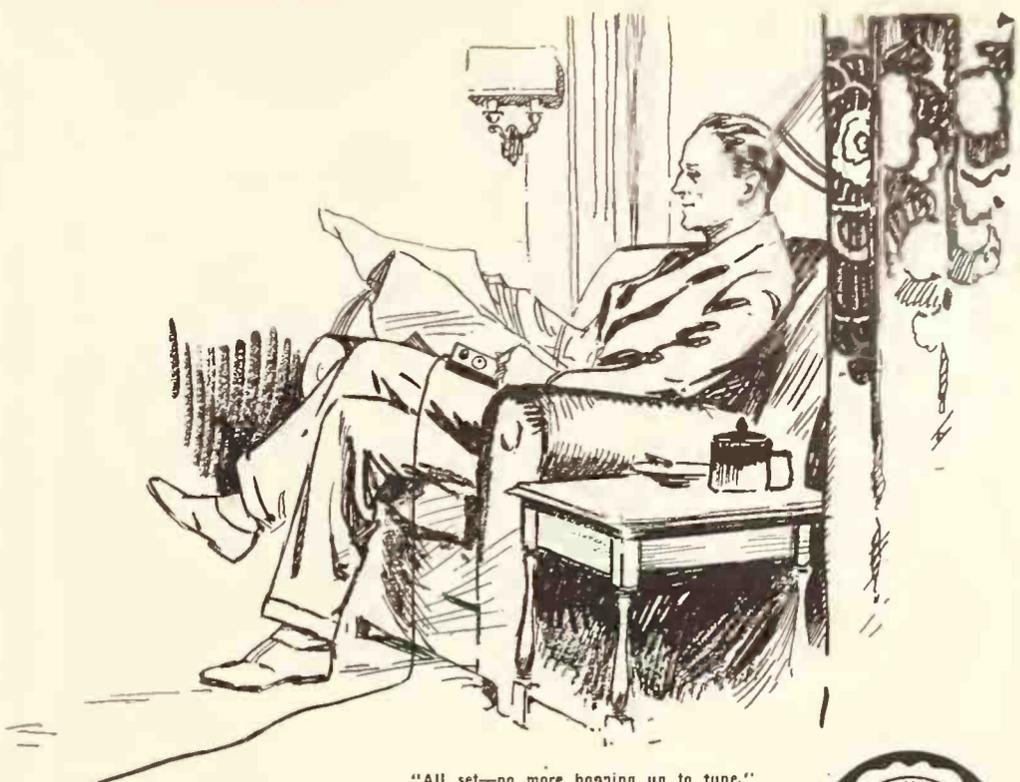
Live jobbers and dealers are requested to write for information, some good territory yet open.

Manufactured by

The DECA-DISC PHONOGRAPH COMPANY, Waynesboro, Penna.



TA7 Pat. App. For



"All set—no more hopping up to tune."



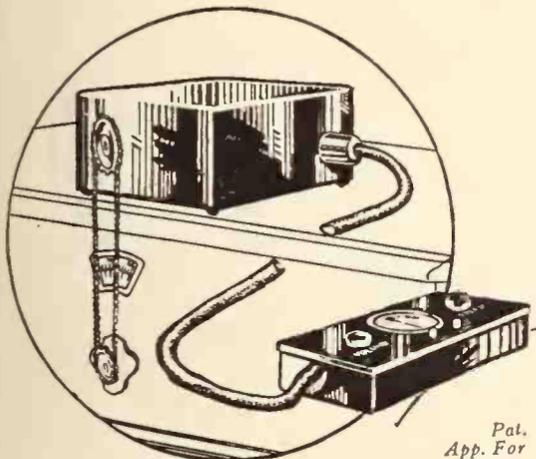
The New

Algonquin

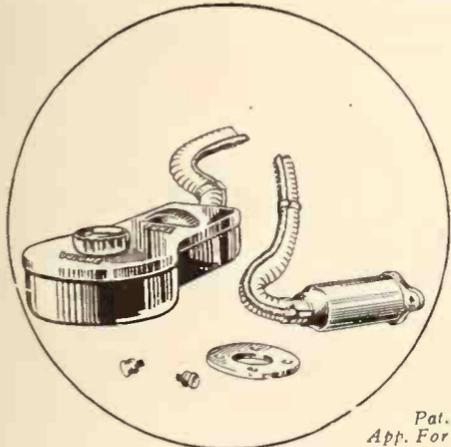
TRADE MARK REGISTERED
U. S. PAT. OFF.

Remote Control Radio Tuning Unit

Not since the sensational Thermiodyne Master Control of 1924 has any radio tuning device attracted so much favorable attention. Test it in your own home. Place your receiver on the opposite side of the room, in the attic, another room, or even a closet and locate stations, tune, regulate volume — *from your easy chair!* Quickly attached to any single dial receiver with removable dial. No tools needed. No cutting of set.



Electrical Remote Control operates set from any distance. Pat. App. For Price, \$60.



Mechanical Remote Control operates set within 6-foot radius. Pat. App. For Price, \$18.

Thermiodyne TA7 Assembly

Period treatment of Receiver-Speaker-Console outfit in XV Century Spanish Chest style, finished throughout in polychrome gold stipple. **RECEIVER** — Seven tubes. Three radio stages before detector for distance and three audio steps for quality and volume. Individually, doubly and totally shielded electrically. Price \$180. **SPEAKER** — Full-floating, 18-inch moisture-proof cone, *not* paper. Electro-magnetic direct-drive unit. Price, \$30. **CONSOLE** — Rigid, non-folding construction. Ample room for all accessories. Price, \$40. Complete Assembly, Price \$250.

Algonquin Speaker

High quality but popular price. Full-floating, moisture-proof, 18-inch cone, *not* paper, electro-magnetic, direct-drive unit. Free from blast and distortion. Art-metal scroll frame and ship model design in polychrome gold stipple finish.

Thermiodyne WT7 Receiver

Thoroughbred radio performer. Best value on market today regardless of number of tubes, or price of set. Same circuit and construction as Thermiodyne TA7. All-metal walnut finish cabinet, lighter than wood and practically indestructible.

Every part of every Algonquin-Thermiodyne product manufactured in our own factories.

ALGONQUIN ELECTRIC COMPANY, Inc.

LEO POTTER, President

245 Fifth Avenue

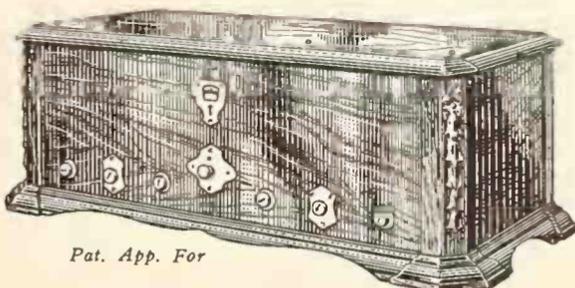
NEW YORK CITY



Pat. App. For

Algonquin

Full-floating, 18-inch cone, direct-drive, electro-magnetic unit. Price, \$15. West of Rockies, \$17.



Pat. App. For

Thermiodyne WT7. Seven tubes. Same circuit as Thermiodyne TA7. Price, \$150.

Thermiodyne

All prices 10% additional west of Rocky Mountains unless otherwise noted.

Quaker City Retailers Experiencing Brisk Demand for Radios and Phonographs

Distributors Report Heavy Orders for Future Deliveries—Victor Red Seal Record Campaign Well Under Way—Q R S Roll Co. to Distribute Okeh-Odeon Records—Other News

PHILADELPHIA, PA., October 10.—Much interest has been manifested in the radio and talking machine trade with the awakening of the Fall activities in the business world and the industrial life of the Quaker City. While the retailers are experiencing a brisker demand for both radio and talking machines the distributors are gaining in orders for future deliveries, and for the present needs of restocking depleted merchandise that was cleared throughout the Summer months from shelves and display rooms to make way for new Autumn wares. Many of the manufacturers' representatives and wholesalers are now showing the new models of both radio and talking machines and advance orders are gratifying evidence of the interest of the public in the latest products.

Victor Drive Aids Record Sales

Record sales are the practical factors that convince the dealers of the continued interest of the consumers in the talking machine, and as the demand increases the dealers are placing larger orders with the distributors and manufacturers for renewals of popular favorites, and the new numbers as issued monthly. The campaign of the Victor Co. on the Red Seal records in the series of albums that are to be among the Fall specialties of that concern has resulted in increased orders and unusually active market for the better class of recordings.

With the co-operation of the Victor Co., the

Philadelphia Victor Distributors and H. A. Weymann & Son, Inc., have been furthering the S. R. O. Red Seal Sales-Plan, launched this month throughout the U. S. A. by the Victor Co. Details of this drive appear elsewhere in this issue.

Suggest Victor Record-Movie "Tie-up"

Tying up with movies is the suggestion made by the Philadelphia Victor Distributors, Inc., in a special bulletin which it is sending to its dealers. It is headed "Two selections inspired by the movies," and calls attention to the sales possibilities in a tie-up through the two Victor records of "Charmaine" and the record of "My Dream of the Big Parade" wherever and whenever the moving pictures of "What Price Glory" and "The Big Parade" are shown.

Distributing Okeh and Odeon Records

With the return of Don Rockwell, district manager of the QRS Roll Co., 1017 Samson street, from his honeymoon in the Canadian Rockies and Yosemite, announcement was made that there will be added to the distribution of music rolls the Okeh and Odeon records.

Weymann Doing Excellent Promotion Work

Under the personal direction of Charles Bahls, of H. A. Weymann & Son, wholesale Victor department, the Red Seal campaign has been spurred to a successful drive for the dealers. More than 100,000 copies of the Musical Art Libraries pamphlets containing the descrip-

tion of six symphonies and classical works have been distributed to the dealers in line with the promotion work of the Weymann department under Manager Bahls, and these have been further augmented by attractive window features outlined in conjunction with dealers' displays through the service of the Weymann staff.

New Panatrope Ready for Trade

With October 1 the Philadelphia branch of the Brunswick Co., 40 North Sixth street, sent out an announcement to the dealers stating that the new 14-7 Model of the Brunswick Panatrope was ready for display and subject to orders of the dealers. The new \$160 Panatrope is of a distinct type of the highboy construction, and with features of the Consolette model. It is in dull finish walnut, and has the attractiveness of a piece of high-class furniture.

Conference of Brunswick Branches

In the combined conferences of the Philadelphia and Baltimore branches of the Brunswick Co. held in Atlantic City this week there will be outlined the sales campaigns for the Fall. These conferences will be held at the Atlantic City headquarters of the Brunswick Co. on the Boardwalk with J. E. Henderson, record sales manager of the Chicago headquarters, and sales promotion representatives O. P. Harris and Sydney Schwartz, also of the Chicago staff, presiding on the speakers' platform. Branch Manager Edward E. Neil and Panatrope Division Manager George A. Lyon, of the Philadelphia offices, and R. J. Bowell, of the Baltimore division, will also be among the leaders in outlining the sales campaign plans for their respective territories at the shore meeting. Visitors to the Philadelphia headquarters pre-

(Continued on page 94)

YOU SHOULD NOW BE READY

For your needs during the balance of this year. Victrola sales have improved and Victor Record sales have gone forward with leaps and bounds.

You can only reap the full reward that should be yours by having the merchandise the public will demand.

THIS IS A VICTOR YEAR

Philadelphia Victor Distributors, Inc.

835 Arch Street

Philadelphia

The ^{NEW} RADIO SECTION

OCTOBER 3rd, 1927

SANDAR Spells SUCCESS

Dealers and fans alike continue to register approval of the new Sandar Speaker in no uncertain terms, and we're hard put to it to keep ahead of the demand. Sandar's exceptionally low price, \$27.50—lower, in fact, than any other licensed speaker of its size—combined with its uncanny receptivity and attractive appearance, has made it a universal and immediate success. It has realized fully, of course, the downright popularity it introduced it a few months ago. Sandar spells success.



SANDAR

Sandar's exceptional reception in any other licensed speaker is uncanny reception universal and i

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Still a Headliner

Licensed under Lektophone Patents

SANDAR has been big news for more than a year, since it first appeared in the speaker field, and its sensational success has kept it constantly in the radio headlines.

Measuring up to the highest standards in performance and appearance, Sandar's exceptionally low price, \$27.50—the lowest of any licensed speaker of its size—has given it added appeal in the eyes of dealers and fans all over the country.

Now the Sandar Junior, recently introduced and retailing at \$16.50, bids fair to duplicate the great first year record of its senior, and despite its youth is already riding on the crest of a wave of widespread popularity.

Sandar franchises are still available in certain territories—they offer splendid opportunities for steady, sustained profits—write TODAY for terms and full information.

SANDAR SPEAKER

SENIOR Model \$27⁵⁰
(No. 25)
West of the Rockies \$30⁰⁰
3/4
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)

paratory to the Atlantic City conferences were General Sales Manager R. W. Jackson and J. E. Henderson.

Columbia-Kolster Combinations Received

As the October days bring about a renewal of activities in the local offices of the Columbia Phonograph Co., the management announces the display of samples of the new Columbia Viva-tonal Kolster Electric Reproducing phonograph. Those dealers who already have viewed the new model have been placing generous orders in anticipation of a big sales record for the Autumn and holidays. Initial orders on the Two Black Crows records marked "3 and 4 April 1" have exceeded expectations, and daily the popularity of this recording is being demonstrated by continued interest and large sales for future deliveries. Trade associates and friends of Joseph T. Callahan, Philadelphia sales representative of the Columbia Co., are extending congratulations upon a new arrival to the family circle. She weighed nine pounds and arrived September 27.

Experiences Demand for Victor Line

With a prominent display of the Nut Cracker Suite from the Red Seal Album Series now being featured by the Victor Co. the J. Ralph Wilson Stores at 929 North Broad and 5528 Germantown avenue have been enjoying increased sales on the noted Russian classic. There also has been an extensive demand for the No. 40 Model Orthophonic, which appears to be a popular Fall seller. The Wilson Co. now has an attractive store in the Germantown district, having removed from 5439 Germantown avenue to the present quarters at 5528 Germantown avenue.

Leading Dealers Add Mohawk Line

The Mohawk radios, distributed by the firm of Peirce & Phelps, now are among the prominent stocks in the radio department of the leading central city stores. Among the large stores handling these are the John Wanamaker and Lit Bros. department stores and H. A. Weymann & Son, Cunningham Piano Co. and B. B. Todd and other leading music houses. Other types of radio that are being featured by leading stores and sold through this distributor are the Crosley and the Sonora radio combinations. A tremendously popular Fall article in the way of radio equipment which this wholesaler is now featuring are the Newcomb-Hawley Air Column Speakers in the three styles, to retail at \$65, \$75 and \$85. The \$75 model is the most sought because of its additional compart-



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



ment for the accessories. This compartment is also combined with central doors in the higher-priced model.

Dempsey-Tunney Fight Sold Radios

The Dempsey-Tunney fight was a big asset to the radio dealers and distributors during the past month. It aided in the stimulation of sets for the big fight later in the month, and since then orders have been mounting. The Penn Phonograph Co., distributor of the Fada and Zenith, was cleaned out of all available sets for the big fight, and since that event passed into history the shipments from the factory have been sent on their way to the dealers just as fast as they arrive at the headquarters.

J. A. Fischer Co. Speeds Production

While the Autumn needs of the dealers are bringing into the headquarters of the J. A. Fischer Co., 730 Market street, a widely scat-

tered demand for the Valley Forge Main Springs and parts the factory is being placed on wider range of operation in order to speed up production. The Val-Phonic reproducer has been heavily ordered by dealers in all parts of the country for the modernizing of old machines and the attachment to the present-day types. Irving F. Epstan, of the firm, left last week for a tour through the South and West.

Girard Phonograph Co. Adds to Lines

Having taken over the distribution of the Bosch radio sets a few weeks ago the Girard Phonograph Co. has augmented the radio department by the addition of the Murdock types, for which the firm now is wholesale representative in this territory. The new Edison phonograph is proving popular. The new Edison is being featured in the central city store of the Ludwig Piano Co. under Manager Charles Luedeke.

Lang Co. Opens Branch

The Lang Piano Co., with three stores, and headquarters at 1204 Columbia avenue, has opened this week the newest of its branches at 1504 South street. While a general line of musical merchandise will be carried there will be among the wares a line of Okeh and Columbia records and machines. Maurice Lang will be in charge.

Park Executives Hear Auditorium Speaker

There was shown at the Benjamin Franklin Hotel during the late September days when the Park Executives' Association met in annual convention the Auditorium Loud Speaker unit of the Orthophonic demonstrated under the Victor Co.'s direction. Throughout the day concerts were given for the benefit of the Park Executives from all parts of the nation, while a representative of the Victor Co. remained at the hotel to give information of the Park concert possibilities of the Orthophonic.

Radio Rodeo a Huge Success

From the practical business project to the gamut of a broad amusement enterprise the Philadelphia Radio Rodeo proved to be one of the most popular shows ever held in the annals of the industry. During the week of September 12 the Commercial Museum was daily thronged with crowds of people showing deep interest in the newest of 1928 models of radio that will be featured in trade circles this Winter Season.

(Continued on page 96)

"Trilling & Montague, wholesale radio merchandisers, Philadelphia, are recognized as one of the few wholesalers actually giving dealers service with a capital 'S'."—A TALKING MACHINE PUBLICATION

DISTRIBUTORS FOR



GROSLLEY

KOLSTER



Radiotrons

Acme Products
Amperite
Balkite
Bremer-Tully
Burgess Batteries
Carter
Dubilier

Durham Power Units
Eagle Chargers
and Power Units
Exide Batteries
Farrand
Federal-Brandes
General Radio Co.

Hammarlund
Hartford Battery
Heath
Jewell Meters
Kodol
National Products
Peerless
Sangamo

Silver-Marshall
Sterling Meters
Stewart
Timmons
Tower's Products
Weston
Yaxley
and many others

Write for our 1927-28 Catalog

TRILLING & MONTAGUE

WHOLESALE RADIO MERCHANDISERS

N. W. Corner 7th and Arch Sts. "Grow With Us"

Philadelphia, Pa.

Here's Why the Junior Makes Any Portable Better—

THE new improved Junior Motor is the smaller edition of the famous Flyer Motor. It is the ideal motor for smaller, lighter portable phonographs because—

Made Like a Watch

Every part is made of the finest materials, as precisely made and as carefully inspected as though it were for a fine watch. Gears are cut on special gear-hobbing machines. These machines make gears so much better, so much more true than has ever before been possible that large concerns in many lines are asking us to cut gears for them. This is cited only as an example—every part of the Junior is made with the same unusual care and precision.

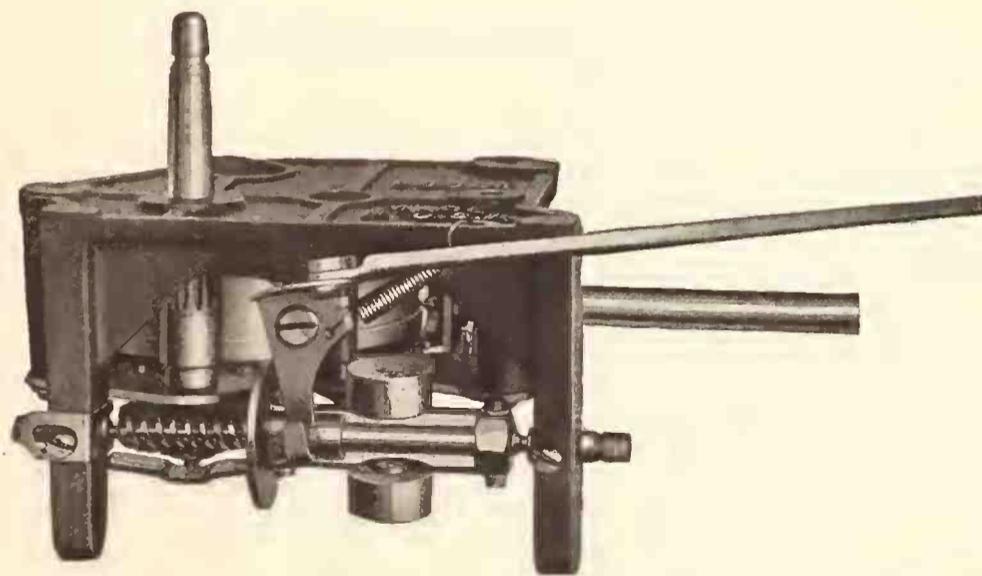
Noiseless

Before it can come to you in a portable, a Junior must pass the Listening Test. It is run without a record, on a special sound box which magnifies any sound many times. If either of two experts can notice the slightest sound, the entire motor is rejected.

Exclusive Design

The Junior is the result of 12 years' experience in motor design and manufacture. Only the Junior (and its bigger brother, the Flyer) can offer the sturdy construction, the freedom from vibration and noise, the long life which these motors assure.

No wonder the great majority of all portables sold are equipped with Junior or Flyer Motors. Dealers know that these motors mean easier sales, more satisfied customers and no returns.



The
GENERAL INDUSTRIES CO.
ELYRIA, OHIO
Formerly named The General Phonograph Mfg. Co.
Makers of Precision Products for a Quarter of a Century

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 94)

This year's exhibit was marked by the personal appearance of noted radio stars who gave nightly performances at the Museum, and who attracted the thousands of visitors that left the purely commercial side a matter of business contact with the various firms congregated in the displays, and the promotion of interest in the newest sets, with sales prospects to be developed in the future, as no orders were taken on the floor of the showrooms. The absence of the commercial interests between the exhibitors and the visitors through floor sales made for a keener attention on the part of the public who felt at liberty to examine the various models of 1928 radios without fear of being pressed for orders and thereby livened the attendance throughout the week.

In this 1927 exhibit Executive Secretary Laurence Nixon and General Manager H. E. Bennet brought before the public all the newest devices in the way of radio developments for the new year. More than 100 firms and affiliated industries were represented in the booths.

Among the exhibitors were Acme Apparatus Co., All-American Radio Corp., Apex Electric Manufacturing Co., Atwater Kent Manufacturing Co., Central Radio Stores, Chadwin Radio Co., L. B. Clark, distributor; Electric Storage Battery Co., Elliott Lewis Electrical Co.

Erla Radio Products, Farrand Manufacturing Co., Inc., Federal Radio Corp., Freed-Eisemann Radio Corp., Charles Freshman Co., Inc., Federal-Brandes, Inc., Minerva Radio Company, Murad Laboratories, Pooley Co., Radio Corporation of America, Samson Electric Co., Sentinel Manufacturing Co., Shamrock Manufacturing Co., Standard Radio Co., Standadyne Radio Corp., Steinite Lab., Sterling Manufacturing Co., Stewart-Warner Radio Products, Strawbridge & Clothier, Sylvania Products Co., Temple, Inc., Timmons Radio Products Corp., U. S. L. Battery Corp., Valley Electric Co., Vitalitone Labs., Zenith Radio Corp., Zetka Laboratories.

Pertinent Information for Dealers

Philadelphia Victor Distributors, Inc., of this city, have supplied their dealers with interesting information regarding Victor releases and Victor artists through "Philadelphia Victor Distributors' Notes," issued periodically.

Wholesaler Makes Record Sales

The sale of more sets in two weeks this year than in the entire last season is the record set by the Rumsey Hardware Co., Philadelphia, according to reports from its sales department. The Rumsey Hardware Co. is wholesale dis-



3 1/4 inches diameter
Patented 1922

Velvaloid Record Brush

Ideal for advertising purposes or resale. Write us for full information.

PHILADELPHIA BADGE CO.

Manufacturers

Philadelphia, Pa.

942 Market Street

tributor for Crosley radio products in the Pennsylvania territory. Rumsey dealers are cleaning their shelves as fast as new stock comes in, and the number of retail customers is increasing daily. Considerable stimulation was apparently given to set buying by the Dempsey-Tunney fight, but radio enthusiasm continues as strong or stronger now that the fight is over.

Victor Featured in Displays

Notable displays of the Victor held during the month were those at the Allentown Fair, Allentown, Pa., and featured by the Werley Piano Co., Thomas Piano Co. and Kramer Music House, all of Allentown. Each had a booth at the Fair Grounds and demonstrated in con-

cerns the Orthophonic along with piano programs. The Aschback Music House gave a novelty advertising feature as its part of the exploitation with special airplane flights over the grounds, while advertising was dropped from the clouds.

Red Seal Record Publicity

Philadelphia Victor Distributors, Inc., of this city, are mailing to Victor dealers a series of pen-and-ink cartoons featuring sales ideas. A recent issue of this series features the Nutcracker Suite of Tchaikowsky, played by Leopold Stokowski and the Philadelphia Symphony Orchestra, the first of this type of Red Seal advertising.

Philadelphia Victor Dealers Meet to Launch S.R.O. Red Seal Record Sales Drive

Philadelphia Victor Distributors, H. A. Weymann & Son, Inc., With Co-operation of Victor Talking Machine Co., Sponsor Meeting at Ritz-Carlton Hotel—Sales Plan Outlined

With the co-operation of the Victor Talking Machine Co., the Philadelphia Victor Distributors and H. A. Weymann & Son, Inc., have been furthering the S. R. O. Red Seal Sales Plan, which was launched this month throughout the country by the Victor Co.

The first dealers' meeting was arranged for in Philadelphia on September 15 at the Ritz-Carlton Hotel and was largely attended by Victor dealers and sales organizations in Philadelphia and surrounding territory.

H. H. Murray, chief engineer of the service department of the Victor Co., made the opening address, in which he outlined the importance for dealers, in their own interest, to service the Orthophonic Radiola and Electrola-Radiola combination Victor instruments and to have the thought in mind that the instrument sold to their customer was practically on exhibition and when giving entire satisfaction was the best publicity possible for future sales to prospective customers.

Victor Moore, of the Victor Co., outlined

the national sales plan and explained details of the contents of the S. R. O. book.

Lew Morgan, of the Victor Co., presented the initial showing of the new Electrola-Radiola style 9-25.

Louis Buehn, of the Philadelphia Victor Distributors, and Harry A. Weymann, of H. A. Weymann & Son, Inc., both made short addresses assuring those present of the jobbers in Philadelphia being 100 per cent behind the S. R. O. sales plan.

The following Monday evening the S. R. O. meeting was held in Lancaster, Pa., at the Hotel Brunswick; Tuesday evening in Harrisburg, at the Hotel Penn Harris; Wednesday evening in Sunbury, at the Hotel Neff, and in Reading on Friday, at the Hotel Berkshire.

Dealers from nearest surrounding territory and their sales organizations attended these meetings and all evinced keen interest in the address made by Arthur Wertheim, of the Victor Co. Harry W. Weymann, in closing the meetings at Lancaster, Harrisburg and Sunbury, expressed the appreciation of the Philadelphia Victor Distributors and H. A. Weymann & Son, Inc., for the interest manifested and assured those present that the jobbers in Philadelphia were 100 per cent behind the S. R. O. sales plan.

Lew Morgan, of the Victor Co., joined Arthur Wertheim at the meeting in Reading. Charles Bahls and William Doerr represented H. A. Weymann & Son, Inc., and Harry Ellis represented the Philadelphia Victor Distributors at all the meetings.

Oriental Loud Speaker Co. Moves to Larger Quarters

Enjoying a steady increase in business, the Oriental Loud Speaker Co., manufacturer of the Oriental speaker, recently moved into new quarters at 238 Sixth avenue, New York, which provides more than 15,000 square feet of manufacturing space.

M. L. Borris, executive head of the organization, states that the novel appearance of the Oriental speaker, combined with its tone quality, has aroused a great deal of interest in the trade and volume production is under way. Mr. Borris says that several large retail outlets have proposed to take the entire output of speakers on an exclusive basis, but the policy of the Oriental Loud Speaker Co. based on sales through jobbers and dealers on a national scale will be continued in effect.

S. R. O.

"Standing Room Only"

Thousands of Americans stand in line patiently for hours waiting to pay high admission prices to concerts and operas. Thousands are turned away disappointed. "Sold out." "Standing room only."

America's enthusiasm for the best music has an especial significance for all of us who sell Victor Talking Machines and Records.

Capitalize on the sales-plan outlined in the S. R. O. book.

H. A. WEYMANN & SON, INC.
1108 Chestnut Street - Philadelphia, Pa.

Victor Wholesalers



MODEL 400
List Price \$35
(Including Crosley Musicone)

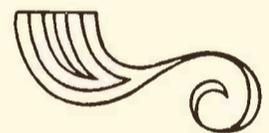


MODEL 410
List Price \$85
(Including Crosley Musicone)



MODEL 405
List Price \$65
(Including Crosley Musicone)

AUTHORIZED CROSLEY CABINETS



CROSLEY DISTRIBUTORS are finding a *new market of opportunity* with these beautiful art furniture radio cabinets. Dealers everywhere are selling the merchandise quickly and at a *real profit*. And the vast factories of the manufacturer are delivering 2000 cabinets per day to serve them well.

There's a real policy and organization behind the striking success of these attractive products. The H. T. Roberts Company, presenting them, is composed of a group of recognized specialists in the production of radio furniture and radio musical instruments. A group of men, who from actual experience, understand the needs of the trade, and are able to develop merchandise for you with a quick, profitable market before it.

If you aren't selling "Authorized Crosley Cabinets" now, send today for free, illustrated catalog, and we will gladly put you in touch with your nearest Crosley Jobber.

And other Distributors, not handling Crosley, will be more than interested in our new line of distinctive cabinets *for selected Jobbers*. Write today for attractive, free catalog.

*All Roberts Products are Fully Guaranteed
in Workmanship and Materials.*

H.T. ROBERTS CO.

Executive Offices
1338-40 S. Michigan Ave.
Chicago

New York Offices
33 W. 42nd Street
New York City

Exclusively representing
factories with assets
over \$20,000,000



THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 96)

Pittsburgh Holds Annual Radio Show

More Than 140 Exhibits Shown in Duquesne Garden During Exposition—Buying Public Shows Interest in New-Type Phonographs

PITTSBURGH, PA., October 8.—Marked interest is being taken by the buying public in the new models of the Victor, Brunswick, Edison, Columbia and Sonora lines, with the fact being emphasized that the buying factors are more than ever interested in new models of the best and most advanced type.

Radio dealers agree that radio receiving sets are finding a ready sale, it being noticed that the large majority of the buyers are more interested in obtaining a high-grade receiving set than any other kind.

Leading Lines Exhibited at Radio Show

The outstanding event of the season here was the Second Annual Radio Show that was held in Duquesne Garden, October 3 to 8. There were over 140 exhibits in a floor space of 30,000 square feet. Among the local exhibitors were the Standard Talking Machine Co., Kaufmann-Baer Co., W. F. Frederick Piano Co., Schroeder Piano Co., Volkwein Bros. and the Esenbe Co.

The O-M-C Supply Co., distributor of the Bosch radio line, had a fine display of five new models. An assortment of Atwater Kent radio receiving sets were displayed by the Esenbe Co., the local distributor. The new A. C. receivers of the Stromberg-Carlson Co., including the Stromberg-Carlson radio-phonograph combination, came in for a generous share of the attention of the visitors. J. A. Williams & Co. and the Allied Electric Supply Co., distributors of the Freed-Eisemann line, joined in a very fine display of these sets.

Much interest was also taken in the new Freshman Electric radio, "Freshman Equiphase," shown by the local distributors, the Cameradio Co. The Pittsburgh Auto Equipment Co., distributor of the Eveready radio batteries, Philco batteries and Farrand speakers, had a fine showing of the three lines. The same firm is also the local representative of F. A. D. Andrea, Inc., and the showing of the Fada radio sets was one of the most elaborate seen at the show. The new Winthrop style



ZENITH
and
FADA
Radio

PATHEX Cameras and Projector

Radio Accessories

Penn Phonograph Co.
913 Arch St. Philadelphia

of the Splitdorf radio was displayed by the Jackson Motor Supply Co. A full line of the Crosley radio sets were shown by the U. S. Radio Co. of Pennsylvania, Inc., distributor. The corporation also handles the Shamrock radio sets, which were shown.

One of the most attractive displays at the show was that of the W. F. Frederick Piano Co., exclusive Zenith distributor. There were sixteen Zenith models shown, priced from \$100 to \$2,500. The firm also had a showing of the new Orthophonic Victrola and other new Victor models. George H. Rewbridge was in charge of the display. The RCA line of Radiolas was easily one of the outstanding features of the show. The Schroeder Piano Co., in addition to a display of Radiolas, also had a showing of the Brunswick Panatrope and Brunswick records. George Schroeder, Jr., vice-president of the firm, was in charge of the display.

I. Goldsmith Optimistic Over Outlook

I. Goldsmith, president of the Playertone Talking Machine Co., is very enthusiastic concerning the outlook for Fall and early Winter business for the fifteen new models of the Playertone. Mr. Goldsmith stated that there was a marked trend on the part of the buying public to popular-priced console and consolette models. He stated that the four factories engaged in producing Playertone products are co-operating in a most gratifying manner with the company's dealers. M. L. Levenson, secretary and sales manager of the company, stated that the sales for the past few weeks for the Playertone line were very satisfactory and that he was looking forward to a marked improvement in business later in the year. The most popular sellers of the Playertone console styles

are the Sonnet, the Saxophonic, the Grand, the Model 175-B and Model 90-5.

Brunswick Dealer Renovates

The J. M. Hoffmann Co., Brunswick dealer, has just completed a rather extensive renovation of its first floor. A new mezzanine floor has been added and will be utilized for the further display and demonstration of Brunswick phonographs and records. Theodore Hoffmann, treasurer of the company, stated that Fall business was off to a good start.

The new Brunswick Panatrope installed in Donahoe's Cafeteria, one of the largest in the State, seating over 2,500 persons, is growing in popularity. The Brunswick was obtained to supplement the orchestra that furnishes music twice daily.

A Profitable Market for Dealers

A number of small restaurants, tea rooms and other eating places operated along highways frequented by motorists in western Pennsylvania are finding it to their interest to install phonographs and to keep on hand a supply of records, mixed, classical and popular. At many of the tea rooms the patrons are allowed to operate the talking machines. In others there is an attendant who takes care of the phonograph and plays the records as they are requested. This has been the means of stimulating business. One owner of a tea room near Altoona stated that he noticed a sharp upward trend in his business within a week after he had installed a Brunswick Panatrope. Another dealer close to Uniontown has a new Orthophonic Victrola that he finds is a good business bringer. The Summit House, a noted resort on the National Highway, outside of Uniontown, has had for some time an Orthophonic Victrola that is popular with patrons.

Cambridge Firm Starts Suit

HARTFORD, CONN., October 4.—The Raytheon Mfg. Co., of Cambridge, Mass., recently filed suit in the Second Circuit Federal Court, in this city, against the Southern New England Electric Co. for selling tubes which it claimed infringed upon Raytheon patents. The tube sold by the Southern New England Electric Co. was the Majestic tube used by Grigsby-Grunow-Hinds in Majestic power units, and which tube, it is stated, is manufactured for the latter company by the Q R S Music Co.

Mrs. Max L. Goldbert Dead

Max L. Goldbert is receiving the condolences of his many friends in the talking machine trade on the death of his wife, Dorette Kendis Goldbert, who died the latter part of last month at the Memorial Hospital. Mr. Goldbert was formerly prominent in the talking machine jobbing and manufacturing business.

Window Display for Dealers

The Crosley Radio Corp. has recently released a new window display, called "The Big Top," for its dealers. The display, in full colors, represents a huge circus tent, in front of which are posters representing football games, grand opera, championship fights, baseball, etc.

Nowhere Else in the "World"



The Castilian Model 192

Can You Find Radio Cabinets Like These

"Positively Foremost" has always been the "PIERSON SLOGAN." The continued growth of our business to where we are now serving thousands of America's Finest Stores is the best evidence of how we have always maintained our slogan in Practice.

You can search the "World" over for better cabinets and you cannot find them. Why are we not serving you?

WRITE NOW FOR CATALOG OF COMPLETE LINE

THE
PIERSON COMPANY
Rockford, Ill.



Manufacturer of PHONOGRAPH AND RADIO CABINET HARDWARE AND METAL SPECIALTIES <i>Samples for the asking</i>		Including the Popular NONSPILL NEEDLE CUP the COVER of which STAYS OPEN and "snaps" CLOSED <i>Prices on request</i>
155 Leonard Street Near the New Court House New York, N. Y.		

Brunswick Co. Releases First Sets of "New Hall of Fame Symphony Series"

Six Sets of Complete Symphony Classics and Extended Instrumental Works Recorded in Europe by Famous Musicians in First Release—Supplied in Beautiful Albums

The record department of the Brunswick-Balke-Collender Co., after devoting a great length of time to research and investigation, released on October 15 the first six sets of what is known as the "New Hall of Fame Symphony Series." These are recordings of complete symphony classics and extended instrumental works, recorded in Europe by famous musicians. Included in this list are Ein Heldenleben (A Hero's Life), composed by Richard Strauss and played by the Orchestra of the State Opera of Berlin, conducted by the composer, Richard Strauss, and the Richard Strauss Intermezzo, which is also conducted by the composer, and various compositions by Beethoven, Mozart, Rheinberger and Handel, conducted by Wilhelm Furtwaengler and Richard Strauss.

These records are in sets of from three to six twelve-inch records, which are supplied in beautiful artificial leather record albums, and with each set there is an explanatory booklet in which the particular composition is completely described so that the listener can follow the action of the music in perfect sympathy. These booklets are the work of Felix Borowsky, famous composer, musician and conductor, former president of the Chicago College of Music, and at present director of the Civic Music Association of Chicago, and program annotator for the Chicago Symphony Orchestra. Into each of these booklets Mr. Borowsky has injected the fruit of years of research in the musical field. He has made so thorough a study of the various composers and their works that his descriptions are said to be most accurate and complete.

A complete list of the first release of Brunswick Album Sets includes the following: Album No. 1.—Ein Heldenleben (A Hero's Life) by Richard Strauss—conducted by the composer. This album consists of five double-faced records, electrically recorded, and it is expected to be the most popular of the initial release. It

is a work not previously issued in this country and is a long symphonic composition generally known as "Symphonic Poem" or "Symphonic Picture." The work is divided into six divisions, and the complete story is interestingly told in the explanatory booklet which accompanies each album. A most interesting feature is that this composition is supposed to reflect the life of the composer, Richard Strauss, and is generally considered one of the greatest musical compositions ever written. Played by the Orchestra of the State Opera, Berlin.

Album No. 2.—Beethoven, Symphony No. 5 in C Minor. Played by the Philharmonic Orchestra of Berlin, conducted by Wilhelm Furtwaengler, the famous conductor who is well known in this country through his association with the Philharmonic Orchestra of New York. Five twelve-inch double-faced records. The Fifth Symphony is generally acknowledged to be Beethoven's most popular symphony and is one of the most beautiful of all symphonies ever composed. The rendition is brilliant and different from other available recordings and represents the finest recording and interpretation of this symphony yet to appear on records. Since the symphony requires only nine sides, the tenth side is given over to the Duet in E Flat Major for viola and violoncello, played by Paul and Rudolf Hindemith, famous modern German musicians.

Album No. 3.—Beethoven, Symphony No. 7 in A major, played by the State Opera Orchestra of Berlin, conducted by Richard Strauss. This is another of the German master's most popular symphonies and expresses the jubilation of Germany at being delivered from the yoke of Napoleon. This is the symphony which Richard Wagner declared to be the "Apotheosis of the Dance." Four twelve-inch double-faced electrically recorded records. The Allegretto in A Minor, the theme of which, played pizzicato on the strings, is one of the most pleasing movements of this work.

Album No. 4.—(A) Richard Strauss, selections from the Opera Intermezzo. (B) Richard Strauss, waltz from the opera, Rosenkavalier (The Knight of the Rose), played by the State Opera Orchestra of Berlin and conducted by the composer, Richard Strauss. Three twelve-inch double-faced electrically recorded records, selections from Richard Strauss' most recent opera, Intermezzo, performed for the first time about two years ago in Germany, are recorded on two records and the delightful waltz from the popular Rosenkavalier (The Knight of the Rose), an opera frequently performed by the Chicago Civic Opera and the Metropolitan companies, is also given the composer's own interpretation. These compositions also appear for the first time in this country on records.

Album No. 5.—Mozart, Jupiter Symphony C Major No. 41 Op. 551 (Kochel), played by the State Opera Orchestra, Berlin, conducted by Richard Strauss. Four twelve-inch double-faced records electrically recorded. This symphony, so-called Jupiter, was not so named by the composer, but was a title later given to it to distinguish this work as being to the symphonies of its time what Jupiter was to the Gods. This was the last and probably the greatest of Mozart's symphonies and one of the greatest of the classical symphonies.

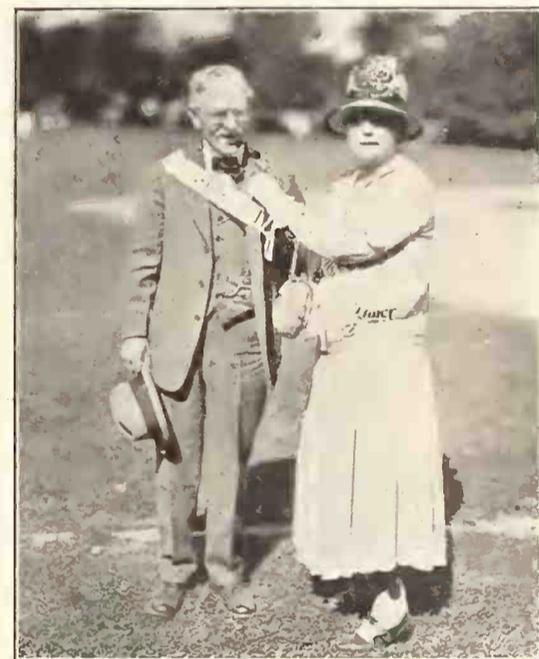
Album No. 6.—Jos. Rheinberger, Organ Concerto Op. 177, organ solo with orchestra, played by Walter Fischer of the Berlin Cathedral. Three double-faced electrically recorded records. (B) Handel, Organ Concerto No. 4 Op. 4, organ solo with orchestra, played by Walter Fischer. Two twelve-inch double-faced electrically recorded records. For the first time on records, complete Concertos for organ and orchestra are recorded completely. Jos. Rheinberger, the famous old organ master, and Handel, one of the greatest classical composers, are represented in these two Concertos. The organ is played in these works by Walter Fischer, one of the most prominent European organists, and recorded in the Berlin Cathedral with complete orchestral accompaniment.

These sets are expected to be welcomed by music lovers, musicians and collectors of records.

Edison Old-Timers Are Honored on Field Day

ORANGE, N. J., October 1.—Age and youth shared the spotlight at the second annual field day of the Edison Industries' Athletic Association, held at Colgate Field, West Orange, N. J., on Saturday, September 17, and witnessed by several thousand people.

Age held the stage in a parade of more than a hundred "Edison Old-Timers," employes



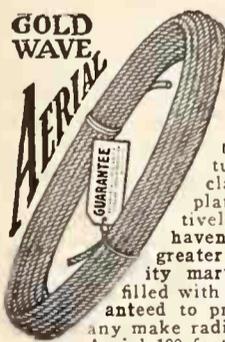
Mrs. Thos. A. Edison Pinning Rose on Lapel of W. H. Meadowcroft, Personal Assistant to Edison and Forty-six Years With Inventor

whose connection with the company started at least twenty-five years ago. Youth held the spectators' attention in the running off of the field day competition between the various branches of the industries.

Thomas A. Edison was to have shaken hands with all the veterans but was unable to attend, his place being taken by Mrs. Edison and their son, Charles Edison, president of the industries.

Each "old-timer" received a rose from Mrs. Edison, while Charles Edison presented to each a life membership in the Edison Athletic Association. The dean of veterans is Joseph F. McCoy, who has been with Mr. Edison since the latter's experimenting days at Menlo Park. His services stretch back over forty-seven years, one more than those of William H. Meadowcroft, personal assistant to the great inventor.

At the conclusion of the presentations athletic events were held between the various divisions of the Edison industries.



Make this Amazing FREE TEST!

Will you prove at our risk that the famous Gold Wave Aerial actually does the amazing things we claim? Will you test this triple gold-plated aerial 10 days and prove positively that it will give you stations you haven't before received?—Bring in far greater distance!—Improve tone and quality marvelously! This aerial of gold is filled with conductivity—it draws and is Guaranteed to produce these remarkable results on any make radio set. 7 strands—gold triple-plated—Aerial 100 feet long. Installed in or outdoors like any other aerial.

Send No Money

If your dealer can't supply, send name and address. Pay postman only \$4 plus few pennies postage. Use 10 days. If not amazed and delighted your money refunded at once. Learn at our risk why thousands of radio owners and even broadcasting stations use it with better results. All radio engineers recommend it. Now sold in all European countries. Don't wait!

LUXEM & DAVIS MFG. CO.

Dept. G-10 6229 Broadway, Chicago

Distributors, Jobbers, Dealers, Agents, write for liberal discounts and generous proposition. Fastest radio seller in market. Exclusive territories.



NO MORE "LEAKING"
 Wonderful Tufglass All-Weather Antenna Insulator is sensation everywhere. Positively resists temperature changes. Cut out grind and squeal! Stops "leaking"—Corrosion-proof—91,000 volts high frequency resistance. Only 35 cents! Buy now and enjoy better reception than ever before possible.

Latest Summary of Exports and Imports of "Talkers"

Figures on Exports and Imports of Talking Machines and Records for August—General Increase Over the Year Previous

WASHINGTON, D. C., October 8.—In the summary of exports and imports of the commerce of the United States for the month of August, 1927, the following are the figures bearing on talking machines and records.

The dutiable imports of talking machines and parts during August, 1927, amount in value to \$53,368, as compared with \$75,396 worth which were imported during the same period of 1926. The eight months' total ended August, 1927, showed importations, valued at \$426,223; in the same period of 1926, \$364,741, a very substantial increase.

Talking machines to the number of 14,429, valued at \$552,188, were exported in August, 1927, as compared with 8,328 talking machines, valued at \$249,502, sent abroad in the same period of 1926. The eight months' total showed that we exported 87,017 talking machines, valued at \$3,291,830, as against 67,176 talking machines, valued at \$2,051,451, in 1926.

The total exports of records and supplies for August, 1927, were valued at \$279,382, as compared with \$180,894 in August, 1926. The eight months ending August, 1927, show records and accessories exported valued at \$1,911,761, as compared with \$1,419,942 in 1926.

The countries to which these machines were sent during August, and their values were as follows: Europe, \$20,244; Canada, \$11,384; Central America, \$35,311; Mexico, \$65,377; Cuba, \$20,017; Argentina, \$85,264; Brazil, \$41,481; Chile, \$62,353; Colombia, \$49,220; Peru, \$10,618; Other South America, \$56,731; British India, \$1,851; China, Hong Kong and Kwantung, \$11,965; Philippine Islands, \$6,366; Australia, \$19,523; New Zealand, \$8,586; British South Africa, \$5,127; Other Countries, \$40,770.

Shamrock Radio Receivers for Air Transport Planes

The Shamrock radio receiver has been selected by the Intercity Air Transport Co., Inc., as standard equipment in its airplane service between New York, Cleveland, Montreal, Chicago and Southern points, for the entertainment of

passengers enroute. Nate Hast, general sales manager of the Shamrock Mfg. Co., states that the Shamrock receiver functions perfectly in the airplanes and was selected by the Intercity Co. because it did not pick up outside noises and the roar of the airplane motor had no effect upon reception.

Incidentally, Mr. Hast traveled from Newark to the Chicago radio show in one of the Intercity passenger planes, and among his baggage were two of the latest Shamrock models.

Latest Talking Machine and Radio Patents Granted

Phonograph Record. Arthur A. Johnson, Bridgeport, Conn., assignor to the Dictaphone Corp., same place. Patent No. 1,641,142.

Phonograph. Joseph N. Pepin, Chicago, Ill. Patent No. 1,641,291.

Synchronized Attachment for Phonographs. Frederic H. Strom, St. Paul, Minn. Patent No. 1,642,702.

Phonograph. Burdette Stump, Denver, Col. Patent No. 1,643,228.

Repeating Device for Phonographic Records. Sydney M. Bookman, New York, N. Y. Patent No. 1,643,369.

Phonograph Record. Newman H. Holland, East Orange, N. J. Patent No. 1,643,770.

Radio Receiving System. Chester W. Rice, Schenectady, N. Y., assignor to the General Electric Co., New York, N. Y. Patent No. 1,640,427.

Rectifying Radio Shield. Tom Moore, Cincinnati, O. Patent No. 1,641,395.

Loud Speaker. Charles W. Peterson, Detroit, Mich. Patent No. 1,643,029.

Radio Device. George R. Anderson, Rockford, Ill. Patent No. 1,643,290.

Device for Supporting Radio Parts. Meyer Seligman, New York, N. Y. Patent No. 1,643,319.

Radio Aerial Pole and the Like. William H. Woodin, Jr., Painfield, N. J. Patent No. 1,643,689.

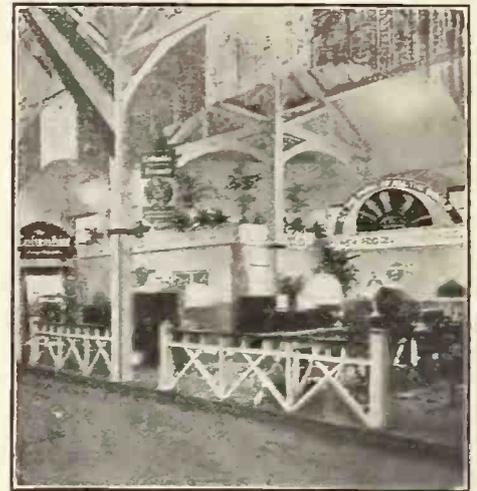
Loud Speaker. Joseph Slepian, Swissvale, Pa., assignor to the Westinghouse Electric & Mfg. Co., a corporation of Pennsylvania. Patent No. 1,643,791.

Fada Set Delights Visitors

Through the courtesy of the Blackman Distributing Co., Inc., a handsome Fada receiving set was one of the attractive entertainment features at the headquarters of the Carpet & Rug News in the Textile Building, New York, where Alexander Smith & Son's Carpet Co.'s rug and carpet auction sale, which has just closed after a week's activity, attracted an army of buyers from all parts of the United States. During the broadcast of the World Series interest in the results of the games was at high pitch, and visitors were most appreciative of the thoughtfulness and courtesy of the staff of the Carpet & Rug News.

Columbia Phonographs in Canadian Music Exhibition

This spacious and tasteful display shows the Columbia Phonograph Co.'s exhibit at the 1927



Canadian Music Show

Canadian National Music Exhibition in Toronto, at which attendance totaled the amazing number of almost two million people.

Metropolitan Bosch Distributors Visit Bosch Plant

Members of the sales staff of the Progressive Musical Instrument Corp., New York, and the



Bosch Distributors Visit Plant

Wholesale Radio Equipment Co., New York, and Newark, N. J., recently assembled at Springfield, Mass., for a conference with executives and sales representatives of the American Bosch Magneto Corp. The gathering is pictured herewith. Inspection of the Bosch plant and a discussion of sales promotion plans featured the meeting.

Excelda Portable Phonograph Placed on Market

The Excelda portable phonograph, having the outward appearance of a camera, has just been placed on the market by Thorens, Inc., New York, American branch of Hermann Thorens, Ste. Croix, Switzerland. The Excelda plays with one winding a twelve-inch record and has an exceptionally pleasing tone as well as satisfactory volume, according to the manufacturers. It is equipped with the Thorens wormgear motor, Excelda soundbox and tonearm. Hermann Thorens announced an improved toy phonograph which plays a ten-inch record.

Farrand Executive Sees Improvement in Speakers

Designs of radio loud speakers are more and more becoming attractive to the eye, according to George H. Kiley, vice-president of the Farrand Mfg. Co., builders of cone type speakers.

"Compared with the crude horn type speakers of a few years ago, the present-day reproducer is truly a tremendous step forward both in eye value and ear value," said Mr. Kiley. "The standard types of cone speakers today are so designed that they harmonize with almost any living room furniture."



Model 1221

\$55.00 List

including five foot tone chamber and Utah unit

LIBERAL DISCOUNTS

to the trade can be arranged for

R. C. A., Atwater Kent, Crosley, Fada, Kolster, Bosch and other receivers

Send for complete catalogue

Plymouth Furniture Co.

25 E. Juneau Ave.

Milwaukee, Wisconsin

Walnut veneer and hardwoods, beautifully finished.

Height - - - 40 inches
Width - - - 27 inches
Depth - - - 18 inches

L. J. Chatten of Fada Finds Improved Broadcasting Aids Radio in Far West

Musical instrument dealers represent the backbone of retail distribution of radio in the Far Western States at this time, according to Louis J. Chatten, general sales manager of F. A. D. Andrea, Inc., on his return to headquarters in Long Island City, from a recent 10,000-mile trip in the interests of Fada radio.

"I particularly noted this to be the case in the Seattle territory," said Mr. Chatten. "This was easily discernible in a rapid survey along principal streets of communities I visited and at various dealer meetings. It is nothing to

the discredit of the technician to point out that men whose lives have been spent in merchandising musical instruments, and in many cases their fathers before them, understand the science of selling better than he does as a general rule. Another thing I observed at dealer meetings was certain evidence that music merchants are more and more interested in radio and its retail selling rather than, as in the earlier days, the ex-amateurs who have contributed so much to the technical advance of the art.

"Intercepting a record purchaser and turning a one-dollar to five-dollar sale into a three-hundred-dollar to five-hundred-dollar radio installation is all in the order of the day now at musical dealer establishments where radio is sold. Intelligence, and I particularly mean selling intelligence, is seen in high degree at every dealer-group meeting, and this is a wonderful thing for the future of radio."

Mr. Chatten reports that he found renewed interest in radio in the Far West because of the improved broadcasting conditions there. Local programs paralleling the sponsored features of the National Broadcasting Co.'s Eastern chain are now being broadcast through its West Coast chain. As a result, tonal quality rather than capacity for distance is demanded.

STEADY AS A RIVER'S CURRENT . . . SILENT AS A SUNSET



All Prices are East of Rockies

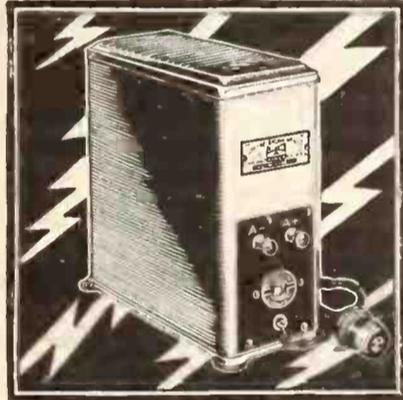
\$27.50
Complete with TUBE
NOTHING Else to Buy

The New Complete GREENE "B" 5-6-7

For all sets of 7-tubes or less. Proved by Comparison! The World's Greatest Radio "B" Socket Power Device at any Price. Compact size, needs less space than Batteries. Nothing to weaken or break down. Never wears out. A dead short-circuit across output-terminals cannot damage it. No liquids or acids. All set-connections plainly marked—all voltages fixed. Requires no adjustment. Yields 35 Milliamperes—135 Volts. Clear, liberal profits for dealers in every sale—no servicing later.

TRY ONE Overnight, in any Test, on any Set, then—if it doesn't sell itself DON'T KEEP IT!

GREENE Leadership in advanced Design insures GREENE Leadership in Sales



The New GREENE Simplified "A" is now priced complete with new improved DRY Rectifier. A 2½ Ampere, 6-Volt Unit for all sets up to 10 Tubes. List..... \$34.50



The New Complete GREENE "B" Hi-Power for all sets up to 10 tubes stands heavy duty service. Companion model to GREENE "A" Unit. Price includes tube. List.. \$30.00

Easily... A YEAR AHEAD in Design and Value!

Now, wherever dealers may be located—in any metropolis or village of the U. S. A.—a GREENE-BROWN Wholesale Distributor is nearby who can demonstrate the finer, unrivalled performance of GREENE-BROWN Power Units for light-socket Radio. See him at once. Learn the difference, and profit—richly. Hear for yourself the reasons-why, in four months' time, this new low-priced line has won nation-wide acceptance.

Enthusiastic dealers from coast-to-coast, were quick to recognize the exclusive sales advantages of GREENE-BROWN trail-blazing in Simplified Installation and Operation. Every dealer at one glance, can see the greater profits in Power Units, automatic and entirely FOOLPROOF—for over-the-counter selling—so easy to connect, any customer can hook-up without expert aid. The sale completes the deal.

Few radio set-owners could qualify as experts. It doesn't take the skill of a radio engineer to bring out the vast im-

provement in tone quality of receiving-sets powered the GREENE-BROWN way. Sharper tuning, with new Volume and Clarity utterly beyond belief—until your own ears prove it—will revitalize the most blasé set-owners' fascination for Radio.

Here are Power Units honestly priced, a model for every set, backed by a Square-Deal Policy. Only qualified dealers are authorized. Sales franchise now limited to uncovered districts. Before too late, request names of nearby jobbers—and full particulars.

SOLD WITH AN ABSOLUTE GUARANTEE

GREENE
POWER **AB** UNITS
Better than Batteries

MAIL OR WIRE

GREENE-BROWN MFG. CO. (Dept. F-4)
5100 Ravenswood Ave., Chicago, Ill., U. S. A.
Please tell us all about GREENE Units.

Name
Address

PIN COUPON TO YOUR LETTERHEAD

TOMORROW'S RADIO POWER FOR TODAY'S ENJOYMENT

Irving J. Westphal Appointed Southern California Brunswick Panatrope Manager

Succeeds Howard L. Brown, Who Resigned Recently—Has Had Wide Experience as Head of Phonograph and Radio Departments of Southern California Music Co.—Succeeded by Herb Fish

Los ANGELES, CAL., October 5.—Irving J. Westphal has been appointed Southern California manager of the phonograph division of the Brunswick-Balke-Collender Co., succeeding Howard L. Brown, who recently resigned this position, which he had held for nearly eight years. Mr. Westphal has been in charge of the phonograph and radio departments of the Southern California Music Co. since 1919, and has met with unqualified success in that position over the entire period. He was selected by General Manager Simpson, of the Brunswick Co., from the number of applicants for the position, and received a wonderful endorsement from the president of the company which he was leaving, namely, Ed. H. Uhl, of the Southern California Music Co. He

received the best wishes from the entire trade, with which he is very popular.

Herb Fish to Head Department

H. H. Fish, assistant manager of the phonograph and radio departments of the Southern California Music Co., has been appointed manager of those departments, succeeding Irving J. Westphal, who recently resigned. Herb Fish is one of the best-known phonograph men in Los Angeles, and has been assistant manager of the phonograph and radio departments of the Southern California Music Co. for several years and is, therefore, well qualified and prepared for his new position.

New Victor Jobbers Optimistic

J. M. Spain, Southern California manager of the California Victor Distributing Co., which

succeeded Sherman, Clay & Co., in the distribution of Victor products in Southern California, is very much gratified with the first month's business, and the prospects for the approaching season in the Southland. Mr. Spain has been very busy in the details of transferring the business from one company to the other, and at the same time has been endeavoring to call on some of the members of the trade.

Radio Show Tremendous Success

Exceeding all expectations and anticipations, the Radio Show Beautiful of 1927 proved a remarkable success. The floor space was much increased through the addition of a pavilion which increased the square footage by 40 per cent. The most gratifying result of the radio show was the large number of sales effected, and prospects secured. There were many expressions of congratulation extended both by the visiting public and the exhibitors themselves. A very interesting instance of direct sales was shown when the Platt Music Co. received a telegram from out-of-town addressed to them at Booth No. 118, Radio Show Beautiful, ordering a Freshman radio set complete.

A-K Sets by Air

On the first ship of the trans-continental air express line which arrived in Los Angeles, was a cargo of Atwater Kent radio receivers and accessories consigned to Ray Thomas, Inc., Southern California distributor of this line. The radio receivers and accessories were immediately rushed to the Radio Show Beautiful in the Ambassador Auditorium and placed upon display in the Ray Thomas booths. Other elements are also employed by Ray Thomas, Inc., in receiving radio. The "Lillian Luckenbach," of the Luckenbach lines, recently arrived at Los Angeles from New York with a cargo of four carloads of Atwater Kent radio receivers and speakers.

Add-A-Tone Superior Reproducer Placed on Market

Unique Reproduction Co. Announces Addition to Line—New Style Suspension Entirely Enclosed Is Feature of Product

The Add-A-Tone Superior, a new reproducer especially designed for portable phonographs, has been added to the line of phonograph accessory products manufactured by the Unique Reproduction Co., New York City. An exclusive feature of the Add-A-Tone Superior is a new style suspension, entirely enclosed, designed by Herman Segal, executive head of the Unique organization. Mr. Segal states that the diaphragm is so protected that it is almost impossible to injure it in any way.

Patent No. 73,448, dated September 13, has been issued by the United States Patent Office at Washington on the Organ-Tone reproducer, also designed by Herman Segal, which was announced to the trade a short time ago and has proved very popular. The Organ-Tone has the distinction of being the only reproducer on the market finished in three colors.

The Unique Reproduction Co. also announces a change in design of the Add-A-Tone Junior reproducer, which is now equipped with a metal diaphragm. The Add-A-Tone Junior has been used by the Carryola Co. on the Carryola Master portable phonograph for many years.

Named Symphonic Distributor

Jacob H. Keen, manufacturer of Keen portable phonographs, with offices at 109 North Tenth street, has been appointed a distributor of the Symphonic reproducers made by the Symphonic Sales Corp. of New York.

A direct high-power radio communication service between the United States and Belgium was officially opened to the public on October 3, according to an announcement by General J. G. Harbord, president of the Radio Corp. of America.



TYPE BA

A remarkable example of what the Raytheon Research Laboratories have accomplished through their study of gaseous rectification. This one tube, when used with the proper circuit, provides a constant noiseless flow from the lamp socket of all radio power to receivers using the standard type 201-A radio tubes in series. All batteries, chargers and outside power equipment are eliminated.

Rating: 350 m.a. at 250 V.
List Price, \$7.50



TYPE BH

An improved Heavy Duty rectifier for radio power service. When used in B-power units it affords an exceptional factor of safety and is the recognized standard in those units designed to supply the type 171 amplifying tube.

Its rugged characteristics make it admirably suited for rectifying (without overloading) the heavy currents needed in the A-B-C-power units supplying special receivers using the type 199 tubes in series.

Rating: 125 m.a. at 300 V.
List Price, \$4.50



TYPE R

Type R, when incorporated in the proper B-power circuits, maintains constant voltage on the 90 and lower voltage taps and greatly improves the voltage regulation on the 180 and 135 volt taps, regardless of variations in either the line voltage or load current. The variable voltage controls can be thus eliminated and the construction of the unit simplified.

Type R can be used in any power unit circuit now on the market employing such a regulator with greatly improved results.

Raytheon, Type R, 90 Volts
60 Milliamperes
Price \$4.00



TYPE A

A simple, compact, unbreakable metal cartridge of revolutionary principle and design. Type A is the efficient rectifier for battery chargers and A-power units.

Rating: 2½ amps.
List Price \$4.50

Battery chargers, A-power units, B-eliminators and complete A-B-C-power units employing Raytheon Long-Life Rectifying Tubes and approved by the Raytheon Research Laboratories can be relied upon for long hours of uninterrupted duty.

RAYTHEON MANUFACTURING CO., Cambridge, Mass.



Raytheon

THE HEART OF RELIABLE RADIO POWER

At Last!—The Practical Automatic Phonograph

THE DAILY ELECTRIC

Plays All Makes of Standard Records

The Daily Electric Automatic phonograph is a decided innovation in that it may be used as an ordinary phonograph, electrically operated, and by simply touching a button, it is instantly converted into an automatic instrument, playing as many records, for as long a time, as the user desires. Another feature of interest to dealers—the Daily Electric plays all standard makes of records.



MODEL 505—\$360
Handsome walnut cabinet. 23 inches deep. 30 inches wide. 45 inches high.

No Magazine to Load

Preparing the Daily Electric for an enjoyable program consumes only a second, as there is no record magazine to fill. The mechanism is guaranteed to be fool proof and there is nothing to get out of order. The Daily Electric brings with it no service problem—it is the answer to it.

Amazing fidelity of reproduction, with no accent on either high or low notes. The complete register is heard in a pure rounded tone. The cabinet work and finish is in harmony with the latest in furniture design and will lend beauty to the surroundings of any home.



MODEL 303—\$260
Walnut Console. 23 inches square. 43 inches high.

The Daily Electric line is complete, with models from \$175 to \$1500, including a coin operated, "nickel in the slot" model at \$350

EXCLUSIVE TERRITORY AVAILABLE

Liberal Discounts—Distributors and Dealers, Write or Wire for Details

Manufactured by

AMERICAN SALES CO.

932 WRIGHTWOOD AVE.

CHICAGO, ILLINOIS

Baltimore Wholesalers and Retailers Report an Excellent Volume of Sales

Broadcasting of Program of Annual Radio Banquet and Dempsey-Tunney Fight Greatly Stimulated Radio Sales—Columbia and Victor Record Sales Campaigns Under Way

BALTIMORE, Md., October 7.—The talking machine and radio trades in this territory have spent an extremely busy September, and are preparing for a Fall and Winter season which, if present indications are fulfilled, will prove the best that has been enjoyed for several years. The broadcast of the Fourth Annual Radio Industries banquet on September 21 and the Tunney-Dempsey fight were responsible to a great degree for the interest in radio, and practically every radio dealer reported increased sales in receivers, accessories and in the number of calls for service. In records the Victor S.R.O. Red Seal record campaign is rapidly getting under way, and Columbia dealers welcomed with open arms the arrival of Parts III and IV of "Two Black Crows," by Moran and Mack, which found a ready market.

A Busy Distributor

Columbia Wholesalers, Inc., report that the second release of the Moran and Mack recording promises to exceed in volume of sales the first recording by these comedians. In the first place, it took time for the record-buying public to become acquainted with the value of the record and its mirth-provoking qualities, but with the thousands that have been sold of the first record, it is simply a case of keeping the supply up with the demand, for everyone that has the first record automatically purchases the second. The radio lines, Fada and Crosley, distributed by this company, have also enjoyed a brisk sale, due to the nation-wide broadcasts of last month. Dealers are also eagerly awaiting the arrival of stock of the Columbia-Kolster Viva-tonal electric phonograph, and predictions that this instrument will be one of the big sellers this season are in order.

Pushing Red Seal Record Campaign

William Biel, secretary of Cohen & Hughes, Victor distributors for this territory, reports great activity in pushing the Victor Red Seal record campaign and in promoting the Gene Tunney Health records. Regarding the first item Mr. Biel said: "Mr. Smith of our organization represented us at the meeting of the Victor dealers held at Charleston, West Virginia,

at which the Red Seal plan was presented, and he reported great enthusiasm among the dealers present. Among the dealers present were the McKee Music Co., of Charleston, and the Kenney Music Co., of Huntington, Mr. Kenney coming over with his entire selling organization of twelve people. A similar meeting was conducted at Roanoke, Va., at which Mr. Mezick represented the company. Among the important dealers at this meeting were the Grand Piano Co., of Roanoke, Mrs. Adams, of the Caldwell-Sites Co., and the Fulwiler Hill Co., also of that district."

Featuring Tunney Records

Cohen & Hughes are arranging an intensive presentation of the Tunney records. They have engaged J. DeWolf, one of the leading umpires in a local baseball league, to demonstrate the records in the windows of the various dealers' stores. During one week during the latter part of last month Mr. DeWolf presented the entire series ten times a day in the windows of Pollack's, Inc., at Howard and Saratoga streets, and aroused interest not only in the Health records but in all of the Victor merchandise presented in the window. An Electrola was used in the window, giving the demonstrator something to work by, and an extra loud speaker was used at the front door so the passers-by knew what was going on. Similar demonstrations have been given in the windows of the Hub Furniture Co., Washington, D. C.; the Levy Page Co., Norfolk, Va.; Talking Machine Shop, Hagerstown, Md., and the Weaver Piano Co., York, Pa. Cohen & Hughes plan to use Mr. DeWolf in a similar capacity on one or two-day demonstrations in Pennsylvania, West Virginia and North Carolina.

I. Son Cohen, president of Cohen & Hughes, is on an extensive trade trip through North and South Carolina, and reports business conditions excellent in that territory.

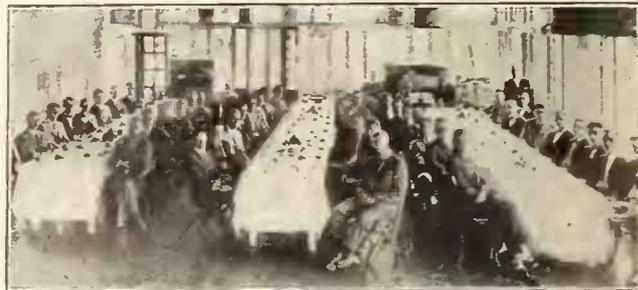
Reports a Record Month

Joseph M. Zamoiski, president and treasurer of the Jos. M. Zamoiski Co., distributor of Radiolas, Zenith receivers, Philco units and Majestic eliminators, reports that the past

Harrisburg Mohawk Dealers Hear 1927-28 Sales Plan

Meeting Sponsored by the Excelsior Auto & Battery Co.—Otto N. Frankfort Outlined Sales Plans for the Coming Year

Radio distributors in practically all sections of the country have found it advantageous to sponsor gatherings of their dealers at which the distributors' merchandise may be properly displayed and described. The accompanying photograph shows a large group of dealers assembled at a meeting of the Excelsior Auto & Battery



Meeting of Mohawk Dealers in Harrisburg Co., Harrisburg, Pa., one of the distributors of the Mohawk Corp. of Illinois. Otto N. Frankfort, vice-president and general sales manager of the Mohawk organization, made a special trip to Harrisburg to address the dealers and to outline to them Mohawk sales plans for the coming year. In his address Mr. Frankfort stated that Mohawk was a pioneer in the one-dial receiver field and would be one of the pioneers of A. C. electric receivers. He predicted that soon 95 per cent of the radio receivers sold in United States would operate from the light socket, but he expressed the belief that that time would not arrive before another year or two.

Harry Meyers, president of Excelsior Auto & Battery Co., in his welcome to dealers, described the rapid growth of his firm and thanked the dealers for their co-operation during the past year. Excelsior Auto & Battery Co., in order to adequately handle the increased business which it is enjoying, recently moved to a new building.

month was the best September in its radio history. The dealers served by the company make similar reports, attributing a major share of the business to the interest in the Tunney-Dempsey fight. The Radio Board of Trade of Maryland established power amplifiers at the Homewood Athletic Field and invited the public to listen to the program. The excellence of the reception proved fine publicity for radio.

Adds Complete Brunswick Line

The M. A. Lease Co., 720 Eleventh street, N. W., Washington, D. C., owner and operator of station WMAL, recently added the complete line of Brunswick Panatropes, Panatrope-Radiolas and Brunswick records to the merchandise it carries. At the same time, arrangements were completed with Washington dealers for the Brunswick Hour of Music which was inaugurated on September 28 and will continue through the Fall and Winter season. A similar tie-up has been arranged with station WSEA, Norfolk, Va., through Chas M. Stieff, Inc., and the broadcasting of Brunswick records is now a daily feature at that station. The M. A. Lease Co. is making plans for an intensive Brunswick sales drive, and is being assisted by Sidney Schwartz, special representative of the Brunswick Co.

Among the new Brunswick dealers appointed during the past month were H. Roy Martin, Mayodan, N. C.; A. W. Turner, Ashland, Va.; Dreschler Music Shop, Baltimore, Md., and Frey Brothers, Red Lion, Pa.

Attend Brunswick Sales Meeting

Members of the Brunswick Baltimore branch office, headed by R. J. Bowell, branch manager, and his assistant, J. G. Mullen, attended a sales meeting on September 30, October 1 and 2 (Continued on page 104)



"Two Black Crows" Again Piling Up Sales

MORAN and Mack's new "Two Black Crows," parts III & IV, Columbia New Process Record 1094-D, is repeating the unparalleled success of parts I & II.

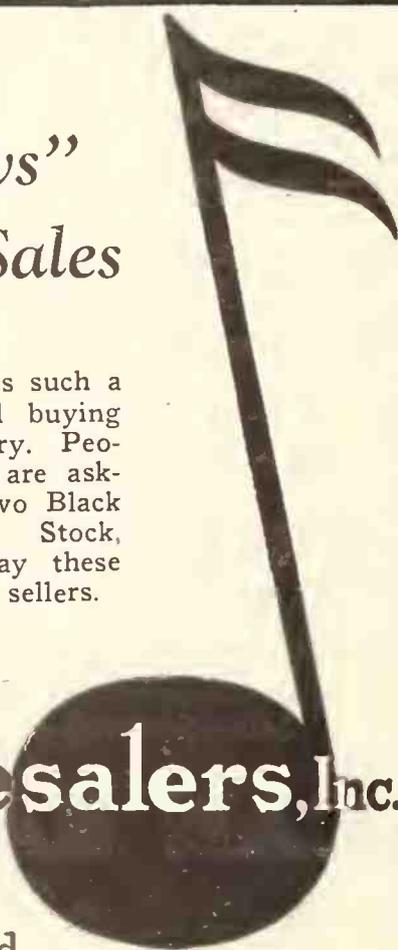
Never before has such a wave of record buying swept the country. People everywhere are asking for the "Two Black Crows" records. Stock, display, and play these two tremendous sellers.

Columbia Wholesalers, Inc.

L. L. Andrews — Wm. H. Swartz

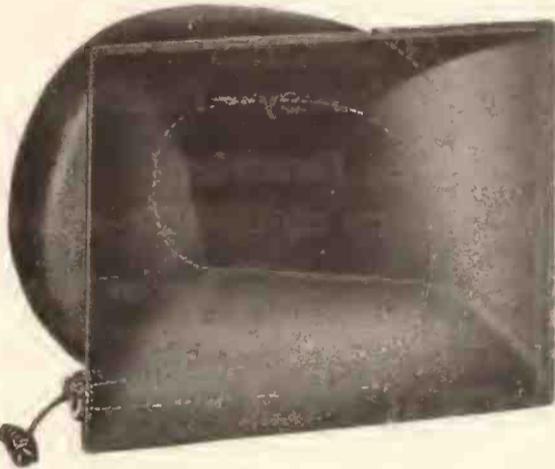
Exclusively Wholesale

205 W. Camden St., Baltimore, Md.





RE-CREATES
ALL THE
NOTES

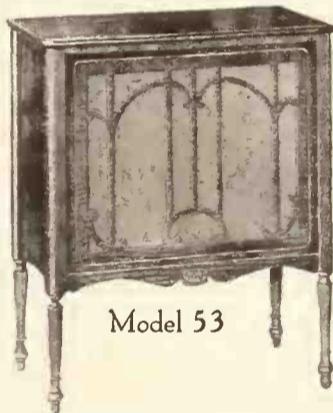


86 INCHES
OF TONE
TRAVEL

The Remarkable Tone Chamber that sells Newcombe-Hawley Reproducers

A RADIO reproducer must be more than fine furniture. It must be a musical instrument that faithfully recreates radio programs from the lowest organ note to the highest human voice. Such a combination is offered in the Newcombe-Hawley line of Console Reproducers. The remarkable Newcombe-Hawley 86-inch tone chamber, used in these Console Reproducers, is so outstanding in per-

formance, both for tone quality and volume, that Newcombe-Hawley Reproducers have set a new high standard of radio reception. Every demonstration has amazed and delighted the most critical audience. You should investigate the wide selection of Newcombe-Hawley models, from the small drum speaker to the large console with room for the radio set and accessories. Write for catalog, today!



Model 53

Send for latest catalog with complete description of all models.



MAIL THE COUPON



Model 55

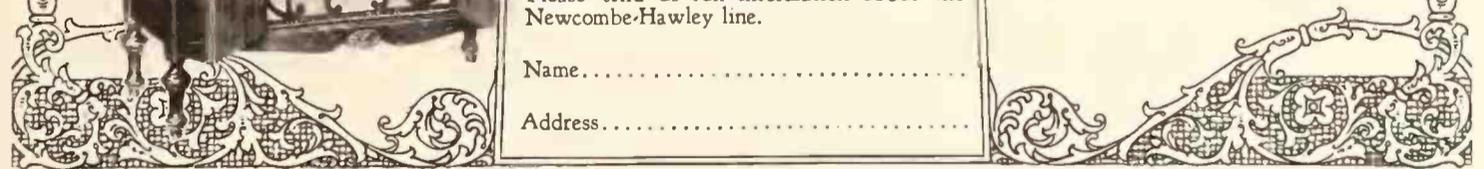
Newcombe-Hawley console cabinets are made of finest 5-ply genuine walnut.



Newcombe-Hawley, Inc.
203 First Ave., N., St. Charles, Illinois
Please send us full information about the Newcombe-Hawley line.

Name.....

Address.....



Baltimore Dealers Expect Record-Breaking Season

(Continued from page 102)

which was held at the National Brunswick Exhibit at Atlantic City, and was conducted by J. E. Henderson, national manager of record sales. The meeting, which was attended by members of the Philadelphia branch, was devoted to a discussion of record sales for the coming season.

E. M. Fedder Home From Trip

E. M. Fedder, of the Braiterman-Fedder Co., manufacturer and distributor of portable phonographs, needles, parts and music rolls, recently returned from a trip through South Carolina and Georgia doing a substantial business on Mel-O-Art player rolls, Valley Forge products and the new and improved Mel-O-Art portable phonographs. The latter item is so far over-sold that there is doubt whether all deliveries will be made by Christmas despite the fact that several shifts are working at the factory of the Oriole Phonograph Co. and are producing 500 portables a week. On a recent visit to New York Mr. Speert and W. Braiterman interviewed several of the leading jobbers on the Oriole and Mel-O-Art portables. N. Cohen president of the Wall Kane Needle Co., and Mr. McCarthy, president of the Symphonic Sales Corp., were recent visitors to the Braiterman-Fedder Co. headquarters.

Business Gaining, Says C. J. Levin

C. J. Levin, president of the Kranz-Smith Co., one of the leading retail music houses in this territory, reports business on the upward trend. Mr. Levin expresses himself in a most optimistic vein, saying: "Piano sales are increasing very satisfactorily, but the talking machine business is jumping by leaps and bounds. We look forward to a Fall sales record similar to 1920-21. I don't think any dealer who has the proper merchandise and sales force can have any cause for complaint for the year of 1927."

Brief but Interesting

The F. P. Altschull Co., operator of radio departments in various department stores, recently established a section in the Eisenberg store, featuring the Radiola, Atwater Kent and Zenith lines.

The sale of the Bernheimer Leader Department Store to the May Co. has not affected the lease of the R. B. Rose Co., which still conducts the radio section.

Johnson Bros. and the Radio Mart have been running extensive advertising campaigns on the Radiola Model 17 electric set and have found a ready response from the public for this popular product.

Phonograph Business in Salt Lake City Prospers

Despite the Fact That the Industrial Situation Is a Little Disappointing Dealers Report Sales Showing Big Increase Over 1926

SALT LAKE CITY, UTAH, October 7.—The phonograph business is in fine shape here this Fall, in spite of the fact that the industrial situation is a little disappointing, due to three or four causes; one of which is less activity in the metal mining and smelting field.

The manager of one firm reported more business in July, August and September than in December of 1926. This was D. H. Dalzell, Columbia Stores Co., distributor of the Columbia products.

G. G. Spratt, local manager of the Brunswick Co., said: "Business is very good, and we are well satisfied with it." R. H. Perry, traveling representative of this company in the local field, who has just returned from Idaho said, "Everything is looking fine. Business is excellent all over the territory."

John Elliot Clark, head of the John Elliot Clark Co., Victor distributor, "Business is good and is better than it was a year ago." Mr.

The Best Money Makers

in Radio for the 1927-28 Season

FADA—CROSLEY

SOCKET POWER DEVICES
Philco—Sterling—Powerizer

SPEAKERS
Crosley—Fada—Newcombe-Hawley—Tower

Burgess Batteries *Philco Storage Batteries*

BRACH EQUIPMENT—CUNNINGHAM TUBES—R.C.A. TUBES

*You buy cooperation as well as the best
the market affords when you deal with us*

COLUMBIA WHOLESALERS, Inc.

205 W. Camden St. Baltimore, Md.

Clark said "everything" was selling at this time.

Before these lines appear in print Salt Lake City will be crowded with visitors who will come from every section of the West, and from parts of Canada and from Mexico, the occasion being the great Latter-day Saint or Mormon Church conference, an institution dating back to 1831, years before Salt Lake City was thought of. These big crowds stimulate business in all lines.

The Chas. L. Joy Drug Co., of Nampa, Ida., will move to a more convenient location in that city in two weeks. A special phonograph department will be provided on the balcony of the new store.

The Bancroft Pharmacy, Bancroft, Ida., has added a phonograph department and will carry the Brunswick line.

The Sampson Music Co., with headquarters in Boise, Ida., has bought out the T. C. Martin Music Co., of Pocatello, which it will operate as its first Pocatello branch.

Ted Lewis, well known in local radio circles, is now with the radio department of Z. C. M. I.

The Dixon-Taylor-Russell Co., of Provo, a company with a good music and phonograph department, has opened a branch at the town of American Fork.

Ira Holbrook Co., of Dayton, Utah, has been appointed a Brunswick dealer.

Walker Bros. Dry Goods Co., of Salt Lake City, old-established department store, has just opened a phonograph-radio department which will be managed by Robert Nevins, who has been manager of the Browning Bros. Co., of Ogden.

O'Loughlin's, prominent phonograph firm of this city for years past, has been made a dealer for the Victor products.

Illinois Music Men Meet

As The Talking Machine World is closing its last form the Illinois Music Merchants' Association is holding its annual meeting at the Palmer House in Chicago, the exact dates being October 12 and 13. A very fine entertainment and program has been worked out from a business standpoint, and a large attendance is in evidence. Inasmuch as the Radio Show is being held in Chicago the same week as the convention invitations have been extended to the radio dealers to drop in and shake hands with members of the Association.

Berg A. T. & S. Co. Adds Two New Portables to Line

Popular "Flat" Model and Toyola, Also of "Thin" Construction, Are Additions to the Line—E. R. Manning Returns From Trip

The Berg A. T. & S. Co., Long Island City, manufacturer of Berg Artone consoles, consolettes and portables, has added two new models to its portable line, making ten in number. One model is of the popular type of "flat"



Berg Toyola Portable

portable built in a very compact manner, and in spite of its compactness equipped with a metal tone arm, and the other model is a toy portable which has been named the Toyola, also of the thin construction.

The Toyola, while having a toy sales appeal, is substantially constructed and well equipped, and is a portable phonograph in every sense of the word.

In spite of the recently acquired increased facilities the plant is running at full capacity, and several new models of portables, which will be placed upon the market at an early date, are in the process of development.

E. R. Manning, sales manager of the company, returned last week from an extensive and very satisfactory trip in the interest of the Artone line.

Change Victor Exchange Plan

A change in the Victor record exchange plan has been put into effect whereby records will be returned on a semi-annual basis instead of a quarterly basis. The next settlement period will be on April 1, 1928, and will apply on records purchased by the retail trade during the preceding six months.

Tone reproduction

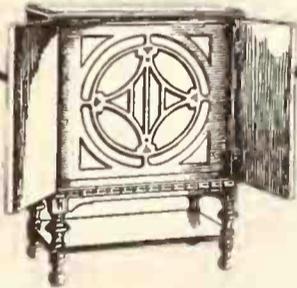
That no one even thought was possible~

has been accomplished with the TEMPLE DRUM SPEAKER

The sensation of every radio show in the country! Dealers who thought they had heard the last thing in tone reproduction were positively amazed when they heard the TEMPLE. By means of the TEMPLE Comparator they were convinced beyond a doubt that here was the clearest, most marvelous tone quality they ever listened to. Our Factory has been swamped with orders simply because the TEMPLE, once demonstrated, means instant sales.

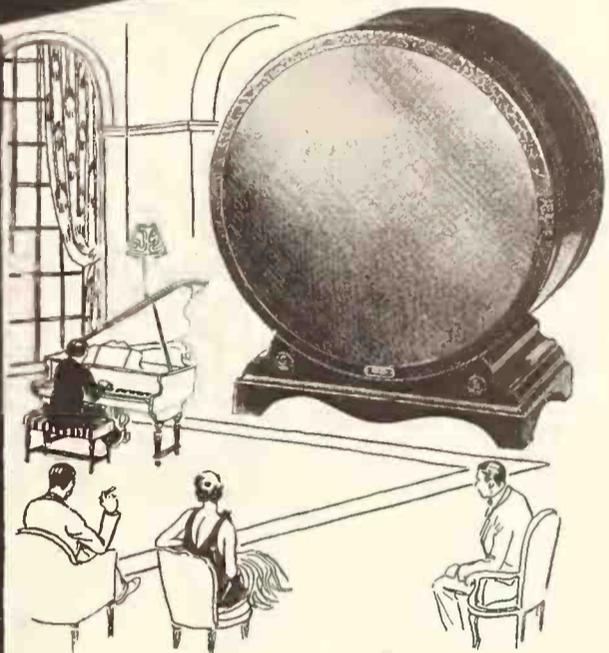
Not a Cone

The long exponential air column type of speaker. Scientifically perfect and acoustically without an equal in radio speakers today.



Quality Product Backed By a Rigid Sales Policy

The Temple Speaker is not just another speaker for you to sell. To the contrary it is truly a musical instrument that sells itself. The long compensated exponential air column type. Here is a speaker worthy in every way of your most enthusiastic support. It will add many more dollars to your profits this season.



The TEMPLE DRUM SPEAKER ONCE HEARD— INSTANTLY SOLD

Will add steady profits to your radio sales this season. It is a quick seller and brings repeat sales because it lives up to every claim we or you make. The TEMPLE sells itself. It has responded to the most astonishing tests, as for example, being heard for a distance of six miles off Chicago across Lake Michigan. On sea or land, in an auditorium or a living room, TEMPLE SPEAKERS give a clarity and purity of tone that you never dreamed was possible.

Get a Temple Comparator FREE

Write for our special offer or ask your jobber

- Console Cabinet Model No. 65— priced at \$65.00; west of Rockies, \$75.00
- Drum Type Model No. 13, 13 inch— priced at \$29.00; west of Rockies, \$32.00
- Drum Type Model No. 18, 18 inch— priced at \$48.50; west of Rockies, \$55.00

TEMPLE, INC.
213 S. Peoria St., Chicago
Representatives in all principal cities

LEADERS IN SPEAKER DESIGN

Radios, Talking Machines, Records, Band Instruments Selling in Cleveland

All Lines of Musical Instruments Enjoying Good Demand in Cleveland Territory—B. W. Smith, Inc., Holds Dealer Meeting at Hotel Statler—Dreher Co. Celebrates Anniversary

CLEVELAND, O., October 6.—All lines of instruments are enjoying a good demand in Cleveland and there is every indication that business will continue good. Radio in particular has sold well, due to the big fight and other features that have been broadcast, and which were well backed up with publicity by the trade. The demand for phonographs, especially the higher-priced units, is coming along strong. Record business is steadily mounting. Now that the schools are settled down to work there has been a good increase in band instrument sales.

B. W. Smith, Inc., Holds Open Meeting

B. W. Smith, Inc., which is distributor for Mohawk and Federal receivers in Cleveland and

charge of sales of the Mohawk Corp. of Illinois, maker of Mohawk radio sets.

Strong Demand for Crosley

The Crosley line of receivers, especially the Bandbox, is proving a whirlwind seller this season. Dealers throughout greater Cleveland are co-operating in full with the distributor, the Cleveland Crosley Sales Co., which has opened beautiful showrooms on Euclid avenue near East Thirty-eighth street.

Radio Show Plans Abandoned

The executive board of the Northern Ohio Radio Dealers' Association has announced that the radio show planned for early in November will not take place. The reason for

of the oldest music stores in the country and has a national reputation. Among the lines carried are the Victor Orthophonic, Steinway piano and the Aeolian pipe organ.

Association Plans Broadcasting Week

Directors of the Northern Ohio Radio Trade Association have decided to put on the air for listeners of the Cleveland area a week of unusual broadcasting, beginning November 5. Programs so attractive as to make ownership of radio receiving sets highly desirable will go on the air under the auspices of the Association. Association members think this will prove a great stimulant to trade.

Distributes Freed-Eisemann Radio

The Freed-Eisemann line of receivers is being distributed in Cleveland and northern Ohio by the North American Auto Supply Co., of 4608 Prospect avenue, announcement to this effect being made by the factory a short time ago. This distributing organization is well known to the trade.

Enthusiastic Over New Victor Models

Victor dealers in this section have all received their portfolio of new Victor models, and are expressing much pleasure over it. The distributor, the Cleveland Talking Machine Co., reports that there has been an exceptionally good demand for the model No. 925, which retails at \$1,150, which plainly shows that there is a better market for this type of instrument than many realize.

Opens Phono-Radio Department

The Young Furniture Co., Superior avenue at East 105th street, opened a new radio department this month, and is carrying a fine line of merchandise, which includes nationally known phonographs and receivers as well as a complete line of accessories.

News Brieflets

The Euclid Music Co. has completely redecorated its downtown store on East Ninth street.

The new catalog of H. C. Schultz, Inc., is expected to be in the hands of the trade within a very short time now. It will show the Sonora line, U. S. line of band instruments and other lines of small goods and radio accessories that the company distributes.

The Bailey Co., one of the city's largest department stores, has taken the agency for the King line of band instruments, and has a very attractive display on the mezzanine floor, where its musical instrument department is located.



RADIO CONVENTION
—B. W. SMITH, INC.—
HOTEL STATLER—SEPT. 7, 1927
CLEVELAND, O.

Dealers at Banquet of B. W. Smith, Inc., Mohawk and Federal and Edison Distributor northern Ohio as well as Edison phonographs and a number of lines of nationally advertised accessories, held an open meeting at the Statler Hotel to which all the trade of northern Ohio were invited. There was a very large turnout of dealers who were very favorably impressed with the new models of the various instruments on display. Short talks were given by company executives and also by officials from the factories, among whom were Gus Frankel, president, and Otto Frankfort, vice-president, in

the change in plans was due to the Public Auditorium not being available until so late in the season, and it was felt that the show would not produce the results that it otherwise might.

Dreher Co. Celebrates Anniversary

The Dreher Piano Co. is celebrating the seventieth anniversary of its founding, and coincident with this celebration comes the announcement that the Dreher organization has taken on the Atwater Kent line of radio receivers and speakers. The Dreher Co. is one

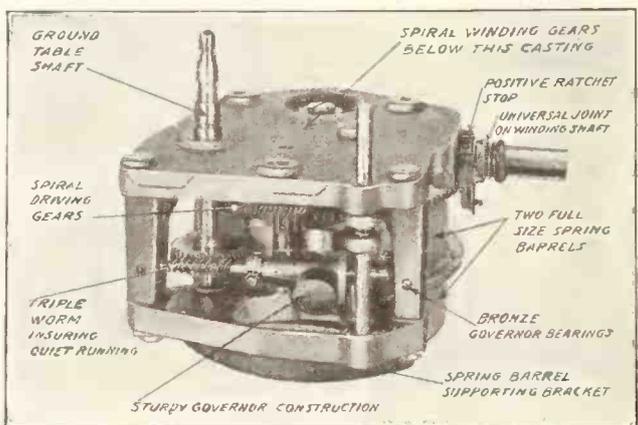
Buffalo Mohawk Jobber Pays Tribute to Blackman Co.

A compliment from one radio distributor to another is found in a newspaper advertisement which appeared in the Buffalo, N. Y., Courier several weeks ago. The advertisement, carrying the signature of the Cycle Auto & Supply Co., Mohawk distributor of Buffalo, read as follows: "A Mohawk tribute by the largest Victor distributors in New York State—The Blackman Distributing Co., Inc. after carefully investigating the performance, tone quality and reliability of the Mohawk one-dial radio, announce their appointment as exclusive metropolitan wholesale distributors—quite a tribute to Mohawk."

"Thin" Model Portable Is Added to Swanson Line

The "Thin" model portable phonograph is the latest addition to the Swanson line manufactured by the Consolidated Talking Machine Co., Chicago. The new portable is 4½ inches high, 13¾ inches wide, 10¾ inches deep and weighs slightly over eleven pounds. It will retail for \$15 and is finished in leatherette, in six different colors. The "Thin" model embodies a nickel tone arm and new type aluminum diaphragm sound box. The cabinet is equipped with piano hinges and the record compartment will hold seven discs.

UNITED MOTOR No. 5
Improved
"6-Record"
Motor
at a
LOWER PRICE

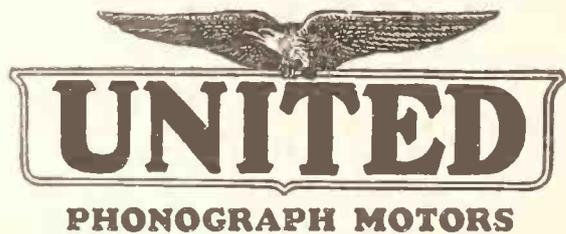


- Perfected and proven by more than 2 years' successful operation
- Plays 6 records with one winding
- Very quiet and easy winding
- Runs evenly and noiselessly
- Very rugged in construction
- All parts standard United parts
- Built to give years of satisfactory service
- Carries our absolute guarantee
- 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



BEYOND ALL HORIZONS
REACHING FAR INTO ROMANCE-LAND,
THIS SUPERLATIVE RADIO SET
DISCOVERS NEW AREAS OF ADVENTURE.
ITS SENSITIVITY AND RANGE
ARE MADE OUTSTANDINGLY APPARENT
BY AUDITED AMPLIFICATION,
AN EXCLUSIVE ERLA IMPROVEMENT.
DEALERS WHO MUST HAVE THE BEST
WILL WRITE FOR PARTICULARS.

ERLA



MADE BY ELECTRICAL RESEARCH LABORATORIES, CHICAGO
IN CANADA BY ERLA-McLAGAN, LTD., STRATFORD, ONTARIO

Okeh Corp. Records Chicago and Minneapolis Talent

Recording Expedition of Okeh Phonograph Corp. Completes Trip in Middle West—Mark Fisher, Orchestra Director, Makes Records

The recording expedition of the Okeh Phonograph Corp., of New York City recently completed a trip to the Middle West, spending some time in Chicago and at the Radisson Hotel, Minneapolis. T. G. Rockwell, P. Decker and W. A. Timm, manager of the foreign department, composed the party, and while in Chicago many recordings were made in the Consolidated Talking Machine Co. laboratories on Washington street.

Mark Fisher was one of those who recorded, his first number being "Baby Feet Go Pitter Patter" and "Just Another Day Wasted Away." Mr. Fisher, who possesses an exceptional tenor voice, directs his orchestra at the Harding and Senate theatres, two of the largest houses of the Lubliner & Trinz chain, and his band has been one of the most popular appearing in the local motion picture houses. A newspaper campaign advertising the Mark Fisher recordings will start in the Chicago territory on October 15.

Federal-Brandes Announces Additions to Its Radio Line

New Products Include a Six-Tube Console Receiver With Built-in Power Cone, Separate Power Cone and AC Table Model

A six-tube console receiver with a built-in power cone supplying "B" power to the set from the light socket, a separate console power cone requiring no batteries which can be used with any receiver, and supplies "B" power to the set, also a table model and a console using AC tubes, are outstanding additions to the line of Kolster radio, manufactured by Federal-Brandes, Inc., Newark, N. J., which are proving very successful.

Most popular among the console sets is model 6-H, with built-in power cone. A special tuned radio frequency circuit is used in the 6-D table model. Models 6-F and 6-K, table and console, respectively, use the AC tubes, operate entirely from the light socket and have a single tuning control. A separate cone speaker, type 1,500, and the Kolster "B" power unit for use with any set, supplying up to 135 volts, complete the Kolster line.

Battery Manufacturers' Assn. Holds Its Annual Convention

The National Battery Manufacturers' Association held its annual convention on September 29 and 30 at the Hotel Niagara, Niagara Falls,

N. Y., and it was voted one of the most successful and instructive gatherings ever held by the organization. D. H. Kelly was re-elected president, and the following other officers were elected: C. H. Smith, first vice-president; Ward S. Perry, second vice-president; J. B. Perlman, secretary; Paul M. Marko, treasurer; Leon A. Doughty, director, and J. D. Wanvig, director. It was decided to hold the next meeting of the Association in Chicago in February, 1928.

Victor Tunney Health Exercise Records Selling Well

Striking Window Posters Supplied by Victor Talking Machine Co. Used to Good Advantage—Sold in Specially Prepared Album

The new Gene Tunney Health Exercise records, which were recently announced by the Victor Talking Machine Co., are proving to be highly successful, according to reports reaching the Victor headquarters in Camden, N. J. A striking window poster showing Gene Tunney listening to a Model 9-40 Orthophonic has been used to good advantage in promoting the sale of these records.

The Tunney Health Exercises are sold complete in a specially bound album with a photograph of Tunney and his signature on the cover with strips of small photographs on each side, depicting Tunney engaged in performing the exercises. A chart is also furnished with each set of records giving in printed form the details of each of the twelve exercises and illustrated by photographs of Tunney going through every motion.

This special release is being pushed by Victor dealers everywhere, and gratifying sales results are steadily piling up.

Buys Victor Department

Jacob Cohen, Inc., furniture dealer, has purchased the Victor department of Reichardt's, and now carries the complete Victor line in its very attractive retail establishment located at 6408 Halsted street, Chicago.

Takes Over Hamlin Store

The Rev. B. F. Overbay, pastor of the Jaeger Baptist Church, has taken over the Hamlin Music Store on West Virginia avenue, Jaeger, W. Va., and will carry a complete line of talking machines, records and sheet music.

Rescind Harmful Order

The mayor and city commissioners of Portland, Ore., recently rescinded an order issued by the chief of police for the enforcement of a law restraining music merchants from playing instruments at their store doors.

Rudolf Alexander Fehr the Roger Wolf Kahn of Germany

Son of Executive of Largest German Bank Is Saxophone Artist, Leader of Orchestra and a Staunch Admirer of American Records

The activities of Roger Wolf Kahn, son of Otto Kahn, and director of his own dance orchestra in addition to being a prolific writer of popular song hits, has attracted considerable



Rudolf Alexander Fehr

attention from the newspapers and the general public. This young musical genius has a prototype in Germany whose affiliations are very similar to that of the son of Otto Kahn, and whose activities run along identical lines. He is Rudolf Alexander Fehr, and is the son of one of the general managers of the Deutsche Bank, the large German banking institution.

Mr. Fehr is a great admirer of American dance records, and has a library of practically all the dance records made in the United States. In addition he is a skilled performer on the saxophone, and is the leader of an orchestra, "The White Crows."

Fada September Sales Establish a New Record

Fada Radio's billings in September will be three times the volume for the same month of 1926, thus establishing another record, according to R. M. Klein, general manager of F. A. D. Andrea, Inc. Even though the new Fada factory in Long Island City is three times the size of the plant just vacated, Mr. Klein stated that it is running at full capacity with night work a necessity in order to meet the steadily growing demand of the trade.



Announcing
the



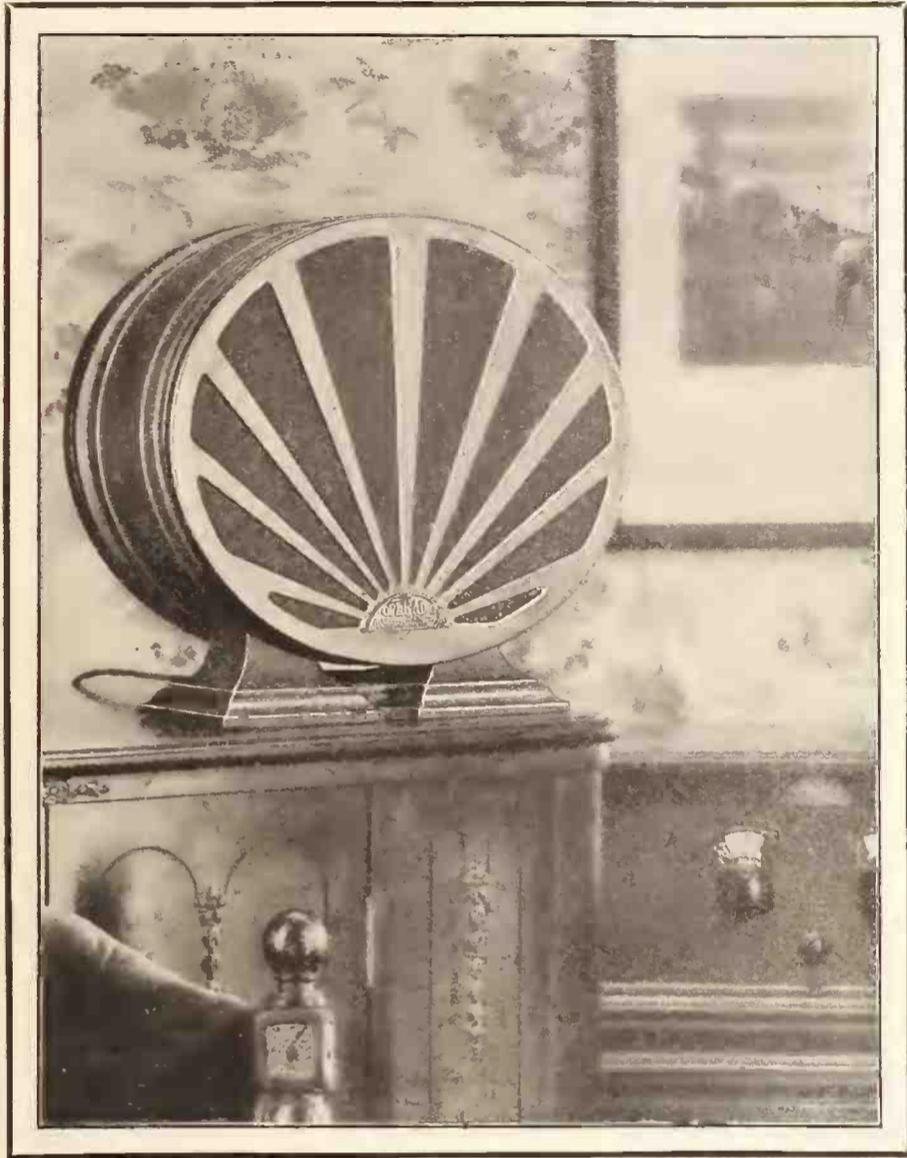
LYREPHONIC SENIOR

Send for sample, prices, etc.

Andrew P. Frangipane & Co., Inc.

32 Union Square, New York

Factory: Lyndhurst, N. J.



THE SENIOR MODEL

A Better Speaker---priced right, and backed by a workable Sales Plan!

THE Operadio Speaker is epoch-making in its achievement. It is better! Not just another speaker, but an entirely new type with definite and original superiorities over old types. The Bloc-type is unique---a coiled exponential air column cast en bloc in Stonite---infinitely better than any type of horn or cone and never affected by weather. Just demonstrate it, compare it with any speaker at any price, to prove it.

And it is backed by a Sales Plan that assures your profit. Dealer helps, effectively designed, newspaper ads, etc., help you bring prospects in---and Operadio performance clinches the sale. Have something new, different, better, to offer---that means Operadio Bloc-Type Speakers this year!

The line is complete. A model for every price range. Eye-value, inherent value, performance---all there! *Supremely!*

The Junior Model sells at \$15.00. The Senior Model, \$25.00.

Write today for interesting details of our jobber-dealer plan. Act quickly---and reap the profit Radio offers always to those who handle the newest and best developments.

Manufactured by
OPERADIO MFG. CO.
700 East 40th Street
CHICAGO, ILL.

OPERADIO

BLOC-TYPE SPEAKERS

PATENTS PENDING

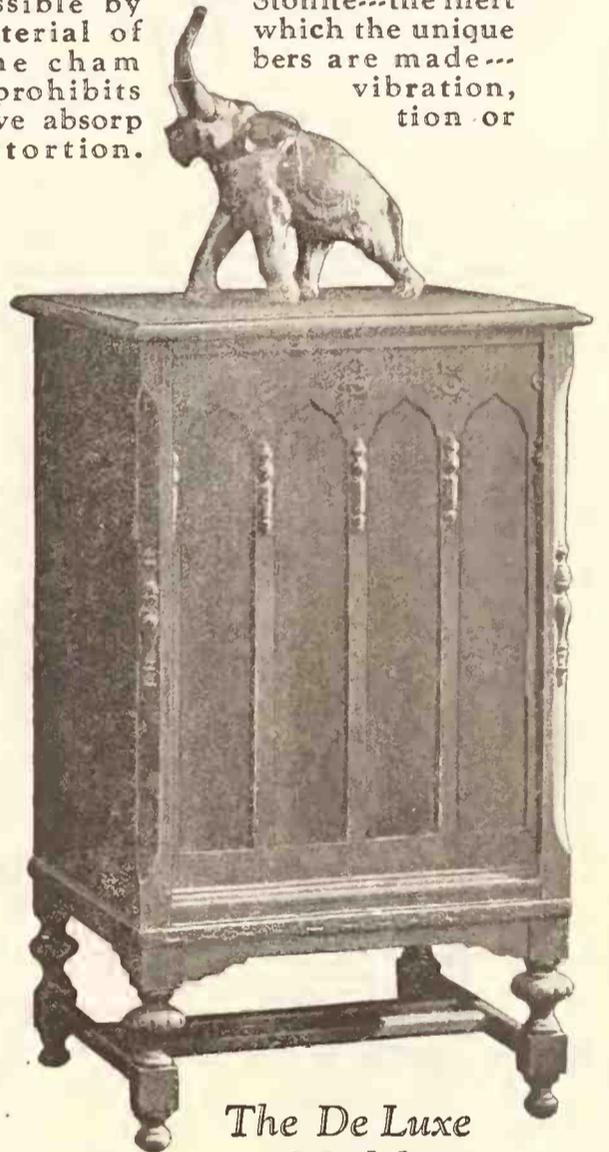
Price \$80.00

Prices slightly higher west of the Rockies and in Canada

Sales Dept.
THE ZINKE CO.
1323-25 South Michigan Avenue
CHICAGO, ILL.

Instantly
you know it is
BETTER

WHEN you first hear an Operadio Speaker, you instantly remark the completeness of the sound reproduction---the tone values are all there. True beauty in the recreation of music or the spoken voices is at last made possible by material of Stonite---the inert which the unique tone chambers are made---it prohibits vibration or wave absorption or distortion.



The De Luxe Model

The largest edition of the Operadio line. The last word in tone chambers---power, volume, beauty of performance---plus wonderful exterior beauty. Has an 84 inch exponential air column of Stonite---no vibration, distortion or wave absorption. Not affected by the weather. Easily handles power amplification.

Okeh ELECTRIC

RECORDS

By Exclusive
Okeh Artists



SOPHIE
TUCKER



FRANKIE
TRUMBAUER



BOYD SENTER

They are . . .

- 40895 { BLUE RIVER
10-in. 75 { THERE'S A CRADLE IN CAROLINE
—Both sung by Sophie Tucker with Orchestra
- 40837 { I AIN'T GOT NOBODY (And Nobody Cares for Me)
10-in. 75c { AFTER YOU'VE GONE
—Both sung by Sophie Tucker, with Miff Mole's Mollers;
Ted Shapiro at Piano
- 40813 { FIFTY MILLION FRENCHMEN CAN'T BE WRONG
10-in. 75c { ONE SWEET LETTER FROM YOU
—Both sung by Sophie Tucker, with Miff Mole's Mollers;
Ted Shapiro at Piano
- 40879 { BLUE RIVER—Fox Trot
10-in. 75c { THERE'S A CRADLE IN CAROLINE—Fox Trot
—Both played by Frankie Trumbauer and His Orchestra
with Vocal Refrain
- 40871 { FOR NO REASON AT ALL IN C—Fox Trot—Tram—Bix and Eddie
10-in. 75c { TRUMBOLGY—Fox Trot
—Frankie Trumbauer and His Orchestra with Bix and Lang
- 40843 { I'M COMING, VIRGINIA—Fox Trot
10-in. 75c { WAY DOWN YONDER IN NEW ORLEANS—Fox Trot
—Both played by Frankie Trumbauer and His Orchestra
- 40822 { OSTRICH WALK—Fox Trot
10-in. 75c { RIVERBOAT SHUFFLE—Fox Trot
—Both played by Frankie Trumbauer and His Orchestra
- 40772 { CLARINET MARMALADE—Fox Trot
10-in. 75c { SINGIN' THE BLUES—Fox Trot
—Both played by Frankie Trumbauer's Orch., with Bix and Lang
- 40888 { HOT LIPS—Clarinet with Piano; Guitar by Ed Lang
10-in. 75c { THE GRIND OUT—Clarinet with Piano; Guitar by Ed Lang
—Both played by Boyd Senter
- 40836 { BEALE STREET BLUES—Clarinet with Piano; Guitar by Ed Lang
10-in. 75c { NOT MAYBE—Clarinet with Piano; Guitar by Ed Lang
—Both played by Boyd Senter
- 40819 { CHRISTINE—Clarinet with Piano; Guitar by Ed Lang
10-in. 75c { SOME DAY, SWEETHEART—Clarinet with Piano; Guitar by
Ed Lang —Both played by Boyd Senter
- 40777 { BLUIN' THE BLUES—Clarinet with Piano; Guitar by Ed Lang
10-in. 75c { CLARINET TICKLE—Clarinet with Piano; Guitar by Ed Lang
—Both played by Boyd Senter
- 40755 { NEW ST. LOUIS BLUES—Clarinet with Piano; Guitar by Ed Lang
10-in. 75c { BAD HABITS—Clarinet with Piano; Guitar by Ed Lang
—Both played by Boyd Senter
- 40861 { I AIN'T GOT NOBODY (And Nobody Cares for Me)—Saxophone
10-in. 75c { and Clarinet with Piano; Guitar by Ed Lang
SIGH AND CRY BLUES—Clarinet with Piano; Guitar by Ed Lang
—Both played by Boyd Senter

And they sell . . .
Quickly and Constantly

Consolidated Talking Machine Co.

227 W. Washington St.

Chicago, Illinois

Branches: 2957 Gratiot Ave., Detroit, Mich.

1424 Washington Ave., So., Minneapolis, Minn.

LEONARD P. CANTY

Thirty Days' Advance in Fall Buying Season in Mid-West Music-Radio Trade

Public Demand for Talking Machines and Radio Sets Formerly Apparent in October Was Felt This Year at End of August—Heavyweight Bout Boosted Radio Sales—Other Trade News

CHICAGO, ILL., October 8.—“A Fall buying season thirty days earlier than in years past,” tells the story of the Middle West music-radio trade this year. Heretofore, the public interest has not noticeably increased in talking machines and radio products until October 1, but the trade in this territory felt the demand starting in August. In fact, one distributor of phonographs reports a shortage of several of its most popular models, and there are many makers of radio receivers who were unable to supply the early demand for their products.

Talking machine record sales are reported to have been very satisfactory during the month of September and in most quarters ahead of the corresponding period last year. The public is rapidly becoming acquainted with the merits of electrical reproducing phonographs, and later this Fall sales for this particular type of instrument are expected to soar. At this writing, consolettes and large consoles, selling for between \$125 and \$300, are enjoying the largest demand on the part of the public.

Radio sales were given the biggest boost in September in this territory in the history of the industry, because of the Dempsey-Tunney championship fight, held in Chicago. Co-operative advertisements by manufacturers, dealer copy, window streamers and every conceivable form of publicity brought the radio broadcasts of the event before the public attention for weeks prior to the fight. Consumers purchasing new receivers, power units, tubes, or needing service on their old receivers, brought an unprecedented rush of business to retail stores. The result was a shortage of some makes of radio merchandise, a situation which was quickly remedied, as the manufacturers' plants were geared to capacity production. In fact, there are several radio factories in the Middle West working in twenty-four-hour shifts in order to make adequate shipments to distributors and dealers whom they serve.

The publicity given to electrically operated receivers has stirred up a tremendous amount of consumer interest in that type of receiver, and the makers and sellers of those instruments are predicting unusually large sales totals when the 1927 figures are compiled.

Evolution of the Talking Machine

During the Fall Exposition held by Marshall Field & Co., Chicago's largest department store, the evolution of the talking machine was graphically portrayed in the phonograph department. The display was prepared by the Chicago Talking Machine Co., local Victor distributor, and showed the progress made in the phonograph industry over a period of thirty-five years. Replicas of the first Victor models manufactured, the first cabinet-type phonographs, made in 1911, and on down to the Orthophonic, were on exhibition.

Victor-Radiola Tie Up With Fight

Through the courtesy of the Chicago Talking Machine Co., Victor distributor, patrons of the Balaban & Katz motion picture theatres listened to a round-by-round description of the recent Dempsey-Tunney fight broadcast by radio. A Victor Radiola 20 was placed upon the stages of the various Balaban & Katz theatres and the Model 12-25 Electrola was used as a loud speaker.

The volume and clarity of the combination

brought many messages of commendation to the offices of the Chicago Talking Machine Co. for several days following the fight.

Kimberly Radio Corp. Formed

According to an announcement made a few days ago, the Music Trade Radio Corp., prominent distributor of Chicago, will henceforth be

known as the Kimberly Radio Corp. The firm, which recently moved to new offices and warehouses at 154 East Erie street, is one of the oldest strictly radio distributing houses in the Middle West, and under the direction of Percy R. Kimberly, president, has made rapid strides in the distribution of Zenith radio products, and other well-known lines of radio merchandise.

New Sonatron Display Meets With Favor

The Sonatron Tube Co., Chicago, recently prepared and placed in the hands of its dealers a novel display which met with immediate favor. It is a counter display depicting a story without words, with a lady tuning a radio receiver, and

(Continued on page 112)

New KIMBALL PHONOGRAPHS



Kimball
Style 150

Widely Praised

Dealers' Enthusiasm Continues

MINNESOTA: "Really is marvelous—beautiful tone. Each sale makes a new friend."

TEXAS: "O. K. in every respect. Finest TONE."

MISSISSIPPI: "Greatest value."

KENTUCKY: "Finest tone we have heard."

LOUISIANA: "Tone wonderfully clear. Predict large sale."

WISCONSIN: "No trouble beating competition with this."

TENNESSEE: "Much pleased. You will hear frequently with orders."

Write or Wire About Agency Franchise

W. W. KIMBALL CO.

Established
1857

306 S. Wabash Ave.

Kimball Bldg., Chicago

Makers Kimball Phonographs—Distributors Columbia Records

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 111)

the results she may secure shown in the background in form of a vocal concert, popular jazz band music, symphony orchestra entertainment and boxing exhibition. Surmounting the set is an opening in which the retailer may place a Sonatron tube, and below appears the phrase "Command the Air—Sonatron Radio Tubes."

The firm has also mailed to the trade a broadside, giving the dealer in detail the Sonatron merchandising plan. The full line of Sonatron tubes, 33 types in all, is illustrated in color on one page of the pamphlet. This broadside is the first of a series which will be mailed to every legitimate radio dealer in the United States by the Sonatron Tube Co.

W. D. Montgomery in New Post

W. D. Montgomery, well known throughout the trade as one of the veterans of the piano and phonograph industries, is now associated with the Vogel-Peterson Co., Chicago. The firm manufactures store, bank and office fixtures, making and installing anything from a counter to a complete store interior. It is said that the firm will also match any fixture regardless of origin in case the dealer wishes to alter his interior arrangement or expand. The Vogel-Peterson Co. has many Chicago music store installations to its credit, including the M. Z. Holland Music Shop, Glick's Music Store, Rose-land Music Shop, Gordon's Music Shop and the Cable Piano Co.

Mr. Montgomery will direct most of his time and attention to the music-radio retail field, where his past experience in this particular line of work makes him well fitted for his new position. He was formerly Chicago district manager of the Unit Construction Co., Philadelphia, Pa., and has spent a total of fifteen years in the trade.

R. O. Bradley in New Post

R. O. Bradley, who has been connected with the sales department of Electrical Research Laboratories, Chicago, for the past five years, is now in charge of sales for the American Electrical Supply Co., Chicago distributor of Erla radio products.

H. T. Roberts Co. in New Home

The H. T. Roberts Co., Chicago, a prominent firm in the radio cabinet field, recently moved its headquarters to 1430 South Michigan avenue. The new offices are much larger, consisting of an attractive display window, warehouse facilities, a display floor, clerical and executive offices, and the office force has been greatly en-

larged, thus enabling the firm to render increased service to the trade. The H. T. Roberts Co. is exclusive sales representative for authorized Crosley console cabinets, manufactured by Wolf Manufacturing Industries, Kokomo, Ind., and Showers Bros. Co., Bloomington, Ind., and the executives of the Roberts organization report an unusual demand for radio furniture this season.

Plan to Standardize Radio Retailing

The Mid-West Radio Trades Association, Chicago, recently designed and placed in the hands of its dealer members a radio sales and service sign, which is planned to standardize retail radio practices. In the past there have been so many irregularities and half-hearted methods in radio sales and service that the public has taken advantage of loopholes to secure cut rates and impose upon the dealer. The standard rulings printed upon the sign are applicable to any section of the country, and many standardization committees have unanimously adopted them as most acceptable to the distributor and dealer.

The Association estimates that carelessness in retail sales, returned radio merchandise, and service, has resulted in a loss of an average of 25 per cent in point of cut in selling prices, and 20 per cent on returns or rebates because of misrepresented conditions and performance. Many consumers have had receivers placed in their homes for trial, with no intention of purchasing, but merely for entertainment at the expense of the dealer.

Proper rules of selling and guarantee have now been devised and accepted by the Association, and with the dealers' co-operation will cause a saving of millions during the year. They will also teach the public that the industry is stable, reliable, and operating to make money for proper services rendered. The conspicuous display of the printed rules by dealers will act not only as a warning but as a declaration that the dealer will enforce them strictly.

Harry Alter, head of the large radio distributing house which bears his name in Chicago, as chairman of the publicity committee of the Association, had charge of the making of the sign and its distribution. The Van Doorn Co., Quincy, Ill., makers of metal radio panels, cabinets, art and novelty display materials, developed the attractive plaque of steel, lithographed in a variety of color effects and with pronounced type material to attract the eye



Valances Will Improve Your Store Front
Camden Tailored Valances add 50% to the appearance of your display windows. Just give us the size of your windows and we will quote prices and send samples of fabrics, trimmings, colors and designs. No obligation.
CAMDEN ARTCRAFT CO.
160 N. Wells St. Chicago

Every Store Needs Valances!

of the customer to the rules and the guarantee.

Dealer members of the Association have been supplied with the sign and are enthusiastic regarding its possibilities, believing that, if universally displayed in all retail radio stores, the influence for better conditions in the retail trade will be tremendous. The Mid-West Radio Trades Association, working in co-operation with many distributors in Chicago and surrounding territory, will distribute the sign to non-members, for a price of \$1.00. The printing is so arranged that it may bear the name of any trade association, thus having its specific value wherever used.

P. R. Kimberly Co. Formed

The P. R. Kimberly Co. was recently formed in Chicago to act as sales agent for radio manufacturers in the Middle West territory, with headquarters at 154 East Erie street. P. R. Kimberly and R. C. Bradley, two pioneer figures in the radio industry, head the new firm, which will sell to distributors in Illinois, Indiana, Michigan, Wisconsin and Minnesota. Nine representatives will cover this territory for the P. R. Kimberly Co., and the firms which the new organization represents are the Ken-Rad Corp., Owensboro, Ky., radio tubes; Universal Power Supply Co., makers of the Dependo A-B power unit; Scanlan Electric Mfg. Co., manufacturer of the Speaker Chest, and the Kentucky Electric Lamp Co., Owensboro, Ky.

Growing Demand for Temple Comparator

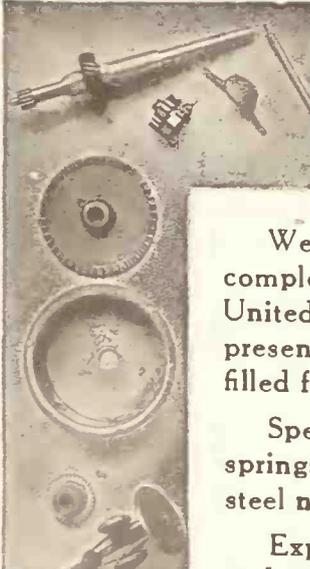
The practice of having several loud speakers in the home, connected with the receiving set, which is usually placed in the living room, has brought with it considerable demand for the Temple Comparator, made by Temple, Inc., loud speaker manufacturers of Chicago. Many Temple Comparator radio fans are using more than one loud speaker, and with the Comparator it is a simple matter to arrange the circuits so as to project the output from the receiver to any one of five speakers located in different rooms.

The product is also extensively employed by dealers for quickly demonstrating the comparative merits of several different speakers for their customers. The Temple Comparator consists of a bakelite turret, moulded in the form of a hollow truncated cone. Around the base of this cone five pin jacks are mounted, all electrically connected on the inside of the cone, and form the common lead to five speaker circuits. Directly above each of these pin jacks are mounted five more jacks, so as to allow the switch arm to make individual contact with the terminal of each one. The switch arm passes from one to another of five speakers almost instantaneously, which allows the same tones to be heard in each of the speakers.

R. Fractman to Open Fourth Store

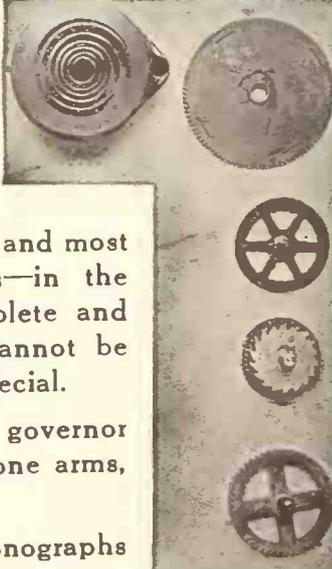
Rudolph Fractman, owner of the Rialto Music Shops, will open in the near future his fourth store, to be located on Randolph street, adjacent to the Oriental Theatre. The Rialto Music Shops handle records, portable phonographs, sheet music, music rolls and small goods, and Mr. Fractman is generally considered to be one of the outstanding record merchandisers in the United States. Five years ago he opened his first shop on South State street, next door to the Rialto Theatre, followed it with a store on North State street, and a short time after that opened a shop in Gary, Ind. He follows the policy of establishing his

(Continued on page 114)



Repair Parts

For All and Every Motor That Was Ever Manufactured



We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Arnelgo Co.



TRADE MARK
"CONSOLA"
CABLE ADDRESS
"CONSOLA"

Manufacturers of
High Grade Talking Machines, Disc Records,
Talking Machine Supplies, Etc.

227-229 W. WASHINGTON ST. CHICAGO ILL.

Branches: 2957 Gratiot Ave., Detroit, Mich.

1424 Washington Ave., South, Minneapolis, Minn.

ZENITH

TRADE MARK REG.

→ LONG DISTANCE ← RADIO

TRADE MARK REG.



Model 16
8 Tubes

The radio industry has reached its quality stage! Cheapness, novelty and mediocrity are *out*—the demand for quality and superior radio performance is the outstanding feature of the radio market for 1927-28. This situation finds the Zenith dealer ready with the finest line of high grade instruments ever offered to the public—and a reputation for quality manufacture unsurpassed in radio. Zenith has never built a mediocre instrument and this season utterly proves the wisdom of Zenith's policy

ZENITH RADIO CORPORATION

3620 IRON STREET - CHICAGO

World's largest manufacturers of High Grade Radio — 3 different circuits — 6, 8 and 10 tubes — battery or electric — some with antenna — some with loop — others without loop or antenna — 16 Models.

\$100 to \$2500



Licensed only for Radio amateur, experimental and broadcast reception. Western United States prices slightly higher.

*English Electric
De Luxe Model
10 Tubes*

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 112)

business as close to a theatre as possible and the attractive new retail establishment will be in the heart of Chicago's Rialto.

Columbia Trade Activities

A. J. Heath, manager of the Chicago branch of the Columbia Phonograph Co., returned late in September from a two weeks' vacation spent in Philadelphia, New York and Atlantic City. He has just returned from a visit to the Lincoln Fixture & Supply Co., Lincoln, Nebr., and the Kern-O'Neill Co., Minneapolis, Minn., Columbia distributors.

At the annual Fall Exposition held early in October by Marshall Field & Co., the first cylinder model of the Columbia graphophone, with its long metal horn, was displayed. All subsequent models, including the Columbia Viva-tonal and the Kolster-Columbia Electrical Reproducing instrument, were shown in the display.

Among the Chicago music dealers who have recently added the Columbia line are T. P. Flannery Co., 2711 North Clark street, and the Music Box, located next door to the North Shore Theatre on Howard street.

The Columbia record, "Two Black Crows," parts three and four, was placed on sale in Chicago, October 1, and, according to the local Columbia office, the initial orders indicate that the demand for this recording will exceed that of parts one and two, which has been the largest selling record in Columbia history. Many Columbia dealers throughout the city are featuring the new recording and the Lyon & Healy loop store devoted a window to its exploitation the second week in October.

Otto N. Frankfort Home From East

Otto N. Frankfort, vice-president and general sales manager of the Mohawk Corp. of Illinois, recently returned from a combination business and vacation trip in the East. He visited the New York Radio World's Fair with Mrs. Frankfort and after a short trip to Atlantic City went on to Boston to attend the Radio Exposition in that city.

"Audited Amplification" for Erla Sets

Each Erla radio receiver, made by the Electrical Research Laboratories, Chicago, carries with it a certificate of "audited amplification," detailing the exact amount and quality of amplification delivered by that particular model and certifying that it has been audited and found to conform to the predetermined standard. A pamphlet, issued by the firm recently,

discussed the "audited amplification" principle as follows: "Actually, the real commodity that is bought and paid for in every receiver is amplification, or the power of the receiver to magnify faint and distant stations, without losing any part of the original quality of voice or music broadcast upon the air.

"Amplification has finally been established to be a definite, measurable quantity, as real as a bushel of grain. It has two aspects: 1, Radio frequency amplification, the amount of which indicates a receiver's ability to amplify faint and distant stations; and 2, Audio frequency amplification, the measure of which determines the receiver's ability to respond to the full range of audible sounds, and which, consequently, fixes quality of reproduction.

"Moreover, both kinds of amplification can actually be visualized and recorded, so that anyone can use them as an accurate, scientific basis of comparison, with guesswork left out."

Mohawk Radio Entertains in Theatres

All Orpheum circuit theatres in the city of Chicago, as well as many other large motion picture and vaudeville houses received the radio broadcast of the Dempsey-Tunney championship fight, recently held at Soldiers' Field, upon their stages through the use of Mohawk A. C. receiving sets. The Seminole Spanish console, one of the most attractive models in the Mohawk line, was used in each instance, and for several days prior to the fight, over one hundred dealers displayed signs and advertised in their neighborhood newspapers, advising the public that in a certain theatre a Mohawk receiver would bring them a blow-by-blow account of the battle. The Mohawk Corp. of Illinois attributes nearly one hundred sales to this event, and on the day following the fight many consumers telephoned the Mohawk factory to compliment the executives of the firm upon the performance and clarity of tone of the Mohawk receivers.

Announce New Kellogg Sales Campaign

A radio sales team composed of H. Curtiss Abbott, sales promoter, and Mac Harlan, advertising manager of the Kellogg Switchboard & Supply Co., have been making one-night stands in the various cities where Kellogg radio is distributed. For the purpose of staging the comprehensive merchandising plan which the Kellogg Co. has prepared for the coming season, Mr. Abbott and Mr. Harlan have worked out an elaborate presentation.

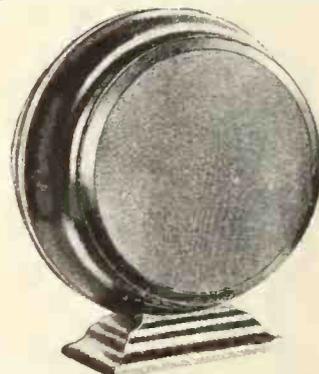
The event is usually staged at a dinner meeting of dealers called together by the Kellogg distributor. After the dinner Mr. Abbott opens by giving those present a very comprehensive sketch of the history and importance of the Kellogg company in the radio industry. Then he emphasizes the talking points which the good retail salesmen should use in presenting the Kellogg line to the consumer. The important points which the Kellogg Co. wishes the dealer to remember are brought out graphically in a series of illustrated charts which Mr. Harlan uses in giving his talk.

During the past several weeks the Kellogg executives have been received enthusiastically at dinner meetings held for dealers by Lucker Sales Co., Minneapolis; Grinnell Brothers, Detroit; the Standard Radio Co., Milwaukee, and the F. D. Pitts Co., Boston. Recently a large and enthusiastic meeting of Kellogg's Chicago dealers was held at the Hotel LaSalle, attended by about 100 retailers and their salesmen.

At the meetings the extensive Kellogg campaign of newspaper advertising for the coming season is presented in detail, and dealers are given proved methods for cashing in on that advertising. The Kellogg executives report that this plan of presenting its sales and advertising story to the leading merchants in each territory is working out very satisfactorily.

Newcombe-Hawley Introduces Drum Speaker

Newcombe-Hawley, Inc., St. Charles, Ill., has recently placed on the market a new drum



New Drum Speaker

speaker of distinctly different design from the conventional cone speaker of the same general exterior dimensions. The Newcombe-Hawley drum speaker is equipped with an exponential tone chamber or horn which provides 54 inches of tone travel and assures maximum volume and quality for a speaker of this compact type. The new speaker sells for \$32.50.

Introduces New "A" Battery

The latest radio product to be announced by the Vesta Battery Corp., Chicago, is an "A" battery in a clear glass case, through which the water level in the battery is clearly visible at all times. This is a distinct advantage, for the user may plainly see when to add water, thereby adding greatly to the efficiency of the battery and preventing the level going below the top of the plates.

In addition to the clear glass case on the new Vesta radio "A" battery, there is a "three-ball"-type hydrometer built into the case. This shows the state of charge at all times and no hand-hydrometer is needed. The new battery is supplied in both 50 and 100-ampere hour sizes. The positive plates are 25 per cent oversize, and the separators are also oversize.

Universal Co. Issues New Catalog

Universal Battery Co., Chicago, recently issued a new radio products catalog, which describes and illustrates the complete line of Universal socket power units and radio batteries.

Louis Frankel in East

Louis Frankel, treasurer of the Mohawk Corp. of Illinois, was recently a guest of J. Newcomb Blackman, president of the Blackman Distributing Co., Inc., New York City. Mr. Black-

(Continued on page 116)

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

AN APOLOGY!

The unprecedented response to our recent announcement of the

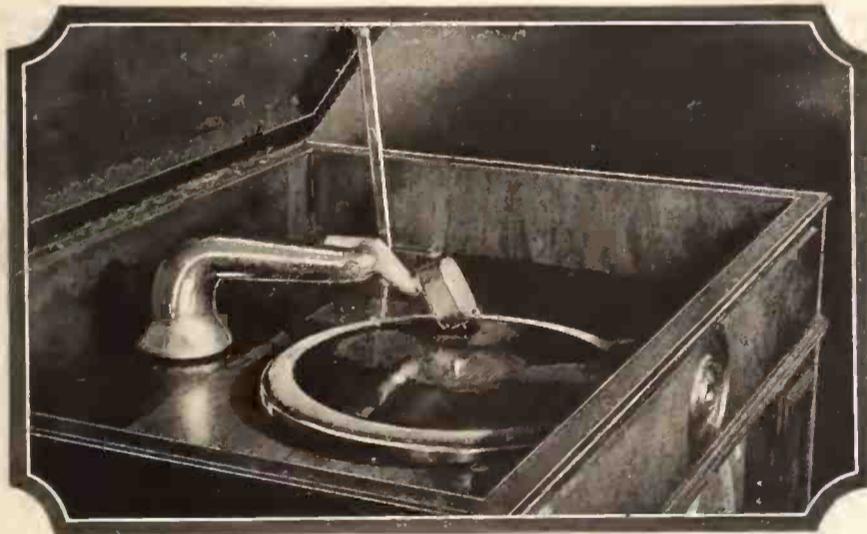
UNITED Electric Pick-Up and Tone Amplifier

and our insistence on protecting the trade by going slowly to make sure that all United Equipment be fool-proof and reliable has naturally made prompt delivery impossible. All orders are being given careful attention, and above all else, the United reputation for quality is being jealously safeguarded. If you have not already entered orders for your season's requirements, we urge you to do so

PICKS UP
MORE!

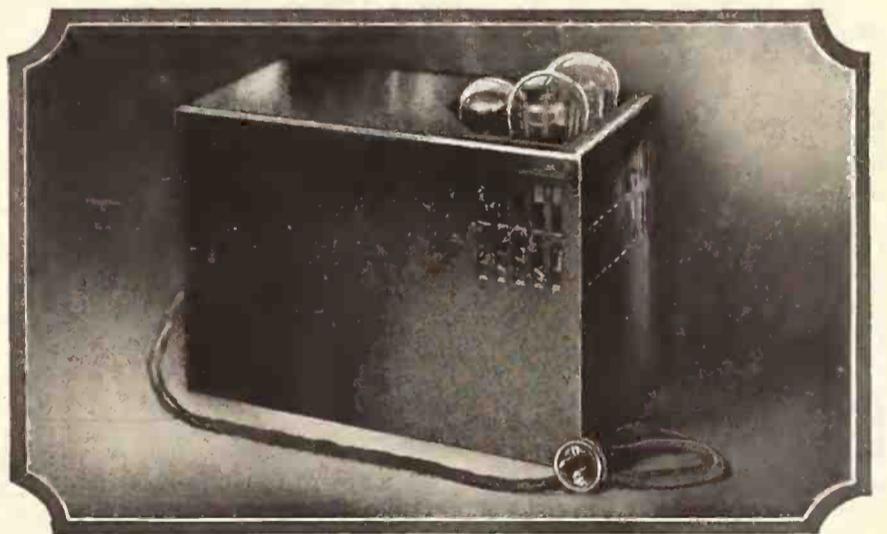
NOW!

DELIVERS
MORE!



The United Electric Pick-Up

Designed by United Engineers—not an imitation, but a distinct improvement. Small—compact—dust-proof—trouble-proof. Least wear on the records. Will last a lifetime. Richly finished in either gold, silver or bronze. Furnished separately or complete with United Spring or Electric Motors.



The United Tone Amplifier

Amazing tone volume of natural quality—as loud or as low as operator wishes. Enough volume for large theatre or dance hall, or as soft as desired for the home. All tones and necessary overtones of all instruments and voices faithfully reproduced. Fool-proof in construction. Simply snap current on and off to operate.

The phonograph of today and the future is the electrically-amplified machine. Again United leads. Wonderful opportunity to put new life into your phonograph business

Write for Prices

PHONOGRAPH DIVISION

UNITED AIR CLEANER CO.

9702 Cottage Grove Ave.
Chicago, Illinois

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 114)

man, whose firm became a distributor of Mohawk one-dial receiving sets a few months ago, stated that he anticipated the largest sales volume this year that his firm has ever enjoyed in

the radio business. Mr. Frankel also spent considerable time at the Radio World's Fair, where Mohawk products were displayed and attracted much attention.

Chicago Better Business Bureau Wants Carrying Charge in the Advertisements

Believes Price Quoted Without Statement That This Is Added for Instalment Service Likely to Shake Confidence of the Purchaser in Store

With the increasing number of Chicago dealers who are adopting the carrying charge in merchandising on the instalment basis, the question of advertising the price of merchandise in connection with this method of selling has been brought to the attention of the Better Business Bureau of Chicago. Does the price attached to merchandise offered on

the instalment basis constitute the whole price, or is there a carrying charge or other charge to be added? Does the person attracted to the advertising believe that the price featured is the whole price or does she expect to pay an additional sum?

These are the questions that confront the buyer in connection with the numerous sys-

tems of merchandising being used by Chicago concerns selling goods on the partial payment plan. Under some of the plans the price quoted is the total price and includes all charges, while others add either a carrying charge, installation charge, etc., to the price quoted.

It is pointed out by the Chicago Better Business Bureau that where advertisements have been run that have not indicated that the customer was expected to pay more than the advertised price the fact that a carrying charge was to be added to the price has tended to shake the confidence of readers in advertising after they have responded to one offering goods on the instalment plan at a price, to which the salesman advises a carrying charge must be added. This led the Bureau to make the following recommendation, and as a great many of the music merchants not only in Chicago but throughout the country are rapidly adopting the carrying charge, they will be interested to know that this recommendation is now being followed by many stores interested in getting full return from their advertising:

"When goods are offered on the instalment plan, if the price at which they are offered is not the total price, then the fact that an installation charge, carrying charge, or interest charge is added, should be clearly stated."

Chicago concerns that have adopted the carrying charge are enthusiastic over the results and recommend its practice in selling musical instruments. It is said that this plan has overcome many objections to the interest charge formerly used, and the public is rapidly favoring the carrying charge.

Paul C. Dittman President of the LaSalle Radio Corp.

Manufacturer of La Salle High Vacuum Radio Tubes Announces New Executive—Laboratories Now Developing a New A. C. Tube

The directors of the LaSalle Radio Corp., Chicago, maker of LaSalle High-Vacuum radio tubes, recently announced the election of Paul C. Dittman as president of the corporation. Mr. Dittman has been active in the lamp industry for quite some time and has cultivated many friends in the radio trade, who will be glad to learn of his appointment.

Frank J. Berndt is secretary and treasurer of the company, and the LaSalle tube line includes seven of the most popular sizes of radio tubes. The Matchless Electric Co., also of Chicago, has the selling rights for LaSalle tubes, and an aggressive sales campaign is already under way. The laboratories of the LaSalle Radio Corp. are now developing an A. C. tube which is expected to be ready early in 1928.

In discussing the high-vacuum tube, Mr. Dittman recently stated: "There is no secret of the costly and intricate processes by which higher vacuum is created in radio tubes. The methods employed are expensive and lessen production because of the time required. The bridge construction in the LaSalle High-Vacuum tube is another feature of superiority. A mica bridge-support separates the main support wires to which the grid and the plates of the filaments are spot-welded at the correct distance. This insures rigidity, also the exact spacing and distance of the grid to the filament, and of the grid to the plate. This type of construction is obtainable only in the very finest tubes, and is responsible for the uniformity in results obtained from LaSalle High-Vacuum tubes. It also adds extra life to the tube and eliminates microphonic noises to a degree that is a revelation."

Beginning on October 26, and continuing once a month thereafter, the Columbia Phonograph Co.-Hour which is broadcast over the Columbia System will be devoted to an informal studio party of Columbia artists.

HYATT — HYATT — HYATT — HYATT



Model A

Radio Reason

Portable radios have been sold during summer months because no other type of radio was salable. Consequently, good reception has been expected under the most adverse conditions.

This Corporation has an engineering staff that is responsible for building the World's Best Portable, and they are constantly striving to make it better because we have confidence in the commercial value of all portable products.

Portability adds to general utility and opens up commercial possibilities that require but reasonable effort to develop.

The HYATT Portable is not a summer receiver. The fact that it renders superior service during the summer months is but added proof of its efficiency during the winter.

The HYATT Portable is designed for the home. The selectivity, tone quality and attractive appearance are responsible for its installation in the homes of many of the country's most responsible and prominent persons.

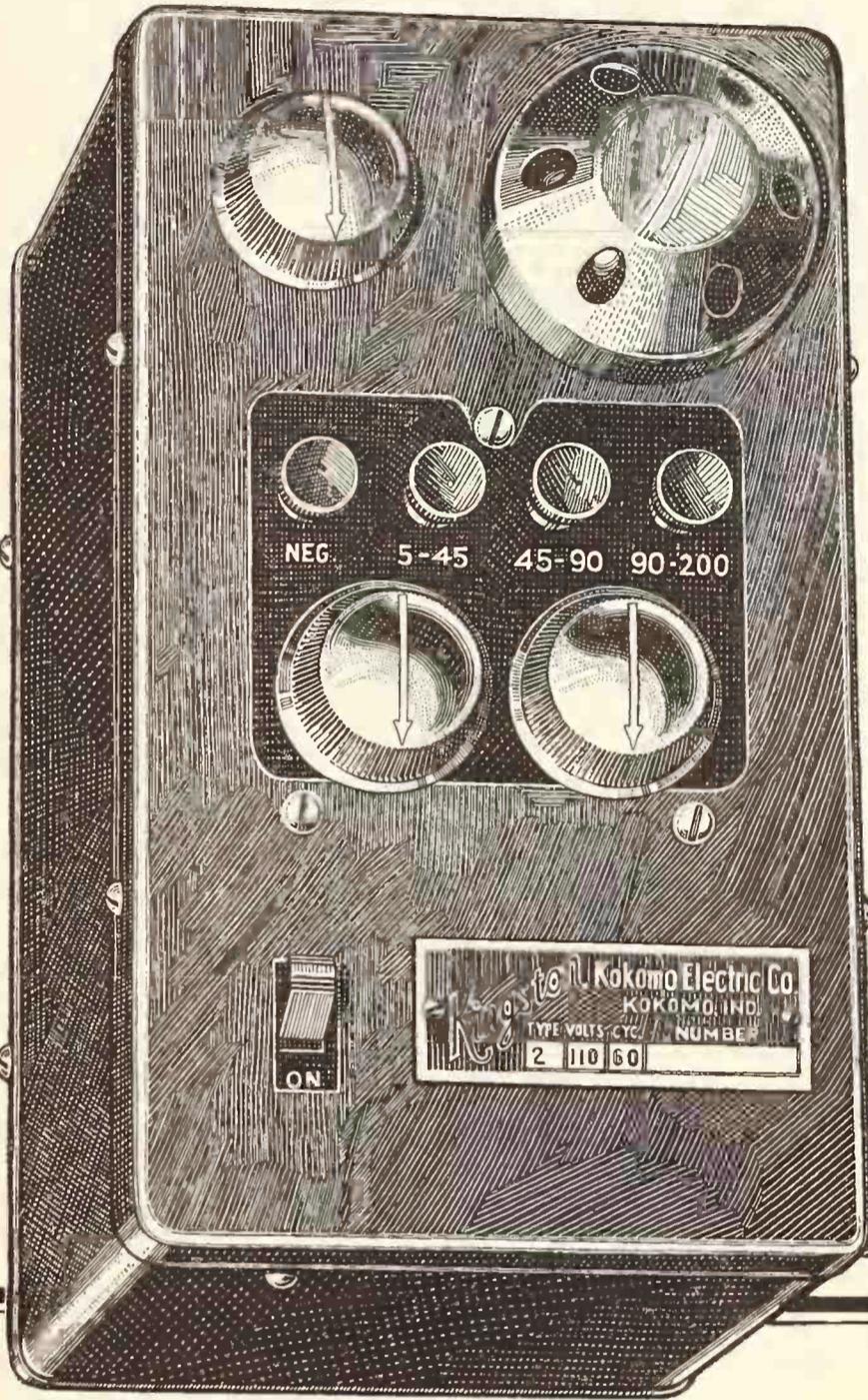
The volume of business this Corporation is doing comes from the recommendations of its customers.

Dealer licenses for HYATT Portable Radio Receivers are available only to those who have a good business reputation in their own communities.



Kingston

B CURRENT SUPPLY UNIT



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.

Nationally Advertised—Nationally Accepted

THE KINGSTON B CURRENT SUPPLY UNIT will lead your sales this season. Nationally known, nationally endorsed, nationally advertised (The Saturday Evening Post, the National Geographic Magazine and others) a unit that will keep the set *always* at its perfection peak, that is handsome, expertly made and positively guaranteed—here is a unit that has everything the consumer demands, everything the dealer desires. Has three different voltage terminals, each adjustable over a wide range, making possible any desired voltage from 5 to 200. Fourth variable voltage may be easily had by connecting separate variable resistor to one of the terminals. Size: 9 inches long, 8 $\frac{1}{4}$ inches high, 5 $\frac{1}{4}$ inches wide.

KOKOMO ELECTRIC COMPANY, Kokomo, Indiana

P. L. Deutsch and Associates Purchase Sonora Co.

(Continued from page 34a)

in its personnel insures the prosperity and stability of Sonora products. So far as the phonograph industry itself is concerned, the outstanding figure in the new Sonora organization is P. L. Deutsch, who needs no introduction to the phonograph trade in any part of the civilized world.

Associated for more than twenty years with the Brunswick organization and since 1916 actively directing the musical interests of this company, Mr. Deutsch has gained the esteem and respect of every factor of the phonograph industry. A keen and exceptionally able executive, Mr. Deutsch has combined with his executive ability an understanding and appreciation of the musical art which is unexcelled by phonograph or radio executives in any part of the world. His vision and foresight have been responsible in a large measure for the development and perfection of the modern electric reproducing phonograph and, notwithstanding many unusual problems, he succeeded in placing this type of instrument in the foremost ranks of the world's greatest musical products. For many years Mr. Deutsch has been an analytical student of recording, and under his direction many invaluable suggestions toward the betterment of the recording art have been developed and perfected. It is the rare combination of executive ability and true appreciation of the music art that has made P. L. Deutsch a leader in the constructive growth and development of the phonograph industry. He is associated to-day with world-famous industrialists and financiers, who will undoubtedly support him in all of the many progressive and far-reaching plans which he has in mind for the furtherance of the phonograph and radio arts under the name of Sonora.

National Association of Broadcasters Holds Meeting

(Continued from insert facing page 34a)

work. When the matter was brought up at the meeting action was postponed pending investigation by a special committee.

It was pointed out that Admiral Bullard, chairman of the Federal Radio Commission, and Commissioners Bellows and Caldwell spoke before the convention and that the reaction following Commissioner Bellow's frank talk on programs may have had some bearing on the postponement of comment on the work of the commission.

At the closing session a committee representing the Broadcasters, the Radio Manufacturers' Association and the Federated Radio Trade Association handed in a secret report on general

conditions in the radio industry. The report, it was said, would probably be made public within a month.

The Association, through L. S. Baker, managing director, announced a widely extended program of service to broadcasting stations.

"Such great strides have been made in the development of the art and science of broadcasting during the past five years that the National Association this year determined that its program must be greatly expanded for the further development of broadcasting," said Mr. Baker. "Instead of being merely a defensive organization, seeking to protect its members from legislation dangerous to the interests of broadcasters, the Association will seek to assume leadership in the education of its own members in the perfection of the art of broadcasting."

The officers elected were president, Earle C. Anthony; first vice-president, S. E. Baldwin; second vice-president, George H. Phelps; treasurer, W. W. Kidney. Directors for term of three years: Joseph B. Groce, Frank W. Elliott, J. W. Laughlin, Paul B. Klugh, George F. McClelland. Directors for term of two years: Walter A. Strong, Edgar L. Bill, Alfred J. McCosker, O. D. Fisher, Harold J. Wrape. Directors for term of one year: Powel J. Crosley, Jr., William H. Heinz, Prof. Earle Teury, George C. Furness. One to be appointed.

Erla Electric Phonograph Pick-up Being Introduced

An electric pick-up for phonographs is being introduced to the trade at the present time by Electrical Research Laboratories, prominent



Erla Electric Pick-Up

radio manufacturers of Chicago. The firm, whose products are well known through the trade name, Erla, entered the phonograph field last Spring, when it perfected an electric pick-up and amplifying unit which is sold complete to phonograph manufacturers.

The tone arm of the Erla electric pick-up is finished in antique bronze, while the pick-up itself is finished in black. A volume control is solidly attached to the base, so that the tone arm, base and control are manufactured as one unit. The Erla pick-up will be sold through Erla distributors and will retail for \$20.

H. O. Bodine, Bell & Howell Eastern Manager

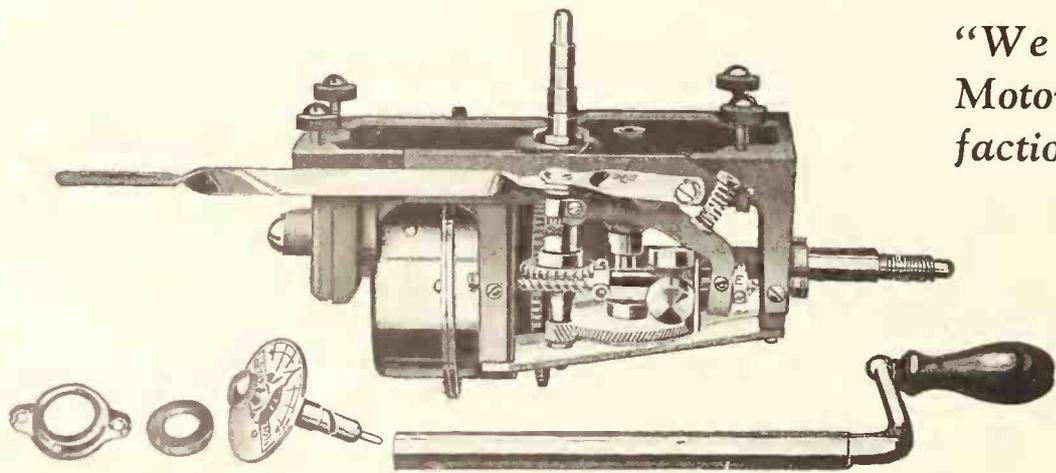
Has Been Prominently Connected With Motion Picture and Photographic Industry for Twenty-five Years—Succeeds F. A. Cotton

The Bell & Howell Co., Chicago, manufacturer of professional and amateur moving picture equipment, recently appointed H. O. Bodine to take charge of the New York office of the firm and serve as Eastern sales manager. This position was formerly held by F. A. Cotton, who a short time ago met with an accident which proved fatal. Mr. Bodine has been prominently connected with the motion picture equipment industry during his entire business experience of twenty-five years, and Filmo dealers will find him to be thoroughly conversant with every phase of the business. First interested in amateur photography, Mr. Bodine entered the commercial field as a profession, gaining a practical experience in commercial, portrait and scientific photography.

The development of the American Photographic Salon was materially aided by Mr. Bodine's ability, as was the organization of the Photographic Dealers' Association of America. In the management of the first International Exposition of the Photographic Arts and Industries at Grand Central Palace, New York City, 1914, and of the International Photographic Exhibition, Grand Central Palace, 1923, Mr. Bodine was a prime mover. His business experience has included the following connections: sales manager of Raw Film Supply Co., New York City; advertising and sales manager of the following firms: Wollensak Optical Co., Rochester, N. Y.; Herbert & Huesgen, New York City; Agfa Products, Inc., and Gevaert Co. of America, New York City. Through this extensive experience in photographic activities Mr. Bodine is exceptionally well qualified for his new position.

"Trilling & Montague Radio Talks" Increases in Size

"Trilling & Montague Radio Talks," the periodical issued by Trilling & Montague, radio distributors, Philadelphia, Pa., struck a new note in its latest issue. The latest number of this house organ has for the first time a cover which is printed in two colors. The 32 pages gives it magazine substance. This issue was published as a triple celebration number commemorating the occupation of the new quarters at Seventh and Arch streets, the fourth anniversary of the business and the showing of the 1927-28 lines. Considerable advertising space is taken by manufacturers of products distributed by Trilling & Montague and the issue also includes a price list, discount schedule and order blank.



"We have used thousands of Krasco Motors and they are giving good satisfaction."

The above is an excerpt from a letter of a user of KRASCO Motors.

Satisfaction at low cost is the basis on which all KRASCO Motors are sold.

KRASCO Motors have superior features which sell phonographs and keep customers satisfied.

For more than 10 years KRASCO Motors have given satisfaction. A new Catalog gives complete details of KRASCO Motors—1, 2, 3 and 4 springs—2 to 10 records with one winding. Ask for a copy.

Krasco Phonograph Motor Co.
Elkhart, Indiana, U. S. A.

Opportunity for Live Dealers to Cash in Through Tie-Ups With Visiting Artists

Concert Dates of Leading Artists Who Make Records—Tie-ups Provide an Excellent Means of Interesting the Public in Records and Promoting Sales

The following list of concert dates of a number of recording artists has been compiled for the benefit of dealers who wish to stimulate the sale of records of artists appearing in their cities or towns. Tie-ups can be effected through the mediums of window displays or by direct mail, calling the attention of customers to the scheduled appearances and a mention that the artist's recordings are available:

EDISON ARTIST

ARTHUR MIDDLETON—October 18, Ripon, Wis.; October 24, Belton, Tex.; October 25, Abilene, Tex.; October 27, Edmond, Okla.; October 28, Oklahoma City, Okla.; October 31, Omaha, Neb.; November 1, Grand Island, Neb.; November 3, Ada, Okla.; November 5, Norman, Okla.; November 7, Enid, Okla.; November 8, Hutchinson, Kan.; November 10, Durnat, Okla., and November 11, Carthage, Mo.

COLUMBIA ARTISTS

SOPHIE BRASLAW—October 17, Winnetka, Ill.; October 20, New Brighton, Pa.; October 27, Peoria, Ill.; November 2, Salina, Kan.; November 4, Des Moines, Ia.; November 9, San Francisco, Cal.; November 10, Oakland, Cal.; November 15, Piedmont, Cal.

IGNAZ FRIEDMAN—November 3, Stanford, Cal.; November 4, San Francisco, Cal.; November 6, San Francisco, Cal.; November 8, Los Angeles, Cal.; November 9, Santa Monica, Cal.; November 10, Los Angeles, Cal.; November 11, Anaheim, Cal.

LOUIS GRAVEURE—October 18, Montclair, N. J.; October 24, Bristol, Va.; November 7, Concord, N. H.; November 15, Scranton, Pa.

CHARLES HACKETT—October 20, Steubenville, O.; October 24, Pontiac, Mich.; October 28, Texarkana, Ark.; October 31, Hattiesburg, Miss.

JOSEPH SZIGFTT—November 4, Des Moines, Ia.; November 5, Des Moines, Ia.

VICTOR ARTISTS

LUCREZIA BORI—October 27, Cincinnati, O.

MME. RENEE CEMET—October 28, Freeport, N. Y.; November 14, Huntington, N. Y.

RICHARD CROOKS—October 26, New York, N. Y.; October 30, New York, N. Y.; November 3, Paterson, N. J.; November 11, St. Louis, Mo.; November 12, St. Louis, Mo.; November 15, Philadelphia, Pa.

GALLI-CURCI—October 16, afternoon, Akron, O.; October 23, evening, New York, N. Y.; October 30, afternoon, Chicago, Ill.

DUSOLINA GIANNINI—October 16, afternoon, Boston, Mass.; October 20, evening, Richmond, Va.; October 22, evening, Middleburg, Conn.; October 24, evening, New York, N. Y.; November 4, evening, Minneapolis, Minn.; November 7, evening, St. Paul, Minn.; November 10, evening, St. Louis, Mo.; November 14, evening, San Antonio, Tex.

LOUISE HOMER—October 15, evening, Spokane, Wash.; October 19, evening, Seattle, Wash.; November 1, evening, Long Beach, Cal.; November 4, evening, Santa Ana, Cal.; November 7, evening, Claremont, Cal.; November 10, evening, Pasadena, Cal.

JASCHA HEIFETZ—October 16, afternoon, San Francisco, Cal.; October 18, evening, Oakland, Cal.; October 20, evening, Los Angeles, Cal.; October 21, evening, Pomona, Cal.; October 25, evening, El Paso, Tex.; October 28, evening, Tucson, Ariz.; October 30, afternoon, San Francisco, Cal.; October 31, evening, Los Angeles, Cal.; November 2, evening, San Diego, Cal.; November 6, afternoon, San Francisco, Cal.; November 8, evening, Seattle, Wash.; November 14, evening, Portland, Ore.

MARY LEWIS—October 19, evening, Van Wert, O.; October 21, Battle Creek, Mich.; October 25, afternoon, Kansas City, Mo.; October 26, evening, Chanute, Kan.; October 28, evening, Tulsa, Okla.; October 31, evening, Little Rock, Ark.; November 2, evening, El Dorado, Ark.; November 7, evening, Normal, Ill.; November 9, Chattanooga, Tenn.

GIOVANNI MARTINELLI—October 21, Bloomington, Ill.

JOHN McCORMACK—October 16, New York, N. Y.; October 19, Cleveland, O.; October 21, Jamestown, N. Y.; October 24, Buffalo, N. Y.; October 27, Rochester, N. Y.; October 29, Grand Rapids, Mich.

TITO SCHIPA—October 21, evening, Montclair, N. J.; October 23, evening, Chicago, Ill.; October 25, evening, Urbana, Ill.; October 27, evening, Urbana, Ill.; October 28, evening, Urbana, Ill.

MAOAME SCHUMANN-HEINK—October 16, afternoon, Chicago, Ill.; October 18, evening, Cleveland, O.; October 21, evening, Huntington, W. Va.; October 24, evening, Youngstown, O.; October 26, evening, Reading, Pa.; October 28, evening, Richmond, Va.; October 31, evening, Washington, D. C.; November 2, evening, Hagerstown, Md.; November 4, evening, Baltimore, Md.; November 6, afternoon, Hartford, Conn.; November 8, evening, Syracuse, N. Y.; November 10, evening, Rochester, N. Y.

MARION TALLEY—October 17, evening, Flint, Mich.; October 19, evening, Canton, O.; October 21, evening, Delaware, O.; October 23, afternoon, Indianapolis, Ind.; October 25, evening, Lexington, Ky.; October 27, evening, Atlanta, Ga.; October 29, evening, Knoxville, Tenn.; October 31, evening, Louisville, Ky.; November 2, evening, Pittsburgh, Pa.; November 4, evening, Lima, O.; November 7, evening, Cleveland, O.; November 9, evening, Evansville, Ind.; November 11, evening, Charleston, W. Va.

LAWRENCE TIBBETT—October 17, evening, Seattle, Wash.; October 20, evening, Tacoma, Wash.; October 22, evening, Spokane, Wash.; October 24, evening, Portland, Ore.; October 26, evening, Salt Lake City, Utah; October 29, evening, Pueblo, Col.; October 31, evening, Denver, Col.

UNITED STATES MARINE BAND—October 16, Tarrytown, N. Y.; October 17, Poughkeepsie, N. Y.; October 18, Port Chester, N. Y.; October 19, Danbury, Conn.; October 20, Bridgeport, Conn.; October 21, New Haven, Conn.; October 22, Waterbury, Conn.; October 23, New Britain, Conn.; October 24, Meriden, Conn.; October 25, Providence, R. I.; October 26, Fall River, Mass.; October 27, New Bedford, Mass.; October 28, Woonsocket, R. I.;

October 29, Boston, Mass.; October 30, Cambridge, Mass.; October 31, Framingham, Mass.; November 1, Salem, Mass.; November 13, Syracuse, N. Y.; November 14, Binghamton, N. Y.; November 15, Wilkesbarre, Pa.

REINALDO WERRENATH—October 18, evening, Quincy, Ill.; October 21, evening, Bay City, Mich.; October 24, evening, South Bend, Ind.; October 29, evening, Atlantic City, N. J.; October 30, afternoon, New York, N. Y.; November 3, evening, Rochester, N. Y.; November 8, evening, Poughkeepsie, N. Y.; November 10, evening, Greenville, Pa.; November 13, afternoon, Boston, Mass.; November 15, evening, New Haven, Conn.

"Prosperous Radio Season Ahead," Says Gen. Harbord

President of Radio Corp. of America, Who Has Just Completed Tour of Principal Radio Centers, Found Optimism Everywhere

A prosperous season is ahead of the radio industry for 1927-28, in the opinion of Gen. James G. Harbord, president of the Radio Corp. of America, who has just completed a tour of the principal radio centers of the United States, during which he conferred with leading radio distributors. Chicago, Philadelphia, Pittsburgh, Cincinnati, St. Louis and many other cities were visited, and Gen. Harbord states that he found optimism everywhere.

Gen. Harbord advanced the thought that the radio audience scattered around millions of American firesides and listening to the voices of the various candidates as they come over the air will be the determining factor in the election of the next President of the United States.

"Single audiences which President Coolidge has addressed over the radio have been estimated as high as thirty million people," said Gen. Harbord. "Millions are familiar with his voice and have first-hand opinions of the policies for which he stands. No little share of his great popularity is due to the radio."

Gen. Harbord pointed out that remarkable progress has been made by the great electrical laboratories in the perfection of a new system of synchronizing sight with sound on the motion picture screen.

Radio Corp. Announces New Tube of Screen-Grid Type

Amateurs and experimenters will be interested in a recent announcement of the Radio Corp. of America concerning a new Radiotron, UX-222, of the screen-grid type, a new development in the field of vacuum tubes. It is intended primarily for radio frequency amplification without neutralization or stabilizing resistance, in circuits especially designed for it. The tube has a voltage amplification factor of over 250, according to the announcement, making possible an actual voltage amplification of about 20 to 30 per stage, as compared with about 4 to 6 per stage when using tubes of the general purpose type.

E. E. Bucher, assistant vice-president of the Radio Corp. of America, explains that Radiotron UX-222 cannot be utilized in the present-day receiver, as special circuits and specially shielded apparatus are necessary to realize its maximum capabilities. The new tube will be placed on the market before the end of the present year, according to Mr. Bucher.

Southwest Annual Radio Show Most Successful

St. Louis, Mo., October 8.—The third annual Southwest National Radio Show which closed September 24 was most successful and proved that the St. Louis Radio Trades Association can successfully manage its own radio show

and make them as national in character as those of any other city. Each of the 109 exhibits at the show carried the name of the manufacturer or the product and no jobbers' names were used. The elimination of the local jobbers' names was a show rule.

The registry of the show indicated that the retail, wholesale and manufacturer representatives attended the exposition, for 876 dealers registered and the manufacturer and jobber attendance was in the neighborhood of 100. The total income of the show was \$34,731.98, and the expenses \$23,520.21, leaving a balance of more than \$11,000 to be used to further trade association activities.

The show was the last word in beauty of arrangements, displays and decorations. The building was decorated in pale blue and silver, and in the center of the building against a pale blue sky ceiling was suspended a life-size model of the famous Lindbergh plane, the "Spirit of St. Louis."

Among the features of the exposition was a talk given on September 24 by Federal Radio Commissioner H. A. Bellows, which was broadcast over local stations. The entertainment was also of high caliber and included such well-known radio stars as Graham McNamee, Allen McQuhae, Silver Masked Tenor, Ray-O-Vac Twins and many others.

The program of the show was an outstanding feature and received well-merited enthusiasm and praise. It was distributed free and consisted of 116 pages. In addition to containing information regarding the exhibits, a number of interesting and instructive articles of value to the radio set owner were included. The total attendance was 75,000 during the six days, and would have been much larger except for the fact that many radio enthusiasts stayed away from the show on the night of the Tunney-Dempsey fight, preferring to hear the blow-by-blow description on their own sets at home.

Fada Issues New Booklet on Harmonated Reception

A new booklet on harmonated reception has been issued by F. A. D. Andrea, Inc., setting forth the distinguishing features of Fada Radio receivers and speakers. The new booklet lists the complete Fada line with brief descriptions of the various models, including the Fada Eight console, Fada Eight table model, Fada Seven console, Fada Seven Table model, Adler console No. 107 with Fada special chassis, the Fada Special and Fada cone speakers in various models. Chassis views of the Eight, Seven and Special are also given in the booklet.

Meyer-Seeger Remodeling

APPLETON, Wis., October 10.—The Meyer-Seeger Music Store is being completely remodeled and considerably enlarged, in accordance with the expansion program which the company is putting under way. Work is going forward at present on the rear rooms, the largest of which will be used for a phonograph and radio display room. The offices will be moved to a mezzanine floor, which is being constructed, and the second floor of the building, excluding the offices in front, is to be used as a piano display room and recital room. The rear portion of the second floor will be devoted to a radio repair and piano repair department.

New Radio Channel Opened

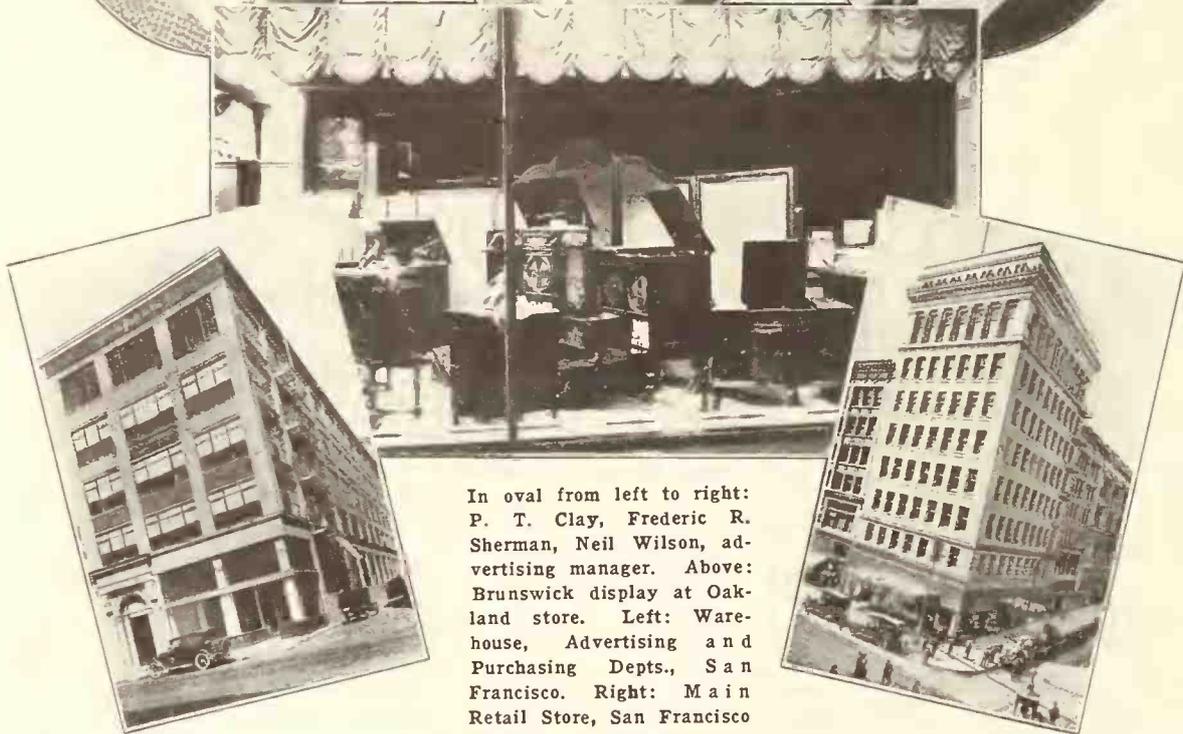
A new direct radio communication channel between the United States and Porto Rico was recently opened with the transmission of a congratulatory radiogram from Gen. James G. Harbord, president of the Radio Corp. of America, to the Hon. Horace H. Towner, governor of Porto Rico.

Sherman, Clay & Co. Now Merchandising Brunswick Panatrope and Record Line

Pacific Coast Music House, Operating Forty-odd Stores in Northern California, Oregon and Washington, Handling Exponential and Electrical Panatropes and Brunswick Records

The most important announcement emanating from the general offices of the Brunswick-Balke-Collender Co., Chicago, for some time is

portant move was made following final negotiations between P. T. Clay, president; Fred Sherman, vice-president, and L. W. Sturdevant,



In oval from left to right: P. T. Clay, Frederic R. Sherman, Neil Wilson, advertising manager. Above: Brunswick display at Oakland store. Left: Warehouse, Advertising and Purchasing Depts., San Francisco. Right: Main Retail Store, San Francisco

to the effect that Sherman, Clay & Co. have taken on the complete line of exponential and electrical Brunswick Panatropes and records to be merchandised through their various branch stores on the entire Pacific Coast. This im-

director of branch house operation of the Sherman, Clay & Co. organization, and F. P. Simpson, C. P. MacGregor, and W. C. Hutchings, assistant sales manager of the Brunswick Co. Sherman, Clay & Co. is one of the largest

music houses in the United States, operating a chain of forty-odd retail stores throughout northern California, Oregon and Washington, and commanding a dominating position in the music world. In the fifty-seven years of its existence, Sherman, Clay & Co. has carried its name and fame to the far corners of the world, and on the rockbed of these years of unflagging service has built a mighty organization.

The decision of Sherman, Clay & Co. was made after the executives carefully weighed and tested the developments of the Brunswick Co., and when their investigations proved the worth of the products, they decided that Brunswick Panatropes deserved an outstanding place in their merchandising activities.

The first public announcement of the tie-up between the Sherman, Clay and Brunswick organizations was made in the San Francisco Examiner on September 23, in a double page advertisement in which Sherman, Clay used one page to present the Brunswick Panatrope and Panatrope-Radiola, and in which it briefly described the reasons for taking on the Brunswick line, and on the opposite page appeared the caption, "Brunswick Panatrope Welcomes a Great Music House" with appropriate copy in which the extensive operations of Sherman, Clay & Co. were described.

A. F. Carter Appointed to Important Carryola Post

Made Eastern Sales Representative of Well-Known Portable Phonograph Manufacturer—Identified With Trade for Ten Years

C. K. Burton, general sales manager of the Carryola Co. of America, manufacturer of Carryola portable phonographs, announced this week the appointment of A. F. Carter as Eastern sales representative covering the important territory of New England, New York, New Jersey, Pennsylvania, Maryland, Washington, D. C., and Delaware. This appointment will be welcome news to Carryola jobbers and dealers throughout Eastern territory, for Mr. Carter has been identified with phonograph activities for the past ten years, concentrating his efforts on jobber and dealer sales promotion work.

During his connection with the talking machine trade, Mr. Carter has been associated with Victor wholesalers and Victor retailers and for several years was identified with The Talking Machine World organization, including special dealer service work as well as sales promotion work for the circulation division. More recently, he was connected with the Columbia Phonograph Co., Inc., where he attained exceptional success in Southern territory in behalf of the special Beethoven anniversary campaign inaugurated by this company. He brings to his new post an exceptional knowledge of merchandising in the talking machine industry as well as an intimate familiarity with dealer problems which will undoubtedly be utilized to advantage in his Carryola activities.

Columbia Phonograph Co. to Reduce Share Value

Directors of the Columbia Phonograph Company, Inc., have called stockholders to meet October 25 to vote on reducing the stated value of the company's outstanding 85,000 shares from \$6,000,000 to \$5,000,000. The statement by the directors says:

"The equity back of the shares is in no wise affected by this change. The purpose and effect will be to eliminate the deficit now showing and thereby advance the date when the company should be able to declare and pay dividends out of current and future earnings."

Within the next few days, the United Phonograph Co. will open its second store at 233 King street, Charleston, S. C.

NO BATTERIES

ARGUS
ELECTRIC RADIO

Just Plug in!

All Electric

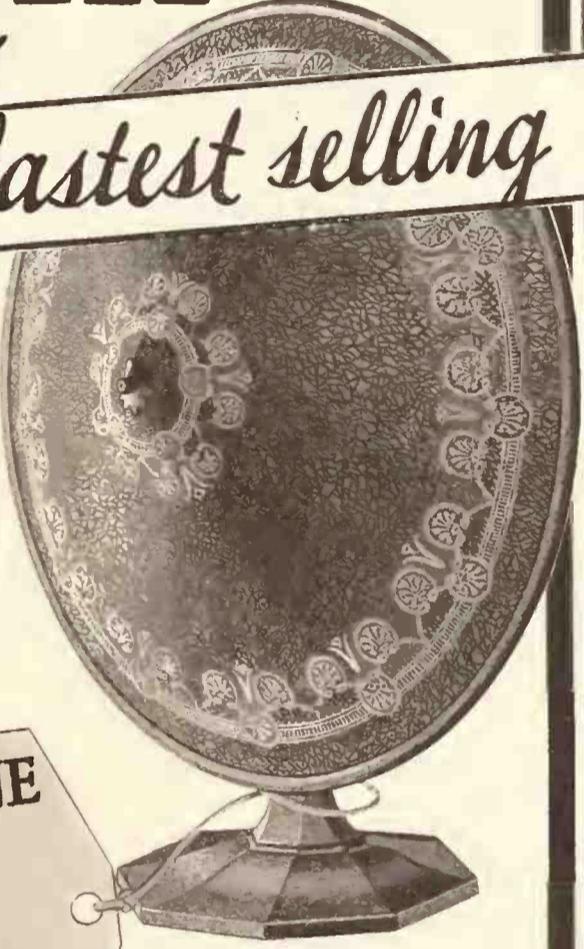
Manufactured by

ARGUS RADIO CORP.

257 West 17th Street
New York, N. Y.

Moisture does not affect---

WORLD'S *fastest selling* **SPEAKER**



12in. Ultra MUSICONE
\$9 75
16in. Super Musicone \$12 75

Montana, Wyoming, Colorado, New Mexico and West prices slightly higher

Write Dept. 26 for descriptive literature

THE CROSLEY RADIO CORPORATION
POWEL CROSLEY, JR., Pres.
CINCINNATI, OHIO

CROSLEY MUSICONE

For more than a year keen engineers have labored in Crosley laboratories, intent on the application of a new metallurgical discovery. Perfected at last, vibrations of the famous Crosley patented actuating unit have been increased many times. Smoother reproduction, a sensitiveness that responds to the most

delicate of notes, and a clear louder tone results.

This, and rust-preventive construction, keep the Musicone constantly efficient in any climate.

Musicone superiority has behind it real and tangible cause for the flood of profit enjoyed by Musicone Dealers.

The reasons are in the MUSICONE itself.

—in the simplicity of armature adjustment.

—in the higher voltage capacity which results in louder, finer tones.

—in the Bakelite, instead of cardboard bobbins which prevent retention of moisture.

—in the special Crosley magnet coil coating which keeps Musicones constantly efficient in any climate.

—in the patented Crosley actuating unit which is the secret of the World's fastest selling loud speaker — the Crosley Musicone.

Non-imitable principles and constant refinements promise and deliver the LEADING loud speaker VALUE on the market.

Radio and Phonograph Exhibits Feature Ohio Meet

Leading Phonograph and Radio Companies Exhibit Their Products at Annual Convention of the Ohio Music Merchants' Association

One of the features of the eighteenth annual convention of the Music Merchants' Association of Ohio held at the Hotel Winton, Cleveland, from September 12 to 14 inclusive, was the interesting exhibit of musical instruments offered by manufacturers and local distributors, among them numerous late models of phonographs, radio receivers and accessories.

Among the official displays at the hotel headquarters were included: the Art Novelty Co., Goshen, Ind., which showed some attractive radio cabinets, in addition to music roll cabinets and piano benches; Berg Auto Trunk & Specialty Co., Inc., Long Island City, N. Y., which exhibited several patent models of portable machines, including the new flat compact Artone portable. E. R. Manning was in charge of the display.

The Brunswick-Balke-Collender Co. was represented by an extensive exhibit, which included all the various models of Brunswick phonographs, Panatropes and Brunswick-Radiolas. The Cleveland Ignition Co., Cleveland, distributor for the Atwater Kent radio, displayed the full line of receivers, together with various accessories. The Cleveland Talking Machine Co., Cleveland, Victor wholesaler, had a most attractive display of Victor Orthophonics, together with the Automatic Orthophonic Victrola, the Electrola and various combination instruments.

The Columbia Phonograph Co. display included various models of the Columbia-Vivatonal phonograph, and an interesting showing of the new Columbia-Kolster electric pick-up instrument and radio combination. Details of the company's Schubert Centennial celebration and its radio broadcasting program were also explained. H. C. Schultz, Inc., of Cleveland and Detroit, displayed for the first time in Cleveland the new Sonora combination of phonographs with electric pick-up and six-tube radio receivers, together with several lines of musical merchandise. B. W. Smith Co., Inc., Cleveland, displayed the new Edison phonograph, which aroused wide interest because of its excellent tonal qualities, and also featured Federal and Mohawk radio receivers, together

with various accessories. Other exhibitors of phonographs and radio receivers and accessories included: Bush & Lane Piano Co., Ohio Sales & Supply Co., Haas Electric Sales Co. and the Day-Fan Co.

Sherman, Clay & Co. Supplement Phonograph Stock

Brunswick and Columbia Instruments and Records Added to Lines Carried—Manager Reports Increase in Sales of Radios

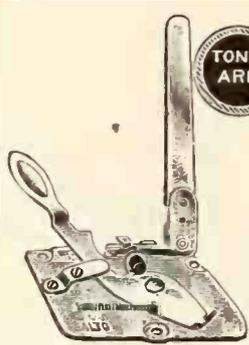
SAN FRANCISCO, CAL., October 3.—An announcement of much interest to the trade was issued last week by L. W. Sturdevent, manager of the phonograph and radio departments of Sherman, Clay & Co. He stated:

"Our various retail stores are showing a remarkable increase over last year in the sale of radio sets and combination radio and talking machines. The demand apparently is for the better class of radio receiving sets, particularly those equipped to work direct from the lighting power. We attribute the demand for the better-class instruments to the fact that the public is demanding tone quality in both phonographs and radio sets.

"We have supplemented the Victor line with the Brunswick line of Panatropes and records and the Columbia line of Viva-tonal machines and records."

Kolster Receiver Brings Fight to Theatre Patrons

Patrons of the Rivoli and Rialto Theatres in New York, on the night of the Tunney-Dempsey championship bout in Chicago, received a complete description of the fight through a new Kolster receiver with built-in power cone. When Graham McNamee began his word picture of the champion and challenger entering the ring, the movies and orchestral music ended their part of the program as the curtains parted to disclose a console receiver in the spotlight. The announcer's voice filled the theatre, according to reports of the theatre managers. The whistle, the bell and cheers of the crowd were plainly audible as well as the voice of Joe Humphries, announcing to the throng at Soldiers' Field. Cordial letters of appreciation were received by Federal-Brandes, Inc., from the theatre managers.



**Accurate!
The Alto**

**Automatic Stop
For Phonographs**

Accuracy at low cost means satisfied customers. Fits under the turntable. Simple to attach. With a record of ten years satisfactory service in the phonograph industry.

Alto Mfg. Co., 1647 Wolfram St., Chicago, Ill.
Canadian Distributor: Universal Supply Co., Toronto, Ont.

Pacific Coast Okeh Dealers Tie Up With Sophie Tucker

Sophie Tucker, who has made nationally famous "Fifty Million Frenchmen Can't Be



Sophie Tucker

Wrong," is appearing on the Pacific Coast. Her two latest songs are "There's a Cradle in Caroline" and "Blue River," on Okeh records.

Sophie Tucker is an exclusive Okeh artist, and because she is so tremendously popular Okeh dealers are profiting by the sale of her recordings.

Omaha Distributor Shows Mohawk Radio in Exhibit

The illustration below shows the display of Mohawk one-dial radio receivers at the Omaha



An Excellent Mohawk Exhibit

Radio Show. The display was sponsored by the Interstate Electric & Radio Corp. of Omaha, Mohawk distributors.

T. M. Rozelle in New Post

T. M. Rozelle, formerly production manager of the Canadian branch of F. A. D. Andrea, Inc., has been called to New York to take up an important phase of sales work in the metropolitan territory. L. Leslie has been appointed superintendent of the Canadian factory of Fada Radio, Ltd., at Toronto, succeeding Mr. Rozelle.

First Prize for Edison

A report was received at the factory of Thos. A. Edison this week to the effect that the Edison has been awarded first prize at the California State Fair recently held in Fresno. The instrument attracted considerable attention on the part of the large number of people present.

SHAMROCK

RADIO SETS



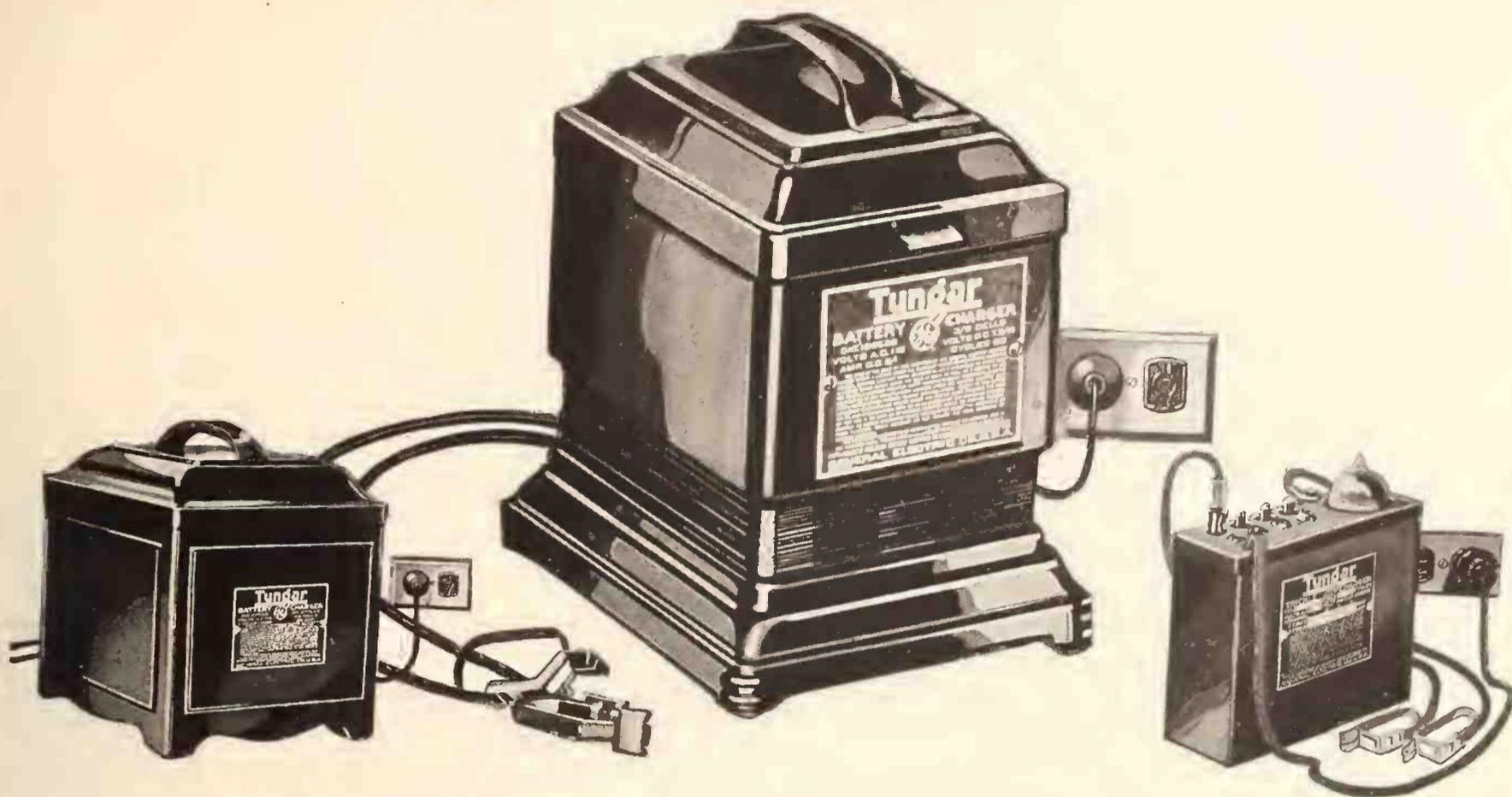
ALL ELECTRIC

Model BL—\$151.00
with Tubes—\$185.00

No Batteries
No Eliminators
No Liquids
Just plug into light socket

IMMEDIATE DELIVERY

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



You can sell *more* General Electric Battery Chargers

The 3 punch plan

Put a big wallop into your sales this fall with the ammunition supplied by our new Three Punch Plan. Write us today for complete information.

If you know *all* the talking points of the Tungar (the General Electric Battery Charger), if you sell General Electric's name, if you demonstrate Tungars, if you tie right in with our new Three Punch Plan—then you'll see sales mount.

More than a million Tungars are now doing valiant service. Tungars have been advertised consistently for ten years. Tungars do not eat up your profits with service calls. Tungar is the name they know. General Electric is the name that clinches the sale.

This year the dealer's service is being played up in every national ad. Make your service really helpful and profit by G-E's advertising.

Merchandise Department
General Electric Company
Bridgeport, Connecticut



Tungar
REG. U.S. PAT. OFF.
BATTERY CHARGER

Tungar—a registered trademark—is found only on the genuine. Look for it on the name plate.

GENERAL ELECTRIC

McMillan Electric Radio Popular With the Trade

Walter Magill, President of Company, Directly Responsible for the Merchandising Success of Products—Directing Sales Policies

CHICAGO, ILL., October 7.—The McMillan Radio Corp., of this city, reports the closing of a very excellent September and October business, with the trade keenly enthusiastic regarding the new McMillan electric radio receiver, which is a completely self-contained unit operating from a light circuit. Walter Magill, president of the company, and for many years associated with the phonograph industry before becoming identified with radio activities, is directly responsible for the merchandising success of the McMillan products and he is personally directing the sales policies. In a chat with The Talking Machine World, Mr. Magill said:

"The big thing in radio this year is the electric set and judging from the comments of our dealers, our new product is meeting with their most exacting requirements. In perfecting our set we determined to utilize the most advanced ideas in radio receiver construction and as a result of our experiments and research work, the McMillan Electric is an associated, one-dial, six-tube receiver using the exclusive McMillan patent circuit for which patents are pending in connection with AC tubes. Our audio amplifier has also won considerable praise from the trade, representing as it does many months of work in our experimental laboratories.

"In developing the McMillan electric set, we realized that the bugaboo of service from the dealer angle must be reduced to an absolute minimum in order that the dealer may make a worthwhile profit. Our dealers tell us that they are experiencing no service defects with our new product, but that, on the other hand, every sale of a receiver brings new customers to their establishment with consequent increased profits. We are continuing with the production of our complete line of battery models owing to the fact that there are so many places where electric current is not available and the battery set is, therefore, essential."

Oval Speaker Improves Tone

The well-balanced symmetrical design of the new Farrand Oval Speaker is the result of an effort to improve the tone quality of the cone type, which has proved so popular since its introduction. Engineers discovered that the shortest radii reinforced the high tones and the longest the low tones, therefore, the oval design was decided upon by the Farrand organization. The various resonating surface lengths are doubled in this design, according to Farrand officials, and for every imaginary line drawn from the center to a given point on the edge of the cone there is an identical imaginary line on the other side of the center point.

Blair & Brodrib to Open New Store in New Britain

Prominent Connecticut Dealers With Stores in New Haven and Waterbury Arrange to Expand Their Business—Featuring the Edisonic

The firm of Blair & Brodrib, who now have music stores in New Haven and Waterbury, Conn., will open a new branch at 170 Main street, New Britain, Conn., on October 15, 1927. They will carry all lines of musical merchandise, and aim to make their New Britain branch a model music store, embodying the latest ideas in merchandising.

The firm consists of H. E. Blair and C. G. Brodrib, both extremely energetic young merchandisers. On a recent visit to the Edison factory at Orange, N. J., they made their first

acquaintance with the Edisonic and were greatly impressed by the beauty of the new cabinets and the extraordinary musical performance of the instruments. They anticipate a large volume of business in all music lines in the New England States.

E. R. Peel, Pfanstiehl Radio Sales Manager

E. R. Peel, of Chicago, Ill., has been appointed radio sales manager for the Pfanstiehl Radio Co. of Waukegan, Ill. For the past two years Mr. Peel was radio sales engineer and head of the radio division of the Benjamin Electric Mfg. Co., of Chicago. The Pfanstiehl Co. has been licensed by the Radio Corp. of America, and Mr. Peel will look after its "Special Chassis" business throughout the United States.



THE HUMAN VOICE

The Silver Electro-plated Phonograph Needle

Assures Best Results

On Electrically Recorded Records

Can Be Used on All Discs
Absolutely Different From Any Other Needle

Be the First in Your Territory
to Introduce This Wonderful Needle

Manufacturers of the
Wall-Kane, Jazz, Concert,
Best Tone and Petmecky
Needles.



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

\$20

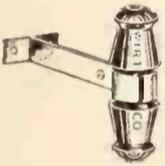
Price in Canada \$25



15 ins. high
13 ins. wide

The Wirt CONE SPEAKER

WIRT
Wall Insulator



Retail Price NOW \$.35

The outstanding "buy" in the fine speaker field . . . This statement stands without qualification. At its price the Wirt Speaker's performance has no equal . . . it is comparable to the best, whatever the price.

Quality dictates every step in the manufacture of this speaker. Every part is an example of absolute mechanical precision.

Amazingly accurate throughout entire musical scale—Records extremes in bass and treble without distortion — Reproduces volume without blasting — Form and finish satisfies every requirement of good taste — Graceful and quietly attractive in any home surrounding. Unconditionally guaranteed for workmanship and performance. If you will demonstrate the Wirt Speaker to your customers it will sell itself.

WIRT
Lightning Arrester



Retail Price NOW \$1.00

WIRT COMPANY

Manufacturers of Dim-A-Lite and other electrical specialties for over Twenty Years

5245 Greene Street

Philadelphia

Big Advertising Campaign Planned for the Edisonc

Thomas A. Edison, Inc., to Feature New Instrument in National Magazines and in Leading Newspapers Throughout Country

On October 19 there will be fired the first gun of an extensive advertising campaign launched by the phonograph division of Thomas A. Edison, Inc., in the interest of the new Edi-

sonic, the latest development of Mr. Edison's genius, which has aroused so much interest everywhere it has been displayed and demonstrated.

In many respects the campaign will be unique for the reason that it presents the appeal of music, and particularly the phonograph, in an entirely new manner, calculated to arouse and maintain public interest at high pitch. The copy will appear in the Saturday Evening Post, and in some other general magazine of national circulation, and in over one hundred leading news-

papers throughout the country. The magazine copy appearing monthly, and that in the newspapers weekly.

Preliminary details regarding the campaign have been sent to all Edison dealers, and before the first advertising appears they will be advised as to all the features in order that they may tie up most effectively with the general publicity. It will be one of the most extensive advertising campaigns in the interests of the Edison products that have been carried on in many years, and the company officials, as well as distributors and dealers who have seen and heard the new Edisonc, are convinced that the instrument is well worthy of the publicity to be given to it.

The new Edisonc phonograph was first shown to the trade at the Music Industries Convention in Chicago, in June, and then displayed at the convention of the Western Music Trades Association in San Francisco in July, and at other gatherings of dealers, including the Ohio convention in Cleveland last month. Everywhere it has created a most favorable impression for its faithfulness of reproduction, its tonal qualities and its volume.

*It speeds the sale to say
Cabinet work by ADLER-ROYAL*

ADLER-ROYAL



An unusual design of the Jewel Casket type. Fashioned from the choicest burl walnut, and exquisitely finished. The front-door panel opens down to form an attractive desk and a lift top makes the chassis conveniently accessible. When used for the Radiola Model 17, the electric set, the battery compartment may be readily removed.

Special Adler-Royal Console for RADIOLA 16 and 17

This charming console, portraying the distinctive technique of its famous artist-designer, was fashioned by Adler-Royal craftsmen especially for the Radiola Models 16 and 17. Adler-Royal Cabinets, by their distinctive charm, project an appeal all their own. They contribute this noticeable sales advantage to the sets which they enclose. However favorably known the set, it speeds the sale to say "Cabinet work by Adler-Royal."

ADLER
Manufacturing Co.
Incorporated
LOUISVILLE  KENTUCKY

Boyd Senter, Exclusive Okeh Artist, Makes New Records

The importance of the clarinet is being shown every day by a very skilled musician, Boyd Senter, who is making the clarinet notable as a solo instrument, and to do this requires a very finished technic.



When Boyd Senter makes an Okeh recording he contributes to the Okeh catalog music of a very definite character. And it is this individually defined music that is doing a great deal to increase the sale of Okeh records. The technic employed by Boyd Senter accomplishes music that is beyond and superior to jazz. It shocks the listener into a new realm of harmony and melody. Boyd Senter has mastered an ultra-modernistic style, and the result is music that has an assured fascination for record buyers. His latest successes are heard on Okeh records, coupling "Hot Lips" and "The Grind Out." All Boyd Senter's recordings include the superb guitar playing of Ed Lang.

Argus Electric Radio Receiver Is Introduced

The Argus Radio Corp., New York City, has placed upon the market a new model Argus electric radio receiver which has been termed the model B195. It has three stages of radio frequency and two of audio frequency and uses standard half wave rectifying tubes for delivering the necessary direct current at high voltage. The voltage applied to the plate of the power tube is 400 volts which makes possible tremendous volume, when desired. The Argus electric radio receiver presents an innovation for this season through being equipped with two tip jacks in which a phonograph pick-up unit can be plugged in and a switch. By throwing this switch on the radio receiver is turned off and the set is transformed into a phonograph amplifier.

At the initial showing of this new model it was shown both as a table and floor model. When used in the floor model it is equipped with a nine-foot air column horn which further adds to its tonal value. A particularly attractive panel has also been evolved with the dials brightly illuminated from behind.

The Buckingham & Moak Co., of Utica, N. Y., has opened a branch music store at 11 Court street, Binghamton, N. Y.

CASWELL'S GYPSY

NOT ONLY THE FINEST IN TONE
BUT NOW THE MOST BEAUTIFUL



FURNISHED IN FIVE ATTRACTIVE
HARMONIOUS COLORS

NEVER before has there been as wonderful a portable as the new Caswell Gypsy. In tone, in volume and faithful reproduction, it is a delight to those who appreciate music. Into the Gypsy is built the Caswell standard of better quality.

And, as a final touch to make it even finer, the Gypsy is now furnished in five attractive, harmonious colors, to match the decorations of the home.

In the Gypsy, Caswell offers to the trade the greatest opportunity in the phonograph field.

Retails at \$25.00

CASWELL

Portable Phonographs of Distinction

Milwaukee, U.S.A.

Caswell's Complete Range

The Aristocrat	\$35.00	Retail
The Giantone	\$30.00	Retail
The Gypsy	\$25.00	Retail
The Melody	\$15.00	Retail

*Prices slightly higher in
Far West and South*



WE are just now offering to the trade some sparkling new numbers in Mastercraft Radio Consoles and Mastercraft Phonographs. Coming at this time—just prior to the Holiday season, we believe that they will be big sellers.

Write our nearest branch for booklet which illustrates these numbers and gives detailed information as to size, finish, etc.

—BRANCHES—

New York City 250 W. 57th St.	Boston 21 West Street	St. Paul 100 Midland Trust Bldg.
Detroit 1501 Saratoga Ave. W.	Chicago 1500 Republic Bldg.	New Orleans 1046 Camp Street
Denver 3235 W. 29th St.	New York City 44 Whitehall Street (Export Dept.)	San Francisco 1054 Mission Street
Dallas 908 S. St. Paul		

THE WOLF INDUSTRIES
KOKOMO INDIANA

Central New York Kolster Dealers Meet in Rochester

Kolster dealers from Rochester and Central New York State, who recently gathered for a banquet at the Rochester Club, were introduced to a new Kolster baby when two trained nurses carried in a bundle wrapped in a pink blanket with a blue bow of ribbon. It was carefully uncovered and the AC operated model 6-J was disclosed and given a rousing reception.

Important points in salesmanship were illustrated in a playlet written and acted by mem-

speaker, relating the factors which enter into the success of both radio manufacturers and dealers. Other speakers were Thomas J. Northway, president of the Northway organization; Ray Smith, secretary; Charles W. Frisbie and A. G. Nordholm, district sales manager of Federal-Brandes.

Edward Wallerstein Directs Brunswick Record Promotion

Edward Wallerstein, assistant sales manager of the Panatropé division of the Eastern head-



Central New York Kolster Dealers at Rochester Meeting

bers of the Thomas J. Northway organization, Kolster jobbers in Rochester. D. S. Spector, general manager of the merchandising division of Federal-Brandes, Inc., was the principal

quarters of the Brunswick-Balke-Collender Co., has been placed in charge of record sales promotion for the New York office. Mr. Wallerstein will devote his entire time to this end of

the business. Brunswick records have been showing a steady sales increase, and this is expected to be materially assisted by the inclusion of foreign-language records, including those in the following languages: Italian, Polish, German, Russian and Ukrainian.

Court of Appeals Upholds Dr. Lee DeForest Claims

Dr. Lee De Forest, on October 6, was declared by the United States Circuit Court of Appeals to be the original inventor of the oscillating audion and the radio feed-back circuit. This decision overrules the claims of the Government that Alexander Meissner is the inventor, of the Westinghouse Elec. & Mfg. Co. that Major Edwin H. Armstrong is the inventor, and the claims of the General Electric Co. that the discoveries were made by Irving Langmuir. The decision is more or less a matter of record, for in a recent suit between Dr. De Forest and the Radio Corp. it was agreed that should the Court decide in favor of Dr. De Forest the Westinghouse and General Electric organizations would be permitted to use the inventions without payment of royalties inasmuch as they have licenses from the American Telephone & Telegraph Co., to whom De Forest gave a license years ago.

Commenting upon the effect of this decision, David Sarnoff, vice-president and general manager of the Radio Corp. of America, said:

"The decision by the Circuit Court of Appeals in Philadelphia is to the effect that the two DeForest patents therein involved are of inventions actually made by DeForest. The DeForest Co. therefore has a right to use those inventions subject to the rights which had already been granted under those patents to the American Telephone and Telegraph Co., and those to whom the latter might extend such rights, among whom are the Radio Corp. of America, the General Electric Co. and the Westinghouse Electric & Mfg. Co. The rights of these companies with reference to the DeForest patents are in no way altered by the decision just rendered."

Entire Building for Wolfe

CLEVELAND, O., October 5.—The Wolfe Music Co. will use the entire floor space of the building now being erected at Euclid avenue and East Twenty-second street and which consists of three floors. They have taken a ten-year lease on the building.

Opens Branch Store

The McCumber-Hyde Piano Co., operating stores in Cortland and Fulton, N. Y., has opened a new branch at 270 State street, Watertown, N. Y.



Model No. 264

It Is a Big Year for RADIO CABINETS

The "Burt Built" line has a model to meet every requirement of this great demand.

Model 264 illustrated herewith is only one of a large line. It has proved a very popular leader in dealers' warerooms. Try it in yours.

Beautiful in Appearance and "Burt Built"

Write to-day for full details

BURT BROS., Inc.

Radio Division

Sales Office, 24 East 21st St., New York—Factories, Philadelphia, Pa.

AMAZING ◀ POPULARITY ◀ HAS ◀ PROVED ◀ ITS ◀ MERIT

The Quali-Tone Matched Combination TONE ARM & REPRODUCER



Retails at
\$7.50
Complete



Solid Brass—Heavily Nickerled

QUALITY UNEQUALED

THE amazing popularity of the Quali-Tone Matched Combination Tone Arm and Reproducer has proved its merit. Almost overnight it revolutionized completely the large and profitable replacement market.

This "Matched Combination" will outperform any reproducer, regardless of price. It is scientifically correct, gracefully curved, finished in rich, deep nickel, vibrationless and leak-proof throughout. Furnished in four sizes to meet every condition as follows:

No. 7, Length 7¾ in. No. 9, Length 9¼ in.
No. 8, Length 8½ in. No. 10, Length 10 in.

Order today from your jobber

Sensation of the Industry

Packaged in an attractive carton, ready to hand out to your customers, the Quali-Tone Matched Combination solves the replacement problem. Anyone in the store can now intelligently handle replacement business. No more dead stock. No more disappointed customers. Full instructions and new screws packed in every carton.

DURO METAL
2649 KILDARE AVE.



PRODUCTS CO.
CHICAGO, ILL.

Many New Distributors Handling Erla Radio Line

Electrical Research Laboratories, in Recent Announcement, State That Fifty Distributors in United States and Canada Carry Line

According to a recent announcement, fifty distributors in the United States and Canada are now handling the radio products manufactured by Electrical Research Laboratories, Chicago. Among the recently appointed distributors are: American Electric Supply Co., Chicago; The Lukko Co., Chicago; Lance Electrical Co., St. Louis, Mo.; Motor Parts Co., Boston, Mass.; Miller Co., Inc., Waco, Texas; American Wireless Corp., New York City; Stuyvesant Electric Co., New York City; Lattin's Music Co., Oklahoma City, Okla.; Henry L. Walker Co., Detroit, Mich.; Washington Auto Supply Co., Washington, Ill.; Anchorlite Appliance Co., Pittsburgh, Pa.; L. & L. Motor Supply Co.,

Sioux Falls, S. Dak.; Turner-Lippe Co., Newark, N. J.; Honeyman Hardware Co., Portland, Ore.; Southern Minnesota Motor Supply, Mankato, Minn.; Sanford Motor Supply Co., Williamsport, Pa.; Standard Radio Supply Co., Ford Dodge, Ia., and Hartz & Bahnsen, Rock Island, Ill.

W. C. Hutchings Ends Extended Western Trip

W. C. Hutchings, assistant sales manager of the Brunswick-Balke-Collender Co., Chicago, returned to his desk on September 12 after an extended Western trip upon which he visited Brunswick branch offices and discussed with the division executives matters pertaining to sales and service on Brunswick Panatropes and records. During his ten weeks' journey Mr. Hutchings visited Los Angeles, San Francisco, Portland, Seattle, Salt Lake City, Denver and Omaha.

Special Adler-Royal Radiola Cabinet Is Placed on Market

Cabinet of Unique Design Made at Request of New York R.C.A. Distributors Who Have the Exclusive Metropolitan Rights

LOUISVILLE, KY., October 8.—The Adler Manufacturing Co. of this city has designed and is producing a console cabinet of the Jewel Casket type, requested by Stanley & Patterson, and the Times Appliance Co. of New York. These two companies will have the exclusive distribution of the product in New York territory.

The new cabinet is made to house the Radiola model 16 and model 17, and is of unusual design. It is 39½ inches high and 30¾ inches wide and 30¾ inches deep and while compact has ample room to accommodate either model Radiola and the regular battery equipment for model 16.

The front door panel of the cabinet opens to form an attractive desk and a lift top makes the chassis conveniently accessible. The model is finished in matched burl walnut.

The Tafel Electric Co., R.C.A. distributor of Louisville, has applied for and will be supplied with the special Adler-Royal console for Radiola Models 16 and 17.

Indiana Music Merchants Hold Annual Covention

INDIANAPOLIS, IND., October 10.—The second annual convention of the Indiana Association of Music Dealers was held at the Indianapolis Athletic Club, this city, on Monday and Tuesday, October 10 and 11. The sessions on Monday were devoted to the reports of the officers and addresses on the following topics: "Interesting Young Men in the Music Business," "Instalment Selling To-day," "Carrying Charges Versus Interest Charges" and "Profitable Advertising—Special Sales, Do They Pay?"

The Tuesday sessions were devoted to a number of interesting trade topics, including addresses on "The Talking Machine a Necessity in the Modern Home" and "Radio Merchandising for Music Dealers." The annual banquet concluded the convention, which was voted one of the most successful ever held.

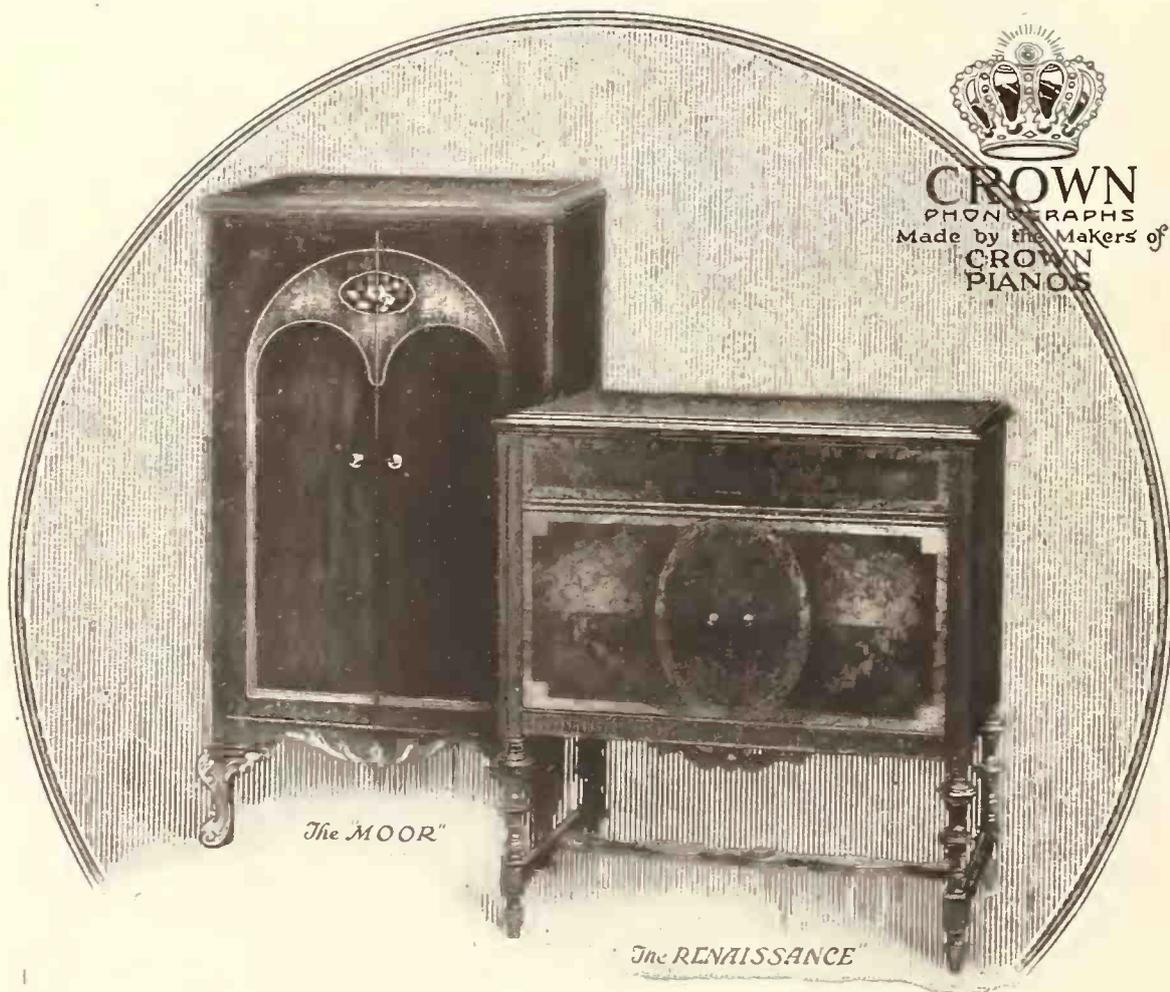
Film Shows Manufacture of DeForest Audion Tubes

A motion picture film 1,000 feet in length and requiring about thirteen minutes to project it, depicting in detail the various processes involved in the manufacture of DeForest audion tubes, is being shown at various radio shows and other assemblages throughout the country under the auspices of the DeForest Radio Co., Jersey City, N. J. A historical collection of audions and oscillions, including a contemporary of Dr. DeForest's original commercial audion, is also being placed on exhibition.

Riddle-Semels Co. Formed

The Riddle-Semels Co. has organized during the past month with headquarters in the Liggett Building, 41 East Forty-second St., New York City. Although newly organized the executives of this company can rightfully use the slogan of "Twenty Years in the Trade." Cass B. Riddle and Sam Semels are both well known in the talking machine industry, Mr. Riddle through his work as manager of the Victor jobbing business of Emanuel Blout, and Mr. Semels as talking machine buyer for L. Bamberger & Co., of Newark, N. J.

The new company will specialize in the sale of radio furniture to the trade, representing a group of prominent furniture factories, and anticipates a strong demand for the well-known lines which it will feature.



it has EVERYTHING

The "Moor"

A cabinet of unusual design and rare beauty. In highly figured mahogany as shown in the illustration and also in feathery burl walnut. Antique bronze tonearm and reproducer, plusb turntable. Every fitment in keeping with the beautiful exterior. Its visible beauty will delight you, its marvelous tone values and volume will charm you.

The "Renaissance"

The illustration shows the exquisite burl walnut. We also furnish it in choice figured mahogany, two-tone finish. Nickel-plated equipment. Felt turn-table. See and hear these beautiful instruments and you will be won to the Crown line.

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. A price range from \$70 to \$210. Each carrying a satisfactory margin for you.

Hear the Crown

and be convinced. We make it easy for you to do so. Write or wire today.

GEO. P. BENT COMPANY
Established 1870
LOUISVILLE



The Fight Made Sales—and How!—Now Try Football

The Broadcast of the Dempsey-Tunney Fracas at Chicago Resulted in Sales of Sets and Accessories for Dealers in All Sections—How Several Dealers Reported Sales—Opportunity in Football Games Broadcast Now Faces Dealers—Tie Up

The championship fight between Tunney and Dempsey had the effect of enriching a great many people, including the champion, who was presented with a million dollars, the contender, who received half that much, and Tex Rickard, who benefited to the same extent approximately as Mr. Dempsey. No figures are available as to the extent to which the Chicago hotel, restaurant and night club proprietors profited, but one can rest assured that plenty of the coin of the realm found its way into their pockets.

But the profits were not all confined to those actively engaged in the promotion of the bout

and its contestants or to the merchants of Chicago. The radio trade prospered and profited in a way that was limited only by the extent of the efforts which they expended in effecting a tie-up with the radio broadcast of the fight.

No one event in the history of radio broadcasting proved so conclusively as did this heavy-weight bout the truth of the assertion oft repeated in these columns that the public should be sold on the entertainment that the radio receiver supplies rather than upon the technical or semi-technical details of the instrument. Never before, to the knowledge of the writer,

have radio manufacturers, distributors and dealers co-operated to take advantage of a radio broadcast, and throughout the entire length and breadth of the country newspapers carried pages of advertisements telling of the capabilities of the radio in bringing the action of the boxing match into the homes of set owners, and from all accounts the public read the ads, were interested and purchased receivers.

The following report from the correspondent of The Talking Machine World in Atlanta, Ga., was typical of the results achieved from the broadcast of the bout in practically every city and town. It reads:

"Co-operation with radio manufacturers and distributors in the matter of advertising and displays for the ten-day period before the Tunney-Dempsey fight has sold \$100,000 worth of radios for Atlanta electrical dealers, radio shops and music stores, it is estimated.

"Practically every store in the city selling radio made special displays and carried special newspaper advertising during the ten-day period, and a rough estimate of results indicates that at least 200 radios were sold at prices ranging from \$50 to \$1,000. One store reports the sale of thirty-five combination radios and talking machines. Another reports an increase of 400 per cent in the business of the radio department over an ordinary ten-day period. While a third reports an advertising expense of approximately \$60 with a return in sales of more than \$15,000. Needless to say, officials of this store are enthusiastic and will spend more in advertising for the next radio event. In every instance, stores carrying radios sold them upon the condition that they were to be installed in time for the fight.

"While some of the radios were sold for cash, many were sold on time, the amount of the first down payment ranging from 10 per cent to as high as 50 per cent. One big music store refused to sell an instrument on time unless a down payment of 25 per cent of the price was made, and then only upon the best of references. It lost some customers by following this policy, but its manager reports sales as very satisfactory, and anticipates little trouble in making collections on the radios sold during the campaign."

The following reports were received by The Talking Machine World from radio dealers located in various parts of the country telling of the results in sales of the broadcast. Sales of sets and accessories and profits through calls on the service departments were reported in practically every instance.

J. F. Mills, Radiola dealer of Ashdown, Ark., states that sales of \$1,200 in receivers and \$600 in accessories resulted.

A. Floyd Knight, of Railroad street, New Canaan, Conn., states that sales of accessories were fully 60 per cent over the sales of the previous two weeks, and that the store had received service calls from many new prospective customers leading to new contacts and possible sales.

J. A. Schillinger, of 718 North Salino street, Syracuse, N. Y., did \$800 set business and \$175 accessory business as a direct result of the fight broadcast.

J. Bacon & Sons, of Louisville, Ky., who tied up with the fight through newspaper advertising, reported set sales attributable to the broadcast exceeding the sales volume of the past four months and said, "accessory sales were wonderful, and in fact exceeded the sales of sets. The service department was working night and day."

The Baldwin Piano Co., of Chicago, also profited to the extent of increasing its sales of receivers by more than 50 per cent.

R. N. Cardozo & Bro., 140 East Seventh street, St. Paul, Minn., sold fifteen sets and did an accessory business of \$500, and kept the service department on its toes by attracting customers by its window displays and through newspaper advertising of the fight program.

(Continued on page 132)

Electrolas, Panatropes and A-C Radios Can Now Be Demonstrated—and SOLD in Direct Current Districts

ANOTHER big sales problem has been removed from the path of the music-radio dealer located in a Direct Current district, namely; his inability to demonstrate A-C machines.

The new Janette "Rotary Converter with Filter" enables him to demonstrate ALL his A-C instruments—Electrolas (or Panatropes), combination machines and A-C radios—right on the sales floor. The special dealers' type Janette Converter will operate several instruments at one time.

Dealers handling the smaller types of Janette Rotary Converter can sell A-C instruments to prospects living in Direct Current localities—and get the sale of the Converter as well. To many dealers this means a much wider market.

Janette Converters are absolutely noiseless—will not distort even the most delicate overtones. May be obtained for as low as \$60.00 list.

Write or wire today for full information on Janette Rotary Converters—and liberal dealer discounts.

JANETTE MANUFACTURING COMPANY

554 West Monroe Street
Chicago Illinois

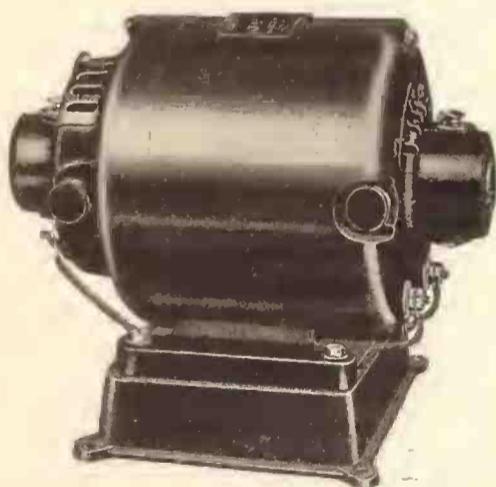
NEW YORK
Singer Bldg.
147 Broadway

PHILADELPHIA
637 Real Estate
Trust Bldg.



Janette Rotary Converter CB 12. The machine as shown in the illustration is designed to operate several Electrolas or Panatropes at one time. Equipped with Filter, it operates several combination machines, phonographs or A-C radios simultaneously. Ideal for dealers' demonstrations.

List \$78.00



Janette Rotary Converter "C 13, with Filter" for the A-C radio or combination machine in the home situated in a Direct Current locality. Occupies a very small space and can be located in any out-of-the-way corner.

List \$63.00



Janette Rotary Converter C 13. This machine now being used in hundreds of Electrolas and Panatropes. Designed for phonograph use only. Must not be used on radios.

List \$45.00



FROM OUR EUROPEAN HEADQUARTERS

68 Milton St. (Fore St.) E. C. 2. Clerkenwell 1448

Conditions in the British Gramophone Industry Are Satisfactory, Reports Show

Columbia Gramophone Co. Sponsoring a Huge Dance Contest—Awards at International Music Exhibition at Geneva Announced—To Make New Edison Bell Record

LONDON, ENG., October 4.—Conditions in the gramophone industry here, based upon detailed reports from the big recording companies, who, of course, set the pace for the whole industry, are most satisfactory, indicating continued progress. It is true that at times things are slow, but every month holds the record of some progress. This, despite the other attractions that industry and invention have brought to the fore during the last few years and which, indeed, only seem to have added fuel to the flames of activity that seem to burn everybody connected with the industry.

Columbia Activities

Ever to the fore in keeping its name before the public the Columbia Co. also is as versatile in its methods as it is ceaseless in its activity. A few months ago it sponsored the huge Beethoven centennial scheme, and now has in contemplation, I understand, another big scheme for finishing the Schubert Unfinished Symphony. Now comes the news that huge dance contests are to be organized by this company and held in the most important centers in the United Kingdom. Two thousand pounds are to be devoted to prizes, and the finals of the contests will probably be held in the Royal

Albert Hall. The accompaniments will be provided, of course, by Columbia machines and records.

New H. M. V. Machine

Most of the superlative phrases in the English language have already been used up by gramophone enthusiasts, so that is hard to find or coin a new word in praise of the new His Master's Voice Electrical machine, which, although not yet shown to the trade at the time of writing, the writer was privileged to hear as a journalist. For months the experimental staff at Hayes has been engaged in perfecting an instrument which would give electrical amplification to records, and in a few weeks the new machine will be put upon the market. I am not permitted, at the moment, to dilate on details, but sufficient to say that the electrical or magnetic pick-up is marvelously efficient and different from the other types on the market here.

New Edison Bell Records

The Edison Bell six-inch "Bell" record is, I understand, not to receive any additions to the existing catalog. The company states that owing to the great advance in the cost of materials, heavy recording expenses and overhead charges, it finds it impossible to profitably pro-

duce new "Bell" Records at present prices.

A new type of electrically recorded record is to be sponsored by the company, named the "Crown," a six-inch record, which is to retail at 9d.

Honors at Geneva

The principal awards in the Gramophone section at the recent International Music Exhibition at Geneva have now been announced and are as follows: Hors-Concours; the Gramophone Co., Ltd., "His Master's Voice," Hayes, England. Grand Prix: Columbia Gramophone Co., Ltd., London; E. Paillard & Cie, S. A., Ste. Croix; Herman Thorens, Ste. Croix. Grande Medaille d'Or; Chantecliar, S. A., Ste. Croix. Medaille d'Or: R. Reinert, La Chaux de Fonds.

Brunswick-Clifton Deal

British Brunswick, Ltd., recently acquired, I understand, a controlling interest in the Clifto- phone Co., Ltd., and is now in the throes of a big press campaign for the Brunswick records and the Clifto- phone gramophone.

Large Columbia Foreign Trade

In an interview given by Mr. Sterling immediately prior to his journey to Japan, he said that since April 1 100,000 Columbia machines had actually been shipped abroad, and that it was anticipated that by the end of the Columbia financial year at least 250,000 gramophones would be sold and delivered. In no way behind the Columbia Co. is the Gramophone Co., and, I understand, that the output of machines for this year is 110 per cent greater than that of last year.

The Fight Made Sales—and How!—Now Try Football

(Continued from page 131)

The Utica Radio Supply Co., of Utica, and the C. L. Stone Piano Co., of Syracuse, also reported substantial gains of both sets and accessories.

So much for the bout broadcast and its most satisfactory results. Columns of reports of satisfied dealers could be written, but the foregoing is typical of what every radio dealer who was alive to his opportunities could report.

It should be evident that no matter what efforts are put into a tie-up with events of wide public interest, the results are more than commensurate with the time and money ex-

ended. So—the football season is well on its way, but the big games are still to come. In the accompanying columns a partial list of the games of greatest interest which will be broadcast is given. Football has its enthusiasts, and the number of them is steadily growing. Tell them of the play-by-play reports which will come over the air for the next couple of

A Few of the Football Games Which Will be Broadcast

- Oct. 15 Notre Dame-Navy.
- Oct. 22 Yale-Army.
- Harvard-Dartmouth.
- Oct. 29 Pennsylvania-Navy.
- Yale-Dartmouth.
- Nov. 5 Pennsylvania-Harvard.
- Ohio State-Princeton.
- Nov. 12 Michigan-Navy.
- Yale-Princeton.
- Nov. 19 Harvard-Yale.
- Nov. 24 Pennsylvania-Cornell.
- Nov. 26 Army-Navy.

months. They all cannot attend every game, for their favorite teams travel, but with the purchase of a radio receiver, they can follow their teams through their schedule, and groan audibly when a fumble is made and thrill when the halfback intercepts a pass and runs through a broken field for a sixty-yard touchdown.

Merger of Wells-Gardner and Precision Products Co.

Wells-Gardner & Co., Chicago, Ill., and the Precision Products Co., Ann Arbor, Mich., have merged their radio manufacturing businesses and organized a new Delaware corporation, known as the Consolidated Radio Corp., with C. A. Verschoor, president; A. S. Wells, vice-president; F. E. Royce, secretary, and Frank Dillbahner, treasurer. The merging companies will continue their present manufacturing plants in Chicago and Ann Arbor, but in future the combined business will be conducted by the

new corporation operating the two plants, as separate units, one as the Wells-Gardner division, and the other as the Arborphone Division.

One of the first steps of the Consolidated Radio Corp. was the taking out of the licenses under the radio patents of the Radio Corp. of America, the Westinghouse Electric Mfg. Co., General Electric Co., and the American Tel. & Tel. Co. This license combined with their own patents places the company in a very favorable position in the radio field.

W. W. Kimball Co. Plant Operating at Capacity

The W. W. Kimball Co., Chicago, according to recent reports, has been operating its phonograph factory at capacity speed for some time past. Reports that the phonograph business is not enjoying prosperity are met at the Kimball office with production and sales figures denoting the contrary. It is not unusual for the Kimball factory to work overtime many days in succession in order to keep pace with the demand for its products. Excerpts from letters received by the Kimball Co. indicate the enthusiasm among dealers for the Kimball phonograph, especially Style 110. The firm has received numerous complimentary letters from dealers throughout the country praising the tone quality and volume of this particular style.

Plaza Co. Announces New Table Model Phonograph

The Plaza Music Co., New York City, has announced the Fine Arts micro-phonic table phonograph designed on the new improved sound reproduction principles. The equipment consists of a micro-phonic reproducer and tone arm and despite the fact that it is a table model contains a four-foot sound chamber. It is attractively cabined in genuine mahogany and has a duo-tone finish.

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.

One of Chicago's largest phonograph and musical instrument jobbers has good territory open for either side line or full time salesmen. Box No. 1624, c/o Talking Machine World, 420 Lexington Avenue, New York.

WANTED: Three salesmen to sell the Brunswick line of Panatropes and combinations. Salary and commission contract. Chance for advancement. Write or apply to: Charles M. Stieff, Inc., 24 North Second Street, Harrisburg, Pa.

WANTED

Representative of good standing, active—reliable—for large Swiss manufacturer of TALKING MACHINE MOTORS—SOUNDBOXES—TONEARMS. Highest references required. Address "Box 1622," The Talking Machine World, 420 Lexington Avenue, New York City.

IN THE MUSICAL MERCHANDISE FIELD

Bureau for Advancement of Music Will Aid Dealers in Developing School Bands

C. M. Tremaine, Director of Bureau, Sees Dealers as Negligent in Their Failure to Push School Band Exploitation—Booklets Available to Dealers Who Wish Them

THE average band instrument and musical merchandise dealer is asleep at the switch in his neglect of doing exploitation work in organizing school bands and orchestras, in the opinion of no less an authority than C. M. Tremaine, director of the National Bureau for the Advancement of Music. Many times during the past few years columns in this publication have been devoted to telling in detail of the work which communities are doing, dealers are doing and the National Bureau is doing, yet the great majority of dealers have failed to take advantage of successful precedents to follow or to ask the co-operation of Mr. Tremaine and his fellow-workers in influencing the school authorities in the community served by the dealer to organize and develop school orchestras or bands. Not alone is the dealer who fosters this work developing a love and inclination toward music that will eventually, and after not too long a wait, bring in customers for his general line, but he is making an opportunity for immediate sales that will run into many thousands of dollars.

Perhaps the reason why dealers have failed to take advantage of their opportunities is that they are at a loss as to how to proceed. Again let us listen to Mr. Tremaine, who in a chat with The Talking Machine World said: "The first thing a dealer should do is investigate the situation, find out how the music supervisor feels toward the promotion of music in

the school. The second step is to report his findings to the National Bureau for the Advancement of Music and the Bureau will write to the supervisor in question and do everything possible to assist the dealer in developing the movement.

"The next thing for the dealer to realize," continued Mr. Tremaine, "is that he has a large, nation-wide organization working with him in this field and he should not hesitate to call on it for every possible assistance." It might be well to mention here that when the Bureau writes a music supervisor or any other personage to whom the dealer refers, a copy of the letter is sent the dealer, so that he is at all times in exact touch with the situation as it develops."

Another activity of the Bureau for the Advancement of Music which should be of interest to dealers are the booklets and pamphlets which are issued from time to time and are sent gratis to any dealer who wishes to receive them. Among the 155 now in circulation there are many which are devoted in their entirety to school bands and orchestras and should prove interesting reading to dealers. Among them are "School Orchestras—How They May Be Developed," a thirty-six-page booklet by J. E. Maddy, outlining in full the necessary work for the development of a school band, touching on the suitability of the instrument as regards the pupil, the purchasing of instru-

ments, what kind of instruments should be purchased and which instruments should be bought first, the different types of orchestras, and so on, a full, comprehensive statement of just what is necessary to secure the maximum benefits of an orchestra.

Another piece of literature issued is "A Survey of Music Material for Bands in Elementary, Junior and Senior High Schools," compiled by Russell V. Morgan, director of music in the public schools of Cleveland, O., and Harry F. Clarke, supervisor of bands in the public schools of the same city. This pamphlet gives full lists of the various kinds of music, in the order they should be played, with the easiest selections in the beginning and the more difficult pieces for the more advanced bands. A list of publishers is included.

"The Value of Musical Training to Children in Schools of America" is the caption of another reprint, written by George H. Gartlan, director of music of the public schools of Greater New York. The title of this is self-explanatory and the writer is an authority on the subject matter of which he treats.

"School Bands—How They May Be Developed" is similar in treatment to the first-described booklet and is by the same author. Sufficient to say, that it is fully as comprehensive as his work on the development of orchestras.

"Music and the Sacred Seven" is the reprint of an address delivered before the Department of Superintendence of the National Education Association, held at Dallas, Tex., early this year. It was delivered by W. F. Webster, superintendent of schools of Minneapolis, Minn., and is extremely interesting and impor-

(Continued on page 134)

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.

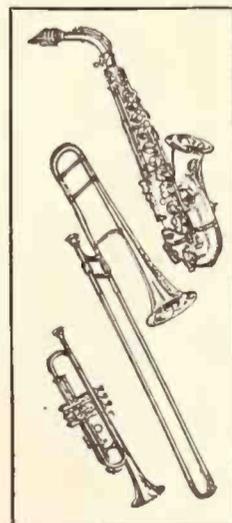
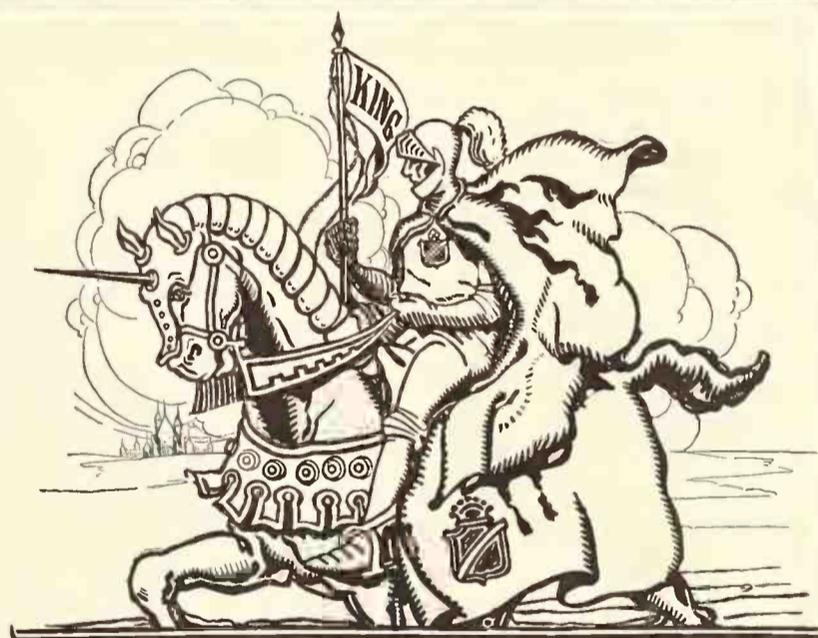
The complete protection of the King plan and the high quality of King instruments make a good combination. Sales are easier and profits more certain.

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.
5215-92 Superior Avenue, Cleveland, Ohio

Manufacturers of **KING** BAND INSTRUMENTS



IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 133)

HOHNER Harmonicas and Accordions

THE WORLD'S BEST

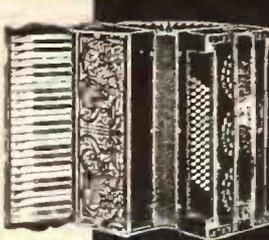


Over 25,000,000 sold last year. Are you getting your share of this profit?

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

Music Bureau Ready to Aid Dealers in Band Development

(Continued from page 133)

ant, owing to its evidence of the marked change in the appraisal of music among educators.

Other pamphlets available to dealers who write for them are "A Speech That Raised \$2,000 for the Band," "Instrumental Music in the Schools of Rochester and Louisville" and "School Band Contests."

Even if you are not interested in the immediate formation of a musical organization in the schools in your vicinity, write C. M. Tremaine, of the National Bureau for the Advancement of Music, 45 West Forty-fifth street, New York, secure one or more of these pamphlets and see what work is being done for your immediate benefit and then decide whether or not you are going to take advantage of it.

L. Bamberger & Co. Offer Two Violin Scholarships

Announcement Follows the Granting of Two Piano Scholarships Last Year—Auditions to Be Held Some Time in January

Following the granting of two scholarships in piano instruction last year, one for advanced students and one for junior aspirants, both providing for four years' tuition, the L. Bamberger & Co. Music Scholarship Committee, of which Spaulding Fraser is the chairman, has announced two similar scholarships in violin instruction, both covering four years' instruction.

The senior scholarship for advanced violin students will be placed at the Institute of Musical Art in New York, presided over by Frank Damrosch, and the junior scholarship at a New Jersey institute or with some carefully chosen teacher. Auditions looking to the awarding of the scholarships will be held in January and will be open to students of both sexes between ten and twenty-two years of age and resident in specified counties in northern New Jersey.

Band Instrument Sales

WASHINGTON, D. C., October 5.—Band instrument sales for the first six months of 1927 ending June 30 totaled \$2,683,543, according to figures released by the government officials. One million five hundred and fifty-eight thousand seven hundred and seventeen dollars represented saxophone sales, \$984,891 cup mouth-piece band instruments and \$139,935 wood-wind instruments.

Importance of School Bands Stressed by Vesey Walker

Offer Increasing Opportunities for Current and Future Sales of Band Instruments of All Types—Many New Bands Organized

MILWAUKEE, WIS., October 4.—An interesting trend in band instrument music is pointed out by Vesey Walker, of Kesselman-O'Driscoll Co., in commenting on the outlook and trend of Fall business.

"School business is going to be good again this year," asserted Mr. Walker, "and in fact I find that business of this type is already becoming active. More schools will form bands and orchestras this year than ever before, and with the encouragement which musical competitions such as festivals, band tournaments, etc., have had in Wisconsin this year I look for an extremely big season in instruments.

"There is a new trend in the business, however," Mr. Walker stated, "and it is a development of the school business. The interest in school bands has caused the development of community bands, opening up a practically new field for the music dealer. These community bands will probably prove even more profitable than school bands because their players will be older and will in many cases purchase better instruments. There will be more individual buying and more individual interest in the merchandise.

"Recently I have organized two community bands, one at Slinger, Wis., and the other at Wakesha," said Mr. Walker. "Some time ago I also organized the Nowiny band in a Polish community in Milwaukee. The field for this is practically unlimited. Foreign communities in large cities are easily organized into bands.

Orders for Bacon Banjos Make Satisfactory Gains

GROTON, CONN., October 5.—September marked a decided increase in orders received at the headquarters of the Bacon Banjo Co., of this city. These orders were literally received from all quarters of the globe. Particularly large shipments were sent to Sherman, Clay & Co., San Francisco, and the Chicago Musical Instrument Co., of Chicago, and an order of twenty-seven instruments was sent to Melbourne, Australia.

Ludwig & Ludwig, drum and banjo makers, have had the famous Ludwig oil painting of the "Drummer of Valley Forge" reproduced in statue form. It has been modeled in clay by Vasileos Th. Goumas, and the statue cast in metal, bronze or silvered finish.

Hancock Music Co. Sells to the Pasadena Elite

Originally Starting as Phonograph Dealers the Company Has Built Up a General Music Business of Large Proportions

LOS ANGELES, CAL., October 6.—The Hancock Music Co. recently put on a sale which has proved very successful. The Fitzgerald line of pianos, including the Knabe, were featured and the sale in Pasadena has paralleled the sale inaugurated in Los Angeles by the Fitzgerald Music Co. Newton Hancock, president of the Hancock Music Co., has made a wonderful record in the music business during the last few years. First opening a music store in 1920 at the same location on Colorado street as at present occupied, Mr. Hancock directed all his efforts at first to the sale of phonographs. A band and string instrument department and sheet music department and radios were next installed and later pianos. The business has grown to big proportions so that the Hancock Music Co. is recognized as one of the leading mercantile houses in Pasadena. Sales of grand pianos, Knabe Ampicos, period design phonographs and radios have been made by the Hancock Music Co. to many leaders of society in the exclusive Pasadena circles as well as to famous stars in movieland living in Beverly Hills and Hollywood.

Ray Lammers Moves Store to Larger Quarters

CINCINNATI, O., October 10.—Ray Lammers, dealer in small goods, who for about two years has occupied a portion of the store of the Starr Piano Co., moved his business on October 8 to the Gerke Building, 123 East Sixth street, where he will have much more room than he has at present. An added feature of the new establishment will be a studio for teaching, with the best of instructors. Mr. Lammers will also handle orchestrations and all kinds of repairing. Another addition to the business will be a talking machine and radio department, conducted by G. E. Griszmer. Among the lines handled by Mr. Lammers are King, Ludwig, Weymann, Paramount-Kenzel, Miller, Couesnon, Micro-Products, Deagan and Weisenborn, all of which are standard goods.

Ludwig & Ludwig, Chicago, have introduced something new in rhythm effects in announcing the Ludwig Soloblox, said to be a distinct improvement over any of the block effects being used. They are played with two yarn-wound mallets, or three mallets for triads on the after-beat.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 134)

Milwaukee Dealer Sees School Sales Field for Band Instruments Just Begun

Promotion Work Thus Far Done, Says A. J. Niemiec of Flanner-Hafsoos, Has Only Laid the Groundwork for a Future Great Volume of Sales

MILWAUKEE, Wis., October 6.—Band instrument business has opened up considerably during the past two weeks, and local musical instrument dealers are planning on a good Fall season in all lines of band instruments.

School interest in bands is already good, according to A. J. Niemiec, of the Flanner-Hafsoos Music House, Inc., and there are indications that business in this field will exceed that of previous years.

"The school field for band instruments has just begun to be worked up," Mr. Niemiec said, "and the interest created in instruments last year will be an excellent foundation on which to build this year's business. People are beginning to realize the value of bands in school and civic life, and in fact in the life of any organization. Perhaps the best example of the powerful influence of band music on large groups of people was seen at the Wisconsin State Fair here. I believe that the numerous civic and professional bands playing at the fair were the biggest drawing card of the entire program. The music kept the people interested in remaining at the fair, and kept them in the holiday mood to enjoy the entertainment and exhibits.

"People are realizing more and more the value of band music in public gatherings as a means of attracting a big attendance, and of keeping the attendance. This will result in a greater demand for bands, and consequently greater interest in the development of bands by sectional civic and fraternal groups, as well as by schools and smaller cities, and business for the musical instrument dealer follows."

Mr. Niemiec is leaving for Grand Haven, Mich., to spend his vacation at his home. He expects to enjoy some excellent fishing on the Grand River, and has included a number of long motor trips in his vacation plans.

Theatre orchestras which are being developed for the opening of the new movie season are a great aid to band instrument business, according to William Holzhaeuser, of the Frank Hol-

ton band instrument retail store in this city.

"The fact that three new theatres have been opened here recently and that all of the theatres, finding that their orchestras are a major attraction, are making plans for the development and enlargement of their orchestral entertainment, has been very good for business," declared Mr. Holzhaeuser. "However, the young professional musician is not buying, but the great number of more experienced professional men who have been out of work have been taken into orchestras for theatres.

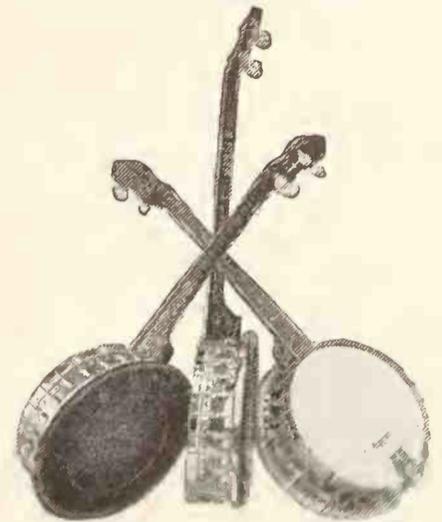
"Another point I might emphasize is that many of the theatres are now starting to feature their orchestras on the stage, and are beginning to give them a lot of space and time on the program. Such orchestras are in the market for new instruments, and we can say that a great many Holtons are favored. The new Oriental theatre orchestra will be fitted largely with Holton instruments. In my opinion the general run of business will be better than the school business this season, as I feel that the school field for band instruments is rather oversold."

Vesey Walker, manager of the band instrument and small goods department of the Kesselman-O'Driscoll Co. store, is spending his vacation in St. Paul.

A Milwaukee park board has announced that it will not issue another harmonica concert permit because of the failure of the scheduled appearance of a harmonica band. The band is composed of 100 players, but when the hour for their performance arrived only three of the players appeared, and these attempted to entertain the assembled crowd with solos, duets and trios, featuring the harmonica.

Music dealers in Milwaukee and throughout the state have been interested in the announcement of Professor E. B. Gordon, of the University of Wisconsin School of Music, that an all-State orchestra of high school musicians will be organized soon to play before the convention of the Wisconsin Teachers' association in Mil-

"Silver Bell" Banjos



Send for illustrated book of Prominent Orchestra and Professional Players

The Bacon Banjo Co., Inc.
GROTON - - - CONN.

waukee next Fall. Some 200 students will be members of the orchestra and they will be chosen from high school orchestras in all parts of the State. This plan has been inaugurated with the resumption of all-State high school competition in music in 1928. Following the abandonment of organized forms of competitive work in the State it has been announced that the musical contests will be the only ones to be resumed, due to the large number of protests which were voiced from all sections of Wisconsin, when it was found that the music contest would be abandoned from the schedule of the university music school. The 1928 contest, however, while providing instrumental and vocal competition, will be combined with a festival.

The Holzem Music Co., of Barron, Wis., is remodeling the entire rear portion of the store in order to make for a better display of stock, and a better demonstration of instruments. The piano display room will be entirely enclosed, and it has been enlarged by the addition of the space formerly given to record rooms. The record rooms have been moved across from the piano rooms, and three sound-proof booths have been built for the demonstration of the recordings. T. J. Holzem, proprietor of the store, has announced that he will also install a thoroughly modern new front and display window, and that the floor of the window will be lowered, a particularly desirable feature in showing musical goods. The entire interior of the store will be redecorated in an ivory-colored finish, and new lighting and lighting display fixtures have been installed. The improvement plans also call for a new pictorial electric light sign to be built on the corner of Summit and Eighth avenue. The Holzem store is the exclusive agent for the Victrola, the Gulbransen, and the Steinway Duo-Art pianos.

Handles Lyon & Healy Line

Lyon & Healy band instruments will be handled in New York by a new concern, the United Band Instrument Co., 1587 Broadway, according to an announcement made by R. H. Roberts, head of the musical merchandise department of Lyon & Healy, Inc., Chicago. The new concern will devote its entire attention to its exclusive agency for Lyon & Healy instruments, which are being pushed by a big advertising campaign in national magazines.

The Rinne-Henry Music Co., Indianapolis, Ind., opened a music store and school in the Pembroke Arcade, of that city, where it will carry King, Leedy and Selmer instruments.

BRUNO

THE OLDEST AND
LARGEST MUSICAL
MERCHANDISE HOUSE
IN AMERICA

Exclusively Wholesale
ESTABLISHED 1834

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351-53 FOURTH AVE. NEW YORK CITY

OUR STAR CATALOGUE

WORRYIN'

**BYE-BYE,
PRETTY
BABY**

OTHER SONG HITS

DID YOU MEAN IT?—	COAST HIT
SINCE HENRY FORD APOLOGIZED TO ME—	COMEDY
EVERYBODY LOVES MY GIRL—	FROM ZIEGFELD FOLLIES
HERE COMES THE SHOW BOAT—	NOVELTY
CLEMENTINE (FROM NEW ORLEANS)—	HOT JAZZ NUMBER
YOU ONLY WANT ME WHEN YOU'RE LONESOME— (And Nobody Else Wants You)	BALLAD

SHOW SUCCESSES

FROM "SIDEWALKS of NEW YORK"	WHEREVER YOU ARE PLAY-GROUND IN THE SKY HEADIN' FOR HARLEM
---	--

FROM "BURLESQUE"	I'M WONDERIN' WHO EITHER YOU DO OR YOU DON'T JUST AN HOUR OF LOVE
-------------------------	---

**SIDE
BY
SIDE**

**JUST
ANOTHER DAY
WASTED
AWAY**

SHAPIRO, BERNSTEIN CO., Inc.
BROADWAY & 47TH ST., NEW YORK CITY

On All Records and Rolls

GLEANINGS *from the* WORLD *of* MUSIC

Pathe Film "Words and Music" Shows Broadway's Song Writers Composing Hits

Film Review Takes the Public into the Offices and Workrooms of the Broadway Music Publishing Houses, into the Rehearsal Rooms and onto the Stage—Famous Composers Appear

The show business has always had a fascination for the general public and no other angle of the business has had the allure to Mr.

men responsible for the songs that are being whistled, sung, hummed, presented on the stage, and, of recent years, broadcast through the



1—George Gershwin, responsible for "A Rhapsody in Blue." 2—Harry Von Tilzer, now celebrating his thirty-fifth anniversary as a song writer. 3—Jimmy McHugh and Irving Mills, who gave "Hinky Dink" to the Army. 4—Ray Henderson, Bud DeSylva and Lew Brown, of "Scandals," "Good News" and "Manhattan Mary" fame. 5—James Hanley, who wrote "There's a Little White House." 6—L. Wolfe Gilbert, who wrote many old-time and modern successes. 7—Alfred Bryan, who wrote "Joan of Arc." 8—Jimmy Monaco, author of "Nesting Time," and Pete Wendling, responsible for "Oh, What a Pal Was Mary." 9—Milt Ager and Jack Yellen, who told of "Crazy Words and Crazy Tune."

Everyman and Mrs. Everywoman than has that of the song writer, for the personage who said that he would rather write the songs that a nation sings than frame the laws that it is ruled by expressed aptly the feelings that most of us have. The great theatre-going public will soon have an opportunity of seeing the

air, for Pathé has announced the release of a film review, "Words and Music," which shows the writers responsible for the song "hits" of the last decade or two at work.

The public will be taken into the offices and workrooms of the Broadway music publishing houses, into the rehearsal rooms, onto the

stages of the great theatres where the leading artists of the day first give voice to the offerings of the composers and lyricists. The film is undoubtedly the most comprehensive treatment of the subject which has been a matter of public curiosity for these many years.

The review has been prepared by S. Barret McCormick and he has brought into it such celebrities of "Tin Pan Alley" as Harry Von Tilzer, L. Wolfe Gilbert, W. C. Handy, Irving Mills, Jimmy McHugh, Pete Wendling, Bud De Sylva, Lew Brown, Ray Henderson, Jimmy Monaco, Alfred Bryan and a dozen others of the song-writing fraternity. A host of popular entertainers, including Paul Whiteman, George Gershwin, Ann Pennington, Al Jolson and others, have been enlisted to add to the interest of the presentation.

The musical score is a treat in itself as it is made up largely of the "hits" of the men who are being portrayed on the screen. The appeal of the film should be widespread and it should register in New York and the other big cities, as well as in the outlying sections of the country, for the popular songs of the day recognize no one locality, but spread throughout the entire world.

Ben Goldberg in Advance of Whiteman Orchestra

Ben Goldberg, the Boston representative of Robbins Music Corp., has been selected to work ahead of Paul Whiteman and His Orchestra during their forthcoming tour of the Publix Theatres and to co-operate with the dealers in making sales for Paul Whiteman Publications, Inc., for which the Robbins Music Corp. are the sole selling agents.

Mr. Goldberg, who has achieved an enviable reputation as a music salesman in Boston, will travel two weeks ahead of Paul Whiteman, and will effect tie-ups between the theatres where Whiteman plays and the local music stores. Undoubtedly he will be instrumental in creating large sales for the numbers which are represented in his catalog and which are played by Whiteman at every performance.

Sam Fox Issues "Chopinata"

The Sam Fox Publishing Co. has issued a new fox-trot entitled "Chopinata," consisting of several Chopin melodies woven into a fox-trot arrangement that has won wide favor with orchestra heads. Among the orchestras playing it are the Ipana Troubadours and Sam Lanin's Orchestra, which has recorded the number for the Pathé catalog.

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

A "K O" Foxtrot Song

**"SOME DAY
YOU'LL SAY OK"**

by Walter Donaldson

The Waltz Ballad Hit

**"ARE YOU THINKING
OF ME TO-NIGHT?"**

by Benny Davis,
Harry Akst and L. Wolfe Gilbert

The Big Surprise Hit

"MY BLUE HEAVEN"

by George Whiting and
Walter Donaldson

Ted Lewis New Foxtrot Hit

**"THERE'S NO END TO
MY LOVE FOR YOU"**

by Ted Lewis Frank Corbett and
Frank Ross

And the New
Sensation
by The Writer of
"AT SUNDOWN"

**"A
SHADY
TREE"**

by
Walter Donaldson



Harry Von Tilzer Celebrating 35th Year as Writer

Head of the Harry Von Tilzer Music Publishing Co. Has Great Number of Hits to His Credit—New Numbers Promise Well

Harry Von Tilzer, head of the music publishing house bearing his name, is this year celebrating his thirty-fifth year as a song writer. Mr. Von Tilzer is concentrating his efforts at the present time on three numbers: "Whether It Rains—Whether It Shines," "All I Want Is Just Your Love" and "When It's Necking Time in Great Neck," and from present indications all three will prove to be among the most popular of the season. Jones and Hare, the Happiness Boys, sang the last-named song over the radio on September 23 from the new Happiness store in Fifth avenue, and it was enthusiastically received by the diners at the restaurant, and there is every reason to believe that the vast radio audience received it equally well.

"Whether It Rains—Whether It Shines" is, however, winning the greatest amount of favor, and among the leading stage and radio favorites who have signified their intention of placing the song in their repertory are Nora Bayes, Healy and Cross and Ted Lewis. A special dance orchestration of the number has been made and it has registered particularly well with radio orchestras and vocalists.

J. B. Kalver Passes Away Suddenly in Minnesota

CHICAGO, ILL., October 4.—The entire sheet music trade has been shocked to hear of the sudden death of J. B. Kalver, at Rochester, Minn., following an operation. Mr. Kalver, who was known to his friends in the trade as "Jake" Kalver, had been identified in recent years with the motion picture department of Leo Feist, Inc., in Chicago, and spent practically his whole life in the music publishing field. He entered the business about twenty years ago and was associated for a time with the Jerome H. Remick Co., Irving Berlin, Inc., and others. Mr. Kalver was born in Fort Wayne, Ind., and was forty-three years old. He is survived by his widow, Mrs. Lena Wertham Kalver, and by two sons, Walton R. and Jerome H., both of whom are students in an Eastern preparatory school.

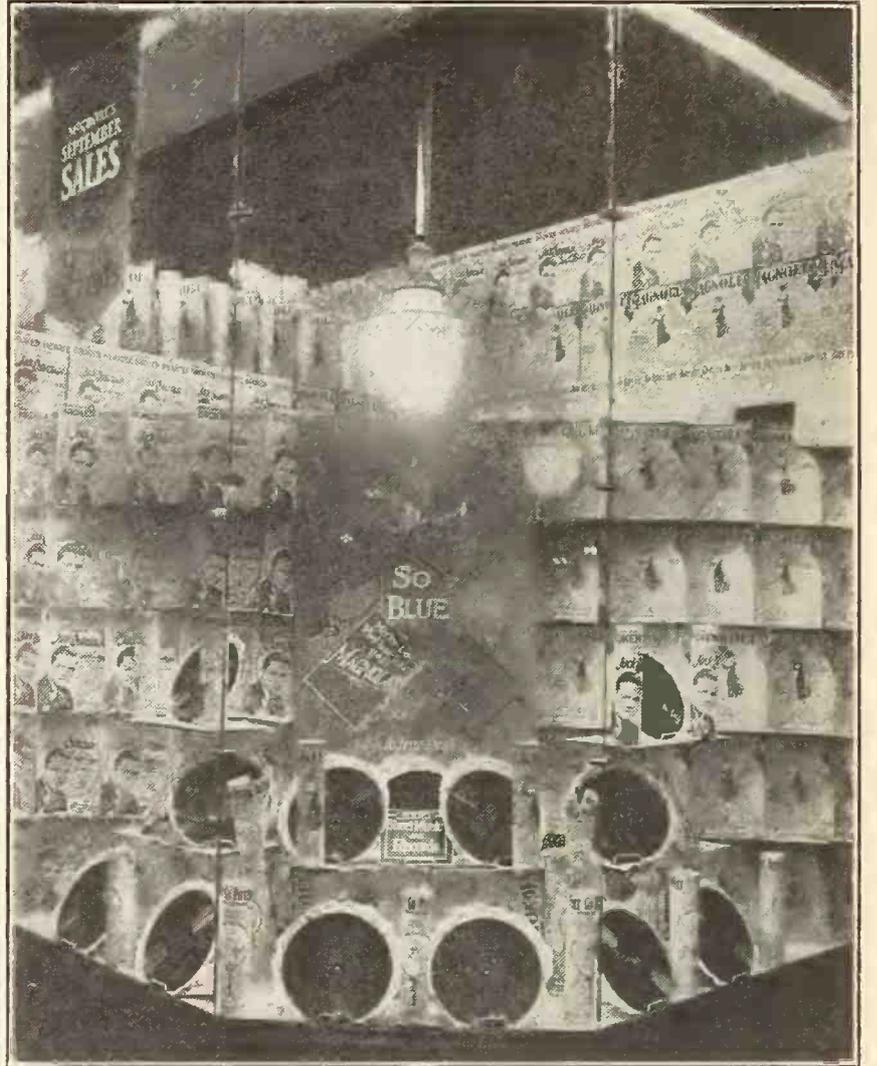
"Broken Dreams" Wins Favor

"Broken Dreams," the waltz song published by the Sam Fox Publishing Co., Cleveland, O., continues to win widespread favor all over the country. During the past week the number proved especially popular with radio artists, being featured by "The Four Bards" from station WEA; Helen Clark and Vivian Holt, of the Royal Stenographers, and Joe Green and His Orchestra. The latter-named aggregation have recorded the number for the Brunswick catalog.

"DeSylva, Brown, Henderson Week" a Great Success

Chain Stores and Music Departments Cooperate in Featuring the Six Big Selling Numbers Published by That House

Extensive co-operation with the New York publishing house of DeSylva, Brown & Henderson Week was given by leading chain stores



McCrory Display of DeSylva, Brown & Henderson Music

and sheet music departments of the larger cities in the East and Middle West during the week ending September 17. The steady rise in popularity of six numbers of the DeSylva, Brown & Henderson catalog lately led to the plan of having the trade focus attention on them for the period of a week, to be designated by the name of the publishers.

"DeSylva, Brown & Henderson Week" was a distinct success in such cities as Philadelphia, Washington, Cleveland, Toledo, Detroit and others, many stores creating window displays and still others getting admirable results with counter displays and phonograph plugs. The numbers featured were "Magnolia," "Broken-Hearted," "So Blue," "Positively—Absolutely," "Baby Feet Go Pitter Patter" and "South Wind."

A specially attractive window, showing these six hits, was arranged by the McCrory store No. 63, in Philadelphia. In the foreground was a large poster, listing the hits, and the background was made up of DeSylva, Brown & Henderson numbers exclusively. Phonograph records of these numbers were set among the sheet music on white paper doilies. The result of the display here was most satisfactory, as the sales of both music and records of these numbers reached a new high figure during the week. The experience of this McCrory branch was duplicated by many other stores and sheet music departments during DeSylva, Brown & Henderson Week.

Charles A. Bayha, formerly connected with Shapiro, Bernstein & Co., and who for the past two years has been at Coral Gables, Fla., has returned to New York, and is managing Tommy Christian's orchestra, which is making a tour of the larger moving picture houses.

obh SONGS
THAT HIT THE MARK!

- Here Am I—
BROKEN HEARTED
Mix the Lot—What Have You Got?
MAGNOLIA!
SO BLUE
IT ALL DEPENDS ON YOU
BABY FEET GO PITTER PATTER
Does She Love Me?
POSITIVELY—ABSOLUTELY!
I'LL BE LONELY
SOUTH WIND
WHO'S THAT KNOCKIN' AT MY DOOR?
SWEETHEART MEMORIES
MY HAWAIIAN SONG OF LOVE
Song Hits from the Collegiate Musical
Comedy
'GOOD NEWS'
GOOD NEWS
THE VARSITY DRAG
LUCKY IN LOVE
THE BEST THINGS IN LIFE ARE FREE
HAPPY DAYS
JUST IMAGINE
BIG SELLERS IN FOLIOS
SAXOPHOLIO
TENOR BANJO FOLIO
(Each containing fifteen great songs)

DE SYVA, BROWN AND HENDERSON, INC.
Music Publishers
DE SYVA, BROWN AND HENDERSON BUILDING 745 SEVENTH AVENUE NEW YORK

Shapiro-Bernstein Publish Music of Two Broadway Hits

"Sidewalks of New York" and "Burlesque," Each of Which Has Outstanding Song Hits, Assured of Lengthy Stops on Broadway.

With "Sidewalks of New York" ensconced in the Knickerbocker Theatre for a lengthy run if the opinion of the press and public counts for aught, and with "Burlesque" at the Plymouth, acclaimed as the first "hit" of the new theatrical season, Shapiro, Bernstein & Co. publishing the music from both of these productions are assured of a big and sustained demand for the song "hits" of both shows, for each contains several above the average.

In the Eddie Dowling success, "Sidewalks of New York," the following numbers have been decided upon as the highest in public favor: "Wherever You Are," "Playground in the Sky" and "Headin' for Harlem," although several others are of almost identical merit and appeal. "Burlesque" likewise boasts three outstanding in "I'm Wonderin' Who," "Either You Do or You Don't" and "Just an Hour of Love."

In addition to its production successes, Shapiro, Bernstein & Co., report "Did You Mean It," "Clementine," "Here Comes the Show Boat," "Everybody Loves My Girl" in big demand.

Robbins Traveler Sends Good Reports From Road

Communications of a most optimistic character are being received almost daily by the Robbins Music Corp., New York, from Bernard Prager, who is in the midst of his coast-to-coast trip in the interest of the house. Mr. Prager has been particularly gratified to find the various Robbins novelty editions for piano, as well as the announced series for trumpet, trombone, violin, etc., meeting with such favor in the trade. He expects that his travels will keep him on the road until about December 1.

Will Von Tilzer Is Mysterious

Ever since Will Von Tilzer, president of the Broadway Music Corp., boosted "Muddy

Water" into the hit class he has been growing more mysterious each day. Bill admitted that he has discovered something marvelous in the song line, but he won't tell what it is. From time to time he takes some big act or orchestra leader into one of his rooms and has him listen to something. Of course it must be a new song.

Bill also has corralled two young song writers who look as though they will make folks sit up and take notice before long. Other publishers have looked the boys over with one eye turned away, but Bill gave them the twice-over with two eyes and in all probability snared a goose with a golden egg—twenty-two karat.

"Old Names of Old Flames" Proving a Popular Number

The ballad, "Old Names of Old Flames," which was released early in the Summer by Bibb, Bloeden & Lang, New York, has developed a wide following and is now one of the leaders in the firm's catalog. In addition to being in the repertoire of headline vaudeville and motion picture acts, the song is being featured over the air almost nightly by such radio celebrities as: Vaughn de Leath, The Happiness Boys, Cookie (the California Sunshine Girl), the Stromberg-Carlson Hour, May Singhi Breen and Peter de Rose, Kamplain and O'More, Gypsy and Marta, the Royal Typewriter Hour and others. The title appeal of the number is so great that "Old Names of Old Flames" has been used to designate picture house presentations and radio hours over Station WJZ. The song has a lasting idea and sympathetic melody that should establish it in the standard category.

Berlin Sets New Record for Composer's Royalties

From Karl K. Kitchen, in the Evening World, is gleaned the information that Irving Berlin was not particularly elated at being asked to compose the score for the current "Follies." Says Mr. Kitchen: "When he was asked to do so he made his royalty demands so high—5 per cent of the gross—that he did not believe they would be accepted. But they were, and so he is receiving between \$2,300 and \$2,400 a week from this one show, for its weekly receipts vary between \$46,000 and \$48,000. They established a new record for a composer's royalties on Broadway."

"A Shady Tree" and "My Blue Heaven" New Feist Hits

On the October bulletin recently sent to the trade, Leo Feist, Inc., lists two new publications which until October 31 are graded as Class "A," selling at twenty cents per copy, after that day they go into the Class "B" grade, or twenty-two cents per copy. They are "A Shady Tree," Walter Donaldson's successor to "At Sundown," a waltz melody with a special fox-trot chorus, and "My Blue Heaven," written by Walter Donaldson and George Whiting, which is being featured at the present time by Paul Whiteman and His Orchestra. "At Sundown" still continues at the top of the Feist catalog and shows no signs of diminishing demand.

Adds "Pest of Budapest"

The Harry Von Tilzer Music Publishing Co. recently added a new novelty song to its catalog. It is called "Svengali? the Pest of Budapest," and is written by Jack Meskill, Allen Frederick and Joe Schuster. The song has been introduced by George Olsen and His Music and also over the air by Van and Schenck. The latter team likes the song so well that they are including it in their routine. Special dance arrangements are being made.

FLASHES FROM FEIST
"A 'Natural Melody' Hit!"
JUST ONCE AGAIN
by Walter Donaldson and Paul Ash
The Gum Chewer's Song!
I'M GONNA DANCE WITH DE GUY WOT BRUNG ME
by HARRY ARCHER and WALTER O'KEEFE
The Novelty Fox Trot HIT!
YOU DON'T LIKE IT MUCH NOT
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 Waltz Song That Charms

"BROKEN DREAMS"

" DREAMY ~ FASCINATING ~ INSPIRING "

" "

FEATURE THE
SHEET MUSIC,
RECORDS AND ROLLS

PUBLISHED BY



Music of "The Merry Malones" Published by Witmark

New George M. Cohan Musical Comedy Wins High Praise From Newspaper Reviewers—Song "Hits" Galore Feature Production

"The Merry Malones," the musical comedy which opened at the Erlanger Theatre recently, received unanimous praise from every critic of every paper, and predictions of a record-breaking run were heard from all sides. The comedy was written, composed and staged by George M. Cohan, who returns to Broadway playing a typical Cohan part.

The musical numbers played no small part in the success of the play, for it is fertile with "hit" numbers, including "Like a Wandering Minstrel," "God Is Good to the Irish," "Blue

Skies," "Gray Skies," "The Easter Sunday Parade," "Molly Malone" and a number of others. All the music of "The Merry Malones" is published by M. Witmark & Sons.

The following extract from the review which appeared in the Evening Journal is typical of the manner in which the performance was received: "To give the list of song hits that hummed their way into instantaneous favor would be to give the array of musical numbers bodily."

George Cohen, known professionally as George Remoy, who until a short time ago was band and orchestra manager for the Edward B. Marks Music Co., died on September 22. Mr. Cohen had been in ill health for some time and relinquished his duties with the Marks organization in order to visit California to regain his health.

Feist Branch Managers and Executives Hold Convention

Thirtieth Anniversary of the Founding of Feist Firm Fittingly Observed in Week's Convention—Attend Dinner at Feist Home

During the week starting September 19 the branch office managers and the main office executives of Leo Feist, Inc., New York, met in



Leo Feist

convention at the New York headquarters to discuss plans for the coming season. The meetings were particularly timely, coinciding as they did with the celebration of the thirtieth anniversary of the founding of the business. On the Saturday prior to the opening of the convention the managers and executives attended a dinner at the home of Leo Feist, in Mount Vernon, N. Y. The business sessions during the week were attended by approximately twenty-five Feist executives.

"Down South," from the catalog of the Edward B. Marks Music Co., has within the past few weeks leaped into sudden popularity, going to the head of the catalog with the two other Marks best sellers, "Kiss Before the Dawn" and "Sugar Foot Strut." A splendid presentation of "Down South" was given at the Radio banquet.

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
Révelation
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 SHEPTE, 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:--

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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
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Jacobs Orchestra Monthly
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The Latest Record Bulletins

Victor Talking Machine Co.

LIST FOR OCTOBER 7

20875 Varsity Drag—Fox-trot, George Olsen and His Music 10

Good News—Fox-trot, George Olsen and His Music 10

20872 Lucky in Love (From "Good News")—Fox-trot, George Olsen and His Music 10

The Best Things in Life Are Free (From "Good News")—Fox-trot, George Olsen and His Music 10

20881 Just a Memory—Fox-trot, Paul Whiteman and His Orch. 10

Cheerful Beanie Bee—Waltz, Paul Whiteman and His Orch. 10

20892 Roam On, My Little Gypsy Sweetheart—Fox-trot, Ted Weems and His Orch. 10

Charmaine!—Waltz, B. F. Goodrich Silvertown Cord Orch. 10

20893 Marvelous—Johnny Marvin 10

It All Belongs to Me—Johnny Marvin 10

LIST FOR OCTOBER 14

20907 Highways Are Happy Ways, Harold Yates-Cooper Lawley 10

Just a Memory—Harold Yates-Cooper Lawley 10

20906 What Do We Do on a Dew-Dew-Dewy Day?, Jim Miller-Charlie Farrell 10

It Was Only a Sun Shower, Jim Miller-Charlie Farrell 10

20883 It Won't Be Long Now—Fox-trot, Paul Whiteman and His Orch. 10

Five-Step—Fox-trot, Paul Whiteman and His Orch. 10

20882 The Calinda (From "A La Carte")—Fox-trot, Paul Whiteman and His Orch. 10

Baby's Blue (From "A La Carte")—Fox-trot, Nat Shilkret and the Victor Orch. 10

20899 Are You Thinking of Me To-night?—Waltz, Nat Shilkret and the Victor Orch. 10

Are You Happy?—Fox-trot, Nat Shilkret and the Victor Orch. 10

LIST FOR OCTOBER 21

20876 Baby Feet Go Pitter Patter—Jesse Crawford 10

After We Kiss—Jesse Crawford 10

20910 Highways Are Happy Ways—Fox-trot, Ted Weems and His Orch. 10

It Was Only a Sun Shower—Fox-trot, Ted Weems and His Orch. 10

20900 Someday You'll Say "O. K."—Fox-trot, Johnny Hamp's Kentucky Serenaders 10

It All Belongs to Me—Johnny Hamp's Kentucky Serenaders 10

20901 Marvelous—Fox-trot, Ted Weems and His Orch. 10

I'd Walk a Million Miles—Fox-trot, Jack Crawford and His Orch. 10

20908 No Wonder I'm Happy—Correll-Gosden 10

Somebody and Me!—Correll-Gosden 10

LIST FOR OCTOBER 28

VOCAL AND INSTRUMENTAL

20925 Since Henry Ford Apologized to Me, The Happiness Boys 10

Pastafazoola—The Happiness Boys 10

35843 Andantino (Lemare)—Edwin H. Lemare 12

Traumerei (Reverie) (Schumann), Edwin H. Lemare 12

20921 Cohen at the Telephone—Part I, Julius Tannen 10

Cohen at the Telephone—Part II, Julius Tannen 10

20924 Me and My Shadow—Victor Salon Orch. 10

Charmaine—Victor Salon Orch. 10

35786 Madame Butterfly—Fantasie—Part I, Victor Symphony Orch. 12

Madame Butterfly—Fantasie—Part II, Victor Symphony Orch. 12

20915 Tales from the Vienna Woods—Waltz—Part I, Marek Weber and His Orch. 10

Tales from the Vienna Woods—Waltz—Part II, Marek Weber and His Orch. 10

20703 Hawaiian Love—Kane's Hawaiians 10

Hawaiian Rose—Medley—Kane's Hawaiians 10

35844 Sea Songs—Victor Mixed Chorus 12

War Songs—Victor Male Chorus 12

20894 To a Wild Rose (MacDowell)—Venetian Trio 10

The Rosary (Nevin)—Venetian Trio 10

20920 Roam On, My Little Gypsy Sweetheart, The Revelers 10

Blue River—The Revelers 10

20919 Bye-Bye, Pretty Baby—Frank Crumit 10

Some Day You'll Say "O. K.", Jim Miller-Charlie Farrell 10

20693 Dear Old Girl—Maurice J. Gunsky 10

When You Were Sweet Sixteen, Maurice J. Gunsky 10

DANCE RECORDS

20926 Zulu Wail—Fox-trot, Nat Shilkret and the Victor Orch. 10

Slow River—Fox-trot, Jean Goldkette and His Orch. 10

20902 Where Have You Been All of My Life (From "Allez-Oop!")—Fox-trot, Nat Shilkret and the Victor Orch. 10

Pull Yourself Together (From "Allez-Oop!")—Fox-trot, Nat Shilkret and the Victor Orch. 10

20923 Dawning—Fox-trot, Johnny Hamp's Kentucky Serenaders 10

I Fell Head Over Heels in Love—Fox-trot, Johnny Hamp's Kentucky Serenaders 10

20922 Roses of Picardy—Waltz, The Troubadours 10

Kiss Me Again—Waltz, The Troubadours 10

35845 Ziegfeld Follies—Medley—Part I, Nat Shilkret—Victor Orch. 12

Ziegfeld Follies—Medley—Part II, Nat Shilkret—Victor Orch. 12

RED SEAL

4020 Battle Hymn of the Republic (Howe), Julia Arthur 10

America (Smith-Carey), Julia Arthur 10

6697 Sonata Appassionata—Part 1 (In F Minor), Harold Bauer 12

Sonata Appassionata—Part 2, Harold Bauer 12

6698 Sonata Appassionata—Part 3, Harold Bauer 12

Sonata Appassionata—Part 4, Harold Bauer 12

1267 Parla! Valse (Oh, Speak) (Arditi)—Italian, Amelita Galli-Curci 10

The Gypsy and the Bird (Oxenford-Benedict)—English, Amelita Galli-Curci 10

6691 Ave Maria (Schubert-Wilhelmj), Jascha Heifetz 12

Rondo (Schubert), Jascha Heifetz 12

4019 Beautiful Ohio (Macdonald-Earl), Olive Kline-Elsie Baker 10

Dear Little Boy of Mine (Brennan-Ball), Elsie Baker 10

6711 Good-Bye (Whyte-Melville-Tosti), Rosa Ponselle 12

Serenade (Lasare-Tosti), Rosa Ponselle 12

6696 Afternoon of a Faun—Part I (Debussy), L. Stokowsky and Philadelphia Symphony Orch. 12

Afternoon of a Faun Part II (Debussy), L. Stokowsky and Philadelphia Symphony Orch. 12

6713 Mignon—Polonaise—Je suis Titania (I'm Fair Titania) (Thomas)—French, Marion Talley 12

Tales of Hoffman—Les oiseaux dans la Charnelle (Doll Song) (Offenbach)—French, Marion Talley 12

1280 Gypsy Love Song (From "The Fortune Teller") (Herbert), Reinald Werrenrath 10

Duna (Pickhall-McGil), Reinald Werrenrath 10

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9032-M Carmen: Il fior che avevi a me tu dato (Flower Song) (Bizet)—Tenor Solo, Charles Hackett 12

Mignon: Ah! non crede vi tu (Ahl Little Thought the Maid) (Thomas)—Tenor Solo, Charles Hackett 12

7130-M Un Ballo in Maschera: Eri Tu (Is It Thou) (Verdi)—Baritone Solo, Carlo Galeffi 12

Ernani: O Sommo Carlo (Oh, Noble Carlos) (Verdi)—Vocal, Carlo Galeffi and Chorus of La Scala Theatre 12

7132-M The Merry Wives of Windsor: Overture, Parts 1 and 2 (Nicolai)—Instrumental, Sir H. J. Wood and New Queen's Hall Orch. 12

7131-M Zephyr (Hubay; Op. 30, No. 5)—Violin Solo, Joseph Szigeti 12

Siciliano and Rigaudon (Francoeur-Kreisler)—Violin Solo, Joseph Szigeti 12

5072-M Hungarian Rhapsody, No. 8, Parts 1 and 2 (Liszt)—Piano Solos, Ethel Leginska 12

140-M For Thee (Gordon)—Mezzo-Soprano Solo, Barbara Maurel 10

From Out the Long Ago (Stratton-Dick)—Mezzo-Soprano Solo, Barbara Maurel 10

138-M Cavalleria Rusticana: Intermezzo (Mascagni)—Instrumental, Cherniavsky Trio 10

Serenade (Widor)—Instrumental, Cherniavsky Trio 10

139-M Church Bells of Novgorod (Arr. by Karnovich)—Russian Folk Song, Kedorff Male Quartet 10

A Life for the Czar: Introduction (Glika), Kedorff Male Quartet 10

INSTRUMENTAL MUSIC

1099-D Just Once Again—Pipe Organ, Milton Charles 10

When Day Is Done—Pipe Organ, Milton Charles 10

1097-D Worryin'—Piano Solo, Art Kahn 10

Swanee Shore—Piano Solo, Art Kahn 10

1115-D 'Tis the Last Rose of Summer, The Artist Ensemble 10

Silver Threads Among the Gold, The Artist Ensemble 10

1102-D Serenata Spagnuola, Mandolin Band of Leghorn (Dir. G. Verdi) 10

Suite Marinara: Danza delle Ondine, Mandolin Band of Leghorn (Dir. G. Verdi) 10

DANCE MUSIC

1090-D Just Once Again—Fox-trot, with Vocal Chorus by Franklyn Baur, Paul Ash and His Orch. 10

Love and Kisses (From Baby to You)—Fox-trot, with Vocal Chorus by Paul Small and Milton Watson, Paul Ash and His Orch. 10

1098-D Are You Happy?—Fox-trot, with Vocal Chorus by Frank Harris, Ipana Troubadours (S. C. Lanin, Dir.) 10

Give Me a Night in June—Fox-trot, with Vocal Chorus by Frank Harris, Ipana Troubadours (S. C. Lanin, Dir.) 10

1112-D Cheerful-Beanie-Bee—(From Sunny Italy)—Waltz, with Vocal Chorus by Don Howard, Leo Reisman and His Orch. 10

Waters of the Perkiomen—Waltz, Leo Reisman and His Orch. 10

1095-D Is It Possible (That She Loves Me)—Fox-trot, with Vocal Chorus by Don Howard, Leo Reisman and His Orch. 10

Just Call on Me—Fox-trot, with Vocal Chorus by Don Howard, Leo Reisman and His Orch. 10

1114-D The Varsity Drag (From "Good News")—Fox-trot, with vocal Chorus by Baur, James and Shaw, Cass Hagan and His Park Central Hotel Orch. 10

Dancing Tambourine—Fox-trot, The Radiolites 10

1105-D Just a Memory—Fox-trot, with Vocal Chorus by Elliott Shaw, Harold Leonard and His Waldorf-Astoria Orch. 10

Joy Bells—Fox-trot, with Vocal Chorus by Vaughn De Leath, Harold Leonard and His Waldorf-Astoria Orch. 10

1109-D Ooh! Maybe It's You (From "Ziegfeld Follies of 1927")—Fox-trot, with Vocal Chorus by Franklyn Baur, Harry Reser's Syncopators 10

Shaking the Blues Away (From "Ziegfeld Follies of 1927")—Fox-trot, with Vocal Chorus by Franklyn Baur, Harry Reser's Syncopators 10

1117-D Barbara—Fox-trot, with Vocal Chorus by Johnny Morris, Paul Specht and His Orch. 10

Who's That Pretty Baby?—Fox-trot, with Vocal Chorus by Johnny Morris, Paul Specht and His Orch. 10

1108-D Good News (From "Good News")—Fox-trot, with Vocal Chorus by Baur, Shaw and Luther, Fred Rich and His Hotel Astor Orch. 10

Lucky in Love (From "Good News")—Fox-trot, with Vocal Chorus by Baur, Shaw and Luther, Fred Rich and His Hotel Astor Orch. 10

1093-D Somebody and Me!—Fox-trot, with Vocal Chorus, Guy Lombardo and His Royal Canadians 10

I Haven't Told Her—She Hasn't Told Me—Fox-trot, with Vocal Chorus, Guy Lombardo and His Royal Canadians 10

1118-D Sing Me a Baby Song—Fox-trot, with Vocal Chorus by Vaughn De Leath, George H. Green Trio 10

No Wonder I'm Happy (My Baby's in Love With Me)—Fox-trot, with Vocal Chorus by Vaughn De Leath, George H. Green Trio 10

1103-D Swamp Blues—Fox-trot...The Little Ramblers 10

Play It Red—Fox-trot...The Little Ramblers 10

1111-D Song of Hawaii—Waltz, with Vocal Chorus, South Sea Islanders 10

Hawaiian Hula Medley—Medley Fox-trot, with Vocal Chorus...South Sea Islanders 10

VOCAL NUMBERS

1094-D Two Black Crows, Part 3—Comedy Sketch, Moran-Mack 10

Two Black Crows, Part 4—Comedy Sketch, Moran-Mack 10

1092-D Magnolia—Vocal Duet, Van-Schenck 10

Pastafazoola—Vocal Duet, Van-Schenck 10

1113-D Shaking the Blues Away (From "Ziegfeld Follies of 1927")—Vocal, Ruth Etting 10

It All Belongs to Me (From "Ziegfeld Follies of 1927")—Vocal, Ruth Etting 10

1104-D You Don't Like It—Not Much—Vocal, Ruth Etting 10

I'm Nobody's Baby—Vocal, Ruth Etting 10

1116-D I'd Walk a Million Miles (To Be a Little Bit Nearer to You), Art Gillham and His Southland Syncopators 10

Flutter By, Butterfly, Art Gillham and His Southland Syncopators 10

1096-D Who-oo? You-oo! That's Who!—Vocal, Billy Day 10

Sweet Onions—Vocal, Billy Day 10

1100-D It's a Million to One You're in Love—Vocal, Edith Clifford 10

Yodle Song—Vocal, Edith Clifford 10

1119-D Charmaine!—Tenor Solo, Franklyn Baur 10

The Far-Away Bells—Tenor Solo, Franklyn Baur 10

1091-D I'm Gonna Dance Wit De Guy Wot Brung Me—Vocal Duet, Vaughn De Leath-Frank Harris 10

Just a Little Old School House (Up on Top of the Hill)—Vocal Duet, Vaughn De Leath-Frank Harris 10

1110-D Since Henry Ford Apologized to Me—Vocal Duet, Billy Jones-Ernest Hare (The Happiness Boys) 10

I Walked Back From the Buggy Ride—Vocal Duet, Vaughn De Leath-Frank Harris 10

1107-D You Went Away Too Far (And Stayed Away Too Long)—Vocal, The Sunflower Girl of WBAP (Bessie Coldiron) 10

The Sunflower Girl of WBAP (Bessie Coldiron) I Hold the World in the Palm of My Hand—Vocal, The Sunflower Girl of WBAP (Bessie Coldiron) 10

1106-D Gorgeous—Vocal, Oscar Grogan 10

I'm in Love Again—Vocal, Oscar Grogan 10

SACRED MUSIC

1101-D In the Dawn of Eternal Day—Vocal Duet, Homer A. Rodeheaver-Doris Doe 10

Dearer Than All—Vocal Duet, Homer A. Rodeheaver-Doris Doe 10

FAMILIAR TUNES—OLD AND NEW

15178-D My Fat Girl—Talking-Singing, Chris Bouchillon 10

Let It Alone—Vocal, Chris Bouchillon 10

15179-D The Letter That Never Came—Vocal, Charlie Poole, with North Carolina Ramblers 10

Falling by the Wayside—Vocal, Charlie Poole, with North Carolina Ramblers 10

15175-D Salty Dog Blues—Vocal, Allen Brothers 10

Bow Wow Blues—Vocal, Allen Brothers 10

15180-D Shack No. 9—Vocal, Arthur Tanner and His Corn-Shuckers 10

Two Little Children—Vocal, Arthur Tanner 10

15182-D I'm Going Away From the Cotton Fields—Vocal, Hugh Cross 10

The Parlor Is a Pleasant Place to Sit in Sunday Night—Vocal, Hugh Cross 10

15174-D The Wreck of Virginian, No. 3—Vocal, Roy Harvey 10

The Brave Engineer—Vocal, Roy Harvey 10

15176-D Be a Daniel—Sacred Music, The Deal Family 10

Working and Singing—Sacred Music, The Deal Family 10

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ETHEL WATERS
in AFRICANA singing

"MY SPECIAL FRIEND IS BACK IN TOWN"

THE LATEST RECORD BULLETINS—(Continued from page 141)

- 15181-D When the Moon Shines Down Upon the Mountain—Vocal Vernon Dalhart 10
Golden Slippers—Vocal Duet,
Vernon Dalhart-Charlie Wells
- 15177-D Reaching to You—Vocal,
Mr. and Mrs. R. N. Grisham 10
We'll Be at Home Again—Vocal,
Mr. and Mrs. R. N. Grisham 10
- IRISH RECORDS
- 33190-F Jockey Thro' the Fair—Long Dance; Violin Solo Michael C. Hanafin 10
Green Groves of Erin—Reel,
Sullivan's Shamrock Band
- 33191-F Ireland—Vocal Shaun O'Nolan 10
The Shamrock—Vocal Shaun O'Nolan 10
- 33192-F The Merry Blacksmith; Fair Athenry—Reels; Bagpipe and Violin Duet,
Joseph Sullivan-William McCormick
Tuohy's Favorite—Hornpipe; Bagpipe and Violin Duet,
Joseph Sullivan-William McCormick 10
- 33193-F Frank Quinn in His New Irish Jaunting Car—Vocal Frank Quinn 10
John McCaggrey's Favorite Reel—Reel,
Frank Quinn 10
- 33194-F Killarney, My Home O'er the Sea—Tenor,
George O'Brien 10
Come Back to Erin—Tenor...George O'Brien 10
- 33195-F Cod Liver Oil—Vocal Duet, Flanagan Brothers 10
The Auld Blackthorn—Reel,
Flanagan Brothers 10
- 33196-F When It's Moonlight in Mayo—Tenor,
Seamus O'Doherty 10
Nellie, Me Love and Me—Tenor,
Seamus O'Doherty 10

Brunswick Records

LIST FOR OCTOBER 6

- 3610 Dew Dew Dewy Day (Johnson-Tobias-Sherman)—Fox-trot, with Vocal Chorus,
Ben Selvin and His Orch.
Oh, Doris! Where Do You Live? (Kahn)—Fox-trot, with Vocal Chorus, Ben Selvin and His Orch.
- 3624 Just Another Day Wasted Away (Tobias-Turk)—Tenor, with Piano Prince Piotti
I May Learn to Forget Some Day (Hunt-Cornwell-Piantadosi)—Tenor, with Piano, Prince Piotti
- 3571 Hike, Notre Dame! (Fagan-Casasanta)—Male Voices,
Univ. of Notre Dame Glee Club (J. J. Casasanta, Dir.)
Down the Line! (Fagan-Casasanta)—Male Voices,
Univ. of Notre Dame Glee Club (J. J. Casasanta, Dir.)
- 3570 O Salutaris (Gounod)—Male Voices,
Univ. of Notre Dame Glee Club (J. J. Casasanta, Dir.)
Ave Maria (Vittoria)—Male Voices,
Univ. of Notre Dame Glee Club (J. J. Casasanta, Dir.)
- 3543 Temple Bells Ring On (A Far East Fantasy) (Alexander-Boutelje)—Gypsy Orch.,
The A. & P. Gypsies (Harry Horlick, Dir.)
Madam Lu! Lu! (Russian Air)—Gypsy Orch.,
The A. & P. Gypsies (Harry Horlick, Dir.)
- 3617 Me and My Shadow (Rose-Jolson-Dreyer)—Piano Solo Lee Sims
I'm Coming, Virginia (Cook-Heywood)—Piano Solo Lee Sims
- 189 Golden Slippers—Male Voices, with Harmonica, Fiddle, Guitar and Banjo Accomp.,
Kanawha Singers
Hear Dem Bells, Al Hopkins and His Buckle Busters
- 3595 Bamboola (DeLeath-Brown)—Fox-trot, with Vocal Chorus "Kenn" Sisson and His Orch.
Blue Heaven (Donaldson-Whiting)—Fox-trot, with Vocal Chorus, "Kenn" Sisson and His Orch.
- LIST FOR OCTOBER 13
- 3619 Highways Are Happy Ways (When They Lead the Way to Home) (Harris-Malie-Shay)—Fox-trot, for Dancing; with Vocal Duet,
Frank Black and His Orch.
I'd Walk a Million Miles (To Be a Little Bit Nearer to You) (Lewis-Marks)—Fox-trot, for Dancing; with Vocal Chorus,
Frank Black and His Orch.
- 3597 Mean Dog Blues (Jackson)—Fox-trot,
Red Nichols and His Five Pennies
Cornfed (Effros-Wall)—Fox-trot,
Red Nichols and His Five Pennies
- 3613 You Don't Like It—Not Much (Miller-Kahn-Cohn)—Baritone and Piano,
Chester Gaylord (The Whispering Serenader)
- Dew, Dew, Dewy Day (Johnson-Tobias-Sherman)—Baritone and Piano,
Chester Gaylord (The Whispering Serenader)
- 3620 Don't Play Aloha Oe When I Go (Bradley-Noble-Lukens)—Hawaiian Instrumental, with Vocal Chorus Royal Hawaiians
The Hula Blues (Cunna-Noble)—Hawaiian Instrumental, with Vocal Chorus...Royal Hawaiians
- 3395 Sax-o-trix (Wiedoeft-Savino)—Saxophone Solo, with Piano Rudy Wiedoeft
In the Orient (Dans L'Orient) (Wiedoeft-Savino)—Saxophone Solo, with Piano,
Rudy Wiedoeft
- 10266 Sweet Little Woman o' Mine (Stanton-Bartlett)—Baritone, with Orch.....Richard Bonelli
Calling Me Home to You (Teschemacher-Dorel)—Baritone, with Orch.....Richard Bonelli
- 178 Steamboat Bill (Shields-Leighton Brothers)—Singing, with Fiddle, Guitar, Banjo and Traps,
Al Bernard
Casey Jones (Seibert-Newton)—Singing, with Fiddle, Guitar, Banjo and Traps...Al Bernard
- 166 Going Down the Valley One by One (Pounds-Fillmore)—Male Voices, with Organ,
Old Southern Sacred Singers
Onward, Christian Soldiers (Baring-Gould-Sullivan)—Male Voices, with Organ,
Old Southern Sacred Singers
- LIST FOR OCTOBER 20
- 3623 I'm Gonna Dance With De Guy Wot Brung Me (O'Keefe-Archer)—Fox-trot, for Dancing; with Vocal Chorus Six Jumping Jacks
She's Just What the Doctor Ordered (Rose)—Fox-trot, for Dancing; with Vocal Chorus,
Six Jumping Jacks
- 3625 Who-oo? You-oo! That's Who! (Yellen-Ager)—Fox-trot, with Vocal Trio,
Bernie Cummins and His Orch.
Who Was the Lady (Jaffe-Bonx)—Fox-trot, with Vocal Effects ...Bernie Cummins and His Orch.
- 3634 Cheerie-Beerie-Be (From "Sunny Italy") (Lewis-Young-Wayne)—Waltz, with Vocal Chorus,
Ben Selvin and His Orch.
I Could Waltz on Forever (With You Sweetheart) (Baskette-Bennett)—Waltz, with Vocal Chorus Ben Selvin and His Orch.
- 3635 Are You Happy (Yellen-Ager)—Tenor and Piano, with Violin Ray Perkins
Me and My Shadow (Rose-Jolson-Dreyer)—Tenor and Piano, with Violin.....Ray Perkins
- 3599 At Sundown (Donaldson)—With Vocal Chorus; Played on Kimball Organ; Recorded at Roxy Theatre, New York Lew White
Underneath the Weeping Willow (Ford-Breau)

- With Vocal Chorus; Played on Kimball Organ; Recorded at Roxy Theatre, New York,
Lew White
- 3621 One Summer Night (Coslow-Spier)—Violin Solo, with Orch. Frederic Fradkin
Just Another Day Wasted Away (Tobias-Turk)—Violin Solo, with Orch.....Frederic Fradkin
- 3539 Pride of the Wolverines (Sousa)—March; Concert Band...Walter B. Rogers and His Band
Gridiron Club March (Sousa)—Concert Band,
Walter B. Rogers and His Band
- 142 Down on the Farm—Tenor, with Fiddle and Guitar Vernon Dalhart
My Mother's Old Red Shawl (Moreland)—Tenor, with Fiddle and Guitar.....Vernon Dalhart
- 177 The Nine Pound Hammer—Hammer and Steel Effects by Elbert Bowman,
Al Hopkins and His Buckle Busters
C., C. & O. No. 558 (Hopkins-Bowman)—Chas. Bowman and Elvis Alderman, Fiddlers,
Al Hopkins and His Buckle Busters
- LIST FOR OCTOBER 27
- 3633 Someday You'll Say "O. K." (Donaldson)—Fox-trot, with Vocal Chorus,
Vincent Lopez and His Casa Lopez Orch.
Just a Memory (DeSylva-Brown-Henderson)—Fox-trot, with Vocal Chorus,
Vincent Lopez and His Casa Lopez Orch.
- 3629 A Night in June (Friend)—Fox-trot, with Vocal Duet, Ernie Golden and His Hotel McAlpin Orch.
All by My Owsome (Dubin-Kahn)—Fox-trot, with Vocal Duet,
Ernie Golden and His Hotel McAlpin Orch.
- 3626 Ida's Sweet as Apple Cider (Leonard)—Fox-trot,
Red Nichols and His Five Pennies
Feel'n' No Pain (Livingston)—Fox-trot,
Red Nichols and His Five Pennies
- 3614 I Can't Believe That You're in Love With Me (Gaskill-McHugh)—Voice and Guitar,
Nick Lucas (The Crooning Troubadour)
Sweet Someone (Wagner-Keyes)—Voice and Guitar, with Accordion Nick Lucas
- 3616 Somebody and Me! (Klages-Golden)—Tenor and Piano Freddie Rose
Bye-Bye, Pretty Baby (Gardner-Hamilton)—Tenor and Piano Freddie Rose
- 3612 Call of the Desert (Katzman)—Popular Concert, Anglo Persians (Louis Katzman, Dir.)
Down South (Spaeth-Myddleton)—Popular Concert, with Vocal Trio,
Anglo Persians (Louis Katzman, Dir.)
- 15134 Pagliacci—Vesti La Giubba (On With the Play) (Act I) (Leoncavallo)—Tenor, with Orch.; in Italian Mario Chamlee
Tosca—E Lucevan Le Stelle (The Stars Were Shining) (Act III) (Puccini)—Tenor, with Orch.; in Italian.....Mario Chamlee
- 135 Liza Jane—Vocal Duet, with Fiddle and Guitar,
John and Emery McClung (McClung Brothers)
Chicken—Vocal Duet and Whistling, with Fiddle and Guitar,
John and Emery McClung (McClung Brothers)

Edison Disc Releases

SPECIALS

- 52084 Gid-Ap, Garibaldi (Johnson-Moll-Warren),
Jack Kaufman
Wy-lets (Violets) (Johnson-Russell-Bensen),
Jack Kaufman
- 52082 My Lord's Gonna Move This Wicked Race—Negro Spiritual; Male Voices,
Hann's Emperors of Song
What Band Is This—Negro Spiritual; Male Voices Hann's Emperors of Song
- 52080 If I Had You (Malie-Wright-Bessinger)—Obligato by Esther Nelson Charles Hart
On That Old Beaten Track (Piantadosi-Step),
James Doherty
- 80884 Concerto in E Minor—Andante (Mendelssohn)—Violin Solo Vasa Prihoda
Concerto in E Minor—Allegro Molto Vivace (Mendelssohn)—Violin Solo Vasa Prihoda
- 52081 What Shall the Harvest Be? (Oakley),
Frederick Kinsley on the Midmer-Losh Pipe Organ
Rock of Ages (Hastings); I Surrender All (Weeden),
Frederick Kinsley on the Midmer-Losh Pipe Organ
- 52083 Cluck Old Hen—Country Dance of the Southern Mountaineers, with Singing,
Fiddlin' Powers and Family
Sugar In the Gourd—Country Dance of the Southern Mountaineers, with Singing,
Fiddlin' Powers and Family
- 52088 The Mississippi Flood (Robison)—Singing, Violin, Harmonica and Guitar Vernon Dalhart
The Wreck of Number Nine (Robison)—Singing, Jews Harp, Harmonica, Whistling, Fiddle and Guitar Vernon Dalhart
- 52090 Paradise Isle—Valse Sentimentale (Klages-Goering-Pettis),
Murray Kellner's Dinner Music Ensemble
Fate—Tango de Concert (MacBoyle-Shilkret),
Murray Kellner's Dinner Music Ensemble
- 52089 Here Am I—Broken Hearted (DeSylva-Brown-Henderson) J. Donald Parker
I'm Gonna Settle Up (Then I'm Gonna Settle Down) (Frisch-Ingham-Osborne-McConnell),
J. Donald Parker
- 52092 Nola (Arndt),
Murray Kellner's Dinner Music Ensemble
March of the Toys—Babes in Toyland (Herbert),
Murray Kellner's Dinner Music Ensemble
- 52093 There's a Cradle in Caroline (Lewis-Young-Ahlert) Vaughn de Leath (The Radio Girl)
Someday You'll Say "O. K." (Donaldson),
Vaughn de Leath (The Radio Girl)
- 52095 My Blue Ridge Mountain Home (Robison)—Vocal and Instrumental,
Vernon Dalhart-Carson Robison
When the Moon Shines Down Upon the Mountain (Austin)—Vocal and Instrumental,
Vernon Dalhart
- 52096 Dawning (Silver-Pinkard) J. Donald Parker
Mister Aeroplane Man (Take Me Up to Heaven) (Meskill-Conrad-Sherman),
The Radio Franks (Bessinger-White)
- 52079 Jalousie (Jealousy)—Tango Tzigane (Gade),
Hotel Commodore Ensemble (Dir. B. Levitow)
Clair de Lune—Suite Bergamasque (Debussy),
Hotel Commodore Ensemble (Dir. B. Levitow)
- FLASHES
- 52091 I Can't Believe That You're in Love With Me (Gaskill-McHugh)—Fox-trot,
Dave Kaplan, with His Happiness Orch.
It's a Million to One You're in Love Davis-Akst)—Fox-trot,
Dave Kaplan, with His Happiness Orch.
- 52094 Dancing Tambourine (Polla)—Fox-trot,
B.A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch.
It Was Only a Sun Flower (Kahal-Wheeler-Snyder)—Fox-trot,
B.A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch.

- 52097 You Don't Like It—Not Much (Miller-Kahn-Cohn)—Fox-trot Golden Gate Orch.
Shaking the Blues Away From "Ziegfeld Folies of 1927" (Berlin)—Fox-trot,
Winegar's Penn. Boys
- 52098 Bye-Bye, Pretty Baby (Gardner-Hamilton)—Fox-trot, with Vocal Trio...Joe Herlihy and His Orch.
(Where Have You Been) All My Life (From "Allez—Oop!") (Robin-Charig-Myers)—Fox-trot, with Vocal Chorus by J. Donald Parker,
Duke Yellman and His Orch.
- 52099 Ooh! Maybe It's You (From "Ziegfeld Folies of 1927" (Berlin)—Fox-trot,
Winegar's Penn. Boys
Marvelous (Breen-DeRose)—Fox-trot, with Vocal Chorus by Arthur Fields, Al Lynn's Music Masters
- 52100 Rolling Around in Roses (Since Rosie Rolled Her Eyes at Me) (Dubin-Raskin-Burke)—Fox-trot Joe Herlihy and His Orch.
Roam On, My Little Gypsy Sweetheart (Wheeler-Kahal-Snyder)—Fox-trot, with Vocal Chorus by Theo Alban.....Duke Yellman and His Orch.
- LONG PLAYING
- 10008 The Merry Widow Selections (Lehar); Oh! Promise Me, from "Robin Hood" (DeKoven); The Chocolate Soldier Selections (Oscar Straus),
B.A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch.
My Lady's Boudoir—Suite; 1. Chiffon; 2. Lace; 3. Perfume; 4. High Heels and Buckles (Luella Lockwood Moore),
B. A. Rolfe and His Concert Orch.
Don't Be Cross (Carl Zeller),
B. A. Rolfe (Trumpet Virtuoso)
- GENERAL GROUP
- SPANISH
- 60063 Amapola (Lacalle) Juan Pulido
El Relicario (Padilla) Juan Pulido
- 60064 El Sacristan (Oteo) Juan Pulido
Mananita fria (Ruiz-Oteo) Juan Pulido
- 60065 Amapola del Camino (Arr. Rubio) Juan Pulido
Fuiste una Estrellita Blanca (Dorticos-Delfin),
Juan Pulido
- 60066 Mocosita (Solino-Rodriguez) Juan Pulido
Morir por tu amor (Garcia) Juan Pulido

Edison Blue Amberol Records

- 5383 The Bright Sherman Valley—Vocal and Instrumental,
E. V. Stoneman and His Dixie Mountaineers
- 5384 Yep! 'Long About June Vaughn de Leath
- 5394 The Wreck of Number Nine—Vocal and Instrumental Vernon Dalhart
- 5397 Peter on the Sea and the Ole Ark,
The Fisk University Jubilee Quartet
- 5398 Le Cid—Ballet Music, Victor Herbert and His Orch.
- 5399 Aye Waken O—Comic Song Harry Lauder
- 5402 Side by Side—Fox-trot, with Vocal Chorus by
Jack Kaufman...Oreste and His Queensland Orch.
- 5403 Honolulu Home Sweet Home, Aloha-Land Serenaders
- 5404 Me and My Shadow—Fox-trot, with Vocal Chorus by J. Donald Parker,
Al Lynn's Music Masters
- 5405 At Sundown (When Love Is Calling Me Home)—Fox-trot, with Vocal Chorus by J. Donald Parker Al Lynn's Music Masters
- 5408 Just a Little Old School House (Up on Top of the Hill)—Dave Kaplan at the Piano,
The Happiness Boys (Ernest Hare-Billy Jones)
- 5410 There's a Trick in Pickin' a Chick-Chick-Chicken—Fox-trot, with Vocal Chorus by Jack Kaufman Golden Gate Orch.
- 5411 The Tramp Waltz,
John Baltzell (Champion Old Time Fiddler)
- 5412 Wal, I Swan Al Bernard
- 5415 Good Bye, My Love, Good Bye...Reinald Werrenrath

Okeh Records

LIST FOR SEPTEMBER 25

- DANCE MUSIC
- 40879 Blue River (Bryan-Meyer)—Fox-trot, with Vocal Refrain by Seger Ellis,
Frankie Trumbauer and His Orch.
There's a Cradle in Caroline (Young-Ablert)—Fox-trot, with Vocal Refrain by Seger Ellis,
Frankie Trumbauer and His Orch.
- 40880 Shaking the Blues Away (Berlin)—Fox-trot, with Vocal Refrain by Seger Ellis,
Irwin Abrams and His Hotel Manger Orch.
It All Belongs to Me (Berlin)—Fox-trot, with Vocal Refrain by Seger Ellis,
Irwin Abrams and His Hotel Manger Orch.
- 40881 Worryin' (Fairman)—Waltz, with Vocal Refrain,
The Royal Music Makers (Joe Green, Dir.)
I Love No One But You (Spitalny)—Waltz, with Vocal Refrain,
The Royal Music Makers (Joe Green, Dir.)
- VOCAL RECORDS
- 40878 Magnolia (DeSylva-Brown-Henderson)—Vocal, with Piano The Palm Beach Boys
Under the Moon (Lyn-Wheeler-Snyder)—Vocal, with Piano The Palm Beach Boys
- 40882 Give Me a Night in June (Friend)—Vocal, with Piano and Clarinet Noble Sissle
Are You Happy? (Yellen-Ager)—Vocal, with Piano and Guitar Noble Sissle
- INSTRUMENTAL MUSIC
- 40883 Charmaine! (Rapee-Pollack)—Organ Solo, Neil Allen
Here Am I—Broken Hearted (DeSylva-Brown-Henderson)—Organ Solo Neil Allen
- OLD TIME TUNES
- 45138 Hilo March—Accordion and Guitar,
Homer Christopher and Raney Van Vink
Alabama Jubilee—Accordion and Guitar,
Homer Christopher and Raney Van Vink
- 45139 Swanee River—Instrumental, with Singing,
Fiddlin' John Carson and His Virginia Reelers
Jesse James—Instrumental,
Fiddlin' John Carson and His Virginia Reelers
- 45140 Every Race Has a Flag But the Coons—Banjo, with Singing Uncle Tom Collins
Chicken, You Can't Roost Too High for Me—Banjo, with Singing Uncle Tom Collins
- RACE RECORDS
- 8498 Levee Camp Moan Blues—Vocal, with Guitar,
"Texas" Alexander
Section Gang Blues—Vocal, with Guitar,
"Texas" Alexander
- 8499 Dead Drunk Blues (Thomas)—Vocal, with Orch.,
Sippie Wallace
Have You Ever Been Down? (Thomas)—Vocal, with Orch. Sippie Wallace
- EUROPEAN RECORDINGS
(Odeon Label)
- 3204 Light Cavalry—Overture, Part I (Suppe)—Orch. Grand Symphony Orch.
Light Cavalry—Overture, Part II (Suppe)—Orch. Grand Symphony Orch.

LATEST RECORD BULLETINS—(Continued from page 142)

- 3205 Medley of Vienna Tunes—Part I (Komzak)—Orch.Edith Lorand and Her Orch.
- Medley of Vienna Tunes—Part II (Komzak)—Orch.Edith Lorand and Her Orch.
- 5123 The Battle Symphony, or Wellington's Victory at Vittoria, Part I (Beethoven)—Symphony Orch., Dr. Weissmann and Orch. of State Opera House, Berlin
- The Battle Symphony, or Wellington's Victory at Vittoria—Part II (Beethoven)—Symphony Orch., Dr. Weissmann and Orch. of State Opera House, Berlin
- 5124 The Battle Symphony, or Wellington's Victory at Vittoria, Part III (Beethoven)—Symphony Orch., Dr. Weissmann and Orch. of State Opera House, Berlin
- The Battle Symphony, or Wellington's Victory at Vittoria, Part IV (Beethoven)—Symphony Orch., Dr. Weissmann and Orch. of State Opera House, Berlin

LIST FOR OCTOBER 5

- DANCE MUSIC**
- 40884 Give Me a Night in June (Friend)—Fox-trot, with Vocal Refrain.....Mike Markels' Orch. It Was Only a Sun Shower (Kahal-Wheeler-Snyder)—Fox-trot, with Vocal Refrain, Mike Markels' Orch.
- 40885 Dawning (Silver-Pinkard)—Fox-trot, with Vocal Refrain by Seger Ellis, The New York Syncopators
- Just a Memory (Henderson)—Fox-trot, The New York Syncopators
- 40886 Clementine (From New Orleans) (Creamer-Warren)—Fox-trot, with Vocal Refrain, The Goofus Five
- I Left My Sugar Standing in the Rain (And She Melted Away) (Kahal-Fain)—Fox-trot, with Vocal RefrainThe Goofus Five

VOCAL RECORDS

- 40887 Dawning (Silver-Pinkard)—Vocal, with Piano, Noel Taylor
- Baby Your Mother (Like She Babied You) (Donnelly-Morse-Burke)—Vocal, with Piano, Noel Taylor
- 40889 Someday You'll Say "O. K." (Donaldson)—Vocal, with Piano by Rubie Bloom; Guitar by Ed LangAlma Rotter
- Got Everything (Don't Want Anything But You) (Razaf-Palmer)—Vocal, with Piano by Rubie Bloom; Guitar by Ed Lang.....Alma Rotter

INSTRUMENTAL

- 40888 Hot Lips (Busse-Lange-Davis)—Clarinet, with Piano; Guitar by Ed Lang.....Boyd Senter
- The Grind Out (Russell)—Clarinet, with Piano; Guitar by Ed Lang.....Boyd Senter

OLD TIME TUNES

- 45141 The Bulldog—VocalMonroe Quartet
- Bruddah Brown (Rowe-Beazley)—Vocal, Monroe Quartet
- 45142 My Own Iona (Friedland-Morgan)—InstrumentalScottdale String Band
- Carolina Glide—Instrumental.....Scottdale String Band
- 45143 Don't Sell Pa Any More Rum—Vocal, with Mandolin and Guitar.....Giddens Sisters
- Where Is My Wandering Boy To-night?—Vocal, with Mandolin and Guitar.....Giddens Sisters

RACE RECORDS

- 8500 Useless Blues (Weaver-Martin)—Vocal, with Guitar by Sylvester Weaver.....Sally Roberts
- Black Hearse Blues (Jackson-Ray)—Vocal, with Guitar by Sylvester WeaverSally Roberts
- 8501 Earth Is No Resting Place—Sacred, with Guitars and Piano, Jessie May Hill and Sisters of Congregation
- Lion of the Tribe of Judah—Sacred, with Instrumental Accomp., Rev. F. N. McGee, with Church of God in Christ Jubilee Singers

LIST FOR OCTOBER 15

- DANCE MUSIC**
- 40890 Imagination (Livingston)—Fox-trot, Miff Mole and His Little Molers
- Feelin' No Pain (Livingston)—Fox-trot, Miff Mole and His Little Molers
- 40891 Someday You'll Say "O. K." (Donaldson)—Fox-trot, with Vocal Refrain, Fred "Sugar" Hall and His Sugar Babies
- Is It Possible (That She Loves Me) (Dixon-Woods)—Fox-trot, with Vocal Refrain, Fred "Sugar" Hall and His Sugar Babies
- 40892 Barbara (Rose-Silver)—Fox-trot, with Vocal RefrainThe Texans
- Baby Feet Go Pitter Patter ("Cross My Floor) (Kahn)—Fox-trot, with Vocal Refrain.....The Texans
- 40893 There'll Be Some Changes Made (Overstreet)—Fox-trotRed McKenzie and His Music Box, with Venuti and Lang
- My Syncopated Melody Man (Merriell-Cox)—Fox-trotRed McKenzie and His Music Box, with Venuti and Lang

VOCAL RECORDS

- 40894 Baby Feet Go Pitter Patter ("Cross My Floor) (Kahn)—Vocal, with Piano.....Mark Fischer
- Just Another Day Wasted Away (Waiting for You) (Tobias-Turk)—Vocal, with Piano, Mark Fischer
- 40895 Blue River (Bryan-Meyer)—Vocal, with Orch., Sophie Tucker
- There's a Cradle in Caroline (Lewis-Young-Ahlert)—Vocal, with Orch.....Sophie Tucker

OLD TIME TUNE RECORDS

- 45144 All Night Long—Guitar and Voice, Frank Hutchison
- Lightning Express—Guitar and Voice, Frank Hutchison
- 45145 On the Resurrection Morning We Shall Rise—Vocal, with Guitar and Banjo, Bela Lam and His Greene County Singers
- The Sweetest Story of Old—Vocal, with Guitar and Banjo, Bela Lam and His Greene County Singers
- 45146 The Old Arm Chair—Vocal, with Instrumental, Williamson Brothers and Curry
- Lonesome Road Blues—Vocal, with Instrumental, Williamson Brothers and Curry

RACE RECORDS

- 8502 You're No Count Triffin' Man (Maxey)—Vocal Duet, with Eddie Heywood's Jazz Trio, Butterheans and Susie
- Oh, Yeah! (Hammed)—Vocal Duet, with One-String Fiddle and Piano by Eddie Heywood, Butterheans and Susie
- 8503 Potato Head Blues (Armstrong)—Fox-trot, Louis Armstrong and His Hot Seven
- Put 'Em Down Blues (Armstrong)—Fox-trot, Louis Armstrong and His Hot Seven
- 8504 Penitentiary Bound Blues (Jones)—Guitar and VoiceSylvester Weaver
- Can't Be Trusted Blues (Jones)—Guitar and VoiceSylvester Weaver

EUROPEAN RECORDINGS

- 3206 Old Folks at Home (Swanee River) (Kreisler)—Violin Solo, with Piano Accomp...Edith Lorand
- The Old Tower of St. Stephen (Brandl-Kreisler)

- Violin Solo, with Piano Accomp...Edith Lorand
- 3207 Die Fledermaus (The Bat)—Overture, Part I (Strauss)—Orch.Dajos Bela and His Orch.
- Die Fledermaus (The Bat)—Overture, Part II (Strauss)—Orch.Dajos Bela and His Orch.
- 5125 Die Walkuere, Part I (Wotan's Farewell and Magic Fire Spell) (Wagner)—Symphony Orch., Siegfried Wagner and State Symphony Orch., Berlin
- Die Walkuere, Part II (Wotan's Farewell and Magic Fire Spell) (Wagner)—Symphony Orch., Siegfried Wagner and State Symphony Orch., Berlin
- 5126 Die Walkuere, Part III (Wotan's Farewell and Magic Fire Spell) (Wagner)—Symphony Orch., Siegfried Wagner and State Symphony Orch., Berlin
- Die Walkuere, Part IV (Wotan's Farewell and Magic Fire Spell) (Wagner)—Symphony Orch., Siegfried Wagner and State Symphony Orch., Berlin

Vocalion Records

LIST FOR OCTOBER 6

- 15601 I'm Coming, Virginia (Cook-Heywood)—Fox-trot, with Vocal Chorus.....Club Royal Orch.
- Just Once Again (Donaldson-Ash)—Fox-trot, with Vocal ChorusThe Bostonians
- 15599 Oh, Doris! Where Do You Live? (Kahn)—Fox-trot, with Vocal Chorus.....Kensington Serenaders
- No Wonder I'm Happy (My Baby's in Love With Me) (Davis-Akst)—Fox-trot, with Vocal ChorusThe Bostonians
- 5170 Rufus Blossom—Singing, Banjo, Guitar and FiddleMcGee Brothers (Sam-Kirk) Todd
- Ragged Jim—Singing, Mandolin and Guitar, McGee Brothers (Sam-Kirk)
- 5172 You've Been a Friend to Me—Singing and Banjo, Uncle Dave Macon-McGee Brothers
- More Like Your Dad Every Day—Singing and BanjoUncle Dave Macon
- 1066 My Good Lord's Done Been Here (Jubilee) (Grainger)—Vocal Trio, with Piano, Swanee Jubilee Singers
- I've Opened My Soul (To You, My Lord) (Grainger-Ricketts)—Spiritual—Vocal Trio, with Piano and Saxophone.....Swanee Jubilee Singers
- 1100 Easy Come, Easy Go Blues (Bergere)—Fox-trot, for Dancing, Jimmy Bertrand's Washboard Wizards
- The Blues Stampede (Mills)—Fox-trot, Jimmy Bertrand's Washboard Wizards
- 8105 Battalla Del 5 De Mayo De 1862 3a Parte (Battle of May 5, 1862)—Descriptive, Hermanos Areu y Roberto Guzman
- Battalla Del 5 De Mayo De 1862 4a Parte (Battle of May 5, 1862)—Descriptive, Hermanos Areu y Roberto Guzman

LIST FOR OCTOBER 13

- 15602 Cornfed (Effros-Wall)—Fox-trot, Red Nichols and His Five Pennies
- Mean Dog Blues (Jackson)—Fox-trot, Red Nichols and His Five Pennies
- 15598 Song of the Wanderer (Moret)—Tenor and PianoPhil Worth
- You're the One for Me (Donaldson-Ash)—Tenor and PianoPhil Worth
- 5154 Hop High, Ladies, the Cake's All Dough—Singing, with Old-time Orch., Uncle Dave Macon and His Fruit-Jar Drinkers
- Walk, Tom Wilson, Walk—Singing, with Old-

- time Orch., Uncle Dave Macon and His Fruit-Jar Drinkers
- 1103 Triffin' Man Blues (Miller)—Comedienne, with Piano, Cornet and Guitar.....Luella Miller
- Jackson's Blues (Miller)—Comedienne, with Piano, Cornet and GuitarLuella Miller
- 1123 God's Gonna Separate the Wheat From the Tares—Voice and Guitar.....Blind Joe Taggart
- The Storm Is Passing Over—Voice and Guitar, Blind Joe Taggart
- 13050 Erlich Scin (To Be Honest) (Laskowsky)—Tenor, with Orch.; in YiddishAaron Lebedeff
- Wos Mein Mame Not Gesuot (What My Mother Has Said) (Tanzman)—Tenor, with Orch.; in YiddishAaron Lebedeff
- 13057 Es Is Nisch Tu Kein Ehrlicher Mensch (There Are No Honest Men)—Jewish Song, Sop. Mit Orkester BegleitungBessie Weissman
- Ich Lieb Zu Tuen a Toive (I Like to Do a Favor)—Jewish Song; Sop. Mit. Orkester BegleitungBessie Weissman
- 13056 Briss Mible (Babtising)—Jewish Comic Sketch; Comedian Mit Orkester Beileitung....Max Willner
- Die Drei Chasonim (The Three Bridesrooms)—Jewish Comic Sketch; Comedian Mit Orkester BeileitungMax Willner
- 8118 Adolorido (In Pain) (Corrido Del Bajio-O) (Oteo)—Soprano y Baritono con Orquesta, Pilar Arcos y Juan Pulido Con The Castilians
- En Una Villa de Espana (In a Little Spanish Town) (Wayne)—Soprano y Baritono con Orquesta, Pilar Arcos y Juan Pulido Con The Castilians

LIST FOR OCTOBER 20

- 15609 She's Just What the Doctor Ordered (Rose)—Fox-trot, with Vocal Chorus.....Six Hayseeds
- I'm Gonna Dance Wit de Guy Wot Brung Me (O'Keefe-Archer)—Fox-trot, with Vocal Chorus, Six Hayseeds
- 15610 Someday You'll Say "O. K." (Donaldson)—Fox-trot, with Vocal Chorus...Jay's Chelsea Orch.
- Just Another Day Wasted Away (Tobias-Turk) Fox-trot, with Vocal Chorus...Jay's Chelsea Orch.
- 15605 I May Learn to Forget Someday (Hunt-Cornwell-Piantadosi)—Tenor, with Piano....Boh Cole
- Just Another Day Wasted Away (Tobias-Turk)—Tenor, with PianoBoh Cole
- 1124 The Prayer Meeting in Hell—Sermon, with SingingRev. A. W. Nix and Congregation
- After the Ball Is Over—Sermon, with Singing, Rev. A. W. Nix and Congregation
- 1107 Moving Day Blues (Lowery)—Comedienne, with Piano and Guitar Accomp.....Florence Lowery
- Thirty Day Blues (Lowery)—Comedienne, with Piano, Cornet and BanjoFlorence Lowery
- 5160 Walking in the Sunlight (Zelley-Cook)—Singing, with Old-time Orch.....Dixie Sacred Singers
- O Bear Me Away on Your Snowy Wings—Singing, with Old-time Orch.....Dixie Sacred Singers
- 5165 Go Along Mule—Singing, with Old-time Orch., Uncle Dave Macon and His Fruit-Jar Drinkers
- Tom and Jerry—Singing, with Old-time Orch., Uncle Dave Macon and His Fruit-Jar Drinkers
- 8116 Adolorido (In Pain)—Fox-trotThe Castilians
- Marinero (Marine) (Ruiz)—Fox-trot...The Castilians

LIST FOR OCTOBER 27

- 15611 Just a Memory (DeSilva-Brown-Henderson)—Fox-trot, with Vocal Chorus...Jay's Chelsea Orch.

(Continued on page 144)

Can Your Musical Knowledge answer THIS one?

Some veteran musicians can recognize almost any Popular composer by his style and rhythm—Can you tell who wrote THIS NEW COPYRIGHTED NUMBER?





LATEST RECORD BULLETINS—(Continued from page 143)



Harry Von Tilzer's
3 Big Hits

**WHETHER IT RAINS
WHETHER IT SHINES
ALL I WANT IS
JUST YOUR LOVE
WHEN ITS NECKING
TIME IN GREAT NECK**

**HARRY VON TILZER MUSIC
PUBLISHING CO.**
1587 Broadway New York City

- Baby Feet Go Pitter Patter ('Cross My Floor) (Kahn)—Fox-trot, with Vocal Chorus, Jay's Chelsea Orch.
- 15607 Who-oo? That's Who! (Yellen-Ager)—Fox-trot, with Vocal Trio Cascades Orch.
- A Night in June (Friend)—Fox-trot, with Vocal Duet The Bostonians
- 15606 Bye-Bye, Pretty Baby (Gardner-Hamilton)—Tenor and Piano Phil Worth
- Somebody and Me! (Klages-Golden)—Tenor and Piano Phil Worth
- 1097 Let Jesus Lead You—Voices and Guitar, The Guitar Evangelist (Edward W. Clayborn)
- Bye and Bye When the Morning Comes—Voice and Guitar, The Guitar Evangelist (Edward W. Clayborn)
- 5161 Heartaching Blues—Singing and Banjo, Uncle Dave Macon
- The Mocking Bird Song Medley—With Guitar and Fiddles Uncle Dave Macon
- 8117 Tus Besos Fueron Mios (Your Kisses Were Mine) (Aieta)—Tango; Solista, Jose Santos, Los Floridians
- Siempre Sufriendo (Always Suffering) (Soto)—Waltz Los Floridians

Bell Records

- 530 Broken Hearted—Fox-trot ... California Syncopators
- A Shady Tree—Fox-trot... California Syncopators
- 531 Dew, Dew, Dewy Day—Fox-trot, Marlborough Dance Orch.
- You're Goin' to Miss Me—Fox-trot, Marlborough Dance Orch.
- 532 Bye-Bye, Pretty Baby—Fox-trot, Pennsylvania Players
- Stop Your Cryin'—Fox-trot, Pennsylvania Players
- 533 It's a Million to One You're in Love—Fox-trot, Bell Boys
- Oh, Constantine!—Fox-trot ... Bell Record Boys
- 534 Sing Me a Baby Song—Fox-trot... Imperial Orch.
- See What You're Doin'—Fox-trot... Imperial Orch.
- 535 Sunset Dreams—Waltz ... Fred Hall's Orch.
- All for You—Waltz... The Melody Men
- 536 Are You Lonesome To-night—Tenor Solo, Charles Hart
- Mississippi Sweetheart—Tenor Solo ... Leslie Strand
- 537 Forgive Me—Baritone Solo ... Arthur Fields
- When Day Is Done—Tenor Solo... Charles Hart
- 538 Worryin'—Tenor Solo ... Charles Hart
- Worryin'—Baritone Solo ... Ernest Hare
- 539 Charmaine—Waltz ... The Melody Men
- Silver Moon—Waltz ... Imperial Dance Orch.
- 540 Dancing Tamhourine—Fox-trot... The Melody Men
- On the Road to Nowhere—Fox-trot, Imperial Dance Orch.
- 541 It Was Only a Sunshower—Fox-trot, Bell Record Boys
- Back of Every Cloud—Fox-trot... Bell Record Boys
- 542 Give Me a Night in June—Fox-trot... Imperial Orch.
- Just Dreaming of You—Fox-trot... Imperial Orch.
- 543 Are You Happy—Fox-trot ... Pennsylvania Players
- A Nice Honey Moon—Fox-trot... Pennsylvania Players
- 544 Someday You'll Say "O. K."—Fox-trot, Bell Record Boys
- To-night I'm Thinking of You—Fox-trot, Bell Record Boys
- 545 Ooh—Maybe It's You—Fox-trot ... Melody Men
- Never—Waltz ... Melody Men
- 546 Baby Feet Go Pitter Patter—Fox-trot, Marlborough Dance Orch.
- I'll See You in Kentucky—Fox-trot, Marlborough Dance Orch.
- 547 Varsity Drag—Blues ... Follies Club Orch.
- Low-Down, Sawed-Off Blues—Blues, Original Indiana Five
- 548 Just a Memory—Tenor Solo... Charles Hart
- Wonderful Waltz of Love—Baritone Solo, Arthur Fields
- 549 You Only Want Me When You're Lonely—Tenor Solo ... Charles Hart
- When a Fellow Needs a Sweetheart—Baritone Solo ... Joseph Sice
- 550 My Blue Heaven—Tenor Solo ... Charles Hart
- What's the Use—Baritone Solo... Arthur Fields

Gennett Records

- ELECTROBEAM (BLACK LABEL) RECORDS**
POPULAR DANCE RECORDS
- 6198 Darktown Shuffle—Fox-trot, with Vocal Chorus, Baby Aristocrats' Band
- 6199 Swamp Blues—Fox-trot, Tom Gates' Orch.
- Rubber Heels—Instrumental Blues, Johnny Ringer's Rosemont Orch.
- 6200 At Sundown—Fox-trot, with Vocal Chorus, Eddie Miles and His Club Florentine Orch.
- One o'Clock Baby—Fox-trot, with Vocal Chorus, Eddie Miles and His Club Florentine Orch.
- 6215 Brain Storm—Fox-trot... Geo. Osborn and His Orch.
- Love's Melody—Waltz, with Vocal Chorus, Geo. Osborn and His Orch.
- 6216 Sweet Violets—Fox-trot, with Vocal Ensemble, Bernie Schultz-Crescent Orch.

- Sweetheart of Sigma Chi—Fox-trot, with Vocal Ensemble ... Bernie Schultz-Crescent Orch.
- 6217 Meet Me in the Moonlight—Fox-trot, with Vocal Chorus, Milt Teller and His Golden Pumpkin Orch.
- Sa-lu-ta!—6/8 Fox-trot, with Vocal Chorus, The Broadway Strollers

POPULAR VOCAL

- 6201 Gorgeous—Tenor, with Guitar Accomp... Les Backer
- I'd Love to Be a Baby Again—Tenor, with Guitar Accomp. ... Les Backer
- 6202 At Sundown ... Carroll-Grady
- We (My Honey and Me)—Vocal Duet, The Radio Franks
- 6218 Someday Sweetheart ... Gene Carroll-Al Grady
- There's One Little Girl Who Loved Me, Gene Carroll-Al Grady
- 6219 Baby Your Mother (Like She Babied You), Vivian Lawrence (The Ukulele Girl)
- Just Imagine (I Had Someone Like You), Vivian Lawrence (The Ukulele Girl)

STANDARD VOCAL

- 6224 Gypsy Love Song ... Gold Medal Four
- Indiana ... Gold Medal Four
- OLD TIME SINGIN' AND PLAYIN'**
- 6204 Billy Boy—Harmonica and Guitar... Ray Covert
- The Engineer's Dream—Guitar, Harmonica and Fiddle ... Vernon Dalhart
- 6205 Maxwell Girl—Fiddle, Banjo and Guitar, Aulton Ray
- Soldier Joy—Fiddle, Banjo and Guitar, Aulton Ray
- 6206 He Lives On High—Guitar Accomp... Holland Pucket
- I'll Remember You Love in My Prayers—Guitar Accomp. ... Holland Pucket
- 6222 The Burglar Man—Accomp. by Short Creek Trio, Ruben Burns
- Nobody's Business—Accomp. by Short Creek Trio, Ruben Burns

- 6223 Old Joe Clark, Ben Jarrell of Da Costa Woltz's Southern Broadcasters
- Roving Cowboy, F. Jenkins of Da Costa Woltz's Southern Broadcasters

OLD TIME PLAYIN'

- 6203 Medley of Old Favorites—Part 1—Harmonica, with Guitar Accomp. ... Billy Bishop
- Medley of Old Favorites—Part 2—Harmonica, with Guitar Accomp. ... Billy Bishop
- 6221 Pony Boy; Down in Jungle Town; The Old Gray Bonnet—Harmonica and Guitar, Walter Peterson
- On a Sunday Afternoon; Just One Girl; My Wild Irish Rose—Harmonica and Guitar, Walter Peterson

SPECIALS

- 6207 Grandpa's Courtship—Waltz, International; with Accordion, Concertina and Tuba, Joseph Soukup-Joseph Peroutka
- Grasshopper Polka—International, with Fiddle and Accordion ... John Strom and How
- 6225 Old Black Joe—Hawaiian Guitar, Sam Ku, Jr., of Irene West's Royal Hawaiians
- Like-No-Like (I Love You—I Love You Not)—Hawaiian Guitar, Sam Ku, Jr., of Irene West's Royal Hawaiians
- 6229 Swedish Love Waltz (International)—Fiddle and Accordion ... John Strom and How
- Heel Polka (International)—Accordion Duet, Erickson-Anderson
- 6230 U-Boat Waltz (International)—Accordion Duet, Erickson-Anderson
- Jampland's Mazurka (International)—Fiddle and Accordion ... John Strom and How
- 6231 Skansen Waltz (International)—Fiddle and Accordion ... John Strom and How
- Waltz by the River (International)—Fiddle and Accordion ... John Strom and How

STANDARD

- 6208 Souvenir De Moscow—Banjo Novelty, Albert Bellson
- Ticklin' the Strings—Banjo Novelty, Albert Bellson
- 6209 Love's Old Sweet Song—Standard Vocal, Gold Medal Four

RACE RECORDS

- 6210 Bugahoma Blues—Instrumental Blues, Black Birds of Paradise
- Tishomingo Blues—Instrumental Blues, Black Birds of Paradise
- 6211 Muddy Water—Instrumental Blues, with Vocal Chorus ... Black Birds of Paradise
- Sugar!—Instrumental Blues, with Vocal Chorus, Black Birds of Paradise
- 6212 Tuxedo Blues—Instrumental and Vocal Blues, Whistlin' Pete and Daddy Stovepipe
- Harmonica and Guitar Accomp. Whistlin' Pete and Daddy Stovepipe
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- 8411 Sweet Hawaiian Moonlight—Hawaiian Guitars, with Vocal Refrain ... Frank Ferera's Hawaiians
- Hawaii Land—Hawaiian Quintette, with Vocal Refrain ... South Sea Islanders
- 8412 Back to Hawaii and Me—Hawaiian Quintette, with Vocal Refrain ... South Sea Islanders
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- 8414 You'll Never Miss Your Mother 'Til She's Gone—Vocal Duet, with Novelty Accomp., Smoky Mountain Twins
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- Mississippi Sweetheart—Tenor Solo, with Orch. Accomp. ... Charles Harrison
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- 40192 When the Moon Shines Down Upon the Mountain—Tenor Solo, with Novelty Accomp., Vernon Dalhart
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- 40195 Back to Hawaii and Me—Hawaiian Quintette, with Vocal Refrain ... South Sea Islanders
- My Hawaiian Melody—Hawaiian Guitars, with Vocal Refrain ... Frank Ferera's Hawaiians
- 40196 You'll Never Miss Your Mother 'Til She's Gone—Vocal Duet, with Novelty Accomp., Smoky Mountain Twins
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- Peepin' Jim Blues—Comedienne, with Novelty Accomp. ... Miss Frankie

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- NOVELTY RECORDS
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My Hawaiian Melody—Hawaiian Guitars, with Vocal Refrain Frank Ferera's Hawaiians
- 2169 Sweet Hawaiian Moonlight—Hawaiian Guitars, 10
with Vocal Refrain. Frank Ferera's Hawaiians
Lonely Nights in Hawaii—Hawaiian Guitars, with Vocal Refrain. Frank Ferera's Hawaiians
- 6091 At Sundown—Pipe Organ Edmund Cromwell 10
Mighty Lak' a Rose—Pipe Organ. Edmund Cromwell
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Kissin' Mule Blues—Comedienne, with Novelty Accomp. Miss Frankie

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Lefavour Music House Celebrates 54th Anniversary

The fifty-fourth anniversary of the founding of the Lefavour Music House of Salem, Mass., is being fittingly celebrated this month. This establishment, which was started in Beverly, Mass., in 1873, moved after a short successful career in that city to Salem. William Lefavour, the founder, took an active interest in the business until his death in 1916.

A beautiful brochure illustrating the exterior and interior views of the three-story building occupied by the concern at 186 Essex street was sent to the customers of the store in commemoration of the anniversary. The Victor, Brunswick, and other lines of talking machines

To Mark Anniversary of Edison Electric Light

The name of Thomas A. Edison in the role of inventor will again be brought prominently before the public of the country on the evening of October 21, when over forty radio stations throughout the country will broadcast a special program arranged by the General Electric Co. in celebration of the forty-eighth anniversary of the invention of the electric light by Edison.

The radio program has been arranged on an original basis so that listeners-in in various parts of the country may enjoy it at the appropriate hour. A notable list of speakers will make addresses regarding the electric light and what it has meant in business and home life.

The occasion will be known as "Edison Day" and a noteworthy feature will be the broadcasting by Mr. Edison personally of a series of questions and answers, thus giving the general public listening in to a hookup of over fifty stations the opportunity of hearing the voice of the inventor of the incandescent light.

A C Z A C O F H I K L N P Q S U A X V B D E G I J L N P Q S U V X Z V C E F H J K W O P R T A C E M O N
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Gennett

Black Label—Seventy-five Cents

The improved Gennett Sales Plan eliminates all possibility of dead stock. New quotations guarantee larger profits.

GENNETT RECORDS
RICHMOND, INDIANA

1 Ordinary Phonograph Music

Here is a visualization of music as played by an ordinary phonograph. It is far-away ++ formless ++ a mere outline of thin sound, unshaded and incomplete.

"Close-up" music

is Thomas A. Edison's

latest achievement...with the new

EDISONIC

"Close-up" music sums up in three words the whole astounding story of the Edisonic. It comes on Mr. Edison's 50th Anniversary of the invention of the Phonograph and marks a milestone in a great career. +‡+ +‡+ +‡+

The Edisonic will be announced in the Saturday Evening Post of October 22... a double spread based on what we believe to be the most dramatic idea ever used in phonograph advertising. +‡+ +‡+

Yet dramatic as is the presentation, it is also a conservative statement of facts about the Edisonic. For in this new instrument, Mr. Edison imparts a new dimension to music.



Think how this will interest your patrons... what selling material it provides for you! Think what it means to feature an instrument bearing the greatest name in the phonograph world... backed by the great Edison Laboratories.

The Edison franchise is limited to the better class music dealers in each locality. Order now... be provided with window displays and the interest-arousing "Tonoscope Demonstration" before the big advertisements appear. Write us for name of nearest distributor. Thomas A. Edison, Inc., Orange, New Jersey.

2 Edisonic Close-up Music

Here is a visualization of the same music as Re-Created by the new Edisonic. The music, like this picture, is close up, is complete. There is full detail ++ form to every sound. There is depth, perspective, beauty... the living artist seems present in the room.



The Edisonic

The Schubert Edisonic, to retail at \$135 — for the moderate size home. Handsomely finished in two-tone English Brown Mahogany.

The Beethoven Edisonic, to retail at \$225. A majestic example of the cabinetmaker's art. Finished in two-tone English Brown Mahogany.

TRADE MARK
Thomas A. Edison

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