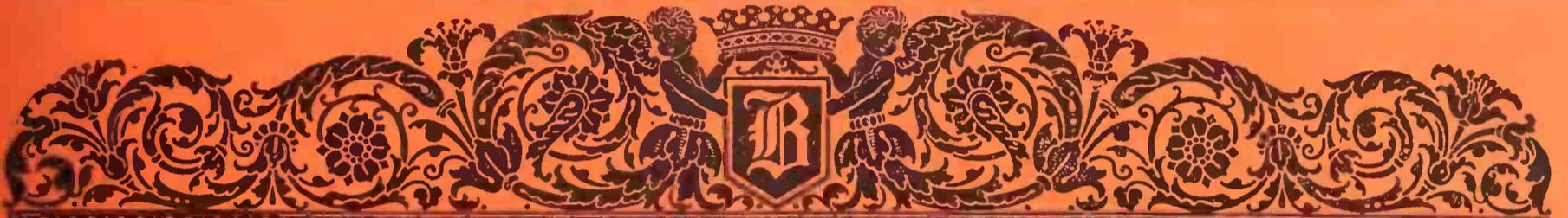


The TALKING MACHINE WORLD

For dealers
wholesalers
& manufacturers
of phonography
& radio products

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



Why did
Sherman, Clay & Co.
take on the
Brunswick Panatrope?

—see Page 7

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

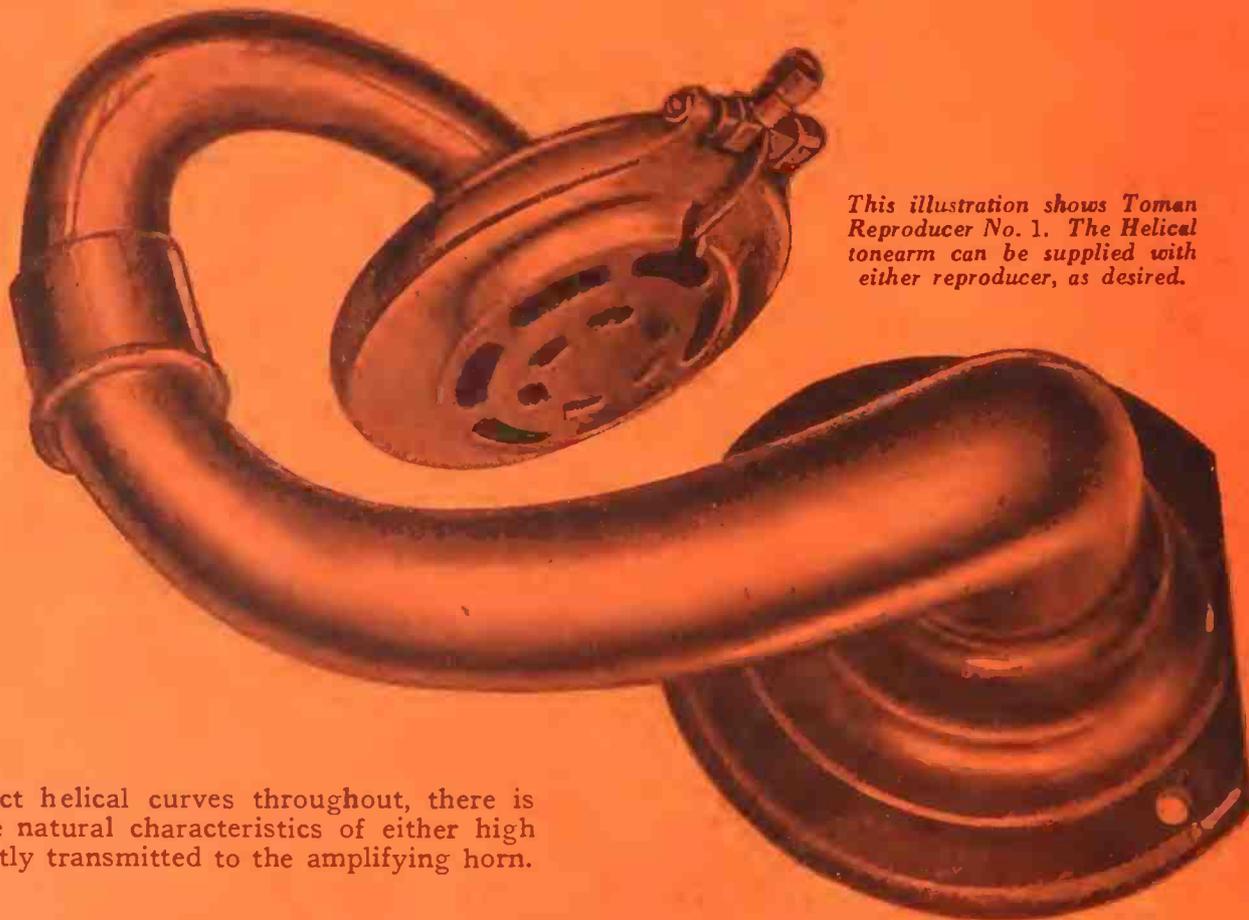
Does not infringe any U. S. Patent

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. 11

New York, November, 1927

Price Twenty-five Cents

A \$1,000,000 Business Built by Partners With a \$100 Start

When Charles Feldman and Charles Popkin Opened Their First Retail Store Their Combined Capital Was \$100—Merchandising Policies That Made the Unusual Success of These Dealers Possible

FROM an investment of a hundred dollars in talking machine merchandise in a small portion of a store on the main street of Brockton, Mass., to an inventory of \$100,000 in eleven stores throughout New England, is the achievement of Charles Feldman and Charles Popkin, who in 1909 founded the business. Each year the enterprise has grown and new stores have been added until at the present time the combined stores have a total annual sales volume of over one million dollars, and the stock has been diversified to include, in addition to talking machines, pianos and musical instruments of all kinds.

In an interview with The Talking Machine World, Charles Feldman outlined the policies that have made this one of the most successful talking machine retail stores in the entire country. He also tells something of the struggle for a start, and his message is one of encouragement to dealers who are fighting for business, handicapped by small capital. "When we took the plunge, Mr. Popkin and I each had a capital of fifty dollars. Our first stock consisted of a few phonographs and records sent to us by a manufacturer on a consignment basis. We had to make a cash settlement at the end of each thirty days," said Mr. Feldman.

Systematic Canvassing

"Our method of procedure of getting business at that time was absolutely nothing new, but a straight cold-turkey canvass; getting the permission from the owners of homes to place phonographs on trial. We made a systematic house-to-house canvass, leaving a machine in a home with a selection of records anywhere from twenty-four to forty-eight hours and then calling in the evening to do our closing. Of course, at first all work had to be done by ourselves; delivering, selling and repairing our own merchandise.

Expand With Aid of the Bank

"At that time we were selling a phonograph and competing with another make for which there was a considerably larger demand, and we realized it was necessary to obtain the franchise on that particular make of phonograph, but due to the fact that they already had a sufficient number of agencies in town, we could not obtain it unless we bought out one of the dealers who at that time was not doing much business. His stock consisted of around \$1,100 worth and he wanted \$1,500 for the stock and the franchise. Of course, \$1,500 to us looked unusually large. We had no possible means of obtaining same, as the person who wanted to sell insisted upon cash. However, after several conferences between ourselves we decided that we would go to one of the local banks, place our cards on the table and ask for the loan. The bank loaned us the money, we giving them to understand that we would pay them back so much each month. This new line added considerable to our business and gave us an oppor-

tunity of getting sales that we were unable to get before, with the result that in conjunction with the house-to-house canvass we got many demonstrations by the use of the telephone. We tried to get as many demonstrations as possible, working upon the plan of the law of averages. Very soon after that we leased all of the store, put in several booths and went after the record business strong.

"Later on we understood that there was a store for sale about twenty-five miles from Brockton, in Plymouth, Mass. We investigated and found that it would require about

No dealer ever started with as great a handicap as confronted the two men whose story appears on this page and few have had such a remarkable success in such a short period of time. How the partners embarked on a sound policy of expansion, as told in the accompanying article, is a story replete with merchandising suggestions that every dealer should find interesting, instructive and valuable. . . .

\$3,000 to purchase stock and fixtures, and the same procedure followed there. We again went to the banks, told them our story and they were glad to furnish us the money at that time. We put a manager in charge of the store and gave him a salary and a percentage of the profits.

\$50,000 Sales in Small-Town Store

"Our next venture was purchasing a store in Willimantic, Conn. This particular store gave us our first experience in handling pianos, as that store handled pianos in conjunction with phonographs, records and musical supplies. The manager of that store employed a salesman who lived in Stafford Springs, a town about twenty-five miles away, and who was doing business for our company in that territory, and in order for us to get the best results we thought it advisable to open a store there, so that it would not be necessary for him to go back and forth to get our merchandise. The result was a permanent store in the town of Stafford Springs, Conn., with a population of only 4,000 people, but where we have done business to the extent of \$50,000 per annum. Most of this business is brought in from outside solicitation and the use of the telephone. Our next ventures were as follows: Webster, Mass.;

New London, Conn.; Westerly, R. I.; Rockland, Mass.; Taunton, Mass.; Fall River, Mass., and Providence, R. I.

"We to-day are operating eleven stores, doing a business in excess of \$1,000,000, and in conjunction to that we are operating the Felkin Supply Co., which is the wholesale department of the United Music Co. That is, the Felkin Supply Co. buys its merchandise direct from the manufacturers and resells to the United Music Co. stores.

Large Unit Sales of Radio

"When the radio business started we at first hesitated about going into this particular enterprise, as we thought it was entirely out of our field, but we waited until the time we thought was right and entered into the radio business and to-day our radio business is the largest part of our entire business. We handle only nationally advertised merchandise and sell in large unit sales in preference to smaller sales, and find by so doing we are able to handle merchandise which is a better grade, giving us less service and, of course, more profit. We firmly believe in the trial system in the homes, as we find that doing so creates an interest, that interest creates the desire and with a good closing man on the job it works splendidly.

Managers Made Partners

"Our organization to-day consists of over one hundred people. Each of our managers is given an interest in the store that he manages, giving him, of course, an incentive to see that things are properly taken care of. Our credits are watched very carefully, no special system used, but leaving that to the discretion of the manager. We might add that a good deal of our business is done on the instalment plan, but we insist that a carrying charge be added on every lease, as we feel that it is nothing but just and right that there be a distinction made between the cash buyer and the instalment buyer. We do not pledge any of our paper, carrying it all ourselves, getting aid from our various banks from time to time.

"We believe that if every music store would make a carrying charge on instalment accounts, in most cases where they are not operating at a profit they would show a profit."

James R. Sheffield Elected Director of the Radio Corp.

James R. Sheffield, former United States Ambassador to Mexico, was recently elected a director of the Radio Corp. of America. Mr. Sheffield was an RCA director at the time of his Ambassadorial appointment, and his re-election follows his retirement from diplomatic service.

Isaac Berkovitz, music dealer, of 2487 Seventh avenue, New York, is in bankruptcy.

Announcing!

Another Great Knickerbocker Accomplishment

NOW!

Eastern Distributors

Brunswick

The Reward
of Over a
Half Century
of Faithful
Dealer Service

PANATROPES -- RADIOLA COMBINATIONS -- ELECTRIC RECORDS

THE BRUNSWICK-BALKE-COLLENDER CO.
623-633 SO. WABASH AVENUE
CHICAGO

EXECUTIVE
OFFICES

October 14th, 1927.

Messrs Knickerbocker, Schoverling, Daly & Gales, Inc.,
114-120 East 23rd Street,
New York City, N. Y.

Gentlemen:

We take this opportunity to welcome you into
the "Brunswick Family" for musical advancement.

We know that your slogan: "Sixty-eight Years
Of Dependability", will be applied to Brunswick products
to the great advantage of Dealers in the New York field.

Brunswick National Prestige, combined with
the excellent local acceptance of Knickerbocker, Schoverling,
Daly & Gales Dependability and Service will, we are sure,
prove to be a combination of irresistible force.

Very truly yours,

THE BRUNSWICK-BALKE-COLLENDER CO.

R. J. Jackson
General Sales Manager,
Panatropes & Record Division.

Ask About Our Special Dealer's Franchise Proposition

Office and
Showroom
114 E. 23d St.
New York City

Knickerbocker-

SCHOVERLING, DALY & GALES, Inc.

Warehouse
526 W. 25th St.
New York City

Phones: Gramercy 1444-1449

Make Plans Now for Christmas Record Sales



"This special Christmas envelope is in five colors"

CHRISTMAS offers the greatest opportunity of the year to stimulate record sales. Always there are thousands of shoppers looking for the inexpensive gift with which to dispose of many of the names on their Christmas lists.

Brunswick has prepared specially attractive displays this year to help Brunswick dealers cash in more on Brunswick Records as Christmas remembrances. A special Christmas mailing piece, a beautiful six-color Christmas banner and special gift envelopes, are available now.



A Few Outstanding Christmas Records to Feature

- "Silent Night" (Christmas Hymn) . . . "Holy Night" (Cantique de Noel)—sung by Florence Easton, Soprano, and chorus with orchestra. 10296
- "Shepherd's Christmas Song" (Reinan Dickinson) . . . "Three Kings" (Christmas Song)—sung by Collegiate Choir, mixed voices with orchestra. 3693
- "The Birthday of a King" (Neidlinger) . . . "For Unto Us a Child Is Born" (Messiah)—sung by Collegiate Choir, mixed voices with orchestra. 3694
- "O Little Town of Bethlehem" . . . "The Infant Jesus"—sung by Collegiate Choir, mixed voices with orchestra. 3690
- "Santa Claus Hides in the Phonograph" (Ernest Hare) . . . "Christmas Morning at Clancey's"—Irish Comedy by Steve Porter. 3689
- "Night Before Christmas" (recitation by Ernest Hare) . . . "De Sandman"—sung by Criterion Male Quartet. 3688

Brunswick Symphony Album Sets Make Ideal Gifts

Brunswick

THE BRUNSWICK-BALKE-COLLENDER CO., Chicago, New York · In Canada: Toronto · Branches in All Principal Cities

Averages Seventy-five

Sales a Month in Small Community

The Carlisle Radio Co. in Salina, Kans., Does Not Consider Its Small Town Location a Handicap But Reaches Out for Sales

By Clement White

"SALES in our retail radio department have been averaging seventy-five sets a month," explained R. C. Carlisle, manager of the Carlisle Radio Co., Salina, Kan. "We find aggressive sales methods are needed for keeping business on the up-grade. An important essential is to keep in close touch with the buying public. Salina has 18,000 population, and is surrounded by a rich agricultural section. A portion of our trade comes from the rural districts.

"We have a well-defined sales policy. Our first consideration is to feature a well-diversi-

4 per cent on sales. This is a profitable investment, as it recruits new business, which is essential to a permanent success. The leading newspaper in Salina covers both the city and surrounding rural territory. We advertise regularly with the definite purpose of giving prospective customers buying ideas.

"The majority of our prospective customers are familiar with the radio idea. Our purpose in advertising is to induce individual prospects to consider their need of radio, and to show them the wisdom of investing in sets which give lasting pleasure and satisfaction. In addition to describing the merits of our radio in newspaper advertisements, we also emphasize our service facilities.

"Incidentally, this firm has the most up-to-date service department in central Kansas, and can repair any make of radio set. This is why we are prepared to back up claims made in our newspaper advertising. I find expert service for patrons is an outstanding factor in winning trade. Since my initial start in the radio business, I have adhered to the idea that sales should be made on a service basis. This is the logical way to create confidence among prospective customers. Moreover, the satisfied customer is a booster for the firm from which he bought his radio set. Satisfied customers are essential to business expansion.

"We use direct mail publicity in company with newspaper advertising, as the two are most effective when used in combination.

"We distribute a house organ, called Timely Topics, which is appreciated by prospective customers because of its pertinent articles and attractive illustrations. This house organ carries our firm name on the front cover, and proves a helpful advertising medium, as it induces prospective customers to keep our firm in mind when in the market for radio sets.

"We also distribute circulars and mailing cards. Recently we decided to make the acquaintance of more rural patrons, so we mailed advertising literature to every farm home in Salina county, offering farmers a special get-acquainted offer. We secure good results from this kind of publicity.

"An important essential when advertising radio is to avoid the rut of generalization. It is necessary to offer specific values, and to emphasize quality and service. Original advertising copy is of maximum value for attracting new prospects.

"During the past five years I have had ample opportunity to test the merits of various sales aids. I find newspaper advertising remarkably effective, because a good newspaper goes into the homes of many desirable prospects.

"An important essential is to advertise regularly; regular distribution of house organs, circulars, etc., gives best results from a sales-building standpoint.

"We favor illustrated advertisements, as they are of maximum value for catching the attention of prospective customers. The public is seeking worth-while buying opportunities; we aim to make each advertisement give the impression of quality goods and superior service.

"Demonstration is one of our effective sales aids. It isn't unusual for my firm to have twenty sets in the homes of prospective customers at one time for demonstration purposes. Six salesmen canvass our territory, seeking desirable prospects. Systematic canvassing enables us to reach prospective customers who are interested in quality and service. We are succeeding in our aim to develop a permanent business, because our customers are pleased with our merchandise and with our service."

<p>This card is good for 50c on the purchase of one No. 486 B Battery</p>	<p>GET ACQUAINTED OFFER This Card Is Worth Money To You THIS IS GOOD FOR \$5.00</p>  <p>When applied on the Purchase of a Complete Set CARLISLE RADIO CO. 147 S. Santa Fe SALINA, KANS. Phone 480</p>	<p>This card is good for \$1.00 on a Philco Radio Battery</p> <p>OR \$1.00 On any Radio Speaker</p> <p>OR \$1.00 On Trickle Charger</p> <p>We repair any make of radio set. We have the most up-to-date service department in central Kansas.</p>
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Type of Direct Mail Sent to Farm Homes

fied stock. We handle three leading makes of radio, which are not conflicting lines, owing to the fact that the prices vary. Our paramount idea is to feature a quality stock which meets the needs of every purpose and every purse. We display ten sample sets in the main showroom. Incidentally, attractive display is one of our major sales aids. We tie up stock display in the showroom with our window trims, which are changed two or three times a week. Attractive display focuses attention upon our stock, and encourages prospective customers to investigate our service facilities.

"Radio is a line which responds favorably to aggressive publicity. Newspaper advertising, in particular, will keep a stock of radio moving. Our expenditure for newspaper advertising runs

pared to back up claims made in our newspaper advertising. I find expert service for patrons is an outstanding factor in winning trade. Since my initial start in the radio business, I have adhered to the idea that sales should be made on a service basis. This is the logical way to create confidence among prospective customers. Moreover, the satisfied customer is a booster for the firm from which he bought his radio set. Satisfied customers are essential to business expansion.

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"We distribute a house organ, called Timely Topics, which is appreciated by prospective customers because of its pertinent articles and at-

"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

Brunswick Welcomes a Great Music House

*From Sherman, Clay & Co.'s 2-Page Announcement
in West Coast Newspapers:*

"Spectacular developments in the reproduction of recorded and broadcast music by The Brunswick-Balke-Collender Co., developments that have been weighed and tested, have convinced us that the inclusion of the new 1928 series of Brunswick Panatropes and Panatropes with Radiola will greatly enhance our service to the public."

Sherman,  Clay & Co.
Everything Fine in Music

SHERMAN, CLAY & CO., a chain of forty retail stores throughout northern California, Oregon and Washington, is one of the largest music houses in the country.

The position of this firm in the music field is indicated by the fact that *one in sixty* of all the pianos manufactured in the United States reaches the public through this single far-western outlet.

That this firm, animated by a conser-

vatism and idealism that have few parallels in business, after searching investigation and careful decision has now added to its line the Brunswick Panatrope and Brunswick Electrical Records, is highly significant.

It can mean only one thing: That the Brunswick Panatrope and Brunswick Electrical Records *by their merit* have won this music house as they have won the trade and the great American public everywhere.

Brunswick

Exchange of Credit Information Between Merchants Increases Chances Against Loss

Credit Men of Columbus, O., Have Organized a "Skippers' Club" Which Is Working Out to the Advantage of All Merchants Who Do Business on the Instalment Plan

Dealers who have and are encountering difficulty in tracing the movements of delinquent customers who have changed their addresses without giving notice to creditors would do well to cooperate with other credit-granting merchants in supplying information so that the latest information would be available to every dealer and the number of "skips" materially reduced. The credit men of Columbus, O., have formed an association, the "Skippers' Club," which meets monthly. At each meeting there is an interchange of information through which the credit grantors secure many new addresses of "skip" accounts.

On or before a certain date each month each member of the club sends in a list of "skips"

or lost accounts. The post office receives a copy of the list and checks it and each member receives a copy which he checks over and adds any later addresses he may have. He brings this copy to the monthly meeting.

The benefit of such an organization to any dealer who sells on the time-payment plan cannot be overestimated. The cost of issuing the lists is comparatively small and when a number of dealers join in would scarcely be felt. Not only dealers who sell on a time-payment basis would be interested but grocers, butchers and other credit grantors would prove willing to cooperate to end the menace of the dishonest customers.

Talking machine and radio dealers who are

not connected with an organization of this type would do well to take the initial step in forming a group of merchants to protect their interests.

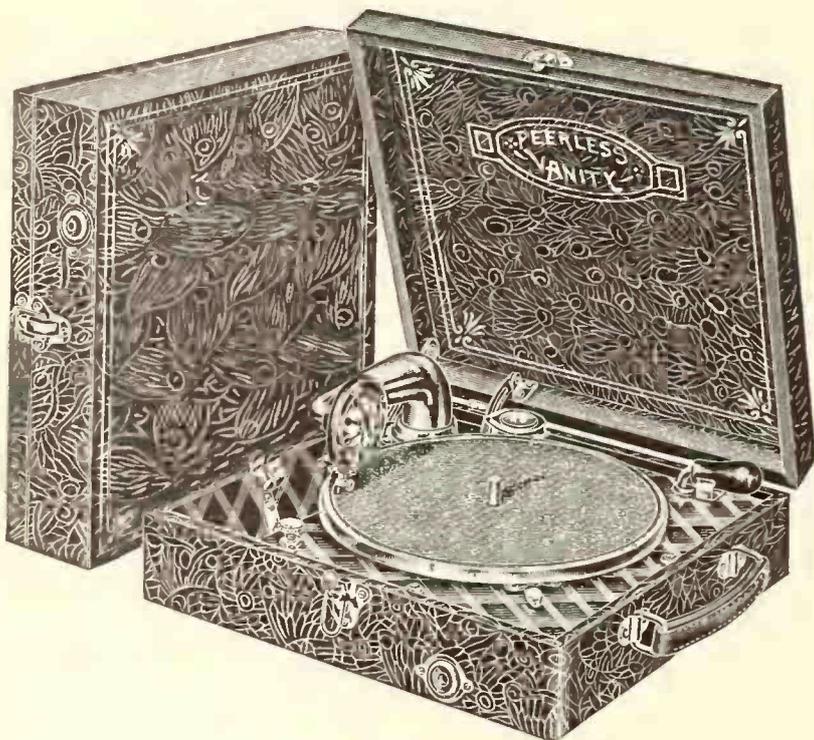
Knickerbocker Co. to Market Freed-Eisemann

The Knickerbocker Talking Machine Co., well-known wholesale distributor in New York, will market the Freed-Eisemann radio line in Manhattan and the Bronx, in conjunction with the present Freed-Eisemann distributors in this territory, according to an announcement of the Freed-Eisemann Radio Corp., Brooklyn, N. Y.

The Automatic Phonograph Co., Indianapolis, Ind., was recently incorporated to manufacture and sell musical instruments with a capital stock of 5,000 shares of no par value. The incorporators are H. L. Purdy, Homer McKee and Fred B. Johnson.

ANOTHER PEERLESS ACHIEVEMENT

THE PEERLESS VANITY



Almost the size and appearance of a lady's vanity bag.
Weighs 8 lbs.
Dimensions: 3½ in. high, 12½ in. wide, 12 in. deep.

Always Ready to Play When Opened
No Portable Like It on the Market
Nothing to Erect
Nothing to Dismantle
Nothing to Adjust

The Peerless Vanity is covered in attractive fabrics in two-tone effects. Carrying capacity of six records. Plays two ten-inch records with one winding. Equipment includes genuine Flyer motor, and phonic type reproducer and tone arm giving the volume of larger phonographs.

— List Price \$12.00 —

Write for sample of the Peerless Vanity. Also the Peerless Vanity De Luxe in genuine leather, gold tooled, padded top, attractive colorings. These two models are in a class by themselves. The complete line of Peerless Portables range in price from \$12 to \$30 list.

Two Sales Winning Styles of Record Albums

Peerless Artkraft Album

Beautiful Gold-embossed Cover—Heavy Brown Kraft Pockets

Peerless Loose Leaf Album

Removable Pockets for Records

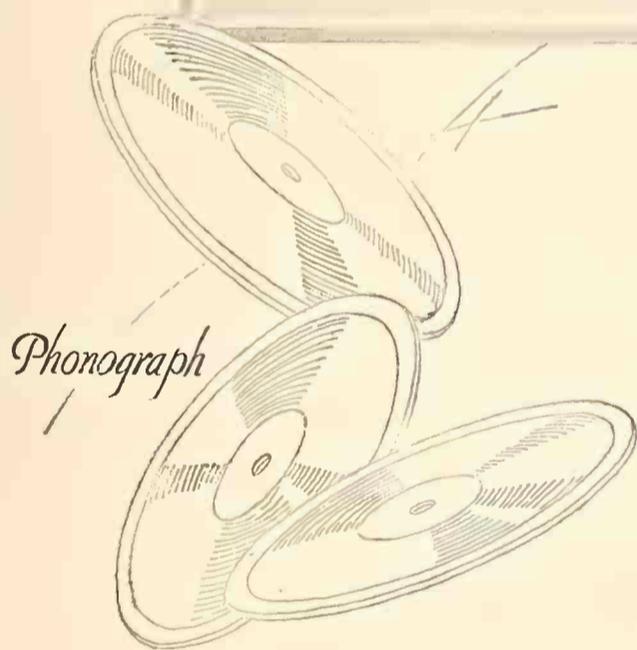
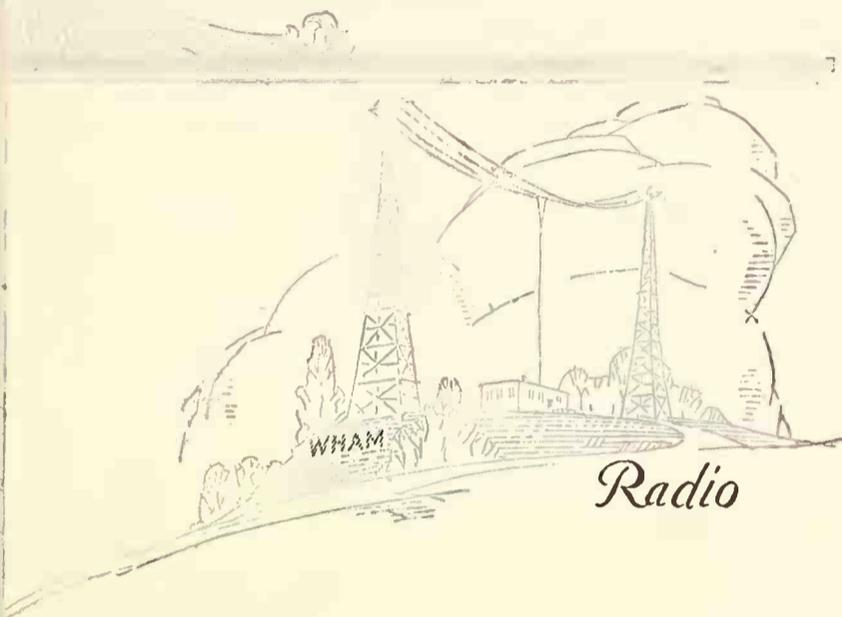


PEERLESS ALBUM CO.

PHIL. RAVIS, President

636-638 BROADWAY, NEW YORK

A.C. Receivers that play Phonograph Records, too



A POPULAR feature of the new Stromberg-Carlson Receivers is their ability to play phonograph records through the audio system of the Receiver itself, as well as to receive broadcasting—a telling sales argument.

Another feature is the operation entirely direct from A. C. lighting supply without recourse to any “indirect” makeshifts; batteries, chargers, so called dry rectifiers or dry “C” batteries—they are fool-proof.

Besides these features there is the new Stromberg-Carlson financing plan which makes the purchase of a Receiver easy—helpful both to dealer and customer.

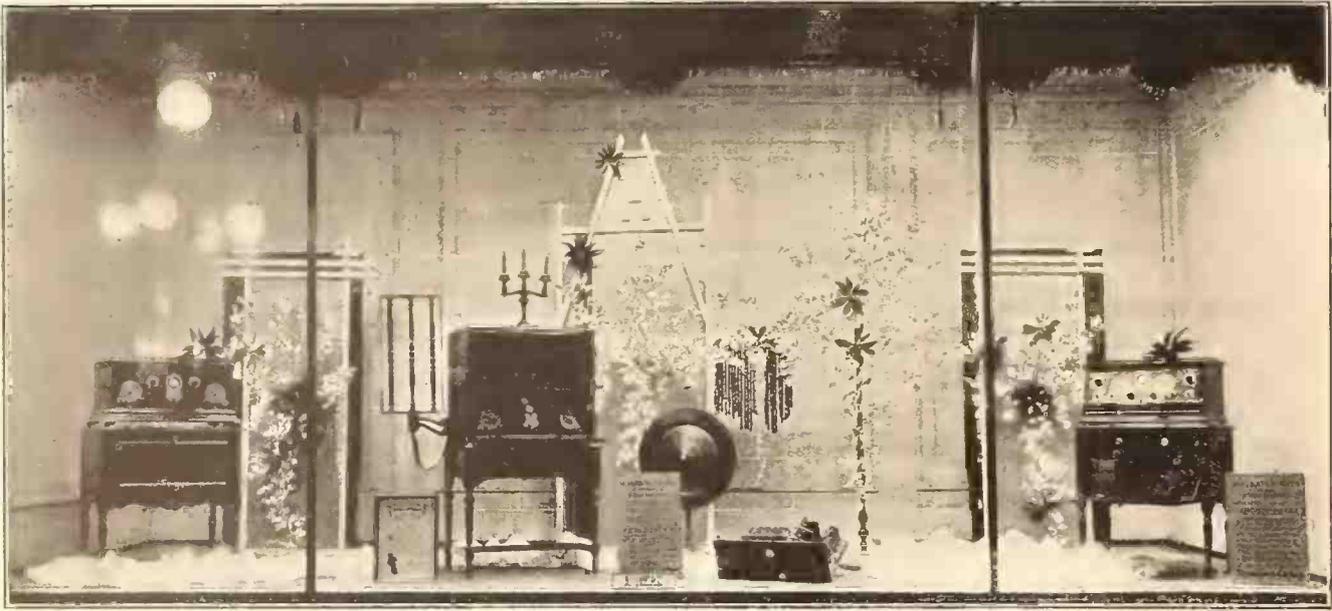
The Stromberg-Carlson Hour
Tuesday Evenings 8 to 9
Eastern Standard Time
through
WJZ, WBZ-WBZA, KDKA, KYW, WJR,
WBAL and the new Stromberg-Carlson Station WHAM

A. C. Stromberg-Carlsons range in price: East of Rockies, Radio Sets, equipped with phonograph input jack, \$295 to \$755—Radio and Phonograph Combined \$1245; Rockies and West \$315 to \$1299; Canada \$390 to \$1650.

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

Stromberg-Carlson

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



Plan the Christmas Sales Drive Now

W. B. Stoddard Describes the Methods of Merchants Who Staged Successful Holiday Sales Promotion Campaigns—The Big Chance

THE old saying "Two heads are better than one," could well be amplified by saying that "a dozen heads are best of all." This is the theory upon which Ira K. Young, general manager of the Crews-Beggs Co., Pueblo, Col., works each Fall. For several years, about six weeks before Christmas, he gives a dinner at his home. To this are invited all department heads and buyers of the store. In addition the head cashier is there, the engineer, the display manager and the advertising manager. All of these, with their wives, are the guests of "the boss" at his home. Each one is asked to note down any suggestions which he may have for making the store's holiday business better. After the dinner is over these suggestions are read, discussed, picked to pieces and talked over generally. "Under the influence of a good meal, it is surprising how much good can be done," said Mr. Young. "We get more good, sound selling ideas and suggestions at this dinner than we would in any other way. We have done this for the last four years, and every year it is more productive of suggestions that are worth while. Last year the store had twelve enormous Christmas trees, each about thirty feet high, out in front of the building. These trees were all brilliantly lighted and the effect was beautiful. It was a suggestion that came up at the November dinner."

Holiday Advertising

When the holiday advertising starts in earnest in December, the newspapers will be flooded with pages and half-pages from scores of firms. What is a man going to do to make his ad stand out in this ocean of printed publicity? The Symons Co., Butte, Mont., has solved the problem by having all of its holiday advertising in color. Whenever readers in western Montana pick up a newspaper and see publicity in red and green they can tell without looking at the signature that it is a Symons ad. Every illustration is printed in green ink. Descriptive copy and prices are set in black with just enough red to carry out the holiday color scheme. "The chief merit of these color advertisements," said the advertising manager, "lies in the ink. It must be of a clear, bright tone, otherwise it becomes quite mediocre. The cost of using colors is about 15 per cent above

the regular price, but we find it an extremely worth-while investment.

A Novel "Christmas Opening"

A novel "Christmas Opening," which greatly stimulated business—especially early buying, was adopted by W. H. Lyman & Co., Inc., Kewanee, Ill. "A special feature with us last year," said the advertising manager, "was a 'Christmas Opening' at which no merchandise was sold. This was held at the store during the first week of December, and we started it by keeping the store open the first evening from 7 to 9 o'clock. Although no merchandise was sold all the employees were at their places on the floors, and displayed and demonstrated all lines. There was a live Santa Claus, who

to the effectiveness of the display. Towards the rear was a large crimson throne, and on this during certain hours of the day Santa sat and listened to the wishes of scores of little people who came to see him. In front of the store was a life-size wooden cut-out of a soldier carrying a sign: "Time to buy Christmas Gifts," and a calendar of the month of December. Just over it was printed "Time Is Flying." Each day the previous date was painted out, showing the number of shopping days remaining.

The Kelly-Duluth Co., Duluth, Minn., had a very interesting radio window, featuring the delights of it, and its appropriateness as Christmas gifts. The window was backed with curtains of dark brown silk, against which was set a Radiola. Drawn up to the cabinet was a large crimson-covered easy chair. Next to it was a stand with smoker's set, and a big lamp with wide spreading shade of crimson silk shed its light over all. On the floor, near the chair, was a carelessly dropped newspaper. A large art card in deep blue, red and green suggested "Give Dad a Radiola for Christmas."

Dad, however, is not the only one interested in radio, and Yowell-Drew Co., Orlando, Fla., made all who passed think longingly of a radio set. The large window was set to represent a drawing room. At one side was a fireplace, with candles on the mantel and Christmas wreaths on the wall. At the other side was a big Christmas tree, laden down with tinsel and ornaments. Beneath it was a phonograph cabinet. In the foreground was an easy chair, with a number of records scattered over it. In the rear was a clock pointing to the hour of midnight. Just beneath it was a radio and here sat a young woman, tuning in, evidently with the intention of getting the Christmas chimes.

Holiday Stag Party

Since men seem more attracted to radio than women, and do the greater part of the buying, Tepper Bros., Selma, Ala., staged a Stag Party in their store at the opening of the holiday season. To several hundred prospects they sent out a letter:

You are requested to be present at our Showing for
(Continued on page 11)



Holiday Window Displays That "Broadcast" the Gift Suggestion

circulated about, distributing candy to the children. Favors were given to all visitors. The event was a big success and helped greatly in getting the holiday season under way."

Setting the Stage for the Holidays

The Haverty Furniture Co., Atlanta, Ga., had a striking setting for displaying its lines. The front section of the store, for the distance of 100 feet, was given over to radios and phonographs. Along one side of the wall, above the heads of customers, was a long strip of blue, spangled with silver stars. Against this were shown life-size cut-outs of Santa and his sleigh, with his six reindeer, the whole being suspended from the ceiling and looking as though galloping through the air. A big yellow moon added

- A Radiotron for every purpose**
- RADIOTRON UX-201-A**
Detector Amplifier
 - RADIOTRON UV-199**
Detector Amplifier
 - RADIOTRON UX-199**
Detector Amplifier
 - RADIOTRON WD-11**
Detector Amplifier
 - RADIOTRON WX-12**
Detector Amplifier
 - RADIOTRON UX-200**
Detector Only
 - RADIOTRON UX-200-A**
Detector Only
 - RADIOTRON UX-120**
Power Amplifier Last Audio Stage Only
 - RADIOTRON UX-112**
Power Amplifier
 - RADIOTRON UX-171**
Power Amplifier Last Audio Stage Only
 - RADIOTRON UX-210**
Power Amplifier Oscillator
 - RADIOTRON UX-240**
Detector Amplifier for Resistance-coupled Amplification
 - RADIOTRON UX-213**
Full-Wave Rectifier
 - RADIOTRON UX-216-B**
Half-Wave Rectifier
 - RADIOTRON UX-226**
A.C. Filament
 - RADIOTRON UY-227**
A.C. Heater
 - RADIOTRON UX-280**
Full-Wave Rectifier
 - RADIOTRON UX-281**
Half-Wave Rectifier
 - RADIOTRON UX-874**
Voltage Regulator Tube
 - RADIOTRON UV-876**
Ballast Tube
 - RADIOTRON UV-886**
Ballast Tube
 - RADIOTRON UV-877**
Protective Tube
- The standard by which other vacuum tubes are rated



A Radiotron for every purpose

- RADIOTRON UX-201-A
Detector Amplifier
- RADIOTRON UV-199
Detector Amplifier
- RADIOTRON UX-199
Detector Amplifier
- RADIOTRON WD-11
Detector Amplifier
- RADIOTRON WX-12
Detector Amplifier
- RADIOTRON UX-200
Detector Only
- RADIOTRON UX-200-A
Detector Only
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Power Amplifier Last Audio Stage Only
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- RADIOTRON UV-886
Ballast Tube
- RADIOTRON UV-877
Protective Tube

The standard by which other vacuum tubes are rated



Young Radiotrons for length of life at RCA Laboratories





Look for this mark on every Radiotron

RCA Radiotron

MADE BY THE MAKERS OF THE RADIOLA

RADIO CORPORATION OF AMERICA NEW YORK CHICAGO SAN FRANCISCO

Reception of the finer broadcasting programs of today may be blurred into a pitiable imitation of the real thing by just one "orphan" tube in an otherwise first class radio set.

Don't use old tubes with old sets. If your vacuum tubes have been in use for 3 years—and you 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 set at maximum reproducing efficiency, factor all your tubes at least once a year.

Radiotrons are built to the specifications of the engineers of RCA, Westinghouse and General Electric, in great laboratory-factories which contain the most remarkable electrical equipment in the world.

Your tube customers hold *you* responsible as their purchasing agent. Make sure of their continued goodwill by supplying them with RCA Radiotrons. You cannot afford to make your customers a try-out field for tubes of unproved quality

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

The new Radiolas

embody the latest refinements of radio design developed in these famous research laboratories.

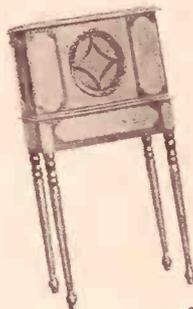
Socket Power Operated



RCA RADIOLA 32—Special de luxe, custom-built model of famous RCA Super-Heterodyne with the incomparable Loudspeaker 104. Operates on electric light circuit—A.C. or D.C. Complete with Radiotrons . . . \$895



RCA RADIOLA 30-A—Custom-built model of famous RCA Super-Heterodyne. Loudspeaker enclosed in the de luxe cabinet. Operates on electric light current—A.C. or D.C. Complete with Radiotrons . . . \$495



RCA LOUDSPEAKER 104—Universally recognized as the finest achievement in radio acoustics.
For A.C. operation . . . \$275.00
For D.C. operation . . . \$310.00
A.C. Package for adapting Radiola 28 for A.C. operation with RCA Loudspeaker 104 . . . \$35.00
(See illustration of Radiola 28 at right of page.)

IN the complete line of Radiolas are embodied the latest achievements of the great corps of engineers at work in the Research Laboratories of General Electric, Westinghouse and RCA. The outstanding features of these Radiolas are their simplicity of operation and their marvelous fidelity of tone.

Designed by the same engineers who planned the leading high-power broadcasting stations, chosen by Victor and Brunswick for exclusive use in their finest instruments, Radiolas are everywhere recognized as the standard of the radio art.

Don't handicap a good radio receiver with an inferior antiquated loudspeaker. Ask any RCA Authorized Dealer to demonstrate the new RCA Loudspeaker 100-A. Compare its wonderful mellow tones with other speakers. Note what a difference is made by true reproduction of voice and music.



RCA RADIOLA 17—This year's outstanding development in radio simplification. Operates directly from electric light circuit with the new alternating current tubes. One-dial control.
Less accessories . . . \$130.00
With Radiotrons . . . \$157.50

Battery Operated



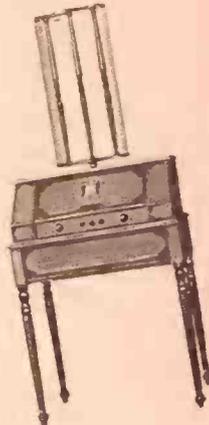
RCA LOUDSPEAKER 100-A—Still better than the nationally popular model 100. Refinements of design and construction give greater sensitivity and ability to handle greater volume. Rich, mellow tone, and amazing realism of reproduction . . . \$35.00



RCA RADIOLA 20—A battery-operated receiver, many times as selective as the average antenna set. Known as "the biggest value in radio." Can readily be adapted for A.C. operation by the use of socket power devices.
Less accessories . . . \$78.00
With Radiotrons . . . \$89.50



RCA RADIOLA 16—New storage-battery receiver of great compactness and simplicity of operation. Widest musical range ever achieved with one-dial control. Can be adapted for A.C. operation by use of socket power devices.
Less accessories . . . \$69.50
With Radiotrons . . . \$82.75



RCA RADIOLA 28—The tried, tested and perfected RCA Super-Heterodyne. Unrivalled selectivity, sensitivity and perfection of tone. Battery operated or may be used for socket power operation in combination with RCA Loudspeaker 104. (Shown at left.)
With Radiotrons . . . \$260.00

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

Buy with confidence  where you see this sign.

RADIO CORPORATION OF AMERICA NEW YORK CHICAGO SAN FRANCISCO

One of a series of color advertisements appearing in National Magazines.

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

The public accepts RCA Radiolas as the standard of the radio art

The RCA mark on a radio receiver or loudspeaker is a guarantee that back of it are the resources of the Radio Corporation of America, and the world's greatest electrical manufacturers—Westinghouse and General Electric.

That is why the public compares all radio instruments with the RCA standard.

RADIO CORPORATION OF AMERICA
NEW YORK CHICAGO SAN FRANCISCO

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

RCA-LOUDSPEAKER 100 A

\$ 35.



A low-priced loudspeaker that carries the RCA mark of fine manufacture

A good radio set, old or new, deserves a good loudspeaker. Broadcast reproduction can be no better than the reproducing instrument. And many a good receiver is still suffering from the handicap of an antiquated loudspeaker.

The new RCA 100A embodies electrical and acoustical refinements never before incorporated in a loudspeaker in this price range.



This sign marks the leading dealer in every community

RADIO CORPORATION OF AMERICA
New York Chicago San Francisco

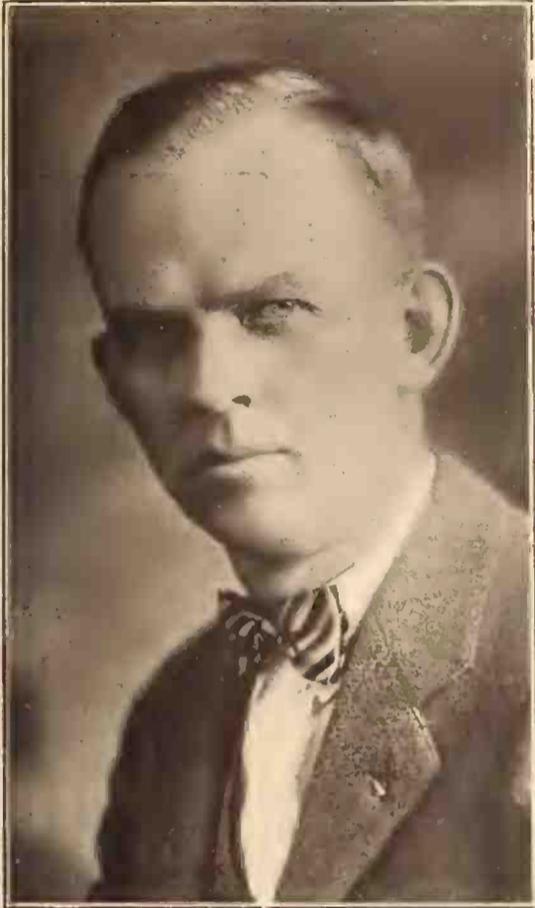
RCA Loudspeaker

MADE BY THE MAKERS OF THE RADIOLA

C. T. McKelvy Promoted to an Important Position

Now General Sales Manager H. T. Roberts Co.—Well Known in Radio Cabinet Field—Mr. McKelvy Long Connected With Trade

C. T. McKelvy, one of the best known young men in the entire music industry, has been appointed general sales manager of the H. T.



C. T. McKelvy

Roberts Co., succeeding A. J. Kendrick, who recently resigned.

The H. T. Roberts Co. is a prominent factor in the radio cabinet business, with salesmen throughout the United States, and Mr. McKelvy has been associated with it for the past eight months, as manager of sales promotion.

Prior to his association with the Roberts Co., Mr. McKelvy spent five years with the Brunswick-Balke-Collender Co., in the capacity of sales promotion manager. He is one of the brightest and most energetic members of the trade and has to his credit a number of interesting merchandising campaigns which have been followed successfully by many retail houses in this country to their profit.

C. T. McKelvy is one of those rare individuals who loves work. He has an equal amount of affection for the music business, and with his dynamic, forceful personality and will to do, he is constantly accomplishing things which are of noticeable help to the jobbers and dealers with whom he has contact.

Announcement also has been made of the acquisition of Berkey & Gay radio furniture by the H. T. Roberts Co. This concern now exclusively represents a great number of the best known furniture manufacturing houses in the United States. Its program of action is governed by a well-defined policy and an aggressive method of selling. This policy has been developed under the supervision of Mr. McKelvy and it is announced that no change in the general plan will be brought about by his promotion to the sales management.

Fada Radio Distributor Appointed in Alabama

Appointment of the Bill Pace Tire Co. of Birmingham, Ala., as distributor of Fada Radio in the State of Alabama has been announced by Louis J. Chatten, general sales manager of F. A. D. Andrea, Inc. This well-known Birmingham wholesale organization will present the complete line of Fada receivers and speakers to the trade throughout the Alabama territory. Specialty men will make contacts.

Plan Your Christmas Sales Campaign Now

(Continued from page 10)

Men Only, Wednesday evening, December 10, where you may enjoy free smokes and a free radio concert.

Positively nothing will be sold. It will be an evening of inspection and entertainment, from the hour of 7.45 to as late as you please.

All women folk are to be excluded, even our saleswomen, for this is to be a real stag party—with no women to criticize. It is to be a night for regular fellows and we want you to compliment us by coming.

Very cordially yours.

The management said that the response was very generous, and through the demonstrations and discussions that took place that night a number of sets were sold.

Victor Educational Records

The educational department of the Victor Talking Machine Co. recently sent to Victor dealers a booklet listing and describing thirteen Victor records especially adapted to beginning the work of Music Appreciation in the Rural and Consolidated Schools. The records were carefully selected as a basis for a beginning in the different phases of the work. A supplementary list containing additional listings is also included in the folder for those schools that have already made a beginning in music appreciation studies and desire a broader field of study. The thirteen records listed contain seventy-five selections.

The Wolstone-Spiro Co., Toledo, O., was recently incorporated to handle radio equipment with a capital stock of \$20,000, and the issuance of 250 shares of stock of \$100 par value.

F. A. Magee Winner of R. M. A. Golf Tournament

Presentation of Silver Cup for National Championship Made by G. Clayton Irwin, Jr.—Permanent Golf Club Organized

The final game of the R. M. A. Golf Tournament was played at the Calumet Country Club and all honors were carried off by F. A. Magee, president of the Trav-ler Mfg. Corp., Chicago, Ill. Presentation of a silver cup for the National championship was made by G. Clayton Irwin, Jr., general manager of the Chicago radio show, to Mr. Magee on Saturday night at the show. So much interest has been taken in this golf tournament that a permanent golf club has been organized and following the comple-



Reading from left to right, Bernays Johnson, G. Clayton Irwin, Jr., General Manager, Chicago Radio Show; John C. Tully, President, Bremer-Tully Mfg. Co., and Frank A. Magee, President, Trav-ler Mfg. Corp., and winner of R. M. A. Golf Tournament.

tion of the tournament, election of officers for 1928 was held. John C. Tully, president of Bremer-Tully Mfg. Co., Chicago, present chairman and holder of National championship for the past year, was re-elected chairman of Radio Manufacturers' Association Golf Tournament. Paul B. Klugh, of Zenith Radio Corp., Chicago, vice-chairman; Harry Simpson, of Maring Wire Co., Chicago, secretary; H. O. Larsen, of the Ekko Co., Chicago, treasurer. Albert Newcombe, Newcombe-Hawley, Inc., St. Charles, Ill.; Henry Forster, Utah Radio Products Co., Chicago, and Theo. Sheldon, Carter Radio Co., Chicago, further members of committee. Present arrangements provide for qualifying contests to be held in various sections of the country during 1928, with the championship contest at Chicago during the R. M. A. Fall show.

The summaries of the final game follow:

Frank A. Magee	75
H. G. Vollmer	76
L. F. Muter	78
W. F. Owsley	79
F. Reichmann	80
A. H. Hess	82
E. Williams	83
H. E. Osmun	90
A. Braun	92
H. O. Larsen	92
T. K. Webster, Jr.	101
H. H. Eby	103
P. H. Owsley	103



Announcing
the



LYREPHONIC SENIOR

Send for sample, prices, etc.

Andrew P. Frangipane & Co., Inc.

32 Union Square, New York

Factory: Lyndhurst, N. J.

Why Are Some Records Slow Moving?

Is It the Fault of the Record or Is the Dealer to Be Blamed?

By B. C. Reber

TOO often in the distribution of musical merchandise the complaint is made by various retailers that certain records will not sell well. They offer objections to the style of recordings, the pieces that are offered, and many times find their shelves stocked with records which have but little or no demand. A thorough study of the retailer's problems, however, has brought out the fact that in many instances the fault lies, not with the manufacturer nor the wholesaler, but with the management of the departments.

In the store of the J. R. Reed Music Co., of Austin, Tex., the record department is managed with unusual success by Mrs. Dene S. Newton, aided by Miss Doris McCoy, and the manner in which these two women have created a large volume of profitable business makes an interesting story.

Clever Stock Control Plan

"In the operation of a department of this kind," Mrs. Newton explained, in discussing her methods, "it is necessary to make a careful analysis of the customers, the merchandise, and the store policy. Then, these may be supplemented by some basic principles which will materially add good will and prestige to the department.

"We keep a complete stock of records, but we do not allow any record to remain on our shelves for more than thirty days. We keep a check on our record stock by having our numbers numerically. One of each record is placed in a green, or what we call a "master," envelope. All other records bearing the same catalog number are placed in the brown envelopes. In this way we are able to tell at a glance of what records we have more than an ordinary amount.

"We know at all times which records we have on hand and those of which we have a large supply. If we find that we have a few slow-moving records we make a list of those numbers and make a special effort that day to sell them out. In this way we are always able to keep our stock clear of old numbers.

"We have found that one of the greatest factors in the creating of dead stock is the fact that the public does not know you have it on hand.

Definite Record-Selling Plan

"There are a number of little courtesies which may be practiced in the sale of records which are often overlooked. We have made a definite plan for promoting the sale of records which we follow out in every instance. When a customer asks to hear a new piece of a few records which have been selected, we conduct him to one of our booths, see that he is comfortably seated, wind the machine, place the record and needle and wait until the music

starts before we leave the booth. We have received many compliments for our complete service in this respect and believe that it has done much in building up the sales volume which we enjoy.

"We always keep our booths and our record stock in good order. There are quiet periods during the day when this may be accomplished and it makes it very easy to take care of the business during rush periods without confusion or loss of time.

"Telling our customers of the new records we receive as fast as they come in is one of our prime assets in increasing sales. We go over the list and show the customers the new recordings whether or not they have asked for any of these pieces. Of course, we do not force ourselves upon the trade in this way, but merely take advantage of an opportunity when we are placing a record on the machine for them or when we are wrapping up other records they have purchased.

"Another thing which we have practised with quite a little success is not to let a customer go out without buying, or at least without hearing, some record. If we have an inquiry for some record which is not in stock at that time, we try to play something new for the customer, or recommend a substitute. In nine times out of ten this will lead to a sale.

Suggestion Sells Records

"Suggestion plays an important part in the success of a sale, and we always have several suggestions on hand for new records, new selections, or groups of records which will form a pleasant evening's entertainment. We study our stock very thoroughly and know every record on our shelves. This enables us to suggest something pleasing to any customer who is in doubt as to just what is desired.

"Specials, such as health records, books of the opera, etc., we order sparingly, but we promote just the same. If we know of a customer who we believe would be interested in something of this kind, we either 'phone and suggest giving these records a trial, or we mention them the next time these customers are in the store.

"We give as much attention to the comfort of our booths as we do the upkeep of our stock. We try to place as many of the streamers that come in as possible, but do not hang them up in such a way that they will be easily torn or appear unsightly. Instead, we paste them up in a uniform order, at the same time hanging the new record charts and other matter of this kind around the booth as attractively as possible.

"Another essential of good merchandising is in knowing how soon new records may be received. We get all of our supplies from a branch in Dallas, so we get quick service.

This enables us to keep our stock down to a minimum, and, where there is some doubt as to how long a new hit will be popular, we are able to order in small quantities.

Cater to Students

"A large portion of our trade comes from students who attend the University of Texas, which is located in this city. We have put ourselves to great pains to make these students feel at home here and always welcome them to come in and hear our new records whether they buy or not. This gives us a good prestige among the students, and we have a large percentage of their sales.

"We do not believe in carrying inferior merchandise, nor records which are an off-brand. All of our stock is made up of nationally advertised and nationally known lines. The classic records which were so popular several years ago have given way to dance records and jazz, but there is still a fairly good demand for these former if the field is properly worked.

"A thing well worth remembering in this work is that the phonograph is the most widely used and enjoyed musical instrument in the world. Some people may have a preference for the piano, others the violin, others a horn; but all will appreciate hearing their favorite musical instrument played on the phonograph by some well-known artist. All of these things must be taken into consideration if the record field is to be thoroughly worked. While the largest sales may be in orchestrations, novelties, etc., it must be remembered that there are others who prefer classics, religious numbers, recitations, health records, and other selections. By knowing your trade well and keeping each regular customer in mind as new records are brought out, it is possible to cover the entire territory.

"I believe we have one of the smallest record departments of its kind for the volume of business which we enjoy. Our entire business, outside of the booths, is conducted in a space approximately nine feet square. Three sides are utilized for record shelves; the fourth opens on the aisle of the store and provides space for our small counter.

"Summing up, I believe that courtesy to the customer—and I mean doing those little things which are so much appreciated but seldom expected—letting the customer know what you have, especially in the stock which is moving slowly, knowing the condition of your stock at all times, and knowing your trade, are the prime essentials in the successful management of a department of this kind."

Rollins' Pharmacy, Chipley, Fla., recently secured the agency for Victor Orthophonic talking machines and records.

STARR PIANOS STARR PHONOGRAPHS

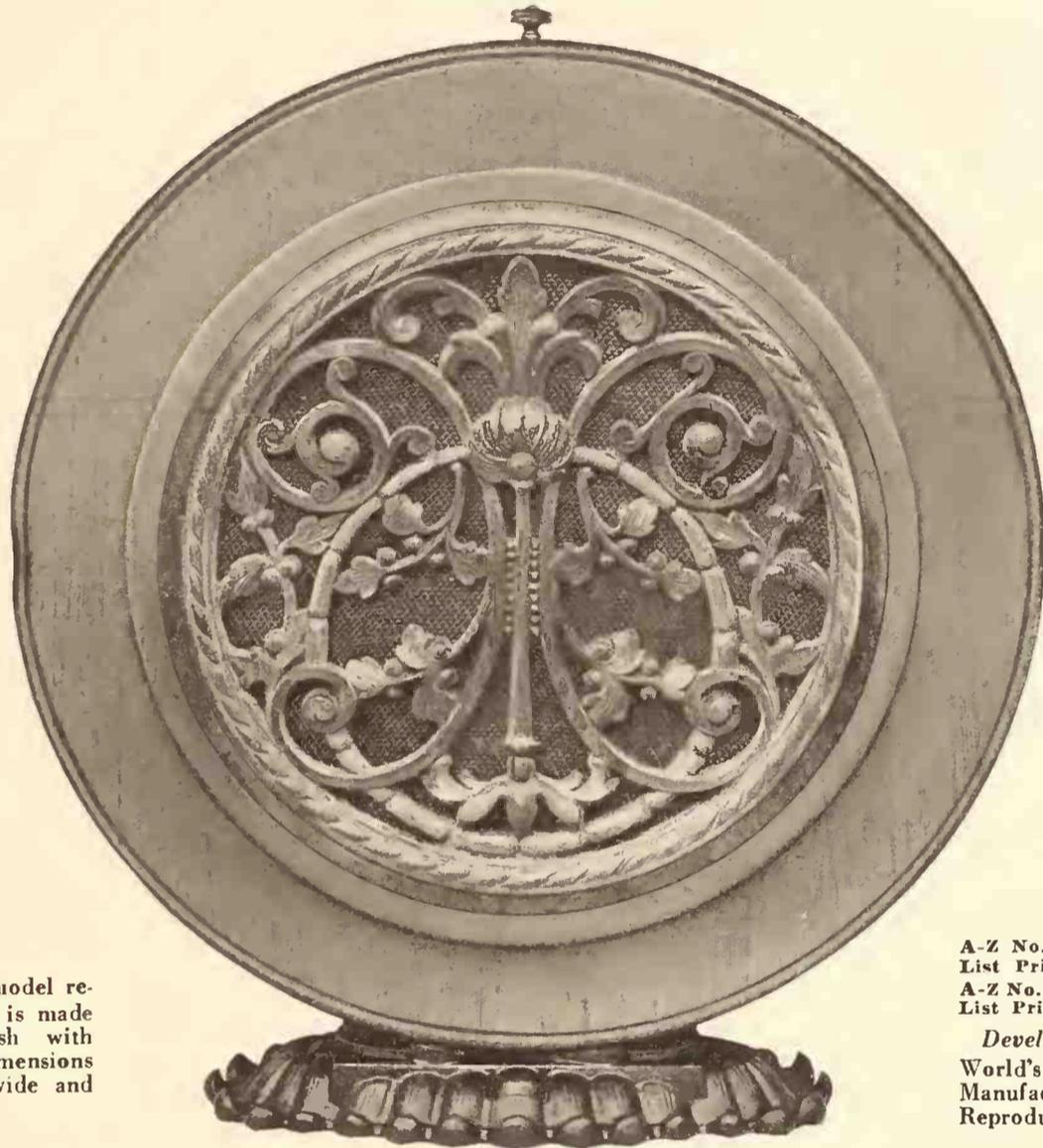
GENNETT RECORDS

Represent the Highest Attainment in Musical Worth

The STARR PIANO COMPANY

Established 1872 Richmond, Indiana

Tomorrow's Speaker — Today!



The A-Z No. 1 table model reproducer (illustrated) is made in fine walnut finish with ebony black base. Dimensions 21 in. high, 19 in. wide and 4½ in. deep.

A-Z No. 1 Table Model \$30.00
List Price

A-Z No. 2 Cabinet Model \$22.50
List Price

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

The Marvelous New A-Z Reproducer

Tomorrow's speaker—today! It's here—the most advanced development in the radio reproducing industry!

The A-Z Reproducer is the result of over eight years of concentrated development and research work. It is constructed on principles contrary to all principles employed in the ordinary speaker. It is *original*—the one and only speaker of its kind. It employs basic principles tested and proved over centuries of time. These principles have remained practically unchanged to this day in our best string instruments such as the violin, guitar, mandolin, piano, etc.

The A-Z Reproducer is in reality a true-toned reproducing musical instrument.

Eight and one-half years is a long time to spend in the solution of an apparently insignificant puzzle. But every minute of that time has been devoted to experimenting with diaphragms and sound boards for the true reproduction of sound, as now achieved in the A-Z Reproducer.

To Phonograph Manufacturers Interested in Electric Pick-Up

The A-Z Reproducer has been carefully tested with the electric pick-up method of amplification, in direct comparison with the finest makes of speakers. The results are a revelation! Samples, for actual tests, will be sent on 10 days' approval to reliable Manufacturers, Jobbers and Dealers. Literature upon request.

THE A-Z CORPORATION, 1010 George St., Chicago, Ill., U. S. A.

The Test Alone
Will Tell!



There Is Nothing
Else Like It!

Demonstrate Radio Sets as Quality Merchandise

APPLYING the sales methods adapted to selling high-class automobiles to those of selling radio sets may seem like a far-off comparison to some dealers, yet to Robert S. Miner, of Hartford, Conn., it is his every-day way of getting new customers.

When one hears of a display to be made in a "salon," he is inclined to picture a private exhibit of Rolls-Royces in the lobby of the best hotel in town. If the admission is free the motor enthusiast will drop in just to see the most expensive cars made.

This is exactly the logic that Mr. Miner puts behind every radio sales appeal that he makes. He was salesman for a leading automobile company a good

many years before entering the radio field one year ago September 1. Naturally he still clings to a number of automobile selling ideas.

Miner's first year as a radio dealer was a success, he claims, due to the fact that he converted his storeroom into a modern "salon." In every piece of advertising literature or circular letter he distributes a paragraph was always included extending an invitation to the reader to drop in to "Miner's Salon" and see the latest radio models.

The result, according to Miner's observation, did not necessarily frighten off the middle-class prospect and draw more of the elite. Instead it gave both classes the idea that a moderate-priced radio was being displayed in an extraordinary setting.

The intimate tone given to an invitation "to a private advance display in Miner's Salon" gave the reader the impression he was personally invited to a private display. Still it was only a different way he had of asking his pros-



Partial View of Miner's Radio Salon

pect to drop into his store. To use Mr. Miner's statement, "It was the automobile way."

Following is an example of the opening paragraphs he used in his latest letter introducing his "Autumn Salon Display":

"As in fine motor cars, so the manufacturers of finer radio equipment have adopted a policy of introducing early in the Fall the models which shall carry into the following calendar year.

"FADA radio is bringing out a marvelous new line of instruments as their 1928 series. I have just received an introductory shipment of these improved models, and intend to display them in a kind of Autumn Salon—a private advance showing—throughout the week of September 12."

Such personal letters are, in Miner's experience, the most effective means of getting the prospect to see his radio stock. He spent over \$800 during the first twelve months in mailing

a different type "salon" invitation to his prospect list of 1,400 names, and the results obtained in actual sales have been very satisfactory, according to this aggressive retail radio merchant.

If only one radio sale resulted from each of his twelve annual letters, it would more than cover expenses. Miner, however, has had as high as fifty visits resulting from a single letter, plus the final sale of six sets from the same "salon" invitation.

Clark Music Co. Sponsors Unusual Broadcast Program

An unusual and interesting broadcasting stunt was arranged and sponsored by Melville Clark, president of the Clark Music Co., 416 South Salina street, Syracuse, N. Y., at the Annual Radio and Electric Exposition held in the New York State Armory in that city recently. Miss Claudia Race, concert harpist and head of the music appreciation department of the Clark Music Co., and Miss Mary Becker, one of Syracuse's leading violinists, figured in the program in a most interesting manner. These two artists were playing from the front balcony in the large armory where the exposition was being held and they were accompanied by Ernie Mills, artist organist at the Strand Theatre in Syracuse, who accompanied them directly from the large four manual organ in the Strand. The violinist and harpist received the organ accompaniment as the output of a Radiola 28 and Mr. Mills heard the violinist and harpist through a headphone connection with the Vitaphone which is a permanent fixture in this beautiful theatre. The combination broadcast most exquisitely and it is the first time that this unusual feature has ever been done here.

Max Targ Mid-West Representative for Lyrephonic

Andrew P. Frangipane & Co., of New York City and Lyndhurst, N. J., announces the appointment of Max Targ, of 229 West Randolph Street, Chicago, as Western factory representative of the company. Mr. Targ is one of the well-known figures in talking machine circles and has a host of friends throughout the Middle Western territory which he covers. Andrew P. Frangipane recently returned from a visit to Chicago which resulted in not only the appointment of Mr. Targ as Western factory representative, but in the opening of a number of new accounts for the Lyrephonic line as well.

New Fada Distributor for the Philippine Islands

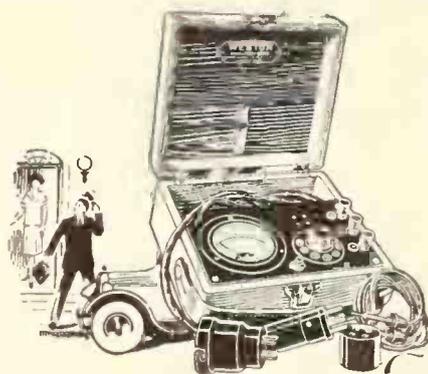
The Western Equipment & Supply Co., of Manila, has been appointed Fada distributor for the Philippine Islands, according to an announcement by R. C. Ackerman, export manager for F. A. D. Andrea, Inc. This company is operating in the Northern portion of the islands, while in the Southern section the Photo Material & Paper Co. handle the Fada line in Cebu and Ilo Ilo. Mr. Ackerman, who recently returned from a visit to the Philippines, states that the future of radio is very bright there.

Metropolitan Radio Supply Co. Holds Formal Opening

LOS ANGELES, CAL., November 3.—The Metropolitan Radio Supply Co., carrying a full line of nationally known radio receivers and accessories, held its formal opening at 134 West Seventh street on November 1, observing the opening with appropriate ceremonies. The new establishment, which has been equipped with the most modern fixtures, is conveniently located in the downtown section of the city.

Are YOU servicing radio sets by the WESTON METHOD?

The Weston Model 519 Radio Set Tester is more than an instrument. It offers a new method of testing which, in less than ten minutes, will enable you to make an accurate check-up of the condition of any D. C. set—tubes, batteries and circuits—so that you can make the required repairs or replacements with no fear of a come-back or complaint. Never necessary to remove a set to the shop to locate a trouble. This explains why a radio service man, with a Model 519 as his only equipment, can average from 15 to 20 service calls a day and realize large profits on the sale of accessories as well as from service charges. The Model 519 is easy to operate, merely requiring a few short turns of a Rotary Switch provided on the instrument. A complete instruction book gives you full directions for making all tests. Your jobber will supply you, or write to us direct and ask for Circular J.



All tests made within 10 minutes!

- 1—Tests filament and plate voltages.
- 2—Tests A, B and C battery supply.
- 3—Measures plate current of each tube with Zero or C-Battery Bias.
- 4—Gives true voltage of B-Eliminator.
- 5—Detects open transformer windings in the audio circuit.
- 6—Detects open circuits within the set.
- 7—Detects shorted or reversed wiring.

WESTON ELECTRICAL INSTRUMENT CORPORATION
190 Weston Ave. Newark, 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;
R C A—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 C. C. Baker Doubled Record Sales by Installing Soda Fountain

Live Columbus Dealer Uses Soda Fountain to Bring People Into Store and Advertise Merchandise — The Fountain Keeps Them Occupied

C. C. BAKER, of Columbus, is the type of music merchant who watches what the fellows in other lines of business are doing, how they do it, and what results they achieve, and has proved on numerous occasions that he has the keenness and courage to adopt an idea that is new and radical and applies it with success to his own business. In other words, he is not hindered by precedent, but believes that modern business situations should be met with modern methods.

A Radical Innovation

Mr. Baker's latest move has been the installation of a soda fountain in his store in Columbus, where he devotes himself chiefly to the sale of talking machines and records. The soda fountain idea first caused a ripple of amusement among Mr. Baker's friends, as well as his competitors, then there was a period of serious watching, and finally expressions of amazement regarding the results of the innovation. Now the soda fountain more than pays for itself and has almost doubled the record business.

The idea of the soda fountain was conceived by Mr. Baker through watching the methods adopted by merchants in other lines to attract attention to their wares. Every ballyhoo, whether it was for a three-ring circus or a medicine show, depended upon its band to bring the crowds within reaching distance; the land auctioneer also depended upon the band to bring prospects to his sales; the new store, whether it handled furniture, drugs, or what not, generally had an orchestra to bring people in on the opening day. But what particularly impressed Mr. Baker was the fact that the successful soda fountains depended upon phonographs and automatic pianos, and even, in some cases, small orchestras, to attract their patrons and to keep them coming.

"What struck me," said Mr. Baker, "was that the soda fountain, for instance, was using music to induce people to buy sundaes and mineral waters, and I could not see why it was not just as logical to reverse the process to bring customers into the music store. The soda fountain is simply a means for keeping them occupied while they are in the store listening to the music. It is a case where sauce for the goose really proved to be sauce for the gander."

Investigation Preceded Installation

Mr. Baker did not install his soda fountain on the spur of the moment. He first visited the largest cities of Ohio and got the opinions of his many friends in the music trade in that State. Some of them smiled, but all of them declared that, although radical, the plan seemed to have possibilities. Then he went to Chicago and New York and studied the soda fountain situations in those cities. He learned, for instance, that even a moderately successful fountain could attract at least 500 people a day, and he felt that if 500 people came into his store each day he could find among them a good many customers for phonographs, and particu-

larly records. Then Mr. Baker continued his investigation to find out what kind of a fountain was best suited to his needs, and finally had the manufacturers develop one, with imitation organ pipes adorning the top, so that through them could issue the music played on a phonograph.

Public Flock to Store

Finally came the day when the fountain was installed and ready for operation. Its opening was announced with becoming modesty. It was

"What struck me," says Mr. Baker, "was that the soda fountain, for instance, was using music to induce people to buy sundaes and mineral waters, and I could not see why it was not just as logical to reverse the process to bring customers into the music store. The soda fountain is simply a means of keeping patrons occupied while they are listening to the music."

termed "the musical fountain" and all that advertised it in the windows of the Baker store was the small sign reading "visit our musical fountain inside." Not only did the public of Columbus respond immediately to the innovation, but other merchants sat up and took notice and the newspapers sent special writers to describe the newest business-getting medium. Mr. Baker, however, was chary about certain types of publicity. He installed the soda fountain not to supplement the income from his music store, but to bring more business to that music store, and did not seek to have the tail wag the dog. And the soda fountain came first. With all the modesty, however, the results were immediate and surprisingly satisfactory.

On the first day several hundred people visited the fountain and within a few weeks the daily average of customers was well over 1,000. Perhaps the best illustration of the manner in which the new idea took hold is found in the fact that with the fountain Mr. Baker installed a small kitchen at a cost of \$1,700 to provide for the light lunches of sandwiches and salads that are a recognized part of a soda fountain to-day. In three weeks it was found necessary to rip out that kitchen and install one four times as large to take care of the trade, and the three tables that were set about to accommodate customers had increased to twenty in number, with Mr. Baker's only worry being that they would encroach too much on the space that he insisted upon allotting to his music shop.

As soon as the fountain was opened a modern phonograph was put into operation playing the latest records, and the customers displayed real delight in having music with their light meals and their refreshments. Then Mr. Baker conceived the idea of having the fountain clerks and the waitresses ask various customers if there were any particular selections on records they would care to have played. This service made an immediate hit and the program throughout the entire day soon consisted chiefly of requested selections. Then Mr. Baker proceeded to talk to this fountain customer and to that one regarding music and what he had to offer. He was particularly impressed with the fact that whereas at the outset the requests were divided about equally between popular numbers and the standards and classics, within a short time the proportions changed until only about 10 per cent of the selections requested were of the popular order, and the balance of the higher type.

100 Per Cent Successful

The main and most important fact is that Mr. Baker's idea of using a soda fountain to interest prospects in music, thus reversing the method of the average fountain in using music to interest customers in refreshments, has worked out 100 per cent successful. It is interesting of course to find that well over 1,000 people patronize the fountain each day, with the number constantly increasing, and that this venture in itself is growing and producing a profit at a rate that is embarrassing the sponsor. But the main fact is that since the fountain was installed Mr. Baker's record sales have actually increased 85 per cent and that the better class of records are moving more rapidly than ever before in the store's history despite the fact that Mr. Baker is one of those dealers who have always consistently advocated good music. Mr. Baker's soda fountain idea stands unique in representing a form of publicity for music that doubles sales, but in addition pays a profit.

Third Atlanta Radio Show Proves Unqualified Success

ATLANTA, GA., November 3.—The third Atlanta Radio-Electrical show held at the Auditorium-Armory during the week of October 17 to 22 was an unqualified success, with thirty-five firms exhibiting. The exposition was primarily a radio show, although electrical appliances were also shown and an aeronautical exhibition attracted considerable attention.

The outstanding features of the radio exhibits were the tendency toward the more expensive models and the cabinet enclosed receivers. The combination phonograph-radio receiver models were also predominant in many displays. The great majority of loud speakers shown were those of the cone type, with the clock-shaped cone speaker the most popular with the public.

VAN VEEN SOUNDPROOF BOOTHS

The standard for successful Talking Machine demonstration for years. Radio dealers are losing sales without them.

Write for particulars and catalogue.

VAN VEEN & COMPANY, Inc.,

313-315 East 31st Street, N. Y. City
PHONE LEXINGTON 9956-2163



Sounding as it does the very depths of the sublime, reception with the Utah Speaker brings into being those mystic qualities of reproduction for which so many strive but so few ever attain.

The most complete line—ranging from \$10 to \$100
UTAH RADIO PRODUCTS CO., 1615 S. Michigan Ave., Chicago

UTAH

Atwater Kent Mfg. Co. Announces New Prices

Large-scale Operation Is Responsible for 20 Per Cent Average Reduction in Prices of All Products Made by That Concern

PHILADELPHIA, Pa., November 6.—A new schedule of prices for 1928, based on manufacturing economies possible only with operations on a large scale, has been announced by the Atwater Kent Mfg. Co.

At the opening of the 1928 radio sales season, A. Atwater Kent announced to a national meeting of radio distributors here, recently, that because of tremendous production facilities he had put into operation for this season, the public will receive the benefit of a twenty per cent average reduction on all his radio products.

"It is right," said Mr. Kent, "that purchasers should share in the result of up-to-date manufacturing methods in everything. This is the tendency of the time.

"In our fifteen-acre factory our production

engineers and experts, since the inception of radio, have been working out manufacturing economies which smaller factories perhaps could not accomplish. These advancements have not only enabled us to maintain but to improve the standard of our product.

"The new prices are in keeping with the long established Atwater Kent policy of sharing with the public the results of economies as fast as they are put into practical operation."

Nineteen twenty-eight prices are announced as follows: Model 30 receiver, \$65; Model 32, \$90; Model 33, \$75; Model 35, \$49; Model E speaker, \$24; Model L speaker, \$12.50 and Models H and G \$15. The "B" power unit, Model R, complete with tube, is \$39.50.

Brunswick Dividend

The directors of the Brunswick-Balke-Cotlender Co., Chicago, recently authorized a dividend of seventy-five cents per share on its outstanding common stock payable November 15 to stockholders of record as of November 5.

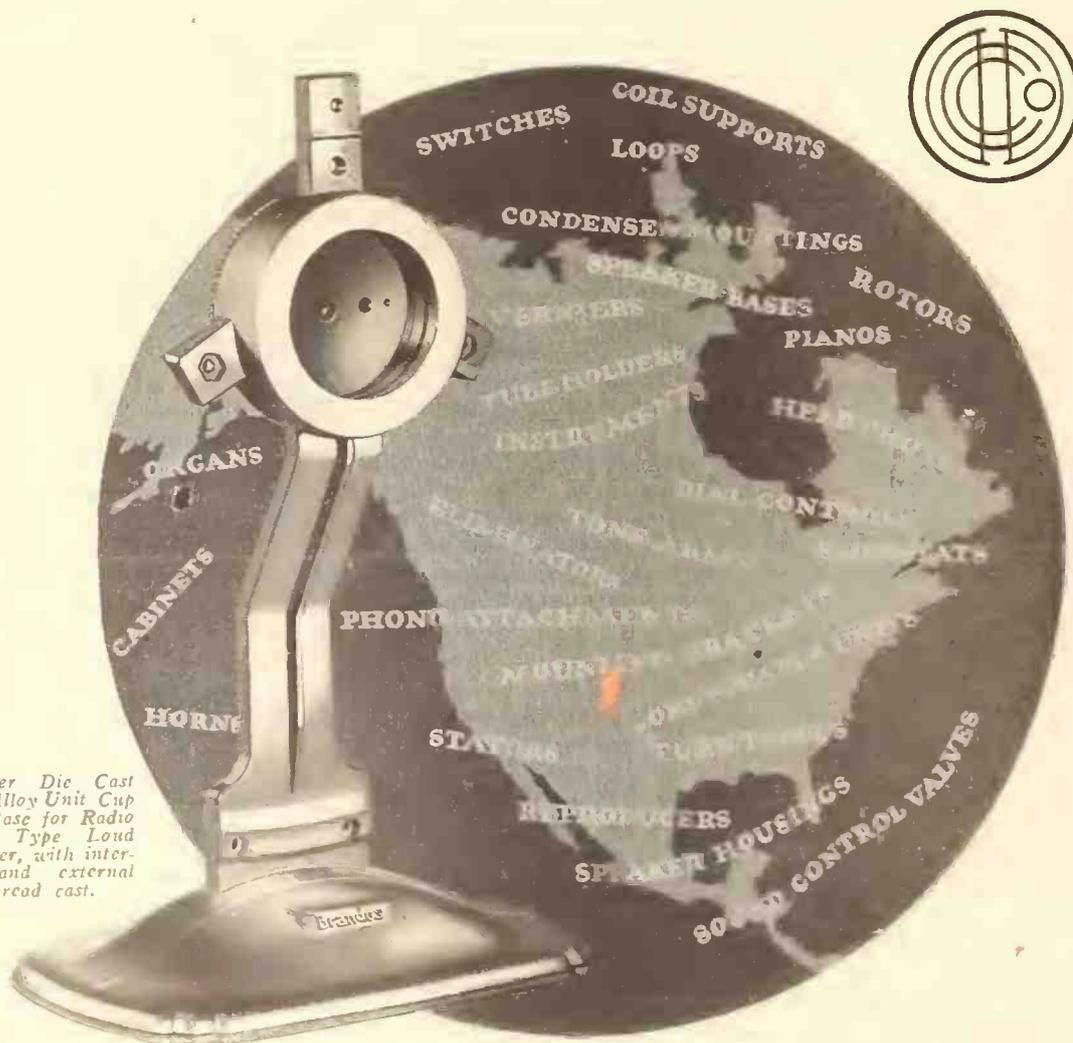
Two New Crosley Wholesale- sellers Are Appointed

Southland Elec. Supply Co. and Kentucky Ignition Co. Handling Crosley Line—Several Distributors Open Branch Offices

CINCINNATI, O., November 4.—Two new wholesale radio distributors have been added to the list of those who handle Crosley radio products, namely the Southland Electric Supply Co., of Louisville, Ky., and the Kentucky Ignition Co., of Lexington, Ky. The Southland Co. will handle the Crosley line exclusively and will cover the southwest Kentucky territory.

The increase in the demand for Crosley merchandise has led a number of Crosley distributors to open branch offices. Among them are C. D. Franke & Co., Charleston, S. C., which has opened a branch at Columbia, S. C.; Harper Meggee, Inc., Seattle, Wash., which has a branch at Spokane, Wash.; Noyes Bros. & Cutter, St. Paul, Minn., have opened branches in Fargo, N. D., and Billings, Mont. The Billings branch operates under the name of Chapples, Inc.

THE WORLD'S LARGEST PRODUCERS OF DIE-CASTINGS



Doehler Die Cast Zinc Alloy Unit Cup and Base for Radio Cone Type Loud Speaker, with internal and external thread cast.

THERE is but one standard by which the Doehler organization gauges production... the best. This uncompromising attitude has attracted... and held... the patronage of America's greatest industrial enterprises. Since 1906 the leadership of Doehler Die Castings has rested on engineering and metallurgical expertness... plus the mechanical resources to insure vast production. And now, in 1927, three complete Die Casting plants and a separate division for assembly, makes the certainty of deliveries a fact beyond even unusual contingencies. Consider us at your service in solving YOUR Die Casting problems.

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.

C. Bauer Sons, Inc., Open New Store in Jamaica, L. I.

C. Bauer Sons, Inc., which for the past forty years has maintained handsome quarters at 738 Broadway, Brooklyn, N. Y., has completed arrangements to open a branch at 1602-04 Jamaica avenue, Jamaica, L. I. In addition to handling leading makes of pianos, C. Bauer Sons, Inc., will have a very handsome talking machine department, showing the finest models of Victor Orthophonic instruments and Victor records. A complete radio stock will also be carried, including models in Radiola, Fada, Freshman, Crosley, Atwater Kent and other makes. A novel feature of the new Bauer store will be a reception hall where entertainments will be given, the establishment having a floor space of more than seventeen thousand square feet. Irving S. Lesser is general manager of the new Jamaica store.

C. L. Farrand Sees Season Best for Trade and Public

"The 1927-28 radio season looks like one of the best both for the trade and the listener," said C. L. Farrand, president of the Farrand Mfg. Co., in a recent discussion of business conditions.

"Radio users are in a much better position than ever before, with manufacturers today more reliable than ever," Mr. Farrand stated. "The average manufacturer in the radio trade this season has a heavy investment in patents, and in addition is licensed under one or several patent licensing agreements. As only responsible manufacturers can be licensed under any of the important patents, this automatically raises the standard of responsibility of the manufacturers in this industry."

Pelton Music Shop Opened

CALICOON, N. Y., November 5.—A new music store, the Pelton Music Shop, was recently opened here by D. M. Pelton. In its initial announcement of the new establishment the circular sent out to the residents of this town and adjacent territory called attention to the complete stock of Brunswick Panatropes and Panatropes-Radiola combinations, the Columbia Vivatone phonographs and records. Attention was also called to the Columbia Phonograph Hour every Wednesday night from station WOR and network of sixteen stations. In a P. S. message the question was asked: "Have you heard 'Two Black Crows?'"

Columbia

Announces

**another of a series
of advertisements /**

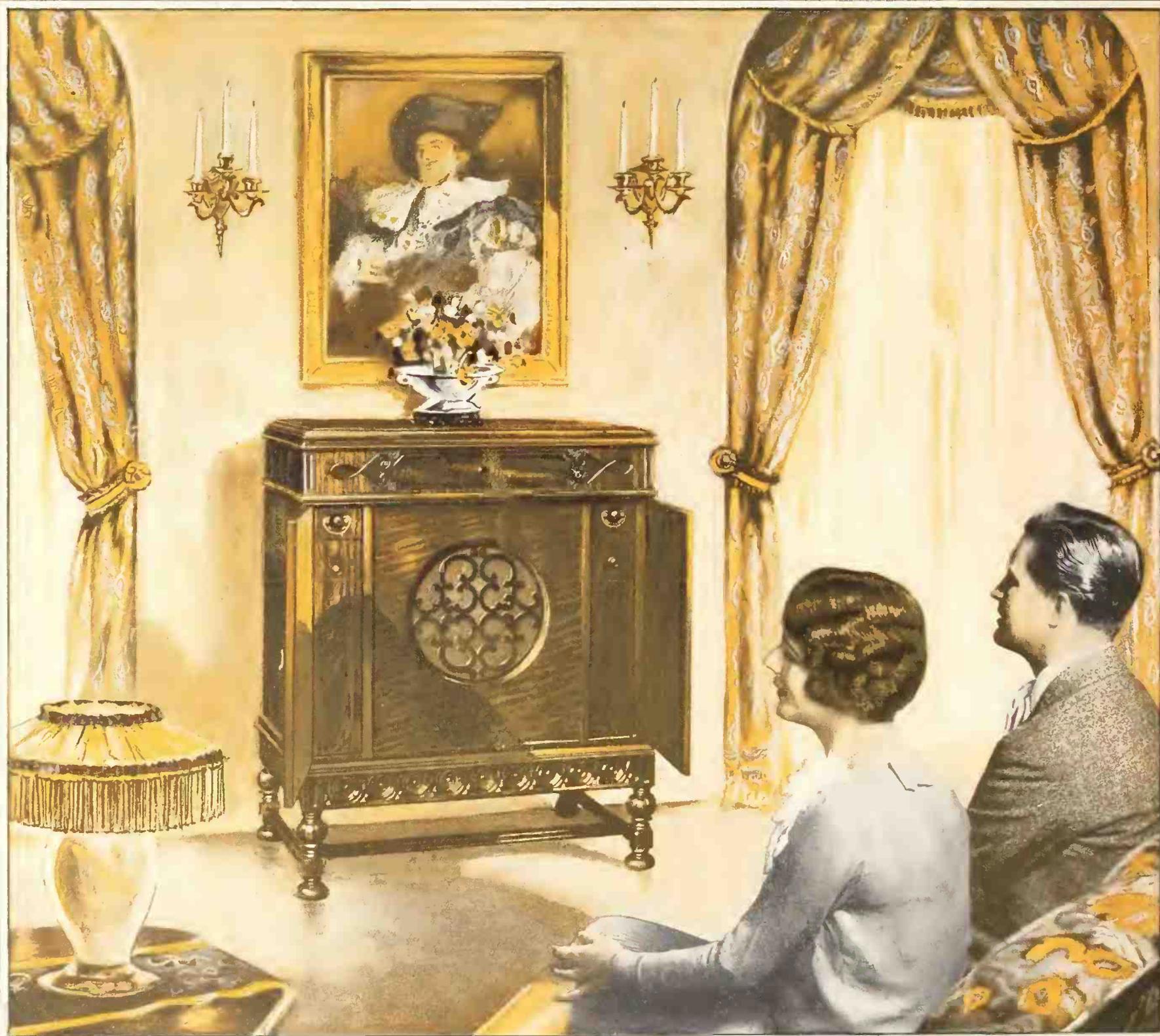
*2 pages facing
in color
in*

**THE SATURDAY
EVENING POST**

This Advertisement Appears in *THE*

Columbia

Viva-tonal Electric Repro
"like life itself"



Columbia-Kolster (shown here)—\$475. Viva-tonal Columbias in both mahogany and walnut, ranging in price from \$90 to \$300. Viva-tonal Columbia Portables, \$50.

-Kolster ducing Phonograph

Two great companies have contributed to the producing of an entirely new musical instrument—the Columbia Phonograph Company, makers of the Viva-tonal Columbia and Columbia Records, and Federal-Brandes, Inc., makers of the Kolster Radio Set.

The result is the Columbia-Kolster Viva-tonal
Electric Reproducing Phonograph.

It plays any standard record. Elusive tonal shadings, actually in the records, but impossible of reproduction on the ordinary phonograph, are brought out in all their beauty. The volume of sound can be increased or decreased at will, from a whisper to a fortissimo. Changes in volume have absolutely no effect upon the quality of reproduction. The definition and balance of the original are retained in their entirety.

The Columbia-Kolster gets its power from the house current. Batteries are eliminated. It requires no winding. An exquisite jewel-like topaz pilot light, set on the line of vision, indicates when the current is on. Every detail is designed to delight the eye and offer the utmost in service.

Before buying a new reproducing instrument, hear the
Columbia-Kolster Viva-tonal Electric Reproducing Phonograph.

The Columbia-Kolster is now being shown by leading dealers everywhere. If you are uncertain as to the location of one of these, write us and the name and address of one near you will be sent you.

Diagram showing installation of Kolster
Power Cone Speaker in the Viva-tonal
Columbia.

The Columbia-Kolster (Model 900) has an "electric pickup" of new design, with unique and exclusive features. The Kolster Power Cone Speaker, inside the beautiful, high lighted walnut cabinet with its mahogany overlay, is of the electro dynamic type, and introduces a new feed-back principle. The instrument is equipped with five Cunningham tubes. It is 40¼ inches high, 31⅞ inches wide, and 21¼ inches deep. Two drop record-bins hold twenty records each. Important exposed metal parts are gold plated, satin finish. The 12-inch turntable is overlaid with green velvet. *List price, \$475.00*

Columbia Phonograph Company

1819 Broadway, New York City

Canada: Columbia Phonograph Co., Ltd., Toronto



Columbia New Process Records

Celebrity Series

Sophie Braslau

The Sweetest Story Ever Told (Stults) and Love's Old Sweet Song (Molloy)—Contralto Solos No. 2052-M 10 in. \$1.00

Instrumental Music

Columbia Symphony Orchestra

(Dir. Robert Hood Bowers)

Wedding March (Mendelssohn) "Midsummer Night's Dream" and Bridal Chorus from Lohengrin (Wagner) No. 50051-D 12 in. \$1.25

Vocal Numbers

Lee Morse

My Idea of Heaven (Is to Be in Love with You) and Side By Side No. 974-D 10 in. 75c

Little Jack Little

Who's Wonderful, Who's Marvelous? Miss Annabelle Lee and Who Is Your Who? No. 1122-D 10 in. 75c

Columbia Mixed Chorus

Medley of Christmas Hymns—Parts 1 and 2 (Arr. by Bowers) No. 50050-D 12 in. \$1.25

Dance Music

Ted Lewis and His Band

Alexander's Ragtime Band and The Darktown Strutters' Ball—Fox Trots with Vocal Choruses by Ted Lewis No. 1084-D 10 in. 75c

Ben Selvin and His Orchestra

Play-Ground in the Sky and Wherever You Are (from "Side-walks of New York")—Fox Trots with Vocal Choruses No. 1133-D 10 in. 75c

Fred Rich and His Hotel Astor Orchestra

Good News and Lucky in Love (from "Good News!")—Fox Trots with Vocal Choruses No. 1108-D 10 in. 75c

Cass Hagan and His Park Central Hotel Orchestra and The Radiolites

The Varsity Drag (from "Good News!") (Vocal Chorus by Baur, James and Shaw) and Dancing Tambourine—Fox Trots No. 1114-D 10 in. 75c

Columbia Musical Masterworks

Set 72 Mozart: Symphony No. 41, in C Major No. ("Jupiter"), Op. 551

Complete in Eight Parts (Four Records) with Album—\$6.00

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

Complete in Twelve Parts (Six Records) with Album—\$9.00

Ask your Dealer for Complete
List of Recent Records



Mark Strand Theatre to Feature Victor Orchestra

Nathaniel Shilkret and the Famous Victor Salon Orchestra to Be a Permanent Feature of Programs in Large New York Theatre

The Victor Talking Machine Co. announces that, after several months of negotiations, arrangements have been completed with the



Nathaniel Shilkret

Mark Strand Theatre, New York City, whereby Nathaniel Shilkret and the world-famous Victor Salon Orchestra will make their first appearance as a permanent feature of the Mark Strand program on November 5.

Mr. Shilkret is known to millions through his records and his radio broadcasting activities. For the Mark Strand he has augmented the Salon Orchestra, bringing together an organization composed of several of the most popular Victor orchestras now playing under his baton. In the series of programs which he will introduce he will use his own musical arrangements for which he has become famous, and it is probable that on many of his programs other widely known Victor artists will appear.

Policies of Temple, Inc., Are Outlined at Banquet

Chicago Firm Host to Its Executive and Sales Organization—A. Marchev, President, Outlined Ambitious Plans For Expansion

Temple, Inc., Chicago, maker of Temple loud speakers and radio reproducing equipment, entertained the firm's executives, department heads, Central States sales organization and their wives, at a banquet at the Hotel Stevens on October 11, during the Chicago Radio Show. A. Marchev, president of Temple, Inc., was toastmaster of the evening, and outlined the Temple policy and plans for expansion. During the course of his remarks he stated that consumer acceptance of the Temple air column speaker since the June trade show, and the increased demand from distributors and dealers had caused the company to purchase an additional factory in Chicago, which will increase the present Temple output four times.

Another important announcement was to the effect that Addison H. Brown, New York City, had been appointed sales manager of Temple, Inc. Mr. Brown has had many years of experience in radio merchandising, and is well known to the trade throughout the United States. After the banquet Temple, Inc., entertained the guests at an evening performance of "Hoosiers Abroad" at the Blackstone Theatre.

Among the guests at the banquet were Fred Williams, president of the Dubilier Condenser & Radio Corp., New York City; Prof. and Mrs. P. G. Andres, Prof. Fred Temple, Irving Schubot, district manager of territory No. 7; J. F.

Guppy, Northwestern district manager; V. W. Behel, Jr., vice-president of Behel & Harvey, Inc.; Jack Redell, Chicago, and Franklin McDerinott, St. Louis; Mrs. A. Marchev, F. F. Husum, comptroller of Temple, Inc., and Garet W. Denise, development engineer.

C. V. Hill With Fada

C. V. Hill, formerly with the French Nestor Co., of Jacksonville, Fla., has been added to the New York staff of F. A. D. Andrea, Inc. Mr. Hill will devote his time to special work among Fada dealers throughout the metropolitan territory.

New Crosley Salesmen

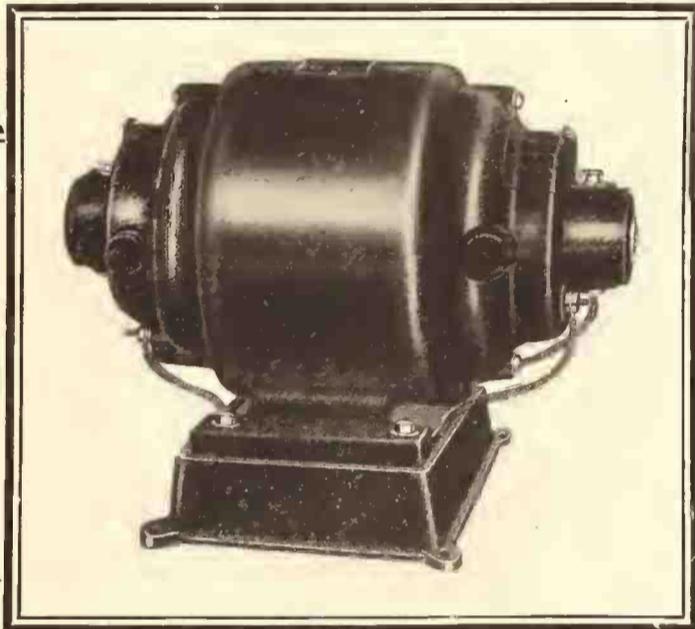
New salesmen were recently added to the staff of the Crosley Radio Corp., Cincinnati, O., in the persons of T. N. Thompson, who is covering the Northwest territory, and Roy Cummings, who is working out of the New York office.

Music Industries Conclave to Be Held in New York

Hotel Commodore Again Selected as Convention Headquarters During the Week of June 4—Making Reservations for Exhibits

The Commodore is the official hotel for the 1928 convention to be held in New York during the week of June 4, according to a vote of the board of directors of the Music Industries Chamber of Commerce. The hotel has been advised and tentative reservations for exhibits are being received.

The 1926 convention was held at the Commodore and it was thought by many that the accommodations were unusually good from the standpoint of service, meals and rooms. Another important feature of this hotel is that it is easily accessible from the Grand Central station where most of the visitors from out of town will arrive and to others arriving from other points, since it is easily reached by subway and train from any part of New York.



The Janette Rotary Converter Type CB12-F, shown at right, is designed especially for dealer's use in demonstrating A.C. Receivers, combination sets and electric talking machines. A heavy duty machine capable of standing up under years of continuous operation. List\$104.00

Dealers in Direct Current Districts! Boost Your A. C. Radio Sales

Almost any radio or talking machine needs to be demonstrated before it can be sold, but this is still more true of the new A.C. Receivers and electric talking machines of the Electrola or Panatropé types. These more costly machines *must* be demonstrated—and to their best advantage, too.

And, with the new Janette Rotary Converter they *can* be demonstrated—everywhere. The Janette Rotary Converter permits a perfect demonstration, free

Write for full information and discounts

from noise or hum, in direct current districts. Dealers in these districts no longer work under a big handicap—as is shown by the sales records of dealers using Janette Rotary Converters.

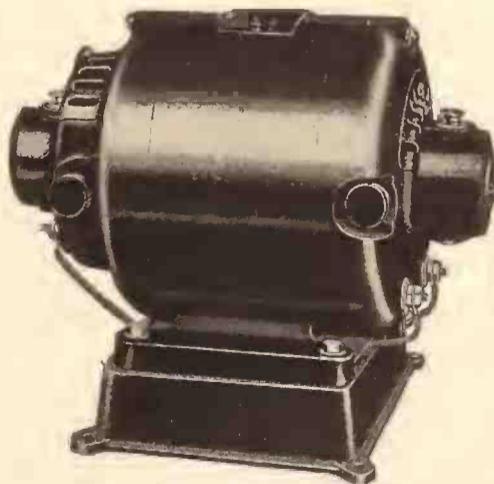
Also a special Janette Rotary Converter has been designed for use in the direct current home, thus increasing the number of prospective buyers of A.C. Receivers and electric talking machines. The dealer not only sells more instruments, but he also makes a neat profit on each Converter.

Janette Manufacturing Company

554 West Monroe Street
CHICAGO

Singer Bldg., 147 Broadway
New York

Real Estate Trust Bldg.,
Philadelphia



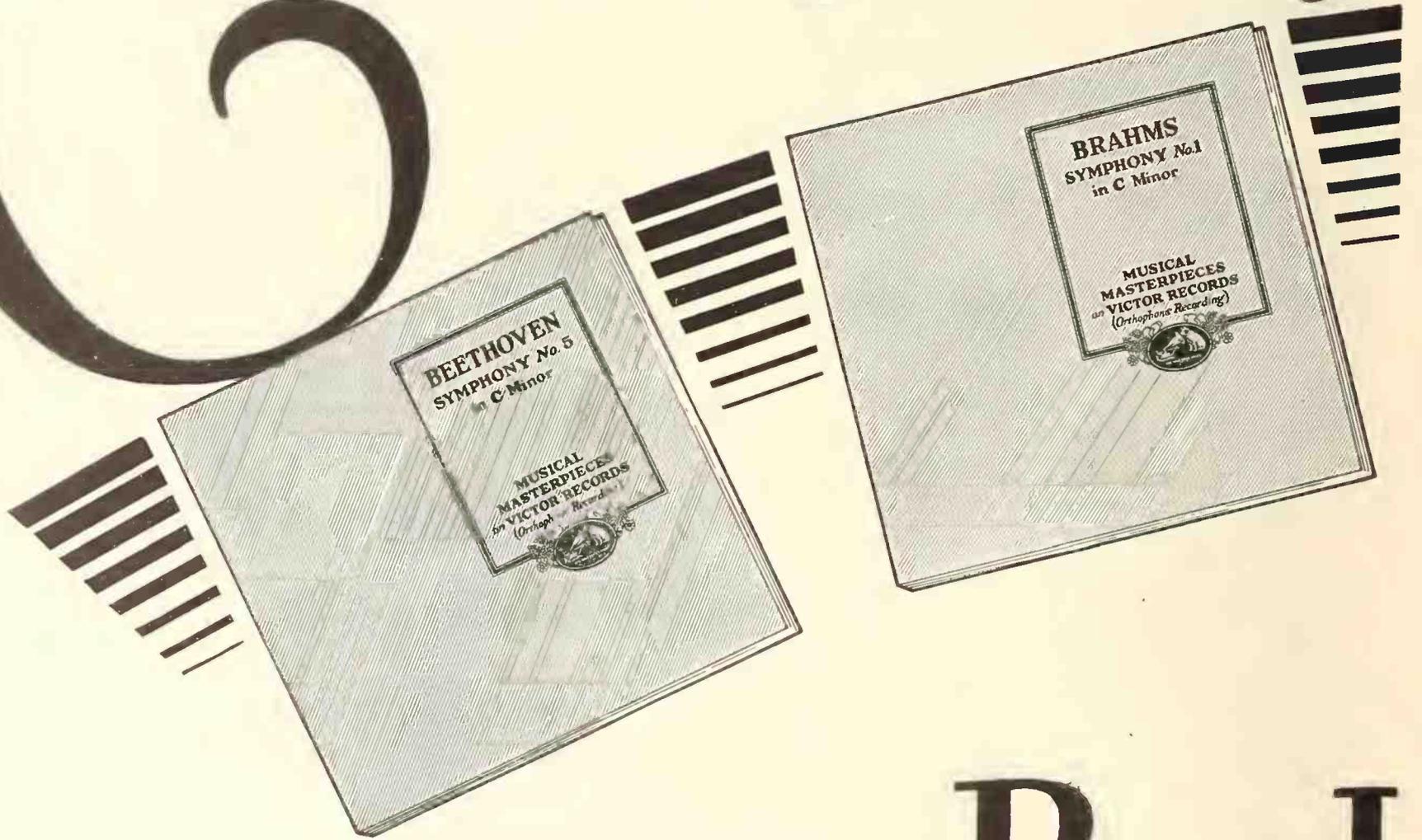
Janette Rotary Converter Type C13-F. For use with A.C. Receiver or combination set in the home. Can be placed out of sight anywhere in the house. List \$84.00



Janette Rotary Converter Type C13. For home use with talking machine only. Not adaptable to radio - - - List, \$60.00

"We wish to express our thanks and appreciation for the prompt and courteous attention that you gave our request Wednesday, October 19. The Rotary Converter arrived just in time to complete the sale of a \$1,150.00 instrument."

Every { *music* }
 { *lover* }



Red

VICTOR TALKING MACHINE COMPANY

should build a library



LEADING magazines with striking Victor Red Seal advertisements are already on the news-stands and in the homes of millions of subscribers. Other arresting advertisements, dramatizing good music, are to follow. Already, Victor dealers are reporting results from this powerful campaign. You have no time to lose.

Sell your customers on the idea of having a musical library. Red Seal Records bring them the finest of all the world's music—interpreted by artists of international reputation. And, long after the concert season is over, they have the same magnificent music—ready for unlimited encores.

Of course you have read the great Red Seal merchandising book, "S. R. O.," which points out definite ways to capitalize the increasing appreciation of really fine music. It's worth rereading for its sound selling suggestions.

Particularly the customer-booklet, "A Musical Galaxy." Here's a valuable sales-maker to send to your list of special prospects. Read over the Victor prize-offer for the most effective window-display—using the marvelous Red Seal posters in full color. In the back of the big merchandising book, you'll find newspaper advertisements, specially prepared to pull prospects into your store. Run them in your local tie-up campaign. Work in as many of the publicity stories as you can.

Most important of all, see that every one of your sales-people has a copy of the practical treatise on "Getting Acquainted." Encourage them to enter the Victor contest for individual salesmen and saleswomen.

For more than a generation, Victor has exerted an immeasurable influence on the growing musical appreciation of our nation. Share that responsibility and reap the rewards that go with leadership.

of Seal Records



CAMDEN, NEW

JERSEY, U. S. A.

Boardman & Gray Receive 30 Per Cent of Radio Business From Profitable Trade-ins

By C. J. O'Neil

WHEN 30 per cent of a dealer's business consists of sales resulting from trade-ins he is certain to give this market enough sales pressure to hold this volume. Bradley C. Gray, of Boardman & Gray, Albany, N. Y., realized the importance of this trade-in demand when he was made manager of the radio department a year ago, and immediately he established a fixed trade-in policy.

Mr. Gray devotes just as much time to a sales prospect seeking a little credit on a home-made set as he does the cash customer. He does so because he knows the trade-in man was responsible for \$39,625 of his total business volume during the last year.

"There is no doubt," remarked Mr. Gray in giving his opinion of the trade-in field, "that the market for the sale of new radio receiving sets comprises not only all people who have no set of any kind, but in my particular location there is a big demand from those who have sets. During the past year I found many of the so-called amateur radio makers coming out for the better models. Besides the home-made set owners, we have sold new sets to those with one, two, and three tubes and receivers which were acquired at cut-price sales, through mail order houses, miscellaneous manufacturers and similar selling outlets. It seems the more they see of cheap sets, the more they crave the expensive ones.

Trade-in Prospect Is Half Sold

"The longer I study the trade-in situation the more I realize that this prospect is a good new-set customer already 50 per cent sold. In sizing up this man's reaction to the radio you will readily see that: first, he is interested in radio either from a technical or program standpoint, otherwise he would not have bought a cheap set or made one himself; secondly, having a set, he watches all new developments; and, finally, his pride drives him to a dealer because of the ancient appearance of his outfit or because he

finally admits his home-made set cannot compete with standard receivers for reception."

Mr. Gray has had customers trade back used sets for better merchandise from two to four times. In each transaction he enjoyed a profit on the original sale and still made 25 per cent profit on the reselling of the returned set.

When as many as four sales resulted from the original transaction, encouraged by accepting a trade-in, one can readily see how this field was responsible for almost one-third of Boardman & Gray's annual business.

Must Know Values

But the secret of handling this branch of the dealer job, according to Mr. Gray, is to know the value of a second-hand set at a glance and then make a price that will allow the house 50 per cent on the acceptance price. Knowing the value of a set at a glance is very important, otherwise a dealer may underestimate a receiver so as to deprive him of a profit on the resale and also on the ultimate sale of a new set.

When a trade-in prospect approaches Mr. Gray for a credit on a new set proposition he immediately discourages the customer's idea by making a ridiculously low bid. If the original quotation does not appeal to the customer, he then suggests he try selling it himself, for perhaps he can get a better price.

This all may sound like an independent air on the part of Mr. Gray, but as a matter of fact he is not willing to let a person interested in a new set get away so quickly. He primarily means to mark time; first to see how much the trade-in customer expected to realize; and secondly, in the course of the conversation to give the set a thorough inspection to see how much it is really worth, in the event that he would accept it as a trade-in.

Eliminating "Bargaining"

In speaking of the dealer's position at this stage, Mr. Gray is of the opinion that, "The dealer should examine the set and quickly make

an estimate of what it may promptly be resold for and should offer its owner one-half that figure. This procedure calls for an eye appraisal made promptly and a statement of an exchange offered in a manner that does not leave room for bargaining.

"Very often the prospect for a new receiver overestimates the value of his old set. This is quite natural in view of the fact that he remembers he paid two or three times the amount offered not more than a year ago for the set. He has to be reminded that manufacturers of radio equipment have made astounding progress since then, and also that his set has depreciated considerably in that short time."

Reselling the Trade-ins

Mr. Gray never gives trade-in receivers any particular sales attention until he has an accumulation of about fifty, then he puts the entire lot up for sale. About every six months he calls in two repair men to check, test, put in working order, and if necessary refinish some of the cabinets. Hiring a couple of repair men for a couple of weeks enables Mr. Gray to renovate the sets at a minimum cost.

In pricing the trade-in sets for their resale value he endeavors to make about 25 per cent on the set. At this rate of profit he allows 25 per cent of the original trade-in profit for reconditioning purposes.

A glimpse at the sales reports of the twelve months Mr. Gray made a specialty of patronizing trade-in customers will reveal that he hit on a new sales field that apparently makes his time spent well worth the labor.

\$3,750 Profit From Trade-ins

During the past year Boardman & Gray accepted 125 trade-ins ranging from \$25 to \$125. At the rate of realizing \$30 profit on each of these sets, Mr. Gray registered a net profit of \$3,750 for his efforts in accepting trade-ins during this period. Even with this wholesome figure, the net profit made by Boardman & Gray per transaction in trading with used receivers has not been approached. The real harvest in this market is the profit realized on new machines. In this particular dealer's case the 125 old sets were replaced by new ones averaging \$250 list price, or a total of \$31,250 gross sales for one year.

Guglielmo Marconi Sees Vast Possibilities in Radio

Guglielmo Marconi, inventor of wireless telegraphy, in a recent interview, said: "This is a radio age. The world is coming more and more to doing everything by radio. So far it is only communicating and amusing by it. It will soon be educating its people and regulating all its life by it. Radio will, furthermore, acquire a larger and larger share in the life of all people as it will become more and more widely appreciated that as a science it is yet in its swaddling clothes."

General Motors on the Air

Among the newest additions to the many fine broadcast programs that are proving factors in creating public interest in radio is the General Motors program. The first program of this series was broadcast on November 7 and will be followed regularly each Monday evening thereafter. Twenty-eight stations are in the chain.

Makes Easy Sales for Radio Sets



**New Dri-Line Gives You Sensational
Radio Power With Its Flow of Strong,
Steady A & B Current**

OUR NEW TYPE AB-280 delivers 180 volts at 40 mills. Uses the new 280 tube. The A rectifier is the new approved DRI type.

Economical on current, compact—attractive. An engineering marvel thoroughly approved by the best radio laboratories.

Lists at Only \$54.50

Tube \$5.00 Additional



This Acme New "B" Power Unit

TYPE B-280 uses the new 280 tube. Delivers 180 volts at 40 mills. Gives equally exceptional performance.

Lists at Only \$22.00

With Tube \$5.00 Extra

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

Sold by Leading Jobbers everywhere

**ORDER NOW—Send today for information on the complete
Acme Line**



Factory Representatives in all of the principal cities.

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

AMAZING - POPULARITY - HAS - PROVED - ITS - MERIT

The Quali-Tone Matched Combination TONE ARM & REPRODUCER



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.

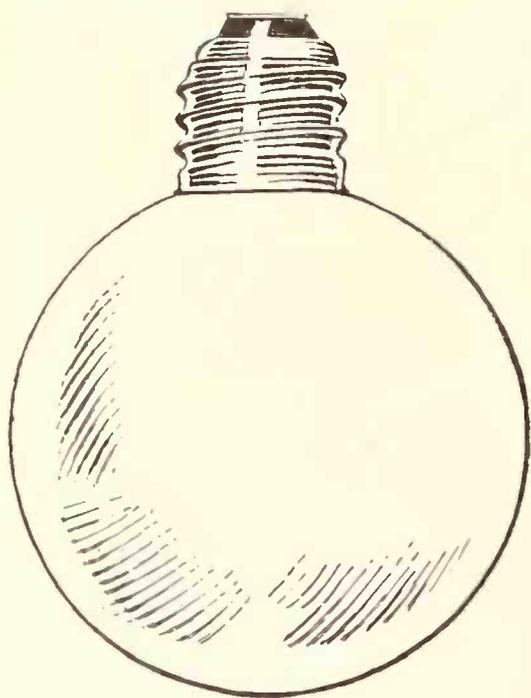


PRODUCTS CO.
CHICAGO, ILL.

Airtightness

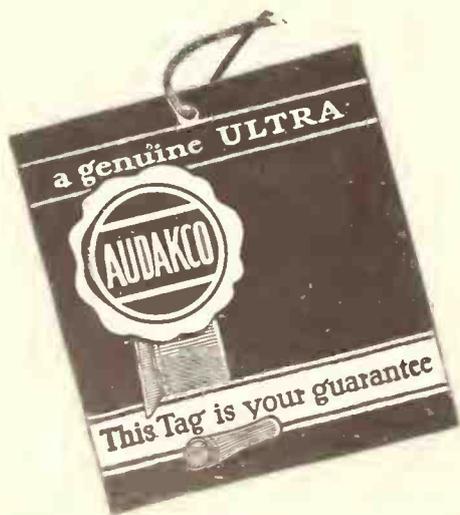
as **Necessary**
to a Talking Machine

as to an **BULB**
incandescent



YOU can easily imagine the unsatisfactory performance of an electric light bulb with a puncture in its glass exterior. Everyone knows that the bulb would not be worth much with air leaking in. Exactly the same condition exists when you consider a reproducer. Airtightness is one of the prime necessities; the entire air passage must be sealed, so that sound may be reproduced perfectly. Particularly the junction between tone arm and reproducer must be air-tight. Leakage means loss of compression and consequent poor performance. You can't go back on Nature.

One of AUDAK'S many exclusive features which cannot rightfully be used by others, is the absolute airtightness of its acoustic passage. It seals itself to the tone arm!



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.

The AUDAK

565 Fifth Ave.

Makers of Acoustical and Electrical

Shown, the
**POLYPHASE
ULTRA**
\$12.50

—
List Prices
\$5.50 to
\$12.50



AUDAK REPRODUCER

*The Standard by Which Others
Are Judged and Valued*

*As Air-tight as an Incandescent Bulb!
One Secret of Its Wonderful Performance*

To Music Merchants:

To increase your record sales, "the backbone of your business," try urging the sale of AUDAK REPRODUCERS. AUDAK'S performance brings out all the superfine quality of the new electrically cut records—so faithfully that no customer will be satisfied with ordinary music after once hearing AUDAK rendition.

COMPANY

New York

Apparatus for More Than 10 Years



"As ye sow, so shall ye reap."
Every dealer will concede that record business is good, profitable business. Every dealer wants more of it, and many progressive talking machine merchants have been planning—definitely laying the foundation for future record volume.

The finest fountain pen, with perfect nib and micrometrically correct feed channel, cannot give 100% results with an inferior ink. The best motor ever put into a high-priced car must have good oil and gas if it is to realize full potentiality. NOW—the point of all this: Of what use are the improvements that have been made in records, if the reproducing system is inefficient, antiquated, unworthy of the records themselves?

Coming to your own customers. Is it good business to talk up the artistic excellence of the new electric records, only to have your arguments fall flat through playing them with an old-style reproducer? Of course not!

The new records ARE marvelous. Properly reproduced, their music is greatly superior to that of the old-style records. But, just as a fountain pen needs good ink, just as a motor demands the right gas and oil mixture, so must the new records have the right reproducing mechanism to do justice to them.

The splendid performance of AUDAK enables a dealer to bring out the full excellence of the new records. No other reproducer has as yet achieved the efficiency of AUDAK Reproducers in this respect. Those dealers who have personally proved this, appreciating the strategic weapon placed in their hands, have proceeded to BUILD RECORD BUSINESS, by demonstrating the new records under the best conditions—WITH AUDAK.

Volume and profit. It's a big discussion, with the factor of customer confidence all interwoven. This much, however, we have demonstrated and can prove to you. If you will let your trade hear the difference between AUDAK and other reproducers—as regards the bringing out of the record's virtues, we mean—you will sell more records, make more friends, see more familiar faces in your store and come out considerably ahead when the accounts are balanced.

"As ye sow, so shall ye reap."
Bear this in mind and resolve to act upon our suggestion.

Artistry in Radio Design Has Widened Market

"Blending of the Artistic With the Design of
the Engineer Most Important Advance in Radio"

By *Walter Rautenstrauch*
President Splitdorf Radio Corp.



Walter Rautenstrauch

cepted furniture eras as much as such demand must be met by the furniture makers themselves for other articles of furniture.

The Dealers' Day Has Come

In the retail field of radio there never was a time when the worth-while dealer had such a marvelous opportunity as now. Because the biggest element of the market by far is not in the slightest degree interested in the technicalities of radio and because two of the most powerful elements are present to-day to enhance the story to the customer, the average radio dealer is in position to make real money and cash in on the fact that radio has now caught up with that generally elusive and generally undefined "what do the people want?" I refer to the convenience and simplicity to be had in the all-electric receiver and the beauty of the cabinets available to-day.

The standardization of individual manufacturers' receiver units makes it possible for the dealer to feature beauty of design in a manner to appeal to the individual taste of his customers. It is no longer a case of: "Here is the set. I am sorry you don't like the cabinet. But the set itself, you'll admit, works wonderfully well." To-day the same unit is available in various artistic cabinets and this fact alone enables the dealer to widen his range of customers.

Strengthened Sales Appeal

In an article of this length it is not possible to offer many specific suggestions to the dealer on how he should feature beauty of design to get the best results out of his advertising, window and interior displays and out of direct mail. Nevertheless, it is apparent at a glance that beauty of design gives an unending source for variegated appeal to the people.

Broadly, there is the general appeal of beauty in interior decoration which will permit the dealer to say things in his advertising and do things with his windows and interiors that were

(Continued on page 27)

WHEN beauty came to grace radio cabinet design radio acceptance turned to radio demand. For there is always a demand for the beautiful. By the same token ugliness became an immediate outlaw.

The most important advance in radio from the viewpoint of practical selling was the blending of the artistic with the design of the engineer. It would be a simple matter to justify the attention now being given to the aesthetic from the corner of the artist. Beauty is its own justification, but, at the same time, in this age of applications dealing strictly with practicalities, the natural question arises: "Does it pay?"

car!" Beneath this and the radio remark is the universal "demand" for things that are beautiful. It was a great day for radio when this fundamental was recognized and radio brought in tune, so to speak, with this great fundamental of life.

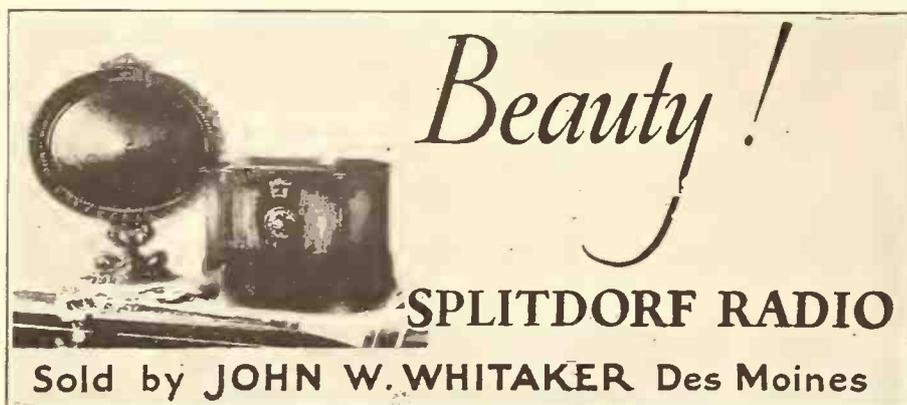
Times Have Changed in Radio Demand

It would be a simple matter of detailing the various steps by which radio cabinet design was improved to give a surface indication of the increasing radio market during the comparatively few years since radio broadcasting came to thrill the world. The early boxlike, makeshift enclosing of the apparatus interested a

limited number of people. The novelty of radio interested more. So long as getting of DX stations was the principal lure there was sufficient urge to make a sizable market for radio receivers. But there came a day when "getting" stations near or far was not enough. Here began the desire for beauty

in radio, the beauty that charms the ear. This was satisfied by improvements in engineering design to give quality of tone. About the same period simplicity of operation began to be asked for and the demand was met. Without going through all the technical phases I should like just to leap over everything to the time of what we call the "modern" radio set, that is to say, a receiver put out by a reputable manufacturer, giving good performance and embodying all the necessary technical framework to do so, in a word, a receiver "that works well."

But if the market for radio is widened because of the fact that untold thousands have become interested in owning receivers because of the appeal of the cabinet to the eye, the responsibility of the manufacturer has increased. It is virtually a duty to-day to design cabinets that are in keeping with certain definite ac-



Poster Emphasizing the Beauty of Radio

Nor is it enough to point to other fields where beauty rules and pays handsome dividends. We must confine the discussion to radio alone, to prove our point, and draw on outside experience only to incidentally boost our argument and conclusions.

Beauty Widens Radio Market

An immediate and, of course, most important effect of the building of artistic radio products has been to widen by a great margin the radio market. It is not going too far, in my opinion, to say that by making radio beautiful in design we give to it universal acceptance if not universal demand. This, in effect, is the same as stating that by housing radio apparatus in beautiful cabinets a situation is created where immediately upon observing the furniture one unconsciously feels or consciously exclaims: "I want that!" It is somewhat the sort of thing that happens when an automobile with graceful lines passes by and you say: "What a beautiful

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.



The Improved Val Phonic REPRODUCER



AN absolute seal of confidence and a comfortable assurance that something real is obtainable at a fair price, to improve the tone of old type phonographs. This, of course, is the IMPROVED VAL-PHONIC reproducer, renowned the world over for its superiority in performance, over similar products. A master reproducer, backed by its makers and fully guaranteed to be satisfactory in every respect. It had to be good and very good at that, to gain popularity and to continue to sell in such tremendous volume continuously.

Like our justly good Valley Forge Non Jump main springs, the IMPROVED VAL-PHONIC reproducer, by virtue of its fine qualities and excellent workmanship, has been placed in this same category for class A-1 merchandise.



It is entirely new, both as to construction and materials used. Truly, it can be said that the VAL-PHONIC is the last word in reproducers. Made to fit all machines. In reproducer parlance, let the IMPROVED VAL-PHONIC be the pass-word with you and your trade.

You can't go wrong.



REG. U. S. PAT. OFF.

730 MARKET STREET
PHILADELPHIA, U.S.A.

The PAL family



PAL Phonopact, \$12 List



PAL Junior, \$15 List



PAL Kompact, \$10 List



PAL DeLuxe, \$30 List

PAL sells itself to your customers—right over the counter—only because it offers supreme quality and unusual value.

Smartly designed—handsomely finished—built ruggedly for years of use—equipped with every known device to guarantee perfect efficiency—the very last word in portable phonograph standards. And sold at a price that practically eliminates competition, quality considered.

Five models—four and five colors in each model! Order your holiday stock from your nearest distributor today. If you are not handling PAL now, wire us collect, for the name of your distributor.

PLAZA MUSIC CO.

10 West 20th Street

New York

PAL Portable

Greatest Portable Line in the Industry

\$25

Retail

(Slightly Higher List in
Far West and Canada)



Standard PAL
\$25 List

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

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
Audak Reproducer*



*With
The Audak 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

Splitdorf President Writes on the Artistry in Radio

(Continued from page 26)

impossible when the cabinet was not a distinctive piece of furniture.

While radio sets were shown in windows in a "setting" now for the first time it is possible to put a receiver in its real setting. This is obvious when you consider the period cabinets and other special designs that take symmetry into account and are not just a box to house the apparatus.

Selling Hints for Dealers

Here are just a few hints as to dealer possibilities to-day in, directly or indirectly, bringing to the attention of the public the artistry in radio design:

Style. This is a companion urge to beauty and, seemingly intangible, is one of the most powerful forces of our times. It is the thing that makes a person not satisfied with what he, or she, has, and is correctly indicated by what the French term "le dernier cri." Now "style" is brought to radio for the first time by the housing of the apparatus in cabinets and consoles to which first attention was paid to making them correct from the viewpoint of the artist. And, if the cabinet is a true reproduction of an accepted school of design, it will remain in style for many years, or until people turn to other periods for inspiration in furnishing their homes. Even then such radio furniture cannot wholly "go out," for the classic examples of the art of the cabinet maker are builded upon permanency.

Replacement. Tied in with the idea of style and beauty is the weapon furnished the dealer to urge replacement of an older model. In those cases where performance is satisfactory to the purchaser he will not replace the older set with the newer one unless he is made to feel that the artistry of the newer model places him out front in being the possessor of something with strikingly new characteristics.

Replacement of complete outfits naturally brings up the trade-in problem. Without taking that up, which is a great subject, surely I must point out that the argument as to artistic cabinet (without even considering better performance) is by itself sufficient to keep dealers busy with trade-ins over a considerable period.

Other Possibilities in Selling Artistry. Mere suggestions that, studied out, would reveal hidden possibilities, may be summarized as follows: Grouping of furniture to draw attention to that element of radio with the attendant widening of selection; the physical appeal of a window showing carefully blended furniture, including radio model, or the same within the store, depending on individual requirements of the dealer; associating radio with classic periods for the first time in furniture treatment; studying of individual customer's home and suggesting exact model that would fit in with furnishings, this in contrast to general statement of a set's being able to fit in any surroundings, thus narrowing sales argument with better chance of success; better opportunity of working with the furniture dealer, where he himself does not carry radio, in getting information for type of set possible for installation; and, for the first time, being able to suggest radio as substitute for other pieces of furniture, bringing in element of economy in that radio can take place of at least one other article and sometimes of two.

The above by no means exhausts the whole subject, without even touching on some of the obvious advantages to the dealer in being able now to feature beautiful furniture as one of the strongest, if not the strongest, appeal in radio so far as the placing of one set of standard make against another of standard make is concerned. With performance assured, beauty in radio stands out more and more. Hand-in-hand with the development of artistry has come the giving to the world of the all-electric set.

At almost a single stroke two of the great motives in buying are brought into play, namely, beauty, already discussed, and something that may be summed up in the word "class."

Edmond Franklin Sause of Columbia Co. Died Recently

Manager of the Export Department of the Columbia Phonograph Co. Was Connected With Organization for Twenty-five Years

Edmond Franklin Sause, for a quarter of a century in the export department of the Columbia Phonograph Co., first as assistant manager, then as manager, died of heart failure on October 12th. Though the end was sudden, his health had been a matter of concern for some time. Mr. Sause was forty-three, and is survived by his widow and two young children.

Mr. Sause was known as a man of exceptionally high ideals, and one who practiced them. He was thoroughly approachable, and liked



Edmond Franklin Sause

nothing better than a worthwhile conference with anyone who shared his constant great interest in the phonograph industry. Similarly, his knowledge of mechanical detail was a byword. Nothing was too small for his attention, and it is characteristic that even in packing for shipment his care was seen. But his constructive vision was equal, and he wrote manuals of salesmanship and mechanics which were models of clarity, experience, and usefulness.

For these reasons his loss is deeply felt by a very wide circle of his associates, both direct and indirect. It was always Mr. Sause's happiness to give of himself unsparingly to the work he loved and adorned. An associate of his among Columbia officials says of him that his influence is of the sort to be felt and expressed not all at once, but remembered and missed in countless details of significant value.

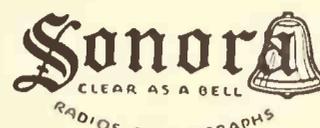
Armor Radio Co. Formed

The Armor Radio Co. has recently been formed with headquarters in New York City to engage in the manufacture of radio receiving sets. Behind this enterprise are L. B. and Harry Williams, Walter L. Eckhardt, Milne J. Eckhardt and others. At the present time it is planned to concentrate production upon one model, which will be a six-tube set, either AC or DC operated. The factory of the company is located in Philadelphia, Pa., and production will be entered into at an early date, according to an announcement just made.

New RCA "Movie" Slides

A new set of colored motion picture slides is being offered to RCA authorized dealers for exhibition at local theatres. The slides may be ordered from the nearest district office. They are free, and for ten cents each the dealer's store name and address will be imprinted in the space provided.

Distributors of



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.

Pierce-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.,
101 Flatbush Avenue,
Brooklyn, N. Y.

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

How Dealers Boost Business With Farmers

Analysis of Methods Used by Several Successful Kansas Dealers Show Advertising, Demonstration and Service Are Big Factors

By J. K. Rodgers

CAREFUL analysis of the business-building methods employed by a number of dealers who are accelerating sales in the rural districts shows that publicity, demonstration and expert service are preeminent factors in winning the orders of prospects on farms.

Sells on Basis of Service

"We make sales on a service basis," explained the manager of the Bellinger Co., dealer at Junction City, Kansas. "We use newspaper advertising, show window trims, attractive stock display in the store and personal solicitation for turning prospects into customers. We find a variety of sales aids have maximum value for broadening our sales field in Junction City and surrounding territory.

"An important essential in winning the interest of farmer prospects, and holding their confidence and goodwill, is to feature radio which has been advertised in farm papers and other publications read by farmers. The average farmer has a preference for advertised products, and is most easily interested in radio which he has seen described and illustrated in his favorite publications. We find it advisable to tie up our local advertising with the manufacturer's publicity. In other words, our chief object in publishing advertisements is to acquaint prospective customers with the fact that this store is a headquarters for quality radio. While the average farmer isn't in the market for one of the highest priced sets, he demands a quality set which is guaranteed to give satisfactory service."

The Bellinger Co. displays radio near the front of the store, and keeps a well-assorted stock on display at all times. Show window displays add to the popularity of the firm's radio department. When an intensive "drive" is con-

ducted for the purpose of rounding up new prospects, both show windows are employed for displaying radio.

This firm finds it pays to keep in close touch with customers, and see that they secure maximum satisfaction from their radio investments.

Every Fifth Farmer Owns a Radio Set

ACCORDING to the report issued by the Radio Service of the U. S. Department of Agriculture there is a radio set in every fifth farm home in this country. The total number of radio sets on farms April, 1927, was 1,251,126 among 6,372,263 farm families, as compared with 553,003 in 1925 and 364,800 in 1924. The 1927 total is 128 per cent greater than in 1925 and nearly four times as great as the total of 1924. One of the interesting points of these statistics, according to experts, is found in the fact that they indicate that farmers have been more responsive to radio advertising during the past two years than either city or town people, taking into consideration the amount of selling effort and advertising directed toward each market. The rural field offers rich rewards to aggressive dealers.

"We have a service car which is a big help in giving our most remote patrons prompt service," explained the manager. "Our paramount object is to profit from the favorable testimony offered by satisfied patrons, which is a salient factor in attracting the farm trade."

Display Is Brown Co.'s Key to Sales

Attractive display is a major factor in promoting radio sales for the Brown Electric Co., Junction City, Kans. When the firm first began to sell radio, little thought was given the possibilities of building a profitable business in the farming sections tributary to Junction City. As soon as the firm began to display radio in the show window, and in the sales room, farmer prospects began to arrive, and in a short time ten sales were made to farmers, which offered conclusive proof of the "drawing power" of

good displays and the buying power of farmers.

Incidentally the Brown Electric Co. continues to give prospective customers "buying ideas," through the medium of attractive stock display.

Advertisers in Farm Papers

The Miller Electric Co., Clay Center, Kans.

is another firm that finds farmers are ready buyers of radio which is advertised in their favorite publications. The manufacturer's publicity, coupled with the firm's local advertising, permits the Miller Co. to develop the farm trade without interfering with its sales activities in Clay Center.

"We are building a permanent business in radio and for this reason are careful to please each customer," explained a salesman.

"We make a practice of encouraging prospective customers to fully investigate the merits of our radio before buying. This is why we install sets on four days' trial. The majority of prospects decide to buy after testing the sets we install in their homes. This

policy makes for satisfied patrons. We are mindful of our responsibilities to the rural patrons who contribute to the growth of our business, and cooperate with customers so they receive satisfaction. A firm that expects to profit from the farm trade cannot afford to overlook the importance of the service factor.

Uses Manufacturers' Literature

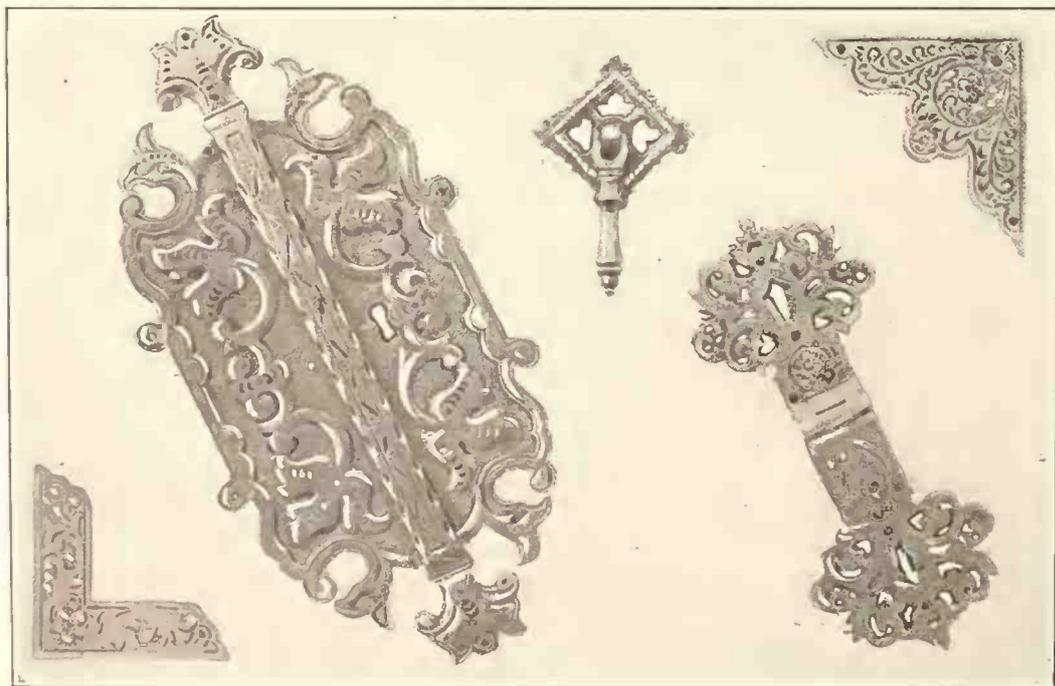
The radio department manager at Hull's Hardware Store, Manhattan Kan., makes effective use of the advertising booklets and circulars furnished by manufacturers, for focusing the attention of farmer prospects on the outstanding merits of his stock. This advertising literature is arranged near the radio department; special effort is made to distribute the booklets and circulars among "live" prospects. This firm finds well informed prospects are the best buyers of quality radio.

An up-to-date service car is another "efficiency factor" which wins the good will of farmers. The interest of this firm in satisfying its customers proves a salient factor in "besting" competition.

"The fact that hundreds of farmers are increasing their profits through the timely market tips received over the radio is a sales argument which merits special attention," states a country town dealer. "In fact, radio is a major factor in enabling farmers to market all kinds of products at top prices. I secure the testimony of farmers who profit from this service, and use it for winning the attention of practical farmers who are seeking improved methods. Selling their products at a profit is a problem which confronts most farmers today. This is why it pays to stress the need of receiving market information regularly, and without delay. Radio keeps the isolated farmer in touch with the markets. He profits from the suggestions offered by agricultural authorities. This service, coupled with the amusement, cultural benefits and educational advantages offered by radio, puts farmers in a buying humor. I find practical arguments of this nature are of special benefit for winning the business of farmers."

Saul Birns, metropolitan music dealer, has leased the ground floor of his main store at 111 Second avenue, New York, to the F. W. Woolworth Co.

FULL LINE of HARDWARE For Radios and Phonographs



H. A. GUDEN CO., Inc.

87 WALKER STREET

NEW YORK, N. Y.

Silent Magic



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

TURN a radio dial, and presto! the home becomes a theater, a concert hall, a lecture room, a cabaret, a church, or whatever your customers will. Turn the dial and their attentive ears do the rest. That is all there is to this magic of radio.

Or almost all. If a radio set is to work at its very best, attracting no attention to itself, creating the illusion that can be so convincing, your customers should pay a little attention to the kind of power they use. There is but one direction, a simple one—use Battery Power. Only such power is steady, uniform, silent. It is called by scientists pure Direct Current. Any other kind of current in a



Radio is better with *Battery Power*

radio set may put a hum into the purest note of a flute, a scratch into the song of the greatest singer, a rattle into the voice of any orator.

Don't let your customers tamper with tone. Beware of interfering with illusion. Power that reveals its presence by its noise is like a magician's assistant who gives the trick away. Recommend batteries—sell the Eveready Layerbilt "B" Battery No. 486, the remarkable battery whose exclusive, patented construction makes it last longest. It offers users the gift of

convenience, a gift that they will appreciate almost as much as they will cherish the perfection of reception that only 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 |
| WEEI—Boston | WCCO—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—

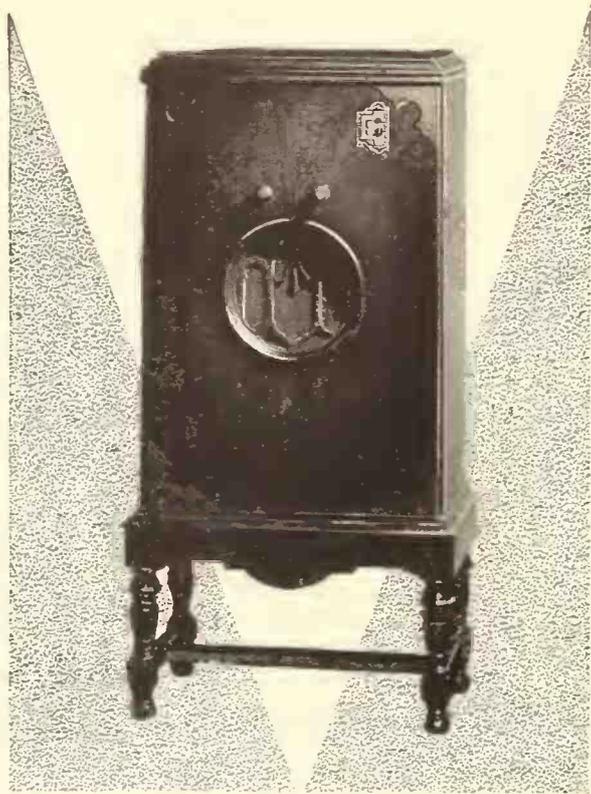
9 P. M., Pacific Standard Time

- | | |
|-----------------------|-----------------|
| 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

THE NEW SONORAS OFFER TO IN RADIO THAT TASTE CAN



G-885—Light Six Highboy, \$250
Completely A. C. operated

THE new Sonora Light Six Highboy No. G-885, completely A. C. operated, is built to meet the growing demand of those who ask for a moderately priced but beautiful and highly efficient radio which needs no batteries of any kind. This six-tube tuned radio frequency set operates directly from the light socket on 60 cycle A. C. current by use of the new A. C. tubes. It is housed in a rich, lacquer-finished walnut cabinet and has a built-in Sonora Cone Speaker of the very latest type. Four tuned circuits operated by one selector and one adjuster, vernier controlled, afford unusual selectivity and distance range. Tube sockets are cushioned to prevent microphonic noises. Terminals are provided for either short or long antennae. In efficiency, appearance and faithful rendition this model stands alone in its price class. There is nothing to equal it at \$250.

SEVEN SONORA MODELS

Sonora now offers to the trade the finest radio instruments the world has ever known. This claim is not made in a spirit of boasting but is proved to the hilt by the enthusiasm with which Sonora radios are accepted both by Sonora dealers and their most critical customers. For Sonora has improved its own wonderful product—improved the technical exactness of circuit and chassis—improved the beauty, material and finish of its already famous cabinets—improved even the glorious mellowness of tone through which Sonora first won to fame.

The seven new models offered by Sonora are taking the public by storm. They are altering all preconceived ideas about radio performance and

← ALL MODELS SINGLE DIAL CONTROL →



E-850—Selective Six Table Radio

Beautiful burled 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.



F-875—De Luxe Highboy

Exquisitely housed in special grade burled walnut Neo-Renaissance cabinet with hand-rubbed gloss 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-860—Junior Highboy

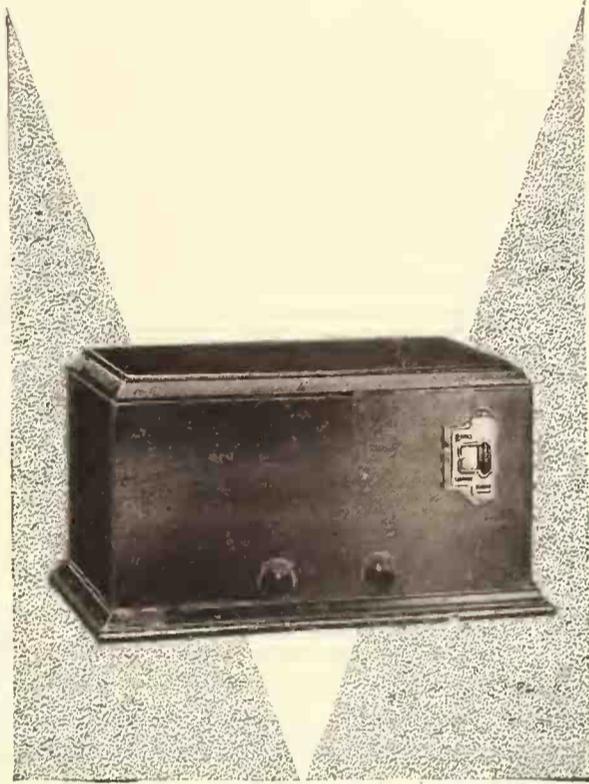
Specially designed for those who desire their radio in an attractive highboy cabinet but prefer that speaker shall not be included. Remarkable range, sharp selectivity, natural tone and absence of oscillations. Cabinet in high grade walnut with two-toned doors. Price \$165.

Son

CLEAR
AS A
BELL

YOUR CUSTOMERS EVERYTHING DEMAND OR PURSE DICTATE

THE new Sonora Light Six Table Radio No. G880 more completely satisfies the customer than any table radio yet built. Using six tubes, employing three tuned radio frequency amplifying stages, detector, and two stages of transformer audio amplification, this latest Sonora creation is positively astonishing in its ability to pick up stations, its sensitivity to every wave length and in its remarkably faithful rendering of every musical sound. Built with a fine regard for symmetry and efficient spacing, this compact receiving set has had lavished on it the most careful craftsmanship of Sonora's designers and skilled workmen. This is a radio that you can recommend to your customers with the assurance that their opinion of it will go far in building up new business for you.

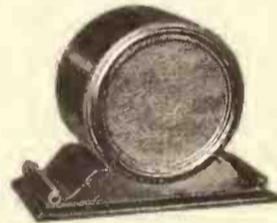


G-880—Light Six Table Radio, \$69.50

OFFER WIDE SELECTION

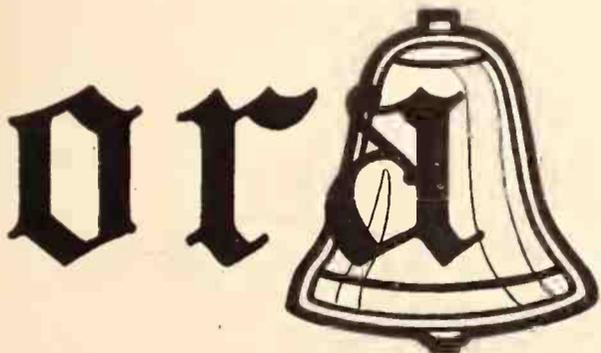
radio values. They have created new conceptions of what is meant by selectivity and sensitivity—ability to pick up any desired station, delicate response to every wave length. To listen to their amazingly faithful rendition of every tone and overtone in the entire range of acoustics is to experience a new sensation and to gain a novel appreciation of what radio can do. And their price is as astonishing as their performance. At \$69.50 to \$375, there is nothing in their range of prices to approach them in value received. Sonora is growing fast but there are still good territories open to those who can represent Sonora properly. We shall be glad to hear from you.

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

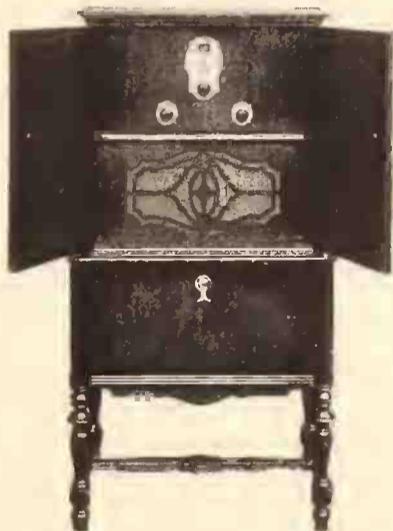


Clock Type Cone Speaker

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
RADIO'S



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 \$198.



E-870—De Luxe Highboy

In period design cabinet of hand-rubbed burled walnut, with latest type built-in Sonora Cone Speaker. Unrivalled 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.

Profit Winning Sales Wrinkles

Pioneer Electric Co. Uses Talking Billboard—One Record Is the Admission to Armory's Festivities—Built-in Radio Sets as Permanent Home Equipment—Otto A. Buder Installs Set on Rear of Truck—Dealer Groups Similarly Priced Sets—Other Stunts

A billboard sign that appeals to the ear as well as to the eye is what the Pioneer Electric Co. of St. Paul, Minn., is using to stimulate interest in the line of radio receiving sets distributed by the company. This company thought of the idea of a talking signboard and immediately erected one on the road between St. Paul and White Bear, Minn., with a radio set installed. The set is tuned in on station WCCO and is automatic in its operation, being turned on with the illuminating lights from 5.30 p. m. to 10.30 p. m. every day. It attracts a large audience each night, but on the night of the Tunney-Dempsey fight the attendance broke all records and it was neces-

sary for police to direct traffic. The name of the company appears in large letters above the installed set and on each side are listed the names of the various products carried.

A Military Tie-Up

The co-operation of the Morris Guards, of Atlantic City, N. J., enabled C. H. Godfrey, Victor dealer, to do an unusual amount of record business. The Morris Guards, a military organization with a membership of 800, sent out invitations to their friends requesting attendance at the dedication of an Orthophonic Radiola combination in the Armory, the admission fee to be one Victor record. The invitation contained the clause, "Go to Godfrey's, Victor dealer, Atlantic City, and ask for John Shaff, who is keeping a list of the records sold to members in order to avoid duplication." In this way the Morris Guards received a great number of records for their library without a single duplication from those who attended the dedication ceremonies. The dealer, of course, profited from the sale of the records and also secured the names and addresses of many likely prospects.

Built-in Radios

Have you a built-in radio receiver in your home? That the above may become an everyday question is indicated by the experience of W. L. Garrison, Cincinnati radio dealer, who also is a builder of homes in the section of the city known as Madisonville. Mr. Garrison installed a Crosley Bandbox set in a home



Crosley Bandbox Built Into Home

which he has just completed. This home, he stated, was sold on the first advertisement, and the receiving set proved to be a determining factor in its selection by a young couple starting up in housekeeping. Mr. Garrison is enthusiastic over the possibilities of radio as an adjunct to home architecture, and believes that architects generally would profit by providing new homes with radio equipment. He said: "Radio is something that people want; and it is difficult to conceive of any built-in feature that would be more attractive to the average prospective home buyer than a receiving set. Many young couples sacrifice a great deal to purchase their first home. The down payment often takes all the money they have saved, and the monthly payments ensuing tax their budgets for some time to come. Therefore, they realize when buying their home that they will not be in a position to afford many luxuries for a while. A home with a built-in radio set cannot

fail to appeal, because it provides them with something which otherwise they might have to wait months or even years to obtain." Perhaps you can "sell" this idea to builders and architects in your community.

Truck Exploitation

Otto A. Buder, proprietor of the Buder Radio Shop, is a firm believer in the adage that one should not keep his light hidden under a bushel, and so he takes advantage of putting his store name and the name of its products constantly



Publicity Via the Company's Automobile before the eyes of the public. In the accompanying photograph can be seen the manner in which Mr. Buder utilizes the rear of his service wagon to display RCA signs. The Radiola, which is installed on the wagon, does yeoman service, for when the sales and service staffs call on customers or prospective customers, soliciting sales or service, the set broadcasts while the service car is parked.

Group Sets as Per Price

L. Lesser & Co., of Cleveland, radio dealers, have rearranged their stock of radio receivers and state that the new arrangement has proved most successful. This establishment carries a varied line of sets, including the RCA, Atwater Kent, Freshman, Kolster, Crosley and Grebe. Instead of having all of the various models of receivers grouped in one or two demonstration parlors, the store has been divided into a series of rooms with open doorways, and each contains one line or group of radio sets that are similarly priced. As a result, the customer does not become confused as to the various prices of sets listened to, and the salesman's task is made much easier.

Uses Photographs

A short time ago there appeared in these columns the suggestion that outside salesmen use good photographs of the various models of talking machines and radio receivers to supplement their verbal descriptions of the cabinet types of instruments available. This same system of selling can and should be used by dealers whose floor space is inadequate for stocking the full lines of the various makes of instruments which they represent. As an instance, listen to B. Shaw, of the Shaw Radio Shop, New York City: "The size of my store makes it impossible to carry samples of console radio sets in stock, but by selling from a catalog made up of excellent photographs furnished by various jobbers I have sold seven high-priced outfits in a short period of time."

Interesting A. K. Bulletin

An interesting feature of the latest issue of the Atwater Kent Radio Jumbo Bulletin is a picture page devoted to half-tone illustrations of the many activities in the Atwater Kent manufacturing, distributing and retailing fields. Interesting articles regarding dealer sales records, advertising campaign, dealer activities and the Atwater Kent Foundation makes this publication of value to dealers throughout the country who handle the line.

Here! TELEVOCAL TUBES for A. C. Sets

There's money coming to dealers selling these Televocal A. C. 226 and 227 Tubes which operate from A. C. and require no "A" Batteries.

The improved Televocal T. C. 112A and 171A Tubes will also be in great demand because their oxide-coated filaments consume but half the current—only 1/4 amperes.

Stock and sell Televocal Quality Tubes. All standard types.



TELEVOCAL QUALITY TUBES

Dealers,
Order Through
Your Jobber

Televocal Corp'n
Televocal Building
Dept. G-3, 588 12th Street
West New York, N. J.

I am the
Voice of the
radio receiver Without
me, even the finest of sets is want-
ing. For I speak where others whis-
per and whisper where others are
mute. I tell everything and miss *nothing*
. . . . I greet Volume with a smile, and snub
Distortion with disdain. I am Music's mirror
. . . . friend to the brasses ally of the
winds and reeds helpmate of the basso
. . . . guardian of the soprano. Others,
masked in similar guise, attempt to
impersonate me. But in vain. For I
am the *real* Voice of the radio
receiver. I am the Farrand
Oval Speaker.



Farrand NEW OVAL

More than ever before—"THE EAR SAYS BUY!"
to a Farrand demonstration. Are YOU sharing in
this greater-than-ever Farrand season?

FARRAND MANUFACTURING CO., INC., LONG ISLAND CITY, N. Y.

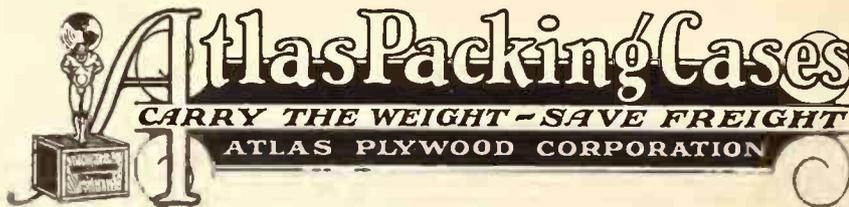
Atlas Plywood Cases



—the standard shipping containers of far-sighted phonograph and radio manufacturers

Years of continued use by many of the largest phonograph and radio manufacturers have established Atlas Cases as best adapted in every way for domestic or foreign phonograph and radio shipments. For strength, protectiveness, assembling simplicity, lightness in weight, attractive exteriors—in fact for genuine all 'round economy, Atlas Plywood Cases are your best bet every time.

Let us show you what they will mean in your shipping room. Send us your case sizes.



PARK SQUARE BUILDING, BOSTON, MASS.

New York Office: 90 West Broadway

Chicago Office: 649 McCormick Building 1374

Broadcast for Goodwill and Stop Praising Products

In Address Before Broadcasters Association George C. Furness, Manager of the Radio Division of the National Carbon Co. Says Special Pleading in Programs Antagonizes Listeners

IN connection with our broadcasting over a period of years, I have given the subject of advertising over the radio a lot of thought and tried particularly to get at the essential difference between commercial broadcasting and printed advertising.

What is the technique of selling anything at



George C. Furness

any time? How are goods sold? There are two ways or a combination of them. One is to impress the buyer with the merits of your product; it is cheapest, it wears longest, it lasts longest, it looks best, it has some particular superior attribute. That I class under the general term of special pleading.

Another method which is commonly employed when possible is to obtain the good-will, the liking of the buyer for the seller. So that, other things being equal, you get the break because he likes you. His friendship for you is the deciding factor. But such friendship is practically impossible without personal contact.

Civilization and mass production have brought about a separation of the manufacturer and user, particularly in retail goods. Of course there are still a great many cases of direct contact between the manufacturer and the user; for example, between the manufacturer of locomotives and the operator of the railroad, and in fact between most all who sell to manufacturers. There is the element of friendly contact. And it is always the aim of the

seller to obtain the good-will and fondness of the buyer for the seller, in addition to wanting to put before the buyer the special pleading as to the merits of his product.

But it was difficult for the manufacturer selling through the retail trade to find ways of building up this much desired good-will. Then came radio. Radio has made it possible for the manufacturer to entertain his customers throughout the entire country, to put these ultimate consumers, if you will, under obligation to him, not telling them that he is doing it, but to put them in a position where they feel kindly toward the manufacturer, where they feel that that manufacturer, that vendor, has done something for them and they should show their appreciation.

If that is true, if that is the right theory of the function of commercial broadcasting, there are very important corollaries that follow along.

There has arisen a certain etiquette of enter-

Baltimore Trade Cashed in on Ted Lewis' Appearance

Appearance of Popular and Exclusive Columbia Recording Artist in Local Theatre Greatly Stimulated Sales of His Recordings

BALTIMORE, MD., November 5.—Sales of Columbia records were much helped by the recent week's appearance at the Century Theatre here of Ted Lewis and his band. The management of the theatre said this was the greatest artist appearance they ever had at their house. The theatre was packed night after night and hundreds were turned away.

Ted Lewis' act was almost a riot. It brought down the house. It stopped the show. On the opening night Lewis played and sang for an hour and twenty minutes although only scheduled for thirty minutes. When they finally tried to go on with the show, and started the main movie feature of the evening, the audience would have none of it, and stamped and cheered and yelled and whistled for Ted Lewis, drowning the house orchestra completely, until, for the first time in the history of the theatre, they had to stop the main feature of the theatre and rewind the film and let Ted Lewis come back and try to quiet the crowd. Lewis then made Columbia dealers' hearts happy by saying in a stage whisper, "You know you can hear me any time on Columbia records."

The theatre co-operated by placing a sign on the screen announcing Lewis as an exclusive

tainment, a code of social custom in the relationship between the person who is doing the entertaining and the one who is the guest. And the fundamental relationship is that while you are entertaining you do not do special pleading. You don't spoil the listeners' enjoyment in the play by telling him how wonderful your product is. That should be reserved for another time and place, and in my judgment that is the function of printed advertising and has no place in radio. Each has its field; each supplements the other; but one is special pleading and the other is entertainment. If you mix them on the air you break the rules of etiquette and offend the listener. If you antagonize the listener you fail in your purpose of broadcasting. Some people maintain that there is no essential difference between printed advertising and radio advertising. I believe that there is a vital and marked difference. I believe that printed advertising is properly "special pleading," that is, praising one's product. I believe that radio advertising, if successful, can only be in the form of entertainment and should be absolutely free from special pleading of any kind, and should only carry the name of the donor, or the trade-mark name of the donor's products, for the purpose of identifying to the listener the company or product behind that entertainment.

Columbia artist, they announced this on all their lobby posters and the dealers in turn did fine newspaper advertising, put in special window displays, put six-foot posters in their windows, and as usual the four Columbia trucks carried big nine-foot Ted Lewis signs for the week. To top it all Ted Lewis appeared in person at the Kunkel Piano Co., where he was greeted by a crowd of over 500 people who filled and overflowed the store.

Sales of Fada Radio Sets Continue to Break Records

Fada radio continues to break all its sales records, according to Frank A. D. Andrea, president. Mr. Andrea states that during the pre-Fall season, the volume of Fada business was more than three times that of the previous year's similar period, and before the end of September Fada had a day in which the largest amount of merchandise ever shipped from its factory went forward.

"Having only recently taken over our new plant in Long Island City with several times the floor space of the one formerly occupied by us," said Mr. Andrea, "we could now use a factory twice the size of this one. We are running at full capacity."

The Dunlap Music Store, Ossining, N. Y., is featuring the new Radiola 17 and accepting orders for future delivery of this popular radio receiving set

EMPIRE

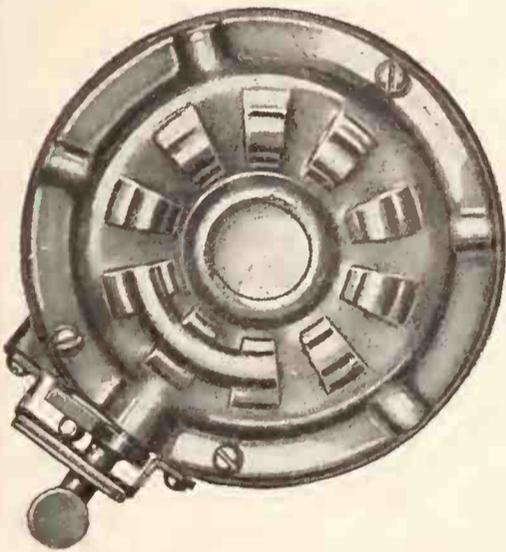
Tone Arms With Real Tone Quality!



Empire Tone Arm No. 75

An S-shaped, drawn brass tone arm for regular machines.

EMPIRE REPRODUCERS



The Empironic

A reproducer that has caused thousands of people to appreciate their phonographs as never before.

There is a nice profit in the sale of this item as well as the other reproducers in the Empire line.

Write for complete information

—and well made, too!

These two things—quality of tone and quality of manufacture—are essential in your tone arms if your machines are to please the ear and eye and give years of reliable service.

Empire tone arms will satisfy the most exacting requirements in these essentials. Thirteen years of manufacturing tone arms have perfected Empire parts so that tone quality and workmanship are perfect. The many thousands of machines using Empire tone arms bear testimony to this statement.

In addition to the above model we have three styles of tone arms for portable machines and several other styles for regular machines. There is an Empire Tone Arm to fit every machine.

Write or wire for quotation on your requirements. Empire prices are extremely reasonable, quality considered.

The Empire Phono Parts Co.

Established 1914

WM. J. McNAMARA, Pres.

10316 Madison Avenue

Cleveland, Ohio

PHONO PARTS

New Carryola Models revolutionize "Portable" business



New
Carryola Lassie

\$15⁰⁰

Supplied in three attractive
colors—black, blue, brown.

New
Carryola Master

\$25⁰⁰

Supplied in five colors of Home-
comb Fabrikoid—black, blue,
brown, green, red.

Watch for our next big
announcement—Addi-
tional models, additional
features.



New, Exclusive Features Add to Carryola's Leadership— In Value—In Sales—In Profits to You

CARRYOLA, already the world's fastest selling phonograph, is now still further improved—in appearance, in construction, and above all in tone quality and tone volume! To hear the new Carryola Master is to realize that never before has such full-toned, mellow music come from even a Carryola. To examine and hear the new Carryola Lassie is to know that never in the history of the talking machine business has such remarkable value been offered at such a reasonable price.

How This Marvelous Tone Quality Was Achieved

After many months of development work in our experimental laboratories, the efforts of our designing department have been rewarded. An ideal combination of the units that affect tone quality have been secured. First, we improved the tone chamber—a new type grill was developed—then a Bakelite tone arm was designed and perfected. The results were amazing! But still we were not satisfied. We investigated and compared reproducer after reproducer, to find one that lived up to Carryola quality standards. We demanded the best reproducer available, at any cost! And we have now secured it as standard equipment on Carryola Portable Phonographs, as an *exclusive feature*.

New Carryola Models Now Equipped with Audak Ultra (phonic) Reproducers

You know what the Audak Reproducer means in terms of tone quality—how it brings out not only the heavy bass notes, but the ringing high notes as well. Combined with the new Carryola tone chamber and Bakelite tone arm a new standard of portable phonograph music is set. You know the Audak Reproducer is used on many expensive cabinet machines. Think

what this means in sales value on a portable phonograph! And remember, this is an exclusive Carryola feature.

Why Carryola Can Offer You These Bigger Values

How can such values be offered at such moderate prices?

Here is the answer: Only Carryola can give them to you. Only the Carryola Company of America makes its own motors, tone arms, and fittings. We have our own super-finishing department for embossing and air-brushing, instituted by DuPont for us. We are manufacturers. Our prices to you must be lower—our values must be greater, for we do not have to pay many profits to other manufacturers. When these two new Carryola models are demonstrated to you, you will know at once that the extra value is there—where you and your customers can hear it and see it.

New Carryola Line Is Backed by Increased National Ad- vertising Program

We prophesy that 1928 will be the biggest portable year in history. We are getting ready for it—improving our models—adding new models—keying up our plant to a big production schedule. Carryola national advertising is to be conducted on a bigger scale than ever before, with live merchandising helps for the dealer included. We are doing everything in our power to give our dealers the finest line of portable phonographs ever offered—and then help them build sales.

Send for our proposition. Let us tell you what we *have done* what we are *doing*—and what we are *going to do*. We know that when you get our complete story you will agree that Carryola offers you the biggest profit opportunity in the talking machine field. Write us today for the name of the nearest Carryola distributor and details of our sales program.

THE CARRYOLA CO. OF AMERICA
647 Clinton Street Milwaukee, Wisconsin

Features of the New Carryola Master

Here are some of the new Carryola features that are making portable phonograph history:

New

The Tone Arm on the new Carryola Master is made of Bakelite—in color to harmonize with the case. The improvement in the tone quality is astonishing. Surface noise is greatly reduced. And due to the lightness of the material, records last longer when played only on the Carryola Master.

New

Audak Reproducer—the last word in high-grade reproducers. Carryola is the only portable phonograph so equipped. A high-price reproducer with no increase in price to you.

New

Tone Chamber. Three factors govern tone quality—reproducer, tone arm and tone chamber. The tone chamber of the new Carryola Master has been improved in design—equipped with a new-type grill which refines and mellows the tone. Its nicked louvers add greatly to the finished appearance of the instrument.

New

Motor. We are the only portable phonograph manufacturers who make our own motors. This improved single spring motor is guaranteed to play three records with one winding. Thousands in use, giving satisfactory service.

New

Hardware Fittings, of our own design, lock the case easily and securely. Carryola fittings are made of non-corrosive brass—oxidized to harmonize in color with beautiful Fabricoid which is designed exclusively for us by DuPont.

Features of the New Carryola Lassie

New

Neat, new flat-type portable, with case and record album embossed and air-brushed.

New

Latest design, curved, throw-back, die-cast tone arm. First \$15 portable to be so equipped.

New

Audak Reproducer—the finest reproducer ever used on a machine at this price. An exclusive Carryola feature.

These are the outstanding improvements in the new Carryola models. Words—or even pictures can't possibly convey to you the quality they represent. See and hear them and you will realize at once that such instruments will sell readily on demonstration.

CARRYOLA

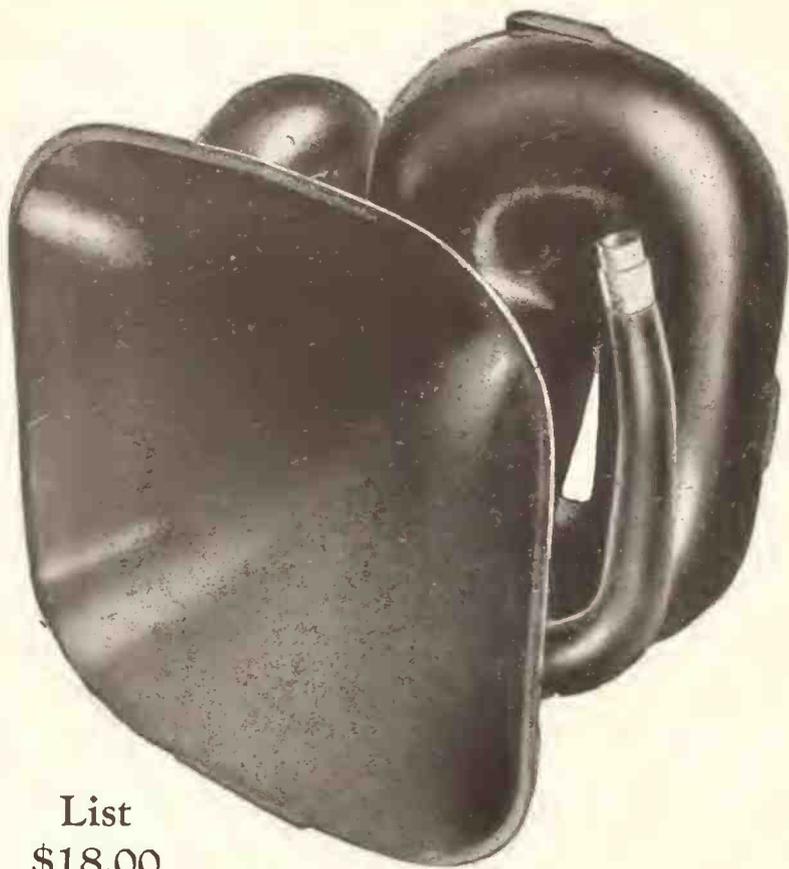
beyond this you buy furniture

World's Largest Makers of Portable Phonographs

Reproduction Unparalleled

FAIRFAX MASTERS

No. 595 and No. 570



List
\$18.00

No. 595
Tone travel, 8 feet

A Graceful, Compact, Non-Vibrating, Molded Wood Tone Chamber, sweet and mellow as a violin, scientifically constructed to reproduce naturally all notes, high and low, without distortion or over-tone—this is our proud contribution to radio enjoyment.

We save you cost and trouble of mounting. Both of these Tone Chambers come to you already mounted in this box. Just shove it into the cabinet, block and it is ready to ship. Takes any standard size unit.

OVER ALL DIMENSIONS		
No. 595		No. 570
21 $\frac{1}{4}$ "	High	15"
18"	Wide	12"
15" or 13"	Deep	12"

TRY THEM!

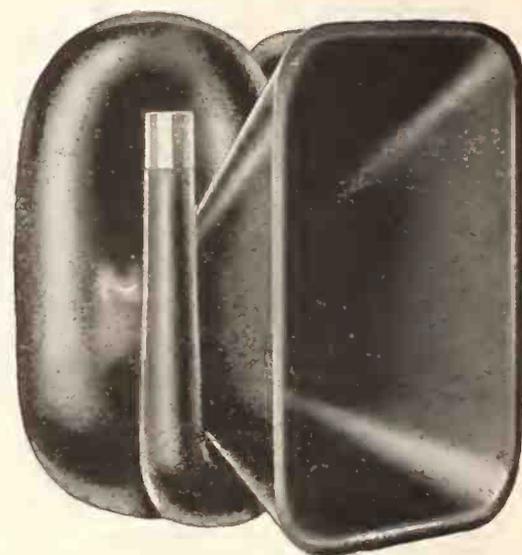
If these Tone Chambers and *Fidelity Units* fail to furnish the best radio reproduction you have ever heard—return them within ten days.

Money refunded with shipping charges paid both ways by us.

*Unqualified Money-Back
Guarantee*

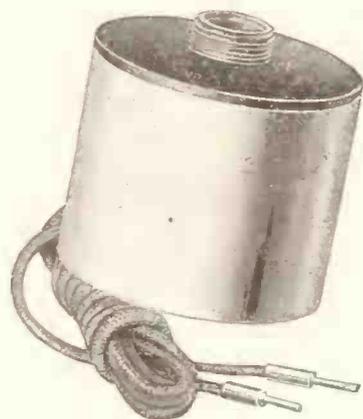


No. 570—Tone travel, 6 feet



List, \$13.00

DEALER'S and JOBBER'S NOTE!



List, \$7.00
Fidelity Super Unit

Guaranteed to stand 250 volts

Ideal for testing and demonstrating radio sets and apparatus.

This is the last word in true reproduction and not only satisfies the desire for the orthophonic effect, but completely captivates the lover of real music and beautiful sound.



MOLDED WOOD PRODUCTS

INCORPORATED

219 West Chicago Avenue

CHICAGO, ILLINOIS

Last-Minute News of the Trade

Frank V. Goodman Elected Sonora Vice-President

Popular Phonograph Executive Is Also Eastern Sales Manager of Sonora Phonograph Co., Inc.—Will Have Headquarters in New York

P. L. Deutsch, president of the Sonora Phonograph Co., Inc., announced this week that Frank V. Goodman had been elected vice-president and Eastern sales manager of the company. Mr. Goodman, who is widely known



Frank V. Goodman

throughout the industry, will make his headquarters in New York City.

The appointment of Frank V. Goodman as Sonora vice-president and Eastern sales manager will be welcome news to Sonora jobbers and dealers throughout the country, as Mr. Goodman has been identified with Sonora activities for the past eight years and is generally recognized as one of the most capable sales executives in the phonograph industry. He numbers among his personal friends Sonora wholesalers and retailers everywhere and his intimate familiarity with every phase of phonograph merchandising coupled with his personal popularity have been outstanding factors in the marked success he has attained with Sonora since 1919.

United Air Cleaner Co. Adds to Its Sales Staff

Several additions to the sales staff of the United Air Cleaner Co., Chicago, were made recently, according to advices received from the headquarters of the firm. Jewell Midkirk has been transferred to the sales department and made assistant to Frank F. Paul, general sales manager. George Nichols has also joined the sales organization, covering the entire country in the interest of United phonograph motors, electrical phonograph pick-ups and power amplifiers. A. E. Dreier, special sales representative of the firm, returned recently from an Eastern trip during which he visited New York City in the interest of United products.

The phonograph division of the United Air Cleaner Co., according to Mr. Paul, enjoyed in October the second largest month in the history of the firm, in point of sales volume. Considering that the firm manufactures two of the basic products of the industry, phonograph motors and electrical pick-ups, this report is indicative of extensive activities on the part of the manufacturers who use those products.

Second Radio Trade Show to Be Held in Chicago in June

Fourth Annual Convention of Radio Manufacturers Association Will Be Held in Conjunction With Show at Hotel Stevens in June

The premier event of 1928 in the radio trade, the second annual trade show of the Radio Manufacturers Association, Inc., will be held during the week of June 11-16, 1928, at the Stevens Hotel, Chicago, Ill.

Preliminary arrangements for this, the show exclusively for the radio trade, have been made by the R. M. A. show committee headed by Major H. H. Frost, of E. T. Cunningham, Inc., New York.

At the Stevens Hotel, the largest in the world, the radio trade will be given the opportunity to view the new lines of the leading manufacturers of receiving sets, parts and accessories.

During the week of the show many events of interest to the radio industry will be staged. A record-breaking attendance is expected. At the first annual trade show this year, more than 21,000 attended and the 1928 show is expected to draw upwards of 30,000 manufacturers, jobbers, dealers and others connected with or interested in the industry. The exhibitors are confined to members of the R. M. A. who are in good standing on February 15, 1928.

In conjunction with the trade show, the fourth annual convention of the Radio Manufacturers Association will be held. Officers will be elected for the 1928-9 year and reports received from the standing and special committees on many matters of vital import. The R. M. A. annual banquet also will be held during the week of the show.

Applications of members for show space will be received at the R. M. A. office, 32 West Randolph street, Chicago, Ill.

Columbia Graphophone Co. Stock Is Listed on Curb

First Recognition Given to Any Foreign Stock in American Financial History—Tribute to Company's Remarkable Success

The Columbia Graphophone Co., Ltd., London, England, was signally honored on November 4 when its stock was listed on the Curb Exchange in New York, for this listing was the first recognition given to any foreign stock in American financial history. The stock opened up very strong, and gives every indication of being one of the leading stocks on the Curb Exchange. The listing of Columbia Graphophone Co., Ltd., was sponsored by the Guaranty Trust Co., one of the foremost financial institutions in this country.

The distinction accorded Columbia stock is emphasized by the fact that under the newly formulated rules the Curb Exchange is to admit to its unlisted section only issues of long-established foreign companies, whose reputations are based upon experience that has stood the test of time, are fully seasoned and comprise what are termed investment securities with long dividend records. It is felt that in giving to the public an open market in a foreign security of high standing the Curb Exchange will perform an important and beneficial function to the public itself.

Foreign securities will be admitted to unlisted trading privileges only when the committee on listing and its expert advisers are satisfied as to their established character. The fact that the stock of the Columbia Graphophone Co., Ltd., met all these requirements is a definite tribute to the international achievements of this organization, of which Louis S. Sterling is managing director.

Dearborn Agency Is Allen-Hough Mfg. Co. Ad. Counsel

Announcement Made by Don T. Allen, President, Allen-Hough Co.—H. D. Leopold in Charge of Account for Agency

MILWAUKEE, WIS., November 5.—Don T. Allen, president of the Allen-Hough Mfg. Co., of this city, manufacturer of Allen portables, announced this week that the Dearborn Advertising Agency of Chicago had been appointed advertising counsel for the company. The most interesting part of this announcement is the



H. Donaldson Leopold

fact that H. D. Leopold, who is generally recognized as one of the foremost advertising executives in the music industries, is vice-president of the Dearborn Agency.

The Dearborn Advertising Agency will act as counsel to the Allen-Hough Mfg. Co. in all matters pertaining to advertising, with Mr. Leopold in direct charge of these activities. This will be welcome news to the trade, for Mr. Leopold has been active in the phonograph industry for over ten years, and his experience has included every phase of merchandising and publicity. Prior to his election as vice-president of the Dearborn Advertising Agency, Mr. Leopold had been identified with the Victor Talking Machine Co., the Brunswick-Balke-Clender Co. and the Carryola Co. of America, his activities including the merchandising of phonographs and records as well as the direction of sales and publicity campaigns for the various products manufactured by the two last-named companies.

The Allen-Hough Mfg. Co. is to be congratulated upon securing Mr. Leopold as advertising counsel, for their advertising campaign will be prepared along practical and effective lines. The Dearborn Advertising Agency is keenly enthusiastic regarding the future for the Allen-Hough Mfg. Co., as, under the direction of Don T. Allen and George P. Hough, this company gives every indication of being a vital factor in the portable phonograph industry.

O. P. Smith Co. to Represent Sentinel Products

The O. P. Smith Co. has been appointed as representative for the Sentinel Division of the United States Electric Corp. in the Chicago territory. The Smith organization's activities in behalf of Sentinel power units will be centered in the city of Chicago, northern Indiana, northern Illinois and southern Wisconsin.

The TALKING MACHINE WORLD

For dealers
wholesalers
manufacturers
of phonograph
radio products

(Registered in the U. S. Patent Office)

FEDERATED BUSINESS PUBLICATIONS, Inc.

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NEW YORK, NOVEMBER, 1927

An Encouraging Trade Condition

THE talking machine and record business is keeping up on a most satisfactory basis, according to reports that come from both manufacturers and dealers. Although many reasons are ascribed for this steady volume of business, it is clear that no small credit, so far as record sales are concerned, is due to the widespread acceptance of the radio and the music that comes through the air.

It is noteworthy that the demand for records of the better class, that is, of the standard and semi-classical selections and of symphony and concert numbers, has, during the past year or so, shown a remarkable increase. This, no doubt, is due to the fact that, having become acquainted with good music over the radio and in a sense having that music forced upon their attention, listeners-in have come to appreciate its real value and to accept it for the permanent record library.

It is noticeable that the selections heard most frequently over the radio show a corresponding strength in demand in record form, and the records by artists and organizations first brought to popularity through radio programs enjoy particular success. On the other hand, talking machine artists of reputation and ability have found a welcome place on radio programs until there may be said to be an interlocking of entertainment that has proved of distinct benefit to both interests.

Another development growing out of the popular appeal of record artists has been the booking of such artists, as well as recording organizations, in vaudeville and motion picture theatres, with the titles of the recording companies featured prominently in connection with the names of the artists and organizations themselves. When the local dealer is sufficiently alive to take cognizance of this form of billing and to tie up with the appearance of the recording unit, the results, gauged by the volume of record sales, can be made to prove most satisfactory.

The interchange of artists between radio and talking machines has not only proved of advantage to both interests, but has benefited the cause of music as a whole, for it has resulted in the

bringing to light and development of much latent artistic talent that might never have been discovered had not competition made necessary the careful combing of all available material for the purpose of meeting the steadily increasing demand for entertainment.

The remarkable manner in which record sales have kept up and the wide diversity of demand for records, especially a tendency toward the better sort, can be credited, too, with the strong stimulation of the instrument business, for it is necessary to have talking machines to play records, which is reflected in the statement of the Victor Talking Machine Co. that orders already on the books for the next three months indicate a volume of business exceeding all previous company records. This follows a report covering the company's business for the third quarter of 1927, showing sales of \$10,883,519.12, as compared with \$10,063,070.59 for the third quarter of 1926, or an actual gain of over \$820,000. These figures indicate that the revival of interest in talking machines and records has not been a flash in the pan.

Looking Ahead in Radio Merchandising

AT the present rate of distribution, according to O. H. Caldwell, of the Federal Radio Commission, in a statement to the officials and representatives of the Bureau of Foreign and Domestic Commerce recently, it will take some fourteen years to place a radio set in every home in the United States. He declared that the present sale of radio sets is now approximately 1,750,000 a year, of which fully one-half are replacements, and declared that only about 25 per cent of the homes of the country, or about seven million, are equipped with radio sets.

For those who have invested liberally of their money and their time in establishing radio businesses, it might seem at first glance as though fourteen years was a very short span of life to look forward to, but it must be remembered that Mr. Caldwell based his prediction on the situation as it now stands, without taking into consideration any important developments in broadcasting or in the radio industry itself, or other factors that might have a tendency to widen the market considerably. He simply stated that on the basis of so many sets a year it would take so long to cover the field that was plainly in evidence.

The main point to be considered is that while radio has developed to a point where it is stable and permanent, it will naturally see many improvements, possibly radical enough after a few years to warrant the replacing of even the most advanced receivers marketed to-day. As to the position it has won in the American home there can be no question, and as broadcasting and the programs offered by broadcasting stations show constant and steady improvement, there is being aroused a wide interest among those who, for a time, were inclined to regard radio as somewhat of a fad. Now it is past that stage, and those who do not buy are holding back not from lack of faith in the permanence of the industry, but through lack of personal interest, which may happen, or of funds, which quite frequently does happen.

In setting fourteen years in the future as the time when radio will probably reach the saturation point so far as existent markets are concerned, Mr. Caldwell simply adopted basic figures to permit the trade and the public to realize what was being done, and what must be done, before the full opportunities created by the introduction of radio could be said to have been realized. As a matter of fact, the limit on the market itself will be measured by what is done in a broadcasting way, to hold the interest of listeners-in and by the manufacturers in providing improved mechanism for insuring perfect reception.

Meantime, the Electrical Equipment Division of the Department of Commerce is proceeding with its survey of radio stocks in the hands of dealers and jobbers carried on at the request of manufacturers for the purpose of securing as accurate data as possible regarding the status of the market; how rapidly receivers are being sold and of what type; how many units are on the shelves of dealers and jobbers, and how rapidly production must be carried on to fill in the gaps in those stocks as they occur.

Unfortunately, at the opening of the survey the investigators did not receive the whole-hearted co-operation of either jobbers or dealers, and although much valuable information was obtained it was not broad enough to reflect the condition throughout the

industry. As a matter of fact, of over 31,000 dealers, only 7,842 submitted reports, and they had an average of nine receiving sets and loud speakers on hand October 1. Of 936 jobbers queried, only 236 replied, their reports indicating an average of 373 receiving sets, and 385 loud speakers on hand, in addition to other accessories. While the figures thus far may be taken by some to represent a cross-section of the entire trade, they reflect, as a matter of fact, the status of only some 25 per cent of the industry. It will require more frank co-operation on the part of the distributing factors in the trade if the survey is to prove of value.

Protection Through Credit Bureaus

IF the money lost annually by the music merchants of the country through bad credit risks, and this includes sums lost through the operations of recognized dead beats, as well as through necessary repossessions, were summed up into one total, the amount would probably prove staggering. The same rule, in fact, applies to any line of business where selling on instalments plays a prominent part, and yet ways and means are frequently found for reducing this loss to a minimum through the frank exchange of credit information not only among members in one particular trade, but between those in various lines of business in the same locality.

Many cities and towns now have their credit bureaus, organized by, or for the benefit of, retail merchants, and the dealer who hesitates to make proper use of the facilities of such a bureau and to give it his support is very likely to pay rather heavily for his overcaution or neglect. The individual dealer or his credit man, no matter how careful or how intelligent he may be, cannot possibly get full and satisfactory information regarding the average customer except at a cost in time and money that would prove prohibitive. Yet, by sharing the cost of information with other merchants, and co-operating in the gathering and distribution of credit information, he is able to command a service that is calculated to save many thousands of dollars.

Credit protection to-day, with instalment buying so widely in vogue, is not in any sense confined to checking up and curbing the activities of the professional dead beat, although this is an important matter. Proper credit information will concern itself with the credit status of individuals conceded to be honest, but who, falling victims to high-pressure salesmanship, are liable to pledge on instalment accounts payments that they are unable to meet out of current or prospective incomes. The modern trend of credit information is to check up carefully on such individuals for their own protection as well as the protection of local merchants and the good name of the instalment method of selling merchandise.

The merchant who takes insurance against fire and other losses might well consider any money invested in the local credit bureau as a premium on credit insurance. It will return dividends in time and money spent in investigating numerous prospective customers, and will save credit losses in many cases where an individual investigation would not bring to light the experiences of other merchants possibly on the same street. Credit, in short, has developed to a point where it can be no longer regarded as a one-

man proposition, no matter how clever the individual merchant or credit manager considers himself to be.

Making Demonstrations More Effective

C. C. BAKER, the well-known music dealer of Columbus, O., saw music being used to attract attention to, and facilitate the sale of, a great many products besides those having to do with music. For instance, the circus and the real estate auctioneer utilize the brass band to attract the crowds. The new furniture store or haberdashery uses an orchestra to advertise the opening. The soda fountain or soft-drink parlor keeps the automatic piano or the talking machine going to bring in trade and entertain them while they are buying refreshments. Mr. Baker, being a good merchandiser and susceptible to new ideas, reasoned that if music would sell other products it might be utilized to advantage to sell musical instruments.

The ordinary store demonstration was not proving as efficient as formerly, and the idea was to find a means for getting the public within earshot of the demonstrations and keep them within reaching distance of the music. Mr. Baker, therefore, installed a soda fountain in the belief it would attract a few hundred thirsty souls each day and give him that number of prospects to work on. He had imitation organ pipes built into the soda fountain through which came music of the latest talking machine records—continuously. His friends and his neighbors smiled and expressed doubts, but at last reports Mr. Baker's plan had served to bring in an average of 1,000 people a day, and required tripling the space devoted to the soda fountain and its tables. Most important of all, it actually increased record sales 85 per cent.

Perhaps every dealer would not care to install a soda fountain, but every dealer might well consider ways and means for making his demonstrations effective enough to attract prospects and hold them up to the buying point. A soda fountain may not be the answer in every case, but it worked for Mr. Baker, and proved a form of publicity that has paid dividends on itself instead of demanding a constant outlay. Any and everything is worth considering that will bring people into the store. As a pioneer Mr. Baker has given the trade something to think about.

ACCORDING to reports, trade associations in every field and trade association membership are constantly on the increase, for the reason that business men are fast learning the lesson that it is only by co-operative effort in many directions that the members of an industry can keep that industry in the front of the increasingly strenuous fight for the consumer's dollar.

The trade association has ceased to be a social body, or one designed for the purpose of legislating, generally unsuccessfully, within the industry itself. The idea of business now is to meet for the purpose of co-ordinating thought and action and to work together as a body against outside competition instead of carrying on that competition among themselves. It has been proven that group endeavor, so-called, by benefiting an entire industry benefits all those within that industry as individuals in direct proportion to their importance and energy.

TONE ARMS

REPRODUCERS

We Have Them



Last-Minute News of the Trade

Eastern Division of Radio Manufacturers' Association Holds First Seasonal Meeting

Decide to Hold Second Annual R. M. A. Trade Show at Hotel Stevens, Chicago, During Week of June 11—Extra Exhibition Space Will Be Available—Talk by Federal Radio Commissioner

The first seasonal meeting of the Eastern Division of the Radio Manufacturers' Association was held November 7 at the Hotel Astor, New York, with C. C. Colby, president of the Association, in the chair. The attendance was very satisfactory, and it is expected to continue these meetings monthly as heretofore.

Herbert H. Frost, chairman of the R. M. A. Show Committee, stated that the directors of the Association had decided to hold the second annual R. M. A. trade show at the Hotel Stevens, Chicago, the week of June 11. In addition to the exhibition hall of the hotel, which was available last year, arrangements have been made for the presentation of exhibits in the main ballroom at the Stevens. These extra facilities provide for 30,000 square feet of floor space, which in all probability, however, will not be sufficient for the requirements of the manufacturers. Demonstration floors in the hotel will be available as in 1927, and the National Broadcasting Co. has volunteered to broadcast the annual R. M. A. banquet which will be held at the Stevens during the week of the trade show. This event will probably be one of the outstanding high spots in radio history and will act as a sales stimulant the country over. Mr. Frost also commented on the signal success of the New York and Chicago radio

shows held this Fall, stating that over 500,000 people had attended these two expositions.

Mr. Colby announced that B. P. Geddes had been appointed executive vice-president of the R. M. A., succeeding L. S. Baker, who will in the future devote all of his time to the Broadcasters' Association in the capacity of managing director. Both Mr. Baker and Mr. Geddes were present at the meeting and made brief addresses.

The chief speaker of the gathering was Commissioner Sam Pickard, who, after many years of service in various branches of the Governmental radio division, had been appointed recently a member of the Federal Radio Commission. Mr. Pickard gave the R. M. A. members present at the meeting an intimate and invaluable resumé of the radio industry in farming communities throughout the Middle West. He emphasized the value of radio to the farmer from a utilitarian viewpoint, and in response to various inquiries told the manufacturers how they could best develop this important and practically unlimited sales market. Commissioner Pickard has, during the past few years, visited practically every farming center in the country in the interest of radio, and he was, therefore, able to give the members of the R. M. A. informative merchandising data that will undoubtedly be used to advantage in the marketing of radio products in farm communities.

Mohawk Corp. Announces Price Cut on A.C. Sets

Broadened Field for Retail Sales Brought About by Marked Reduction in Prices of A.C. Operated Radio Receiving Sets

The Mohawk Corp. of Illinois, Chicago, maker of Mohawk radio receivers, has announced a reduction in price on each of its A.C. operated receivers. Heretofore Mohawk A. C. operated sets listed at \$110 additional to the price of the battery operated receivers, and a reduction of \$38 in this figure has been announced. Thus the complete line of Mohawk electrics sells for \$72 more than the Mohawk battery models and the range in price of the A.C. electric receivers is \$139.50 to \$347, complete.

The executives of the Mohawk Corp. pointed out that the new A.C. receivers this year have occasioned much interest and discussion, but that the interest of many purchasers has been short-lived because of the great difference in price between battery operated and A.C. sets, resulting in the impression that an A.C. receiver was a luxury. Because of the fact that Mohawk electric receivers are placed within the grasp of many more thousands of prospective set owners, it is expected that the Mohawk price reduction will result in an increased number of sales for its dealers and distributors.

Louis S. Sterling on the Way Home From Japan

Louis S. Sterling, chairman of the board of directors of the Columbia Phonograph Co., Inc., and managing director of the Columbia Graphophone Co., Ltd., London, England, has sailed from Japan November 2 and is scheduled to arrive at San Francisco November 17. Mr. Sterling made a hurried trip from New York in connection with the recent purchase by the

Columbia interests of the Nipponophone Co., in Japan, and his reports to his associates indicate that important plans for Columbia expansion in Japan were consummated during his stay in that country. In all probability Mr. Sterling will be in New York around the first of December.

Thomas Devine Manager Columbia Detroit Branch

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., announced recently the appointment of Thomas Devine as manager of the company's Detroit branch. Mr. Devine has been identified with Columbia activities for many years past, having been associated with Columbia interests in Kansas City and the Dominion of Canada, and he brings to his new post a thorough knowledge of phonograph and record merchandising.

A. E. Emrick Joins Edison Phonograph Distributing Co.

Alfred E. Emrick, who traveled for the Denver Drygoods Co., former Edison phonograph jobber until 1924 and for the past two years secretary and business manager of the Denver Retail Grocers' Association, has become traveling representative of the Edison Phonograph Distributing Co., with headquarters in Denver. Mr. Emrick's long experience and wide acquaintanceship throughout the Rocky Mountain district, should prove of distinct value in his new connection.

E. T. Jones, formerly manager of the radio department of the Electrical Supply Co., New Orleans, has joined the staff of the Victor Talking Machine Co. as radio engineer. Mr. Jones will work with the technical division in the Louisiana territory.

Lewis F. Rodrigues Is Freshman Export Manager

New Executive Is Possessed of a Long and Varied Experience in Foreign Trade—Was Formerly Connected With Bruno Radio Corp.

Lewis F. Rodrigues, well known in export circles, has been appointed export manager of Charles Freshman Co., Inc., according to a recent announcement. Mr. Rodrigues brings to



Lewis F. Rodrigues

the Freshman organization a long and varied experience in foreign trade. He was formerly export manager for A. P. Villa & Bros., and was connected with G. A. Amsinck & Co. for many years. More recently he has been serving as secretary and treasurer of the Bruno Radio Corp., Long Island City.

H. F. Hopkins Acoustical Development Corp. President

H. F. Hopkins, formerly sales and advertising manager of the Borkman Radio Corp., has resigned his office with that company effective as of November 1, to take up his duties as president of the Acoustical Development Corp., manufacturer of radio and phonograph tone chambers and other acoustical devices, with offices located at 230 East Ohio street, Chicago, Ill., and factory located at Racine, Wis.

New Temple Distributors

Two new distributors were recently appointed by Temple, Inc., loud speaker manufacturer, of Chicago. G. J. Seedman & Co., New York City, became distributors of the Temple products on November 1 in the New York City territory, and Farrar Brown & Co., of Portland, Me., will represent the Temple line in upper New England. Al Hedeman, of Boston, who was appointed New England representative of Temple, Inc., during the New York Radio World's Fair, is maintaining a close contact with Temple distributors and dealers throughout New England.

New Victor Return Privilege

The Victor Talking Machine Co. recently informed the trade of a new return privilege on Victor foreign-domestic records. The offer relates to a 10 per cent return privilege on all mechanically recorded records in the foreign-domestic listings. The offer is in addition to the current 3 per cent return privilege on electrical recordings. The first return will be authorized on or about April 1, 1928, but credits will apply on all purchases of this class records beginning with October 1 of this year.

Ethel Leginska, Famous Pianist, on Columbia Hour

World-renowned Pianist, Who Has Also Won Fame as Conductor of Symphony Orchestra, Heard Over Network on November 2

The Columbia Phonograph Co. Hours, one of which is broadcast every Wednesday night over a network of some sixteen stations, continues



Ethel Leginska

to bring before the microphone a galaxy of famous artists of the operatic concert and legitimate and vaudeville stages. On Wednesday, November 2, one of the most famous pianists of the concert field represented Columbia to the listeners-in in the person of Ethel Leginska, who, in addition to her pianistic success, has the distinction of being the first and foremost woman conductor of the larger symphony orchestras.

During her appearance before the microphone of station WOR Miss Leginska, who records exclusively for Columbia, alternated piano solos with orchestral conducting. On the same program appeared Fraser Gange, British concert baritone, who is also an exclusive Columbia artist.

On November 9 the Columbia Hour was given over to old favorite songs, thirty-two of which were broadcast by twelve different vocal and instrument novelty combinations.

The Columbia Phonograph Co. recently announced that the following well-known concert artists will appear during Columbia Hours between now and March: Elsa Alsen, Sascha Jacobsen, Felix Salmond, Toscha Seidel, Musical Art Quartet and Sophie Braslau.

Stewart-Warner Corp. Secures an RCA License

Negotiations were completed a few weeks ago between the Stewart-Warner Speedometer Corp., Chicago, and the Radio Corp. of America, whereby the Stewart-Warner Co. secured a license under the group patents of the Radio Corp., General Electric, Westinghouse Electric and American Telephone & Telegraph Companies. The Stewart-Warner Speedometer Corp. also entered into an arrangement with Canadian Radio Patents, Ltd., a holding company, having control of certain Canadian radio patents, whereby Stewart-Warner radio receivers are now licensed for sale in the Dominion of Canada.

Addition to Crosley Plant Is Found to Be Inadequate

CINCINNATI, O., November 5.—Although a new addition to the factories which practically doubled the floor space is now in use, the Crosley Radio Corp. is finding itself cramped for space to produce sets fast enough to keep up with the demand. Production is being in-

creased daily and 3,500 sets of one model alone, the 601 bandbox, are being made each day, the increasing popularity of this model making this production necessary.

There are now 3,000 employes on the Crosley payroll and more are steadily being added. A belt conveyor system has been installed to make possible maximum production in the space now occupied. Although every department was enlarged with the addition of space, it is believed that further expansion will be necessary in the near future.

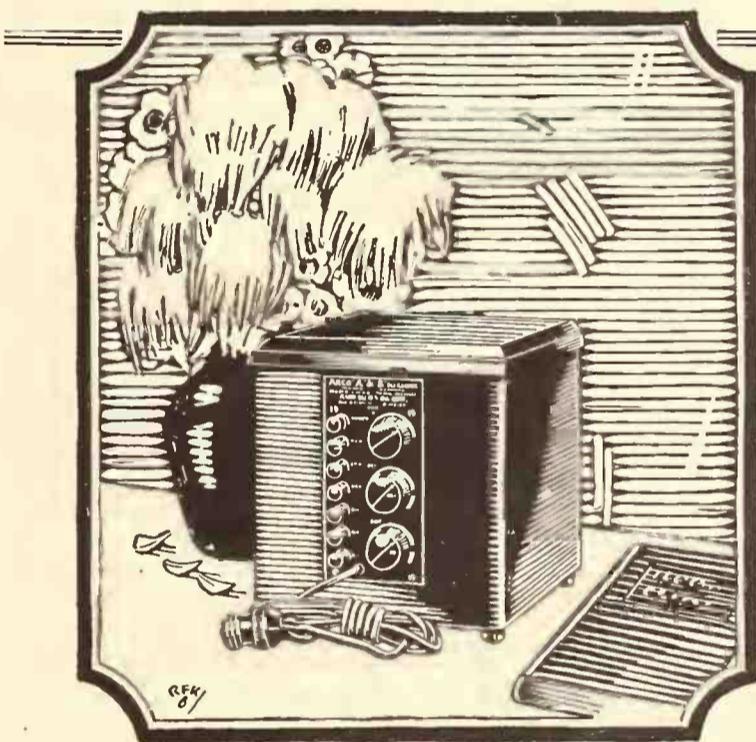
Makes Address by Records

Secretary of Commerce Hoover from his office in Washington in October delivered the address of welcome at the opening of the convention of the American Institute of Steel Construction at Pinehurst, N. C., on October 25. The Cabinet officer's address was made in record form by the Victor Talking Machine Co. and delivered by means of an Orthophonic Victrola.

New Deca-Disc Automatic Phono. Model Announced

Automatic Record Changing Mechanism and Electric Tone Control Are Features of Latest Deca-Disc Phonograph Product

WAYNESBORO, PA., November 4.—The Deca-Disc Phonograph Co., of this city, has announced its newest model, which is known as No. 20. This is an attractive period cabinet floor model and is equipped with the full automatic record changing mechanism which is owned, controlled and manufactured by the Deca-Disc Co. A distinguishing feature of the new model is that it has electric amplification with tone control which permits it to be toned down to a whisper or as loud as the orchestra or band itself. The entire production facilities of the plant will be centered on the new model and attractive literature has been produced on the new instrument, which is expected to be in heavy demand because of its unusual features.



This is the attractive Arco "AB" Power Unit. It will fit in ideally with any home interior. The color is unobtrusive shadow brown in crystal finish. Arco Units are small.

Constant--Even "AB" Supply at Lower Cost!

YOU can keep your radio working at its best, constantly and easily with Arco Power Equipment. No "off" nights. No excuses—every hour a perfect one. Clear direct current, smooth and unfailing, assures faultless radio reception.

Just plug an Arco Power Unit in any convenient wall socket and no matter how frequently or how much you use your radio—Arco is ready instantly with snappy live power waiting to be released. You can keep the vivid beauty of life-like reproduction of voice or music without the sacrifice of distance or selectivity.

Arco Power Units are less expensive—this is an important feature for you to seriously consider. The field of sale is vastly enlarged. More sales—more profits. Send for the poster and special offer now.

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

Arco "A" Power. No hum, no glass tubes. Size 8 $\frac{1}{8}$ x 3 $\frac{3}{4}$ x 9 $\frac{3}{4}$ inches. Weight 17 lbs. 2 $\frac{1}{2}$ amp. at 6V. Good for sets up to ten tubes.
Price \$37.00

Arco "B" Power. No hum. Size 8 $\frac{1}{8}$ x 3 $\frac{3}{4}$ x 9 $\frac{3}{4}$ inches. Weight 17 lbs. 4 taps—135—180V, 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 $\frac{1}{2}$ amp. Hi-Rate Charger and Automatic Cut Out. All in handsome metal case. Size 8 $\frac{1}{8}$ x 8 $\frac{3}{8}$ x 9 $\frac{3}{4}$ 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 $\frac{1}{2}$ amp. and 5 amp. charging rates.
Prices range from \$11.50 to \$19.50

Arco Electrical Corporation
FORT WAYNE, INDIANA CHICAGO, ILLINOIS

Arco Electrical Corporation
211 East Columbia Avenue
Fort Wayne, Indiana

Send me the poster with the Special Offer.

Name _____

Address _____

A-C has Stamped the Market!

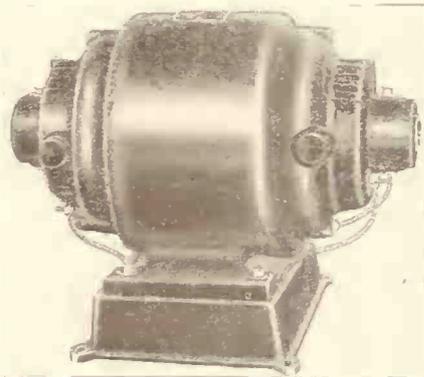
and

Kellogg Leads as the Quality Set of the A-C Field

Janette Co. Launches Intensive Sales Drive

Manufacturer of Rotary Converters for Use in Connection With A. C. Receivers and Electric Phonographs Starts Sales Campaign

The Janette Mfg. Co., Chicago, manufacturer of Janette rotary converters, recently launched an ambitious sales campaign in the interest of its products which are used in connection with the operation of A. C. radio receivers and elec-



Janette Rotary Converter

tric reproducing phonographs. Several days ago the firm announced a new radio converter equipped with a filtering device which is shown in the accompanying illustration.

The Janette converters have been used for a considerable length of time in changing direct current to alternating current for the operation of medical instruments and electric talking machines. The new filter is said to make the converters remarkably successful in changing direct current to alternating current for A. C. radio receivers and combination instruments. The converters are not affected by nearby electrical apparatus, such as is used in elevators or street cars. Three types of converters are made by the Janette Mfg. Co., a heavy duty machine for radio store demonstrations, a

model with filter for home radio use and a converter without filter for electrical reproducing talking machines only.

New Harmony Artists

Andy Sannella and His All-Star Trio of instrumentalists are a new addition to the Harmony record list. The trio includes Andy Sannella, saxophone; Frank Banta, pianist, and Sam Hermann, xylophonist. The first releases include: "Wherever You Are," "My Lady," "Diane" and "Yesterday." Irving Kaufman sings the vocal chorus for each record.

Premier Piano Claim Upheld

The Premier Grand Piano Corp. was upheld by the Patent Department in its contention that the Premier Radio Corp. had no right to use the name "Premier" in designating its radio products. The earlier user of the trade-mark for pianos was held entitled to the same mark for radio receiving sets, the latter constituting a normal extension of the piano business.

Announces Resignation

Paul Susselman, founder and formerly president of the Ideal Phono Parts Co., of Pittsburgh, Pa., has announced that he has severed his connections with that organization. At the present moment Mr. Susselman has not announced his plans for the future.

In Public Favor

After their recent broadcast for the Columbia Phonograph Hour, Ted Lewis and His Band and Miss Lee Morse received more letters, telegrams and telephone calls than any radio artists who have yet appeared over the chain.

Movie Slides Available for Fada Retail Trade

The accompanying photo shows one of a series of movie slides available to all Fada Radio dealers at nominal cost. They are in



One of the Attractive Fada Movie Slides three and four colors and provide space for the dealer's name and address. The slides may be obtained through all Fada distributors.

Van and Schenck Popular

Van and Schenck, exclusive Columbia recording artists, have signed a radio contract of thirteen weeks with the Standard Oil Co. of New York, at \$2,000 for fifteen minutes on the air. For the week of October 24 these ever-popular artists received \$9,500 for three engagements, radio, night club and at the Capitol Theatre.

Kellogg

ELECTRIC Radio

In addition to the A. C. line we also offer a D. C. line priced from \$125 up. These lower priced Kellogg sets are unquestionably the greatest values of the season.

Kellogg cooperative merchandising plans have proved their genuine selling value. A few Kellogg distributors are in a position to accept limited commitments for pre-holiday business. Write us for details and the name of your territorial distributor.

Kellogg Switchboard & Supply Company
 Dept. 25-98, 1066 W. Adams Street Chicago, Illinois

Gulf Coast Music Co. Ties Up With Community Dance

Recently Established Music Store Wins Many Victor and Piano Prospects Through Participation in Greater Gulfport Week

GULFPORT, MISS., November 3.—The Gulf Coast Music Co., Inc., although in existence for less than six months, has done a volume of business that would be welcomed by stores established for years and located in large cities. One of the reasons for the success of the business is a willingness at all times to co-operate with local activities. An example of this spirit of co-operation took place during the past month.

During the week of October 7 to 13, Greater Gulfport week was held, and during this period some form of entertainment took place every day and night. The events were advertised widely and thousands of people from all over the coast attended. On one of the evenings when a street dance was being held, the Gulf



How Live Dealer Supplied Dance Music

Coast Music Co. supplied an Electrola and also provided an instrumental trio of violin, saxophone and piano, that alternated with the regular band and the Electrola in entertaining a crowd of approximately 3,000. As a result of

this stunt the music house received an untold amount of good will and obtained a great number of prospects for Victrolas and pianos.

J. C. Richards, president of the Gulf Coast Music Co., was formerly president of the Richard-Hereford Jewelry Co., New Orleans, and E. L. Staples, the treasurer, has had a wide experience in the music field, having been connected with Philip Werlein, Ltd., L. Grunewald Co. and the Brunswick Co.'s branch located in New Orleans.

Baltimore Columbia Dealers in Co-operative Ad Drives

Twenty Dealers Co-operate With Columbia Wholesalers in Inserting Four Full Page Advertisements During One Week

BALTIMORE, MD., November 5.—Columbia dealers in this city and adjoining territory have found that exploitation of the "Two Black Crows" records has been most profitable, for not only have the Moran and Mack records sold well, but other Columbia merchandise has benefited from the publicity which the Columbia name has received.

Under the direction of the Columbia Wholesalers, Inc., distributor of Columbia products, of this city, local dealers joined in co-operative advertising and the first "Black Crows" record was given full-page newspaper space in Baltimore, Washington, Norfolk, Va., and Charlotte, N. C. The second record was also advertised by full-page space in the Baltimore Evening News, Baltimore Evening Sun and in the Baltimore Morning American twice. Twenty Baltimore Columbia dealers co-operated in placing this advertising in the local dailies and dealers in other cities served by the Columbia Wholesalers inserted similar full-page ads. The response to this effort proved conclusively the sales value of co-operation.

DeForest Develops a New System of Radio Reception

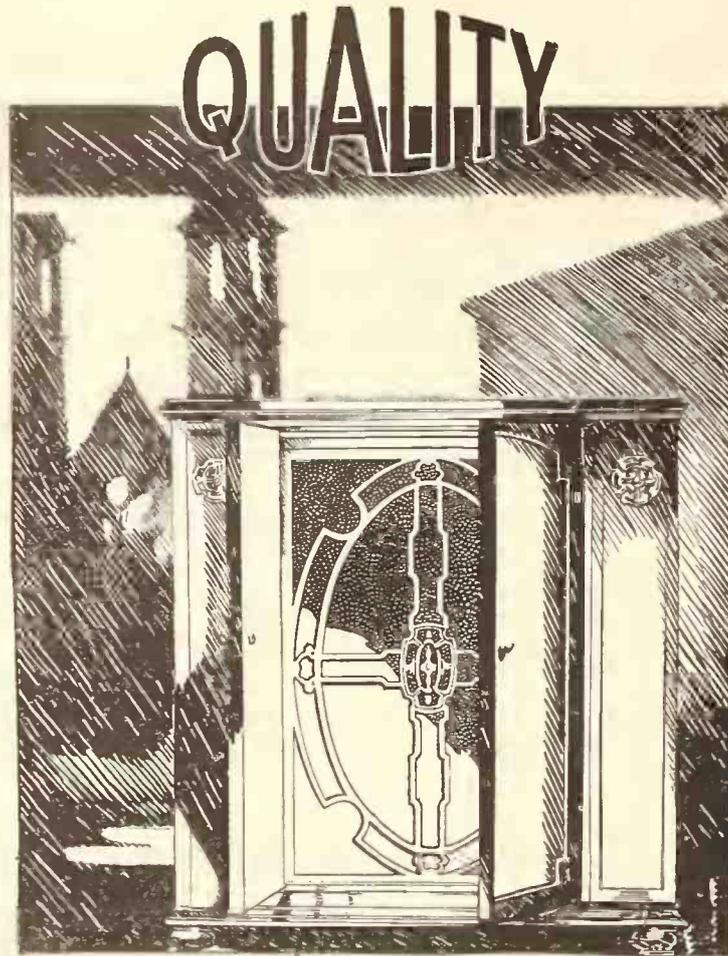
Long Research by Dr. George A. Somersalo Resulted in Fundamentally New System of Obtaining Radio Frequency Amplification

A fundamentally new system of radio reception has been developed and perfected by the DeForest Radio Co. of Jersey City, N. J., according to a recent announcement which states that this new system is the result of long research by Dr. George A. Somersalo, well-known Finnish physicist and former research engineer of the DeForest Co.

"The Somersalo system," the announcement reads, "is controlled by Arthur D. Lord, receiver in equity of the DeForest Radio Co., and provides a fundamentally new method of obtaining radio frequency amplification without infringing any existing patents. Selectivity is obtained by the use of a special form of high frequency tuning filter placed in the antenna circuit ahead of the first tube. The rest of the circuit is untuned, the only variable or adjustable apparatus or values being the rheostats, if such method of controlling the filament supply be used. An extremely important feature is that the need of neutralization is practically eliminated. Many attempts have been made to construct an efficient and selective filter system, but a proper solution seemed impossible until Somersalo made his discovery, using a peculiar arrangement of coils in the filter system by means of which the signal passes through a series of tubeless filters without any voltage reduction whatsoever, and is later amplified by tubes. There is no oscillation present."

Ray Miller and His Brunswick Recording Orchestra are being featured at the Hotel Gibson, Cincinnati, O.

“Amplion is
pleasant to
listen to”



**Amplion Grand
AC15—\$145.00**

Walnut cabinet with fine piano finish and polychrome decoration, 34 in. x 33 in. x 18 in. New Amplion balanced armature unit with straight bar *Cobalt* steel magnets. *Cobalt* steel has the highest magnetic flux density of any metal. It is used in all the most delicate measuring instruments.

Every Dealer Should Use an AMPLION GRAND

for Showroom Demonstrations

THIS magnificent model brings to radio reproduction new standards of quality and efficiency. New Amplion balanced armature unit with straight bar *Cobalt* steel magnets, new double curve cone assembled on a laminated sound-board and resonating chamber.

Impartial tests by a well-known set manufacturer who wanted the best reproducer to demonstrate his sets, showed the Amplion Grand reproduced without distortion 100% of the frequencies delivered by his set.

Production of the Amplion Grand is limited by the fact that each model is personally tested and adjusted by Amplion's chief Research Engineer—each one is a laboratory model.

The Amplion Grand will be the feature of our December consumer national advertising.

The Lion Cone and Colonial Cone are the two models featured in current newspaper advertising.

Other Amplion models from \$12.00 to \$97.50

AMPLION

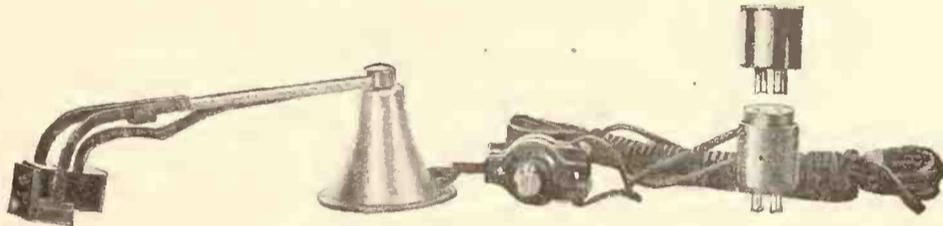
THE AMPLION CORPORATION OF AMERICA
The Amplion Corporation

AMPLION

NOW—

AMPLION'S latest addition to
"the line with least resistance"

Easy to
 Demonstrate



Easy to
 Sell

The New Amplion Revelaphone, the
 lightest weight electric pick-up on the
 market—and of the highest efficiency

THIS remarkable new attachment is the result of exhaustive scientific study and laboratory tests. The Amplion Revelaphone was not offered for sale until it could conform in every respect to the Amplion world standard of quality in materials, design, workmanship and tone.

Light Weight

The Amplion Revelaphone is the lightest electric pick-up made—the same weight as a phonograph sound-box. This means that it does not slow up the speed of the turntable and alter the pitch of the record. Nor does it injure or wear out phonograph records; both very important points.

The magnets in the reproducing unit are made of Cobalt Steel. This steel has a greater magnetic flux density—"magnetic power"—than any other metal. It is more expensive too—but as it is the best, Amplion uses it. Cobalt steel is also used in all the most delicate electrical measur-

ing instruments. Owing to its extremely high efficiency, smaller magnets are used, with the resultant light weight. This light weight, together with the "short type" connection between needle and magnetic field eliminates the distortion so commonly found in the ordinary electrical pick-up.

Angle of Contact

The Amplion Revelaphone is so constructed that the needle is applied to the phonograph record at exactly the right angle for the best tone efficiency. There is no possibility of using the attachment incorrectly. Its point of contact must necessarily be perfect.

Other Features

The Amplion Revelaphone has a volume control to suit the requirements of the listener. It is equipped with a twenty foot cord which makes it possible to have the phonograph and the radio in different parts of the room. Handsome antique bronze finish.

The announcement of the Revelaphone to the trade brought instantaneous response. Write today for full details about this quality pick-up

531-535 West 37th Street, New York
 of Canada Ltd., Toronto

QUALITY

Eye Value Plus Quality Features the Most Modern Radio Cabinets

C. T. McKelvy, General Sales Manager of the H. T. Roberts Co., Shows the Progress Made in Radio Cabinets and the Effect of Artistic Finishes on Sales—Fine Cabinets Developing Growing Interest in Radio Among Women

THERE is a difference between radio cabinets and radio furniture.

You, no doubt, will recall the early days of the phonograph business when the horn-type talking machine reigned supreme. Contrast this with the phonograph of today, the success of which can be largely attributed to the fine cabinetry employed in its manufacture.

Have you ever had the experience of selling on the retail sales floor?—How many times have your prospects turned on the way back to the demonstration room at such an exclamation from the lady of the household—(The lady

walking over to a phonograph cabinet that has for some reason attracted her attention.) "Isn't this a beautiful cabinet? This is just like the one Maude has, and it would fit in our living room splendidly." Just to what extent eye value has contributed to the success of the phonograph would be hard to estimate.

When the radio industry first sprang into existence, you no doubt remember how we all used to sit up until the wee hours of the morning with a pair of head phones clasped tightly about our heads—leaning forward, almost buried from the world in the confines of a horn type speaker which we all thought was about the finest thing in existence. If anybody opened a door, or should happen to speak above a whisper, we were highly offended. We were "listening"—intently listening, trying to hear some faint voice or dying strains of an instrument from some distant point.

The next morning we discussed with each other the following all-important subject: "What did you get last night? I had KFI so loud you could hear it all over the house." And so the argument began, and, as a consequence, the writer feels that radio made more members of the Ananias Club than any other one factor. Inevitably, when one of us visited the other fellow's house to "listen in," he never could get that far-distant station which he had told us about.

We thought nothing of housing radio equipment. There were wires coming in from the ceiling, wires coming up from the basement, fastened to the water pipes down below. There were batteries all over the table. Most of us had ash trays, the remains of cigarettes, and what-not, strewn all about us. The radio set was not in the living room or music room, but in the attic, spare room, or, in a great many instances, on the window sill. Have you ever stopped to realize that the only reason the radio set has taken its place beside the piano and phonograph is because of the cabinetry surrounding the set?

Looking Back in Radio

In those days only those who were technically inclined had radio sets. Every kid became interested in this new thing which had come into American life—RADIO. He studied diagrams and appropriated his weekly allowance for the purpose of buying parts for the building of a radio set. Radio was a mystery and its operation required the services of an expert to match the tubes, adjust the ground, arrange the aerial, and properly tune in with anywhere from three to ten dials. The husband was the radio fan. The wife only scolded because his first interest in life seemed to be that radio set.

As in the evolution of the phonograph, these conditions in the radio industry have gradually changed. First came the radio cabinet. The cabinet did not contribute a great deal to the eye value of the set, because the basic motive behind the manufacture of the cabinet was simply to house the radio receiving apparatus—batteries, etc. This was a great step forward in the right direction, but please bear in mind that even at this time the radio set was a highly technical device and the big question of the day remained the same—"What did you get last night?"

All during this period of evolution in the radio industry the radio set remained a highly technical, electrical device and it was generally conceded that electricians and men with highly developed technical minds were the only logical ones to merchandise radio to the ultimate consumer.

Then came the almost miraculous improve-

ments in the radio receiving set, closely followed by just as great, if not greater, developments of our national broadcasting. Through national broadcasting finer artists and better music became available to the American home with a radio set and suddenly almost overnight we found the music merchant awakening to the potential sales possibilities of radio. The music trades began to realize that the radio receiver was in reality a musical instrument and should be presented to the buying public by men trained to sell the musical value of radio. Gradually broadcasting stations have been erected until at the present time in practically all of the larger cities throughout the country we find a broadcasting station bringing to the homes in that community the finest music by the finest artists in the world. In the development of the radio receiver we find all of the complications taken away until to-day every member of the family operates the radio receiver, which is just as simple, if not easier, to operate as the phonograph. The tables have turned, the wife and the girls are just as interested in the radio receiver as the husband and the boys.

Eye Value Plus Quality

The radio has come into the American home and people expect the same quality of musical reproduction from the radio as they have expected in the past from the piano or phonograph, and, as a consequence, the radio receiver is destined to occupy the foremost position in the living room or music room of the American home. It, therefore, stands to reason that the cabinetry surrounding the radio receiver should be of the same quality, workmanship and artistic design as is the phonograph or piano.

To-day we find the wife becoming more and more interested in radio, which means that eye value of the radio set, even though important to-day, will be a greater determining factor in the sale to-morrow. It is our experience that at this time the lady is also taking a more active part in the buying of radio than ever before, and eye value, plus the quality of musical reproduction of the speaker used in the cabinet, are the outstanding factors of the sale rather than the circuit of the set, the grid, the condenser, the couplers, etc.

Accordingly, the H. T. Roberts Co. has entered into an agreement with the manufacturers interested in developing radio furniture for its company to use the Radio Corp. 100-A type speaker in its cabinets, thereby insuring an excellent quality of musical reproduction from the radio receiver placed in the cabinet in the consumer's home.

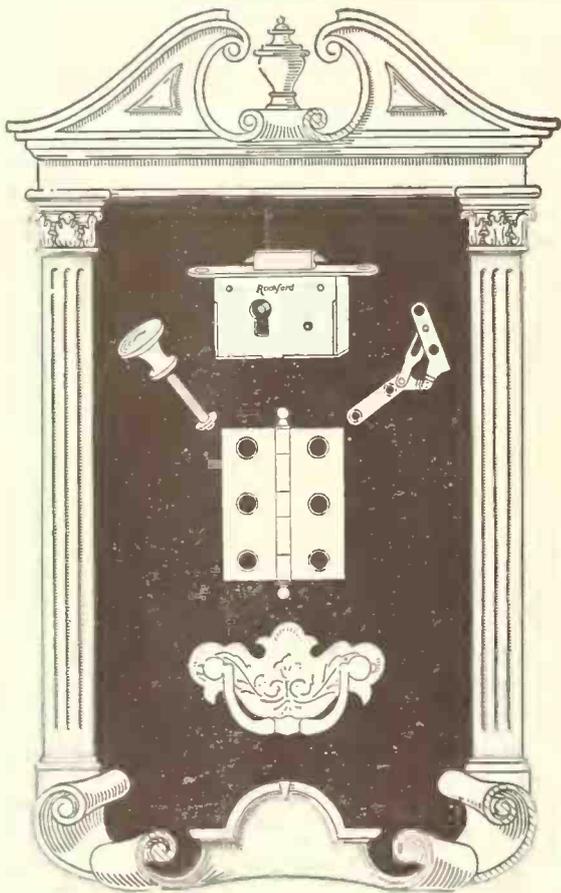
The radio furniture business is a big, fine business. There is no service in the sale of radio furniture, and we confidently believe the music trades will immediately recognize the potential sales possibilities of this splendid line.

Just remember! When you sell a radio set you create a sale for a piece of radio furniture. The sale of the right kind of radio furniture opens up a great field to the music and radio merchants, not only for sets to be sold this year or next year, but think of the sets purchased prior to this time which are to-day sitting on tables or placed in just plain box cabinets. The writer knows of a retail salesman in a large mid-Western city who opened the eyes of his employer by a house-to-house canvass with four beautiful photographs of fine radio furniture for the home.

Columbia Dealer Co-operates

ERIE, PA., November 4.—The Erie Camera & Phonograph Co., Columbia dealer, is co-operating with a local newspaper and winning much publicity and good will by furnishing the music at a cooking school through the medium of the Columbia Viva-tonal and Columbia records.

Canvassing for radio business is proving productive of sales for many dealers



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

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

U. S. A.
Cable Address: NATLOCK

**Rockford
Hardware**

Branch Sales Offices:

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

The swing to Balkite is no accident



Licensed under Andrews-Hammond patent

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 \$35.00.



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, \$35.00. "B"-180, 180-volts, \$42.50. 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

That there is an enormous swing to Balkite in the Radio Power Field is now obvious. Balkite sales are greater. The number of Balkite dealers is greater. The number of jobbers who want Balkite is greater.

This swing is not an accident. In fact, when in the settling-down stage of any industry the trade begins showing a decided preference for one manufacturer it is never an accident. What has happened is that time and experience have made clear to both jobber and dealer which lines are profitable and which not.

Why the swing should be so decisive at this particular moment in the case of Balkite is quite clear.

First: year after year Balkite has been the pioneer in its field. This year as usual the Balkite line is the most advanced line of Radio Power Units on the market. Outclaimed all summer by a score of lines, the season's best sellers are again Balkite.

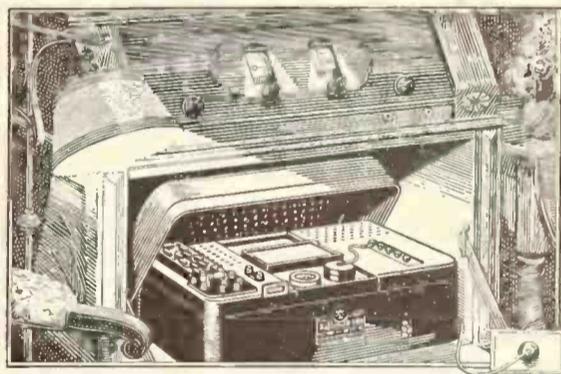
Second: time shows more and more the correctness and reliability of the Balkite electrolytic principle. Electrolytic rectification is not only more popular than ever

with the trade but its advantages are so great that other large manufacturers are using it under license. Balkite has now three licensees in the radio field: Vesta, USL and Gould.

Third: Balkite's reputation has been built by performance at the hands of its owners. Once sold Balkite radio power units stay sold. We believe that the Balkite service record is unequalled in the radio field.

Fourth: Balkite is the third largest advertiser in radio. Important enough in itself, Balkite's consistent advertising is only part of a larger policy that believes that a sale is never complete until the merchandise has left the hands of both jobber and dealer and is in the hands of the consumer. Balkite has always given, and will continue to give every help it knows how to enable the trade to sell its goods to the public.

The swing to Balkite is only an indication that Balkite policies are bearing fruit in profit to the trade. The line is complete. With it you need no other. Concentrate on Balkite and you will make money.



LICENSED UNDER ANDREWS-HAMMOND PATENT

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, \$64.50; "AB" 6-180, 180 volts, \$74.50. Special model for Radiola 28, \$63.50

FANSTEEL PRODUCTS COMPANY, INC., NORTH CHICAGO, ILLINOIS

FANSTEEL
Balkite
Radio Power Units

General James G. Harbord Outlines RCA Activities at Meeting of Distributors

President of the Radio Corp. of America Delivered Interesting Talk Before Metropolitan Distributors at a Luncheon in the Bankers Club—Other Executives Present

The Radiola and Radiotron distributors in the metropolitan zone were recently entertained by General James G. Harbord, presi-



General James G. Harbord

dent of the Radio Corp. of America, at luncheon at the Bankers Club in New York City.

An informal talk was given by Gen. Harbord, in which he outlined in detail the wide scope of the Radio Corp.'s activities throughout the world, and pointed out that the strong national and international organization of the RCA places it in a position to be of real help and service to distributors, dealers and the general public in all phases of radio merchandising. Gen. Harbord stated that the RCA line of receiving sets would be extended and improved from time to time with the object of always making the best in radio available at all times. Touching upon the patent situation, Gen. Harbord said that the RCA licensing policy would be continued and broadened with a view to aiding in the stabilization of the radio industry.

J. L. Ray, the new general sales manager of the Radio Corp., was introduced to the gathering, and E. F. Bucher, former general sales manager and recently elected assistant vice-president, stated that his new responsibilities would not entirely divorce him from the sales department of RCA.

Among other RCA executives present were:

David Sarnoff, vice-president and general manager; Quinton Adams and Meade Brunet, assistant general sales managers; W. A. Graham, I. E. Lambert, Van Ness Philip, M. S. Tinsley, E. A. Nicholas, L. R. Galvin and J. Haber.

The following Radiola and Radiotron distributors were present: Irving Sarnoff and G. B. Anthony, Stanley & Patterson; H. H. Lippe, Essex Distributing Corp.; R. M. Keator, McPhilben Keator, Inc.; A. S. Simons, Universal Radio Co.; D. W. May, D. W. May, Inc.; G. J. Seedman, G. J. Seedman Automotive & Radio Co.; H. Futterman, Superior Lamp & Automotive Equipment Co.; J. N. Blackman, Blackman Distributing Co., Inc.; R. G. Pruden, W. E. Pruden Co., Inc.; O. W. Ray, Silas E. Pearsall Co.; H. C. Callahan, General Elec. Sup. Corp.; Max H. Krich, Radio Distributing Corp.; W. H. Alfring, Aeolian Co.; A. D. Baldwin, Alpha Electric Co.; B. Marz and L. R. Henry, Manhattan Elec. Sup. Co.; F. I. Robinson and G. Ollendorf, National Light & Elec. Co.; J. G. Johannesen, W. A. Kennedy and V. M. Jensen, General Elec. Sup. Corp.; E. B. Ingraham, Times Appliance Co.; R. Randall and J. Stantley, Continental Radio; M. W. Craddick, McKenzie Radio Corp.; R. M. Kempton and W. G. F. Steele, Aeolian Co.; N. Gertler, County Elec. Sup.; A. D. Geisler, Standard Home Utilities; G. A. C. Halff, Southern Equipment Co., and F. S. Price, Pettingell Andrews.

Rome, N. Y., Holds Its First Radio Exposition

Eleven Display Booths With Wide Variety of Receivers, Speakers and Accessories Attract Large Crowds at Radio Show

ROME, N. Y., November 5.—The first radio show ever held in this city took place the latter part of last month, and was most successful. The exhibition was sponsored by the R. F. A. Radio Club and large crowds visited the eleven booths which were set up in the gymnasium of the Rome Free Academy.

The exhibitors were: Rome Tire & Battery Service, showing tubes, power units and other accessories; Northern New York Utilities, showing Philco "A" and "B" units; Spear's Music House, showing Atwater Kent, Radiola and Crosley receivers; Louis Gazitano, showing the Hyatt portable, the Metrodyne, All-American and Tilman sets; F. K. Amann, showing

Bosch and Kellogg receivers; Ferguson Electric Co., featuring the Willard "A-B" radio power unit; Schuderer & Castle, showing Radiola, Sonora, Kolster and Freed-Eisemann receivers; Plunkett's Tire Shop, showing Mohawk one-dial receivers; Kimball's, exhibiting batteries, tubes, and power units; Gurley Bros., featuring Atwater Kent sets in Pooley cabinets, and Sears Auto Supply Co., featuring the Federal Ortho-sonic line.

Stromberg-Carlson Receivers Shown at Connecticut Fair

New Electric Model Radio Receivers Seen in McCoy's, Inc., Exhibit at Hartford Fair—Display Attracts Attention of Visitors

HARTFORD, CONN., November 5.—The Stromberg-Carlson new electric radio receivers attracted considerable attention from the thousands who



Stromberg-Carlson Exhibit of McCoy's, Inc. attended the annual Connecticut Fair held here last month. The line of receivers was attractively shown at the display booth of McCoy's, Inc., and members of the sales staff were on hand to answer inquiries and give information regarding the qualities of the new model receivers. The accompanying photograph gives an idea of the attractive manner in which the Stromberg-Carlson products were shown.

Damrosch Heads Prize Jury

Walter Damrosch, world famous musician, has accepted the chairmanship of the American jury which will select the winner of the contest being conducted in conjunction with the observance of the Schubert Centennial. The Schubert Centennial, together with the prize competition for two movements to be written as a tribute to the composer and in the manner in which he composed, is being sponsored by the Columbia Phonograph Co. This project has aroused international interest among both the public and the trade.

A Beautiful Cone—Rich in Tone Quality—
the New Improved

SONOCHORDE

SENIOR

Junior Model



\$15

IT'S READY! The Senior Model of the nationally famous SONOCHORDE Cone—with all the quality—plus the beautiful silk front and protected back. SONOCHORDE is ONE radio speaker that the Talking Machine Dealer can afford to sell.

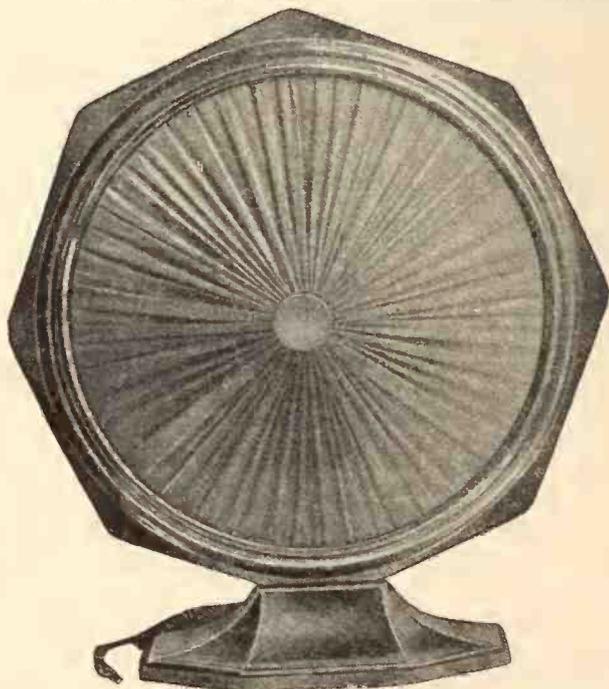
Just try Sonochorde! If you do not find it equals or excels the most expensive speakers, we'll refund your money.

\$25

BOUDETTE MFG. CO.

Chelsea, Mass.

Address Dept. "E"



Interesting Events of the Trade in Pictures



Left: The attractive Stromberg-Carlson exhibit arranged by Western Radio, Inc., at the Los Angeles Radio Show, held recently. The display was situated in the center of the exhibition hall and attracted thousands of visitors who displayed great interest in the many different models of Stromberg-Carlson products on exhibit. Dealers throughout the territory felt the good effects of the radio show in sales.



Above: J. E. Henderson, the well-known record sales manager of the Brunswick-Balke-Collender Co., Chicago, Ill., under whose direction Brunswick record sales have been steadily mounting, with the outlook growing brighter.

Two illustrations to Right: Graham Amplion, Ltd., London, England, maintained attractive exhibit at British Radio Show, Olympia Hotel, London. Amplion House was kept open to welcome trade and show Amplion speakers.



Below: Walter W. Clark, head of the artists' department of Victor Talking Machine Co., instructs Secretary of Commerce Herbert Hoover as he prepares to record address to American Institute of Steel Construction.



Above: Earle C. Anthony, who was elected president of the National Association of Broadcasters at the annual meeting held recently.

Below: Ernie Golden, nationally known conductor of the Hotel McAlpin Orchestra, listened to the Tunney-Dempsey fight on a Shamrock radio receiver. He was too busy to visit Chicago, so chose this method of attending the championship contest.



Left: The highly successful dealer convention staged by the F. D. Pitts Co., distributor of Kellogg radio products, concluded with a banquet at the Copley-Plaza Hotel, Boston, Mass. The gathering was said by dealers to be one of the most progressive which they had ever attended and the addresses by the officials of the Kellogg Switchboard & Supply Co. and of the Pitts organization were timely and of value. The sales and advertising plans outlined imbued dealers with a feeling of high optimism regarding the season of 1927-28.

GREATER



Model 5

THIS instrument represents an achievement in advanced musical reproduction, with newest developments in design, tone arm, reproducer and tone chamber. Covered in beautifully decorated waterproof Du Pont Fabricoid colors blue, black, or red.



Model 18

THIS portable is a true value. It represents the utmost in tonal reproduction and volume, employing a new exclusive reproducer, and improved tone arm. Artistically designed in colors blue, black, or red, of decorated waterproof Du Pont Fabricoid.

Make your plans today. For this is profit time. Arrange your display of Allen Portables—the most wonderful, complete line ever created. Act now! Call the alert "live-wire" Allen Distributor near you!

HOLIDAY

Profits

WE ARE ON THE EVE of the golden season of opportunity for those who sell musical instruments, and Dealers everywhere are tuned up for the profit harvest.

Make the most of your opportunity this year by selling ALLEN PORTABLES ~ the one complete line built to your measure.

The time is just right to display these wonderful new portables. By an attractive showing in your windows and store you are bound to gain a world of new business ~ and marvelous holiday profits.

Our Distributor, nearest you, will be glad to assist. Happy to help you by supplying window displays, posters, illustrated catalogs, stock, etc. Get in touch with him today. Or if you prefer, wire or write us for attractive catalog, and we will have our nearest Distributor call upon you.

ALLEN PORTABLES

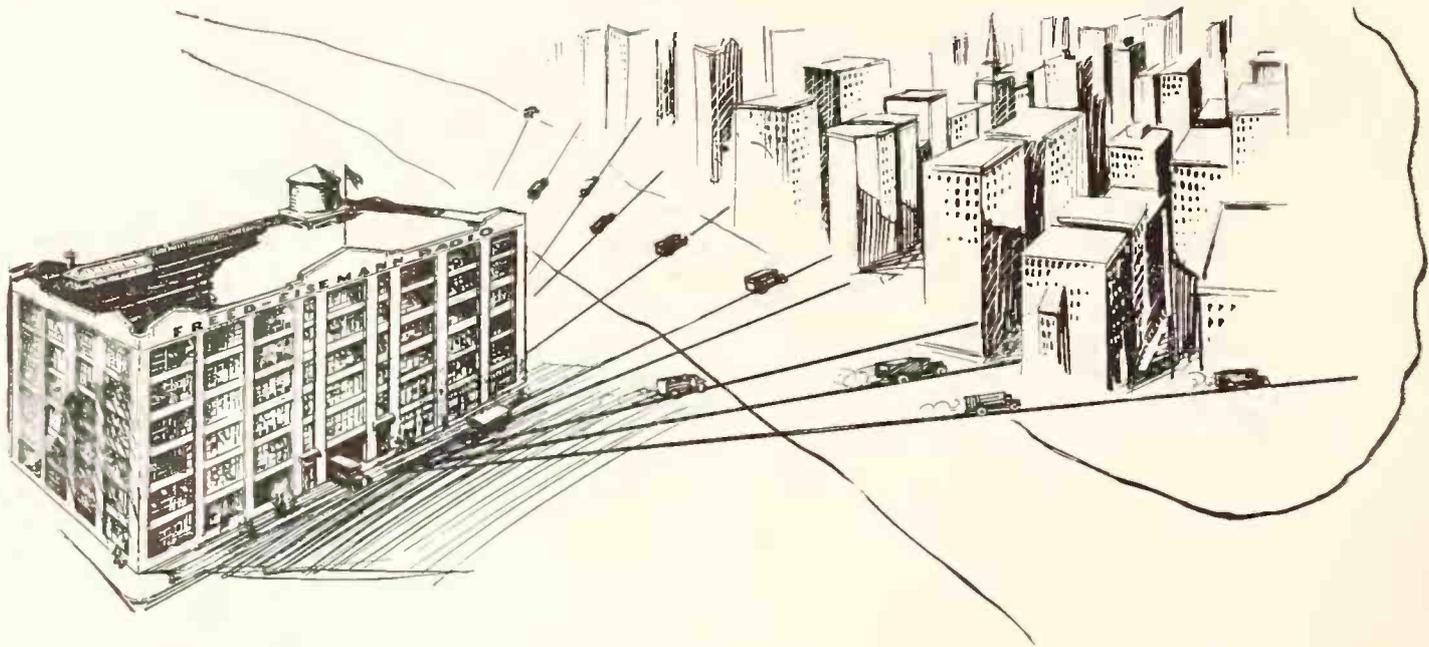
*See and
hear the
difference!*

Model 27

THE finest novelty portable with practical playing value. A big holiday seller with a splendid year around market for gift purposes. This model contains all the equipment of more expensive portables and should not be confused with toy machines.



Allen Hough Manufacturing Co.
MILWAUKEE, WISCONSIN
FACTORIES — RACINE and NEW YORK



WALKING AWAY . . .
with the NEW YORK market!

In the crucible of the world's most competitive market—New York—where many manufacturers' hopes are shattered, *the new*

FREED EISEMANN

Electrics 57 and 60

(Using the New AC Tubes—226 and 227)

—*have swung* into unquestioned leadership and unparalleled demand, establishing a new low-price standard for highest quality electric radio—compartment shielded.

These new models have jumped into a sensational success. 1229 sets were bought by dealers the first day following the announcement of these new models. Since then the huge modern plant a block long and 6 stories high, has been working day and night to try to cope with the enormous demand.

WRITE OR WIRE YOUR DISTRIBUTOR TODAY!

Licensed under Latour, Hazeltine-Neutrodyne and Radio Corp. of America Patents

FREED-EISEMANN RADIO CORPORATION, Junius Street & Liberty Avenue, BROOKLYN, N. Y.

\$250,000 Group Insurance for Newcombe-Hawley Forces

Group life insurance totaling more than \$250,000, partly supplemented by liberal health and accident benefits, has been provided for the employes of Newcombe-Hawley, Inc., a prominent manufacturer of radio and phonograph reproducers, St. Charles, Ill. The contract is under the administration of the Metropolitan Life Insurance Co. and provides for life or total disability insurance of not less than \$2,000 for each employe. In the case of factory employes it also provides health and non-occupational accident insurance of \$10 per week for a maximum of thirteen consecutive weeks.

The Auditorium Orthophonic Victrola was one of the features of the annual fair held at Little Rock, Ark., last month. G. C. Moses, sales manager of Pfeifer's, Victor dealer, arranged for the showing of the instrument, which attracted considerable attention.

A. H. Grebe Co. Is Now a Hazeltine Licensee

An agreement terminating all outstanding patent litigation has been reached by the A. H. Grebe Co., of Richmond, N. Y., and the Hazeltine Corp., Jersey City, N. J., according to a joint announcement by officials of both companies. The agreement includes the granting of a complete license to the Grebe Co. under all the radio receiving patents owned by the Hazeltine Corp. and its subsidiary corporation, the Latour Corp.

Seek Columbia Station

The Columbia Radio Trades Association recently started a movement to have one of the Denver broadcasting stations included in the Columbia Broadcasting System. The high quality of the programs is the factor responsible for this movement by the dealers.

Burns-Philp Co. Now Fada South Sea Islands Jobber

The Burns-Philp Co., of San Francisco, has been appointed exclusive Fada Radio distributor for the South Sea Islands and the Western Pacific Islands, R. C. Ackerman, export manager of F. A. D. Andrea, Inc., announced upon his return from a trip which carried him half way around the world. The Burns-Philp Co. maintains offices in the Islands and operates steamship lines between Sydney, Australia, and various Island ports, also acting extensively as traders.

Roy A. Forbes Makes Address

Roy A. Forbes, manager of sales and merchandising for the Victor Talking Machine Co., was one of the principal speakers at the recent luncheon to 1,200 welfare workers which opened the Philadelphia Welfare Federation's annual drive for funds to carry on the work.

Red Lion Cabinets

Built exclusively for ATWATER KENT RADIO



MODEL 33
Desk Cabinet, including approved built-in speaker with Atwater Kent unit. Retail at \$50
With Atwater Kent Model 30 Set\$109
With Atwater Kent Model 33 Set\$119



MODEL 35
Desk Cabinet, including approved built-in speaker with Atwater Kent unit. Retail at\$45
With Atwater Kent Model 35 set\$94



MODEL 9000
Cabinet, including approved built-in speaker with Atwater Kent unit. Retail at\$90
With Atwater Kent Model 30 Set\$149
With Atwater Kent Model 33 Set\$159

Nationally Advertised~

to trade and public through the three most powerful channels of publicity — the trade publication, the national magazine and the great daily newspaper —

Red Lion Cabinets are quick and easy sellers. Their sales, practically every month, have far exceeded the somewhat optimistic quota which we set for them.

Retail Prices slightly higher west of Rocky Mountains

By the makers of the Famous Red Lion Furniture

RED LION CABINET COMPANY, Red Lion, Pa.



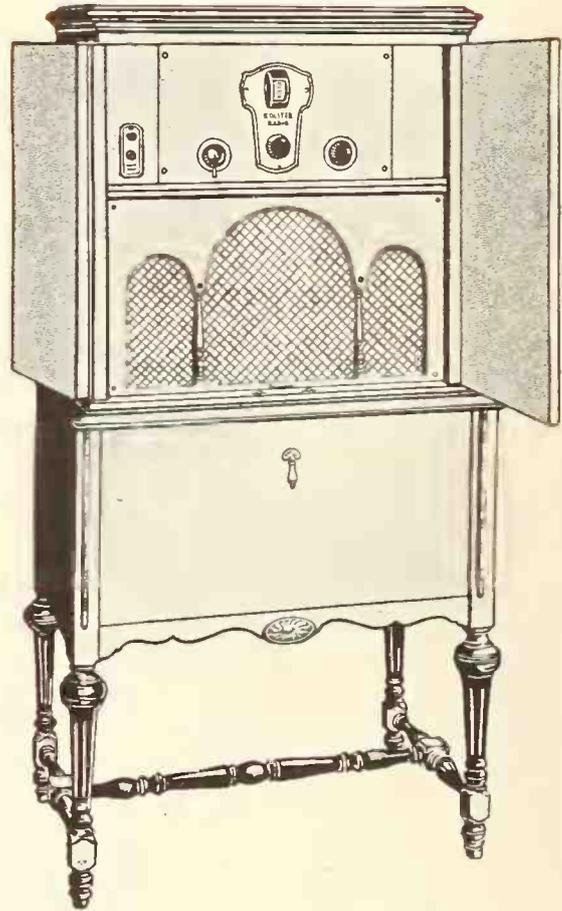
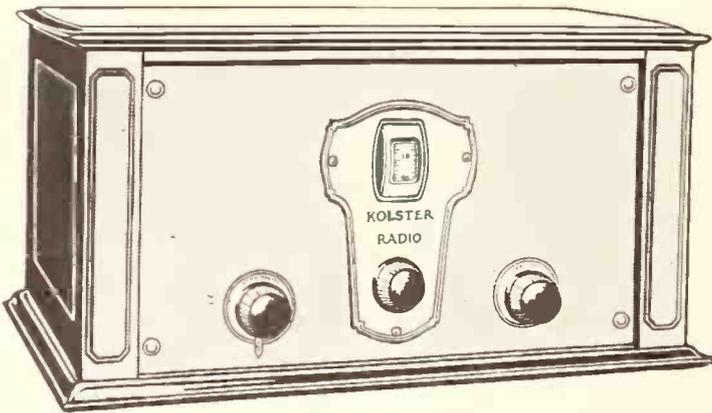
MODEL 4750
Cabinet. Retail at \$17.50
With Atwater Kent Model E Speaker and Atwater Kent Set No. 30, \$130.50
With Atwater Kent Set No. 33\$140.50

2nd great wave

Kolster 6-H . . . \$295.00
With Power Cone Reproducer:
Tubes and "A" Supply extra

Kolster 6-F . . . \$160.00
For Electric Operation

Kolster 6-D . . . \$89.50
For Battery Operation



KOLSTER

RADIO *for* ELECTRIC
and BATTERY OPERATION

of radio prosperity!

The radio market is headed for the second great wave of prosperity, which is a *selling* wave. A selling wave based on the retailer showing more interest in the consumer's preferences and desires.

The public is more interested in radio today than ever it was, but intelligent selling and intelligent service are required. The public is learning *value per dollar spent* and discovering it in *Kolster*.

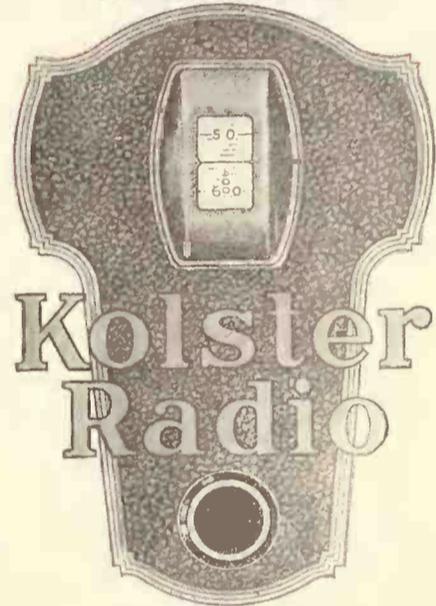
The retailer who will go to twenty homes and ask whether the family is interested in improved radio reception, will pave the way to a *demonstration of Kolster*, and will learn the meaning of the second wave of radio prosperity in his locality.

Try it! The fact that you are looked on as the local *expert* on radio is worth money to you.

* * * *

If you wish to join the regiment of Kolster dealers who are reporting bigger and bigger sales sign the coupon below. This may give you the right to display the Authorized Kolster Dealer Sign.

AUTHORIZED



DEALER

KOLSTER

FEDERAL - BRANDES, Inc.

200 MT. PLEASANT AVENUE

NEWARK, N. J.

Please let me know if there is room for another Kolster dealer in my locality.

Name

Street

City State

Ernest Ingold Re-elected President of the Pacific Radio Trades Association

Officers and Directors of Progressive West Coast Trade Organization Are Trade Leaders—Reports of the Various Committees Show Scope of Work Under Way

At the annual meeting of the Pacific Radio Trade Association, held in San Francisco, Ernest Ingold was re-elected president, J. W. Laughlin was re-elected vice-president, and W.



Ernest Ingold

J. Aschenbrenner was re-elected secretary-treasurer for the ensuing year.

The board of directors elected reads like a list of Who's Who in Coast radio. They are George Campe, president George Campe Co.; C. B. Clendennin, manager National Carbon Co.; Don Gilman, manager National Broadcasting Co.; Ernest Ingold, president Ernest In-

gold, Inc.; W. G. Kaemper, manager Listen-walter & Gough; G. Harold Porter, Pacific Coast manager Radio Corp. of America; Eric M. Unmack, president Westwood Electric Co.; Shirley Walker, assistant to the president, Sherman, Clay & Co., and J. W. Laughlin, director KPO.

The report of the secretary-treasurer, including the presentation of the auditor's report, showed cash on hand of approximately \$22,000, a very remarkable condition for a trade association to be in. The list of those eligible to vote at the annual meeting showed but two members delinquent in dues, and the auditor's report showed no unclosed items in the secretary's office.

Two New Sonatron Tubes Now Being Marketed

Latest Products of Chicago Manufacturer Are Designed to Operate Direct From an Alternating Current Socket

The Sonatron Tube Co., Chicago, recently announced two new alternating current tubes, No. X-226 A.C. and Y-227 A.C., designed to operate direct from an alternating current socket and dispensing with rectifier and filter. The X-226 A.C. for use in radio frequency and audio frequency amplifier circuits takes a current drain of 1.05 amperes at 1.5 volts, and operates with a plate voltage of 90 to 135, to a maximum of 180 volts under full power. The standard four-prong UX base is used.

Y-227 A.C. is designed for use as detector in a receiver using X-226 A.C. tubes as amplifiers,

MICA DIAPHRAGMS

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

INTERNATIONAL MICA CO.

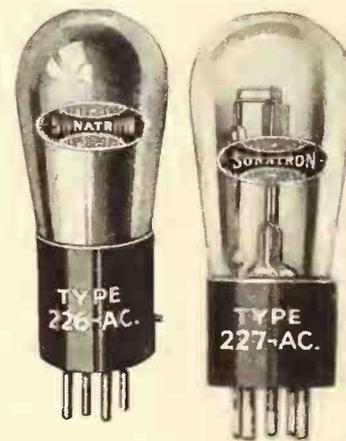
Phone Baring 535 PHILADELPHIA, PA. Cable Filadelp. Phila.

During the meeting C. B. Clendennin, chairman of the Radio Show committee, made a report. Arthur Halloran made a report for the nominating committee, and the year's activities, including the association's work on the Radio Exposition, interference elimination, Summer broadcasting, and other activities, was covered by President Ernest Ingold in a comprehensive report.

though the Y-227 itself may be used as an amplifier tube, particularly in the first audio-stage. It is a heat-principle--self-stabilizing to eliminate the hum which sometimes occurs when A.C. tubes are used as detectors. Current drain in this type is higher than the

X-226, 1.75 amperes at 2.5 volts being required for perfect performance. A five-prong socket base is used.

Operation of these tubes under laboratory test conditions are said to have proved them to be remarkably efficient, free from A.C. hum, and in general affording sharp, clear-toned reception. With the demand for light-socket operating sets it is expected that the two new A.C. tubes will meet with a ready sale.



New Sonatron Tubes

"Two Black Crows" in Booth at Radio Show

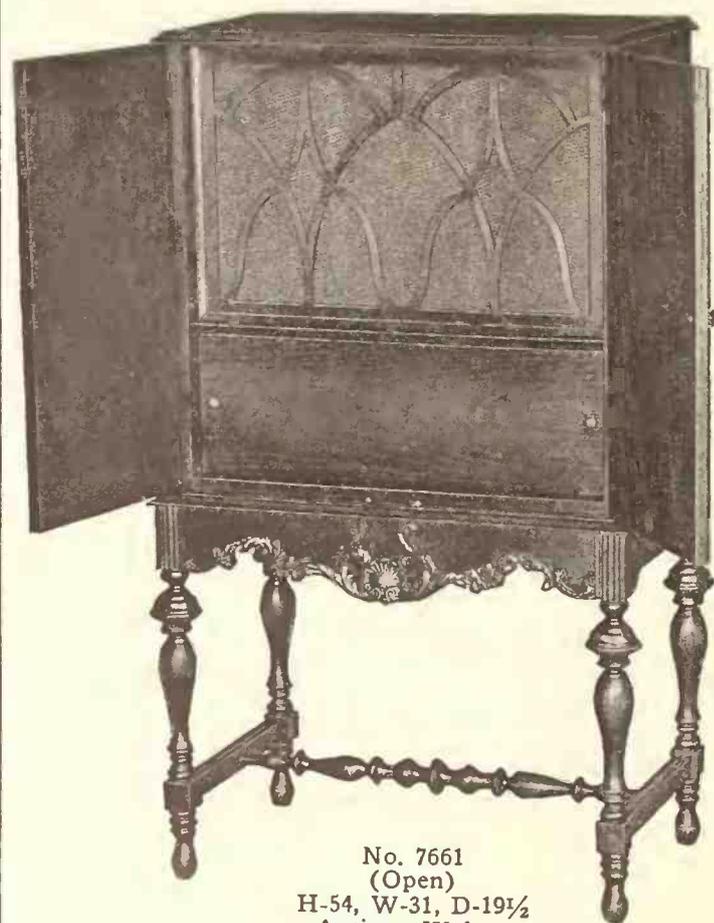
CLEVELAND, O., November 7.—Because of the fact that there is no regular radio show scheduled for this year the Wm. Taylor & Sons Co. recently devoted its entire arcade to a showing of its radio products. Much interest and many sales resulted not only in radio but in other products. A special booth at the show was devoted to "Two Black Crows." Pumpkin Jack-o-lanterns surrounded by corn stalks were at each corner, and at one end stood a tree in which "two black crows" reposed. A number of Columbia records hung from the branches, and a yellow light played on the exhibit.

An Interesting Treatise

The technical service bureau of the Raytheon Mfg. Co., Cambridge, Mass., has issued a very interesting treatise upon the subject of "The Evolution of the B Eliminator." The author is D. E. Replogle, of the Raytheon Research Laboratories, and the growth and development of the B eliminator is interestingly traced from its inception up to the present date.

The technical service bureau of the Raytheon Mfg. Co. has also issued articles on the Raytheon "H," a high-voltage gaseous rectifier, and Raytheon "R," an improved voltage regulator tube.

A new music store has been opened at 19 South Clinton street, Middletown, O., by Clem Imfeld. A full line of talking machines, records and other musical instruments is carried.



No. 7661
(Open)
H-54, W-31, D-19½
Antique Walnut
Panel 8½ x 25
With Newcombe-Hawley Horn

A beautiful, new Radio Cabinet Catalog ready for you.

It illustrates and describes the most complete line in the United States.

We have design, construction, finish and price.

Radio Cabinets for all popular receiving sets. Write today.

THE UDELL WORKS

Established 1873

Indianapolis, Ind.

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*



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.

THE ARTOPHONE CORPORATION
McCall Building
Memphis, Tennessee

OKEH PHONOGRAPH
CORPORATION
809 So. Los Angeles St.
Los Angeles, Cal.

OKEH PHONOGRAPH
CORPORATION
339 Bryant St.
San Francisco, Cal.

THE Q. R. S. MUSIC CO.
1017 Sansom St.
Philadelphia, Pa.



Need for a Broader Effort in Radio Retailing

Big Field for Additional Business Among the Owners of Old Sets and Those Who Have Never Purchased a Radio Receiver

By Carl H. Butman

EVERY American home should be equipped to receive broadcast instruction, news, entertainment and announcements of import. Only 25 per cent of us are equipped to listen in to-day, and millions of us live almost under the shadows of broadcast antennas. It is likened to living next door to a public library and never entering or not subscribing to any local newspaper.

What is now necessary is to sell the idea of securing a receiving set, as good a one as possible, to every citizen and persuading those who are not listening in to do so. The manufacturers and dealers have been endeavoring to do this for some time, but they need the cooperation of the other elements of a real radio country—the broadcasters, the press, and, of course, the public at large.

Need for Co-operation

Many broadcasting stations have been trying to increase the size of their audiences by increasing their transmitting power and their range; but it is now shown that this is unnecessary if they will aid the local radio dealers and shops in selling sets in their district. There are thousands of potential fans within fifty miles of every broadcasting station without radio reception facilities.

This is a new idea for the extension of radio broadcast reception advanced by the Federal Radio Commission. While it is one that will at once have the hearty approval of every branch of the industry, to reach fulfillment it must receive the support and co-operation of the broadcasters, the manufacturers and dealers, as well as the listeners and potential listeners. Collectively these interests can put the scheme over and make the United States the first nation to have universal radio equipment, and reception. This country leads to-day in radio development, broadcasting and reception, but much remains to be accomplished before we all are listening in. An exclusive statement of the Commission's attitude just received by the writer follows in part:

The Federal Radio Commission believes it has improved radio reception conditions for the six million families owning radio sets. It believes it is performing the task assigned it by Congress, and getting it done conscientiously, fairly, and with all the possible dispatch that energy and long hours can accomplish.

But it has the following suggestion to offer the industry, that is, the broadcasters and dealers. As against the six million families with radio sets which the Commission can benefit, there are sixteen million homes in America to-day without radio sets. What about them? Who will bring the blessings of good radio to them?

Radio in Every Home

There, as they see it, is the far bigger job that faces the radio manufacturers, jobbers and dealers of the country; the job of putting adequate radio service into every one of America's 22,000,000 homes. For what will it avail the American public to have good broadcast programs and clear, undisturbed reception if only a small fraction of our citizens actually have radio sets in their homes, as at present is the case?

So far only a start has been made on this huge task of equipping the great American

family with radio. To date there are fitted up only 6,000,000 homes with radios, out of the 22,000,000 on the Continent, a saturation of barely 25 per cent. Only 6,000,000 radio sets are in use, yet we have 18,000,000 automobiles, 15,000,000 electrically wired homes and 8,000,000 phonographs.

Our industry and distributors are now selling radio sets at the rate of only 1,750,000 a year, a good part of that number as replacements, so that the net gain is actually only a million or less sets a year.

Important Problems

Two problems confront the industry: To equip all with some sort of receiver and those who have poor sets with the better ones. We should equip the public with better radio sets, encouraging them to make really adequate investments in this, the world's most marvelous merchandise. In a home where furniture, rugs, pictures and draperies are items running into three and four figures, is there any justification for economizing on a radio set and buying a cheap, inadequate one?

If the average radio listener wants to take full advantage of the total value of broadcasting and wonderful programs which are now nightly pervading his vicinity, he should in his own interest invest in the best radio set he can afford. For the radio impulses, as they come in over the air, are to-day of splendid tone value, and far better than the reproduction limits of the average receiving set.

Our broadcasting stations, especially the leading ones, are transmitting music of irreproachable tonal excellence. It is only when such music is filtered through a cheap or poorly designed receiver that its sound offends. Yet nearby a good receiver may be taking the very same ether impulses and converting them into gorgeous harmonies.

Davega Stores Feature Freed-Eisemann Radio

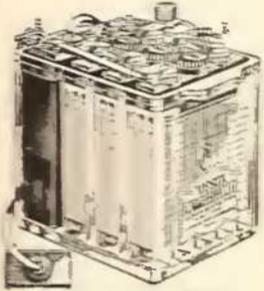
The complete new line of Freed-Eisemann receivers and accessories is being featured by the Davega Stores in New York City in a forceful sales and advertising campaign. The Freed-Eisemann electric receivers, which are reported to be enjoying a heavy demand, are given prominence. A. Davega, president of the Davega stores, and Henry Benjamin, vice-president, state that the success of the campaign is assured.

New Steinite Radio Co. Plant Triples Facilities

A new factory containing thirteen thousand square feet of floor space has been erected by the Steinite Radio Co. of Atchison, Kan. This plant triples the production facilities of the original factory, and with the new factory it is expected that the firm will be enabled to fill all of its orders with greater speed. The new Steinite receiver is manufactured in three models, priced at \$100, \$135 and \$165. Each receiver is complete in its cabinet, having no outside attachments. The line is steadily becoming more popular.

VESTA for VOLUME

The Complete Quality Line of Socket Power Units, Tubes and Batteries Offers EVERY Sales Advantage—



VESTA "A" SOCKET POWER UNITS
BUILT IN GLASS supporting various bulb-in operation. Choice of either BALKITE or WESTINGHOUSE. With or without automatic relay. High or low charging rates. Size No. 100, 110 volt, 50-60 cycle A.C. supply. Size 4 and 4 volt sizes, 50 cycle, 60 cycle. List prices \$12.50 to \$15.00.

There's a Vesta Radio Power Unit to meet every demand. We have combined the ability, experience and quality of Vesta with such favorably known names as BALKITE, VERTREX and WESTINGHOUSE.

This broadminded and far-seeing policy makes possible the most complete line with the *highest sales possibilities.*

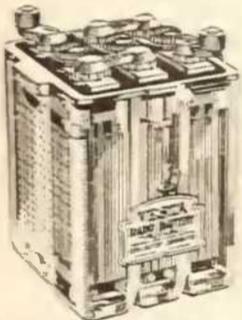
No matter what your customer's ideas may be in radio power you can give it to him in the VESTA line.

Start right with this BIG Quality Line—of nationally advertised Radio Power Units, Tubes and Batteries—and build a successful business.



VESTA TRICKLE CHARGER
with Licensed BALKITE RECTIFIER. Equipped with two taps for high and low charging rates. For use with 110 volt, 50-60 cycle A.C. Current. No. C-300. List price \$12.50.

VESTA BATTERY CORPORATION
2100 Indiana Avenue - CHICAGO, ILL.



VESTA GLASS RADIO "A" BATTERY with BUILT-IN-HYDROMETER. Water level always in plain view. Scale of charge always visible. In 10 and 15 ampere hour sizes. Post-1926 plates are 2 1/4 inch wide. Prices on request.



Vesta Complete "A-B" Socket Power with Licensed WESTINGHOUSE RECTIFIER. All-in-One. Contains "A" battery in glass case; built-in hydrometer; "B" unit; Westinghouse rectifier; Automatic relay; High and Low charging rates. No. A-B 400—"B" capacity 40 mls at 130 volts. List \$72.00. No. A-B 401—"B" capacity 30 mls at 130 volts. List \$77.00.



VESTA "B" UNIT
Socket Power with Automatic Relay. Constant and uniform Current for the "B" Circuit—with perfect control over entire Voltage in both amplifier and detector circuits. Range of adjustment for all sets. B-200, 40 mls at 130 volts. List... \$24.50. B-201, 60 mls at 130 volts. List... \$24.50.



VESTA VERTREX TRICKLE CHARGER
HIGH and LOW charging rates. Supplied with or without relay. Compact in handsome ornate case. Charges 5 volt batteries from 110 volt, 50-60 cycle, A.C. current. C-301 without relay. List \$15.00. C-302 with relay. List \$17.50.



VESTA QUALITY TUBES
There's a Vesta tube for every radio purpose. Special non-microphonic features. These tubes will make friends for the dealer because of their pure tone and long life.

VESTA

.....WRITE NAME ON THIS COUPON.....

Vesta Battery Corporation, 2100 Indiana Ave., Chicago, U. S. A. T.M.W.—11-27

Please have the Vesta Central Distributor near me submit the Vesta Dealer Plan. AUTO AND RADIO BATTERIES RADIO POWER UNITS RADIO TUBES

Sales People to Tell How They Sell Victor Red Seal Orthophonic Records

Victor Talking Machine Co. Sponsors Competition Among Salesmen and Saleswomen to Get Important Information Regarding Sales Methods in Retail Stores

One hundred and seventy cash prizes totaling \$3,000 are being offered by the Victor Talking Machine Co. to retail salesmen and saleswomen for statements, in the salesperson's own words, on the subject "How I Sell Victor Red Seal Orthophonic Records." It is announced that these statements will not be judged as to literary merit, neatness of preparation or length, but solely upon the merit of the selling suggestions derived from the writer's own experience. There are no other conditions or rules, except that each statement shall be signed by the employer as evidence that the contestant is a bona-fide salesman or saleswoman of Victor Red Seal Orthophonic records. The contest ends on January 5, 1928, and prizes will be awarded as soon thereafter as the judges can reach a final

decision as to the winners of the prizes.

Sixty-five cash prizes totaling \$1,325 for the best sales window displays on Red Seal records are also being offered to Victor dealers. The only restriction of this contest is that one of the large colored posters, which are furnished free, must form an important part of the display. This contest also closes on January 5, 1928. The announcement of the contests and details of a forceful national advertising campaign in full color were made to Victor dealers in a beautiful brochure recently distributed by the Victor Co., with a letter signed by President E. E. Schumaker, pointing out that the plan involves more than the mere sale of Red Seal records because it is incumbent upon the entire merchandising organization to see that Victor

service lives up to the highest ideals, and leadership in music presupposes leadership in every other detail of the business.

The illustrations in the new Red Seal record advertising were painted in oil by Eduard Buk-Ulreich, internationally known artist of New York and Paris, and the originals are being framed for exhibition purposes. The advertising and illustrations are designed to make an immediate and colorful appeal to people who are logical prospects for Red Seal records. Pages and double pages will be used in the leading national magazines and the scope of the campaign will be widened from month to month, according to Victor officials, with the addition of other publications and increased frequency of insertions.

Pointing out that sales are made or lost at the retail counter, the Victor Co. offers the Red Seal handbook, entitled "Getting Acquainted," for distribution to retail salesmen or saleswomen. It was prepared by Miss Dorothy Martin, who is reputed to have had phenomenal success in selling Red Seal records throughout the country. The booklet tells how to handle different kinds of customers, how to close a sale, how to get repeat orders, how to follow up inquiries, how to use a telephone, how to write sales-making personal letters and how to conduct demonstrations. There are also suggestions for cultivating the speaking voice, arranging counter displays, booth decorations, etc.

"A Musical Galaxy," a booklet offered to the public in national advertising, strikingly illustrated with reproductions of the paintings by Eduard Buk-Ulreich, and a foreword by Leopold Stokowsky, is available to Victor dealers at nominal cost. Three follow-up letters, window posters, Red Seal stickers, local newspaper advertisements, publicity stories and other sales-promotion material are also offered dealers, as well as a beautifully illustrated booklet describing in detail the entire Victor line of combination Orthophonic Victrola, Electrola and Radiola instruments.

Average Radio Price Quadrupled, Says L. J. Chatten

The average price of radio has been multiplied by four since 1923, according to L. J. Chatten, general sales manager of Fada Radio, who recently returned to his desk in Long Island City from an extensive business trip which included the Pacific Coast. Mr. Chatten states that his calculations were based on exhibits in the Far Western shows, the average in 1923 being \$56 and this year \$269.

Radio Dialite Introduced

The Delta Electric Co., Marion, Ind., recently announced a new addition to its line of electric specialties, the Radio Dialite. This new product, a portable radio light five inches high, finished in old gold, operates from a six-volt "A" battery. Ample length of silk cord is furnished so that it may be used as a trouble light in addition to tuning the radio receiver. The Dialite, which retails at \$2, may be adjusted to any position desired.



Radio Dialite

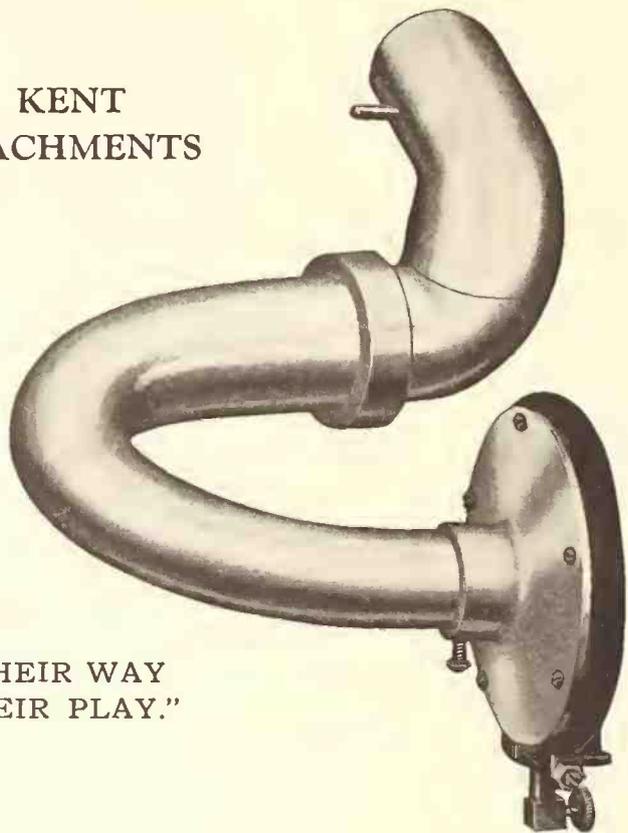
New A.-K. Dealer Help

PHILADELPHIA, PA., November 7.—The Atwater Kent Mfg. Co., of this city, has prepared a new sales aid for its dealers in the form of a flasher with special reflector, and designed for attachment directly on the Atwater Kent "B" power unit. The violet-colored light of the flasher is distinctive and similar to the light of the rectifying tube in the unit.

The **KENTONE**
REG. PAT. OFFICE.

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

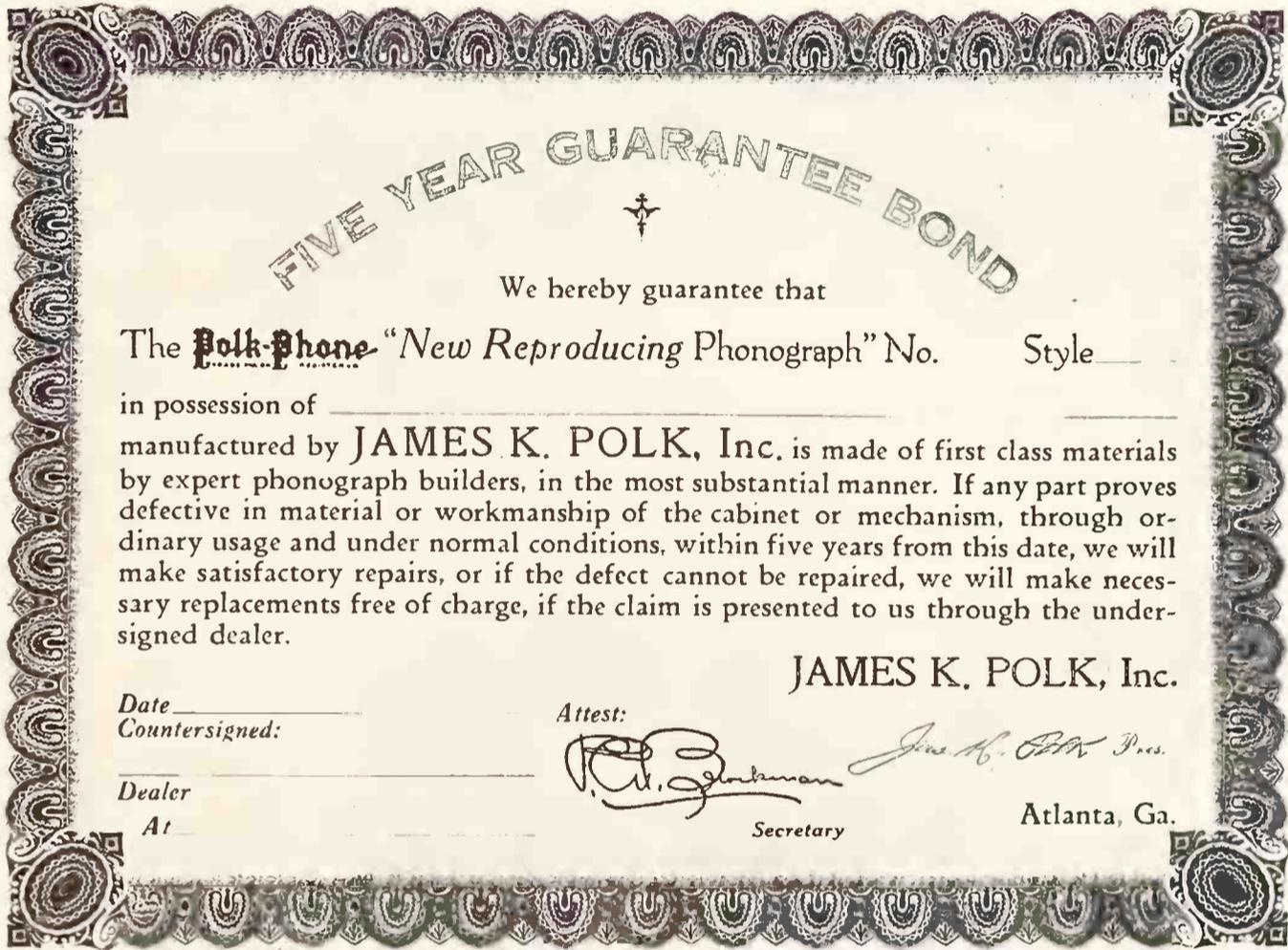
The Latest and Best Device for Playing
LATERAL CUT RECORDS on the
EDISON DISC PHONOGRAPH

Manufactured by

F. C. KENT COMPANY, Irvington, N. J.

This is a reproduction of a message appearing in James K. Polk's Fall Catalog

WE GIVE A FIVE YEAR GUARANTEE BOND



with every machine shipped from our factory

And This Is Why

We use nothing but Heineman Motors — the original and best and the only motor with which we will equip our machines and then guarantee them — and then too, we use the Heineman No. 77, the largest and finest of all Phonograph Motors — this is why we can afford to give our five year bond with each instrument.



A phonograph manufacturer's expression
of faith in

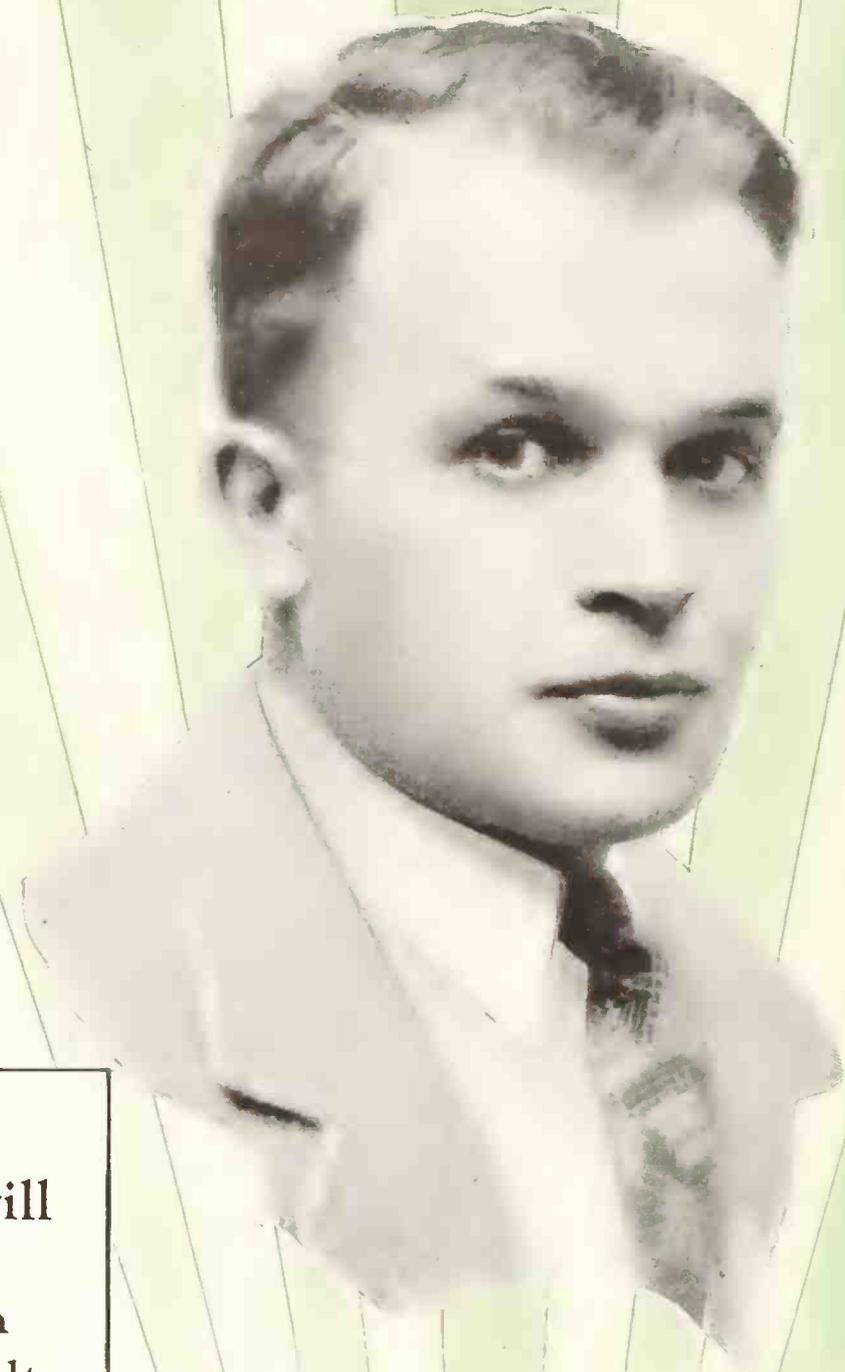
HEINEMAN MOTORS

OKEH PHONOGRAPH CORPORATION

OTTO HEINEMAN, President and General Manager

25 West 45th Street

NEW YORK, N. Y.



What you will hear

in this organ music is a faultless recording . . . tones of rounded richness and Sigmund Krumgold, the master organist.

The music lovers' choice

No. 40904
10 in. 75c.

"INDIAN LOVE CALL"

and

"GYPSY LOVE SONG"

Pipe Organ Solos by
Sigmund Krumgold

Okeh
ELECTRIC

SIGMUND KRUMGOLD

OKEH PHONOGRAPH CORPORATION

OTTO HEINEMAN, President and General Manager

25 West 45th Street

NEW YORK, N. Y.

Odeon

**ELECTRIC
RECORDS**

THERE is no comparison with any existing record needed to reveal the astounding success of the AIDA and CAVALLERIA RUSTICANA recordings sung by EMMY BETTENDORF, soprano, supported by the full chorus and orchestra of the State Opera House, Berlin, conducted by EDUARD MÖRIKE and what may be justly acclaimed a Revolution in Recording.

AIDA

(Verdi)

2nd Act, 2nd Scene
"Gloria all' Egitto, ad
Iside"

No. 5127

12 in. \$1.50

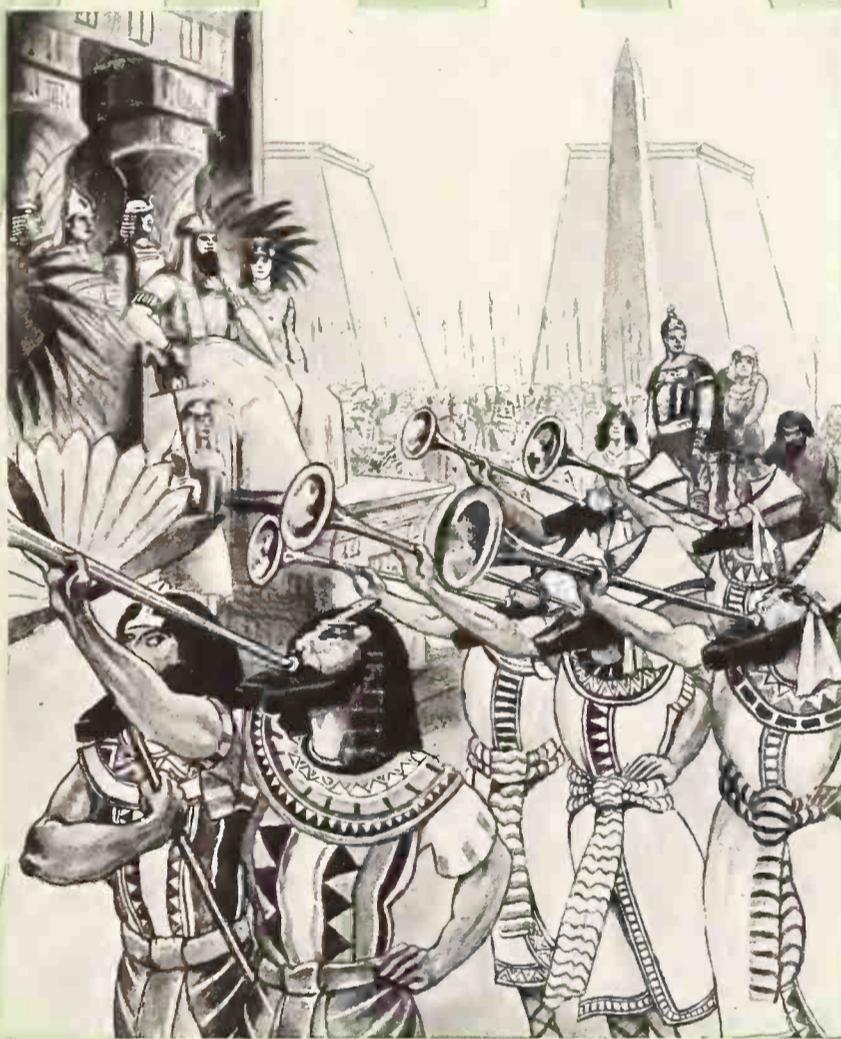
CAVALLERIA RUSTICANA

(Mascagni)

"Regina coeli, laetare"
(Easter Hymn)

No. 5128

12 in. \$1.50

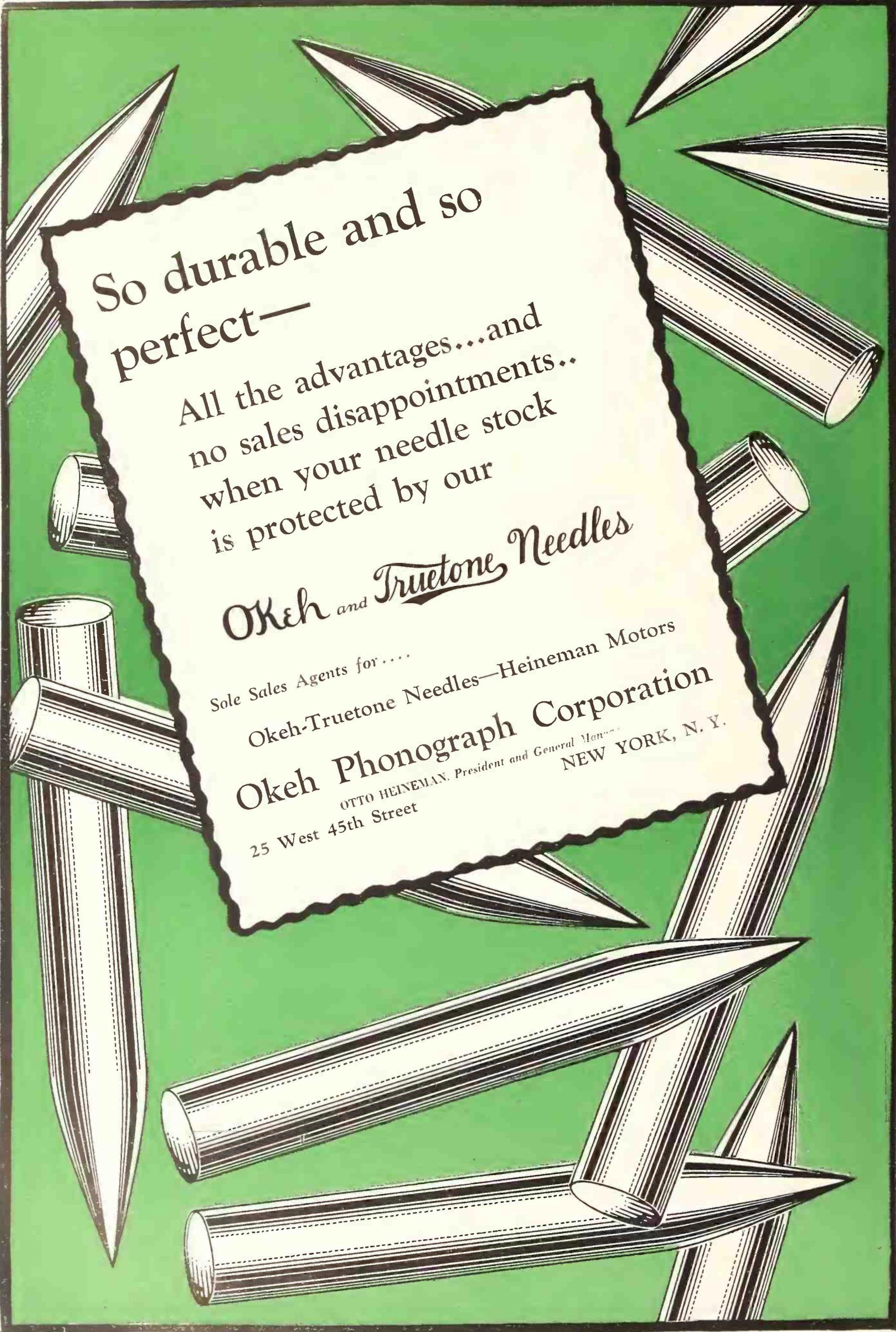


OKEH PHONOGRAPH CORPORATION

OTTO HEINEMAN, President and General Manager

25 WEST 45th STREET

NEW YORK, N. Y.



So durable and so
perfect—

All the advantages...and
no sales disappointments...
when your needle stock
is protected by our

Okeh and Truetone Needles

Sole Sales Agents for....

Okeh-Truetone Needles—Heineman Motors

Okeh Phonograph Corporation

OTTO HEINEMAN, President and General Manager
25 West 45th Street
NEW YORK, N. Y.

H. T. Roberts Co. Announces Three New Radio Cabinets

Beautiful Design Is Feature of Latest Models
Sponsored by This Progressive Manufacturer
—Equipped With RCA 100-A Speaker

Three radio cabinets of beautiful design, equipped with the RCA 100-A speaker, were recently introduced to the trade by the H. T.



The New Trafalgar Cabinet

Roberts Co., Chicago. The cabinets are built in the factory of Berkey & Gay, Grand Rapids, Mich., recognized universally by public and trade alike as one of the outstanding leaders in the field of fine furniture manufacture, and each cabinet bears the famous Berkey & Gay

trade-mark. The H. T. Roberts Co., exclusively representing the Berkey & Gay factory, and others with assets over fifty million dollars, also announces that in accordance with the Berkey & Gay policy the cabinets will be sold direct to dealers. This line of cabinets has been developed through the combined efforts of the Berkey & Gay designing department and engineering department of the H. T. Roberts Co., directed by Donald J. Pieri.

All three cabinets have been created in a definite style, a modern interpretation of the Jacobean period, and the bulbous turnings, heavy mitered mouldings, colorings of the pieces and selection of woods all harmonize with this general style motif. The various figurings of pollard, swirl and burl, lend a beautiful effect.

All doors, drawers and falls have been carefully fitted by hand so they fit snugly and operate easily. The sliding drawers are on steel rollers and move with freedom. The cabinets are of five-ply veneered construction, and the carvings are individually cut from solid wood. Beautiful color combinations have been developed in these cabinets through the use of selected woods, walnut, English oak swirls, English elm burl, crotch walnut, English pollard oak and satinwood. All doors have ornamented corner hinges and fold back flush with the sides of the cabinets.

One of the interesting features of the Charing model is the fact that it may be fittingly used by the consumer in the center of any room. This is possible because the cabinet is finished on all four sides, and the arrangement is such that the top need not be lifted to operate the set. The entire line of Berkey & Gay radio furniture has been designed for specific installations, the Charing being adapted for all A. C. sets and particularly for the Radiola 17. The Carlton is fitted for all battery-operated sets, and is especially suited for use with Atwater Kent, Crosley, or the Radiola 16.

The Trafalgar is suited for all sets either A. C. or battery operated.

Seattle Radio-Music Trade Assn. Elects New Officers

W. H. Graham, of Hopper-Kelly Co., Is President of Trades Association—Group Directors Include Leading Northwest Dealers

SEATTLE, WASH., November 7.—An inspiring meeting was held by the Radio & Music Trades Association, of Seattle, at the Washington Hotel recently, at which time the election of officers to serve for the ensuing year took place. There was a large attendance, and the spirit and enthusiasm evidenced will serve as an incentive to the newly elected leaders. Reports from the various group directors showed excellent progress and development during the past year, and a very comprehensive program has been outlined for execution in the immediate future. Plans will be completed shortly for the launching of an intensive membership drive, with an objective of making the Association State-wide before the expiration of the year.

The results of the election are as follows: President, W. H. Graham, Hopper-Kelly Co.; first vice-president, Gordon Prentice, Sunset Electric Co.; second vice-president, A. S. Kincaid, University Radio Co.; secretary-treasurer, George J. Marsh, Sherman, Clay & Co. The directors for the different groups are: Radio—Harry J. Martin, National Carbon Co.; Piano—Ned Douglas, University Music Stores, Inc.; Phonograph—A. S. Cobb, Brunswick-Balke-Contender Co.; Sheet Music—C. C. Engelhard, Martius Music House; Small Goods—A. B. Miller, Pacific Music Co.

Moves to New Location

The Pine Lawn Music Store, St. Louis, Mo., of which John J. Long is proprietor, is now located in its new quarters at 6207 Natural Bridge road. The new location affords much more display and demonstration space.



Helycon Tone Arm No. 509

THE continuous taper of Helycon Tone Arm No. 509 is acoustically correct. It is particularly adapted to phonographs equipped with new type reproducers and new long air column amplifiers with enlarged bell-opening.

Made of heavy seamless drawn brass, nickel plated; black enamelled bracket, that ensures free sensitive swing and prevents tipping or binding; all joints air-tight, felt-bushed to prevent metallic vibration.

Helycon Tone Arm No. 509 is the outcome of unceasing research, plus precision manufacturing, a worthy representative of the Pollock-Welker line of Helycon precision-built phonograph equipment.

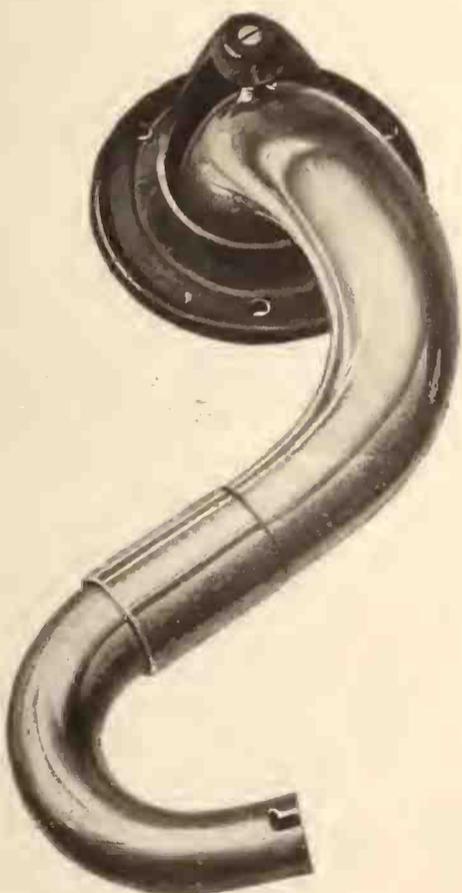
Pollock-Welker, Limited

Established 1907—Pioneers in the Phonograph Industry

KITCHENER—CANADA

Cable Address—Polwel, Kitchener

Code—A.B.C. 5th Edition, Bentley's



S. T. Williams Victor Co. General Superintendent

Former Chief Engineer of the Victor Talking Machine Co. Succeeds to Post Made Vacant by Resignation of C. S. Wickes

The executive offices of the Victor Talking Machine Co. announced on October 20 the resignation of C. S. Wickes, general superintendent, who thereby ends a long and successful career of twenty-five years in the Victor



S. T. Williams

service. Mr. Wickes will be succeeded by S. T. Williams, who is at present chief engineer at the Camden plant of the Victor Co.

Mr. Wickes plans to take a long rest, an experience which he has never allowed himself during the quarter century of his connection with the Victor Co. From his coming to the organization in 1902 up to the present, his career has been one of conspicuous success. His first interest with Victor was the problem of record manufacture, and for twenty-three years he was superintendent of the record plant, and one of the most important factors in developing its production from the comparatively small volume of 1902 to its present enormous output. In May, 1925, Mr. Wickes was appointed general superintendent of the Camden plant, and shortly afterward undertook the transition of manufacturing operations from those incidental to the making of the old style Victrola to those necessary to the production of the radically new and different Orthophonic Victrola and Electrola. In co-ordinating the Victor manufacturing facilities to meet this problem, Mr. Wickes accomplished what was

perhaps the most important achievement of his Victor career. He leaves the company with the good wishes of all his associates.

S. T. Williams brings to his new responsibilities a background of technical training and experience of the first order.

He is a graduate of St. Lawrence University (1913) and three years later received a second degree from Worcester Polytechnic Institute. He has been technical editor of the Motor World Magazine, has undertaken editorial work for various kindred publications and is the author of a book on automobile repairing. During the war the United States Government made use of Mr. Williams' remarkably versatile talents and his extraordinary capacity for work. He joined the staff of the Naval Aircraft plant at Philadelphia, organized by the Government shortly after the outbreak of the war. Here he became experimental engineer and later assistant chief engineer, and in these capacities was responsible to a great degree for the development of the flying boat known as the Navy F-5L, a parent of the present PN-9. Other military devices of a special nature were developed under his supervision.

Mr. Williams' Victor connection dates from November, 1922, and shortly after it began he was made chief engineer. In this capacity he played a part of first importance in developing the Orthophonic Victrola from a mathematical formula to a perfected commercial product. The world of science has paid tribute to Mr. Williams' conspicuous ability with particular reference to accomplishments in the field of sound. During the last commencement season St. Lawrence University conferred upon him the degree of Master of Science in recognition of Mr. Williams' accomplishment in making the new Victor instrument practically, as well as scientifically, possible.

Mr. Williams will undertake his new duties assured of the co-operation of all with whom he comes in contact in the Victor organization. His marked and generally acknowledged ability, his geniality, his infinite patience and tact, are regarded as highly valuable assets. The change in the position of general superintendent is effective as of October 19.

Stewart-Warner Earnings

The Stewart-Warner Speedometer Corp. reports a net income of \$1,627,706 after all charges during the quarter ended September 30. This is equal to \$2.71 a share on the outstanding 599,990 common shares. Net for the nine months totaled \$4,198,632, or \$6.99 a share.

The Victor Talking Machine Co. recently announced to dealers that Victor steel needles can now be ordered in lots of 1,000 envelopes with the dealer's imprint on each envelope. If desired the needles can be ordered in assorted lots 100 or more envelopes in each lot.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsley's Lubricant makes the Motor make good. Is prepared in the proper consistency, will not run out, dry up or become sticky or rancid. Remains in its original form indefinitely.

Put up in 1, 5, 10, 25 and 50-pound cans for dealers. This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers

ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

Acme "Dri" Line of Radio Power Units Finds Favor

Products of the Acme Electric & Manufacturing Co., Recently Introduced Find Favor With Radio Dealers Throughout Country

CLEVELAND, O., November 7.—The Acme Electric & Mfg. Co. reports that since the introduction of its new Acme Dri line of radio power units the response from the trade has exceeded



New Acme "A-B" Power Unit

all expectations. The "A" and "B" socket power unit has been particularly in demand, but the other units have also secured their share of trade and public favor.

The "A-B" unit includes a "B" power unit together with the Acme new dry charger and a U. S. L. gravity ball, glass jar battery. It is automatic in operation, being controlled by a filament switch on the receiver. Due to the use of gravity balls it is always possible to tell the condition of the battery.

The Acme "B" power unit uses a 125-mill rectifier tube which has an oxide-coated filament giving smooth operation and long life. It has a metal cased condenser designed for long life which, together with the high-quality Acme transformer and 107 Henry choke, will give satisfactory service for years. The Acme Dri charger, type AE-1, using a 1 ampere dry rectifier, is primarily designed for use on sets where the owner already has a storage battery and desires to make his radio completely electrically operated. It is automatic in operation.

The "Dri" A socket power unit, type AED, starts charging at one ampere and tapers down automatically as the battery becomes charged. It is guaranteed for a minimum of 5,000 hours. The Acme "A" current supply is designed to serve socket-power sets employing the new A C tubes.



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



NOW A Mohawk Electric YOU CAN SELL FOR \$139.50

And a complete line of Mohawk Console Electrics to sell for only \$72.00 more than Mohawk battery models

Electric radio! The radio public wants it. And Mohawk, Originator of One Dial Radio, is first to offer it at a price within reach of every purse.

Every Mohawk One Dial Radio is now available in an Electric model that you can sell for \$72.00 more than the standard battery models. This means that the Navajo, the popular Mohawk table model, can be sold for the astounding price of \$139.50 [speaker additional]. Other models to \$347.00.

The Mohawk Electric is not a makeshift. It is a real electric receiver, operated by AC tubes,

complete and ready to connect to the light socket, with nothing more to buy. Nor has performance been sacrificed. The convenience of AC operation has merely been added to the standard Mohawk features.

The quality of Mohawk Electric is not to be judged by its price. Just as Mohawk battery models are the greatest values in their field, for performance, Mohawk Electric can be matched against any Electric Receiver at any price.

With the Mohawk Electric at this price Electric Radio ceases to be a freak product that can be sold only to wealthy customers. It becomes a reality that will bring you tremendous volume sales. It makes the Mohawk franchise even more valuable than it has been in the past. *Wire for details!*

MOHAWK CORPORATION
of Illinois . . . CHICAGO

And here is what you can sell other Mohawk Electrics for	
Pawnee Console Electric - - -	\$179.50
Iroquois Console Electric - - -	\$202.00
Hiawatha Console Electric - - -	\$237.00
Cortes Console Electric - - -	\$267.00
Seminole Console Electric - - -	\$347.00
<i>All Consoles complete with built-in Pyramonic Speaker—nothing more to buy</i>	
This is what you get for \$72.00	
Mohawk Radio wired for AC operation extra over battery wired set -	\$10.00
7 RCA or Cunningham AC Tubes (4 No. 226 or 336 at \$3.00, \$12.00, 1 No. 227 or 327, \$6.00, 1 No. 171A or 371A, \$4.50, 1 No. 280 or 380, \$5.00) - - -	\$27.50
An Approved Power Pack, furnishing all A, B and C power from the light socket - - - - -	\$34.50
Total	\$72.00



Built and guaranteed by Mohawk Corporation of Illinois—Chicago

Manufactured under RCA, Hogan and Mohawk patents

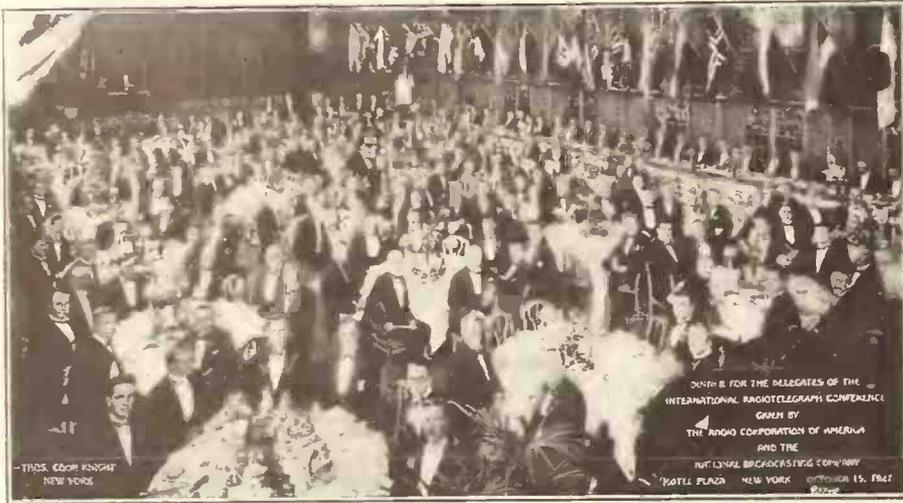
Delegates to International Radiotelegraph Conference Guests of Radio Corp.

Special Train Brings Delegates From Washington to Inspect Receiving Plant at Riverhead, L. I.
—David Sarnoff Principal Speaker at Dinner at Hotel Plaza—Inspect Studios

Four hundred delegates to the International Radiotelegraph Conference in Washington were recent guests of the Radio Corp. of America in New York. A special train in two sections brought these radio leaders from Washington

vidual nation represented at the International Conference.

"The future of facsimile transmission," said Mr. Sarnoff, "when the communication unit will be the square inch rather than the word, of radio photography generally, of better broadcasting of sound, and finally of television, when both sight and sound will lie in the field of practical radio transmission, is dependent very largely upon the development of assured channels of transmission. Insofar as the Radio Corp. is privileged to contribute to international communications, I may say that we are committed to



Delegates to International Radiotelegraph Conference Guests of RCA

to Riverhead, L. I. After inspecting the Radio Central receiving equipment at that point, the delegates traveled in a fleet of motor buses to the Rocky Point Radio Central transmitting station of the Radio Corp. Thence they were driven to Patchogue for luncheon, followed by a trip to New York City in ample time for a dinner given in their honor by RCA at the Hotel Plaza. After spending the night in New York City, the delegates were conducted through the new studios of the National Broadcasting Co. and returned to Washington on a special train.

Among the guests were Senator Guglielmo Marconi, Secretary of Commerce Herbert Hoover and members of the Federal Radio Commission.

Addressing the delegates at the Hotel Plaza dinner, David Sarnoff, vice-president and general manager of RCA, declared that the greater possibilities of radio communication are before, not behind us, and the sum total of our ignorance on this subject is vastly greater than our knowledge. Mr. Sarnoff stated that the past achievements of radio are history, but the present is largely bound up with inventive genius and the industrial organization of each indi-

a policy and program of continued research and development. We are developing facsimile transmission to the point where we believe it will eventually be in the forefront of telegraphic communications."

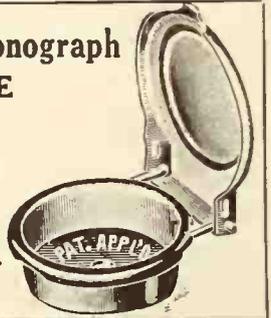
B. & O. Radio, Inc., New A. K. Distributing Firm

B. & O. Radio, Inc., is the name of a new radio distributing firm recently organized with offices at 23-25 Sussex avenue, Newark, N. J. The new company is carrying an extensive line, including Atwater Kent receivers, speakers and "B" power units; Pooley and Red Lion cabinets, Cunningham and Raytheon tubes, U. S. L. batteries and power units and trickle and taper chargers. Niagara batteries, Briggs & Stratton "A," "B" and "A-B" combinations and aerial wires, insulators arrestors and other radio requisites are among the other items carried.

The officers of the company are Ben. J. Oppenheim, president; Harold A. Barter, vice-president and treasurer, and M. T. Hicks, secretary, all of whom have been identified with the radio industry for a number of years.

M'f'g. Radio & Phonograph HARDWARE

PERFECT
Portable Needle Cup
Open Stays Open
Closed Keeps Closed
Star Mach. & Nov. Co.
Bloomfield, N. J.



Manual on Radio Interference Prepared by R.M.A.

"Better Radio Reception" Title of Manual Giving Radio Listeners Practical Information Regarding Disturbing Factors

The Radio Manufacturers' Association, Inc., recently issued a booklet on "Better Radio Reception" sub-titled a "Manual on Interference." The purpose of the manual is to provide listeners-in with information based upon long research to enable them to avoid the interference which distorts and disturbs the programs of entertainment and instruction which are being broadcast throughout the country.

A statement issued by the Radio Manufacturers Association relative to the booklet says in part: "The manual was prepared after a survey covering the entire United States and a classification of all the little items that conspire to make radio hard on the ears. It was discovered that atmospheric static, long damned as the worst trial in broadcast reception, is actually a small factor in noise production, especially in large cities. In communities where populations are dense and the use of household appliances widespread sparking leaks, often so small as to be unsuspected, were shown to take the lead as crackle propagators. The power line transformer, so largely credited with responsibility for radio ills, was given a clean bill of health in the survey.

"One of the notable conclusions set forth in the manual compiled from the reports of the survey is that the connection of small condensers and chokes across the source of interference is an effective and instant cure. In 99 out of 100 cases these remedies may be applied at low costs and without experience in electrical engineering."

This booklet is being distributed by the R. M. A. at a price of twenty-five cents a copy, the income derived to be set aside for further research and study of causes of interference and methods of eliminating it.

THE LINE OF PROFIT

PHONOGRAPHS AND RADIO CABINETS

STYLE 21
Genuine Mahogany or Walnut only.

STYLE 17
Genuine Mahogany or Walnut Phonograph only.

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

STYLE 48
Walnut Radio Console. Built-in loud speaker and battery compartment. Accepts 7" x 18" panel.

STYLE 1
Gum Mahogany, Golden or Fumed Oak.

STYLE 2
Gum Mahogany, Golden or Fumed Oak.

The models illustrated show several products of the EXCEL line, mechanically and acoustically up-to-the-minute in every detail. The EXCEL line is appealing to the customers' eye, ear and purse. Your request for a catalog and price list will be given prompt attention. Enterprising dealers will find the EXCEL line well worth investigating.

Excel Phonograph Manufacturing Company

402-414 West Erie St., Chicago, Illinois

Electric Powered PERFORMANCE PROVES SHAMROCK UNSURPASSED

Don't take our word for it. Just *listen!*
When we say that for clarity, tonal value,
and *selectivity* the new Shamrock elec-
tric powered One Dial set is unsur-
passed, we pass on to you the
honest opinion of honest dealers
the country over.

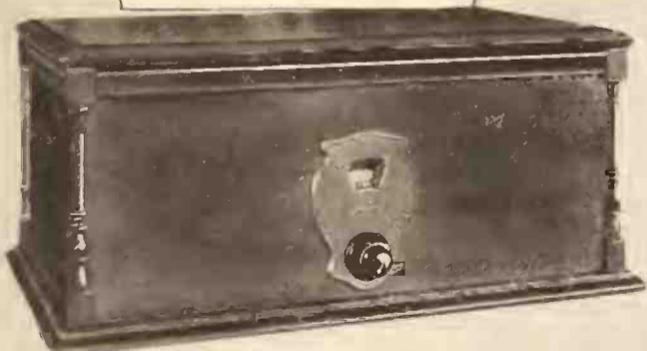
**MODEL BL
ELECTRIC**
Operates from
socket, 110 volts 60
cycles. No batteries,
trickle charger or
liquids used. One Dial
control. (No other
controls, switches or
compensators). Five-
ply walnut cabinet.
Open grill door op-
tional.
Stripped of tubes **\$151**
Complete **\$185**

MODEL A — Exquisite
two-toned walnut cabi-
net, 6 tubes, perfected
one dial control for
either battery or A and
B Eliminator operation.
\$75

Write or wire for further
details, description and
prices.

**SHAMROCK
MFG. CO.**

196 Waverly Avenue,
Newark,
N. J.



SHAMROCK

RADIO SETS

FIRST BY PROVEN PERFORMANCE

Crosley Bandbox Radio Receivers Will Be Continued Next Season and Longer

Powel Crosley, Jr., President of Crosley Radio Corp., States in Letter to Dealers That Present Line Will Be Continued Through Next Season and Perhaps for Several Years

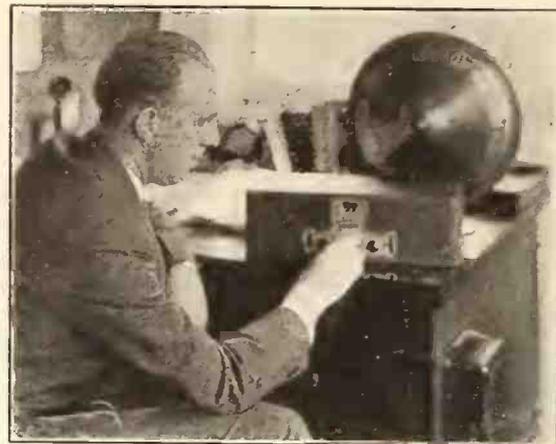
The Bandbox line of radio sets manufactured by the Crosley Radio Corp. positively will not be changed at the end of the present radio season, according to Powel Crosley, Jr., president of the corporation. In a letter sent to all dealers, Mr. Crosley states that they may look forward to a continuation of the Bandbox line throughout the next (1928-29) radio season, and perhaps for several years to come. So enthusiastic has been the acceptance of these models by the public, he says, that they have established a permanent demand and will continue to grow in popularity from year to year.

The Bandbox models, Mr. Crosley states, incorporate all of the fundamental features necessary to the ideal radio set. They are small,

light and compact; are readily interchanged in several different types of consoles; and are of the most advanced technical design, having single-dial control, light-socket operation features, neutrodyne balancing and the like. These features are, he believes, permanent characteristics that will continue to be demanded of fine radio sets in future years.

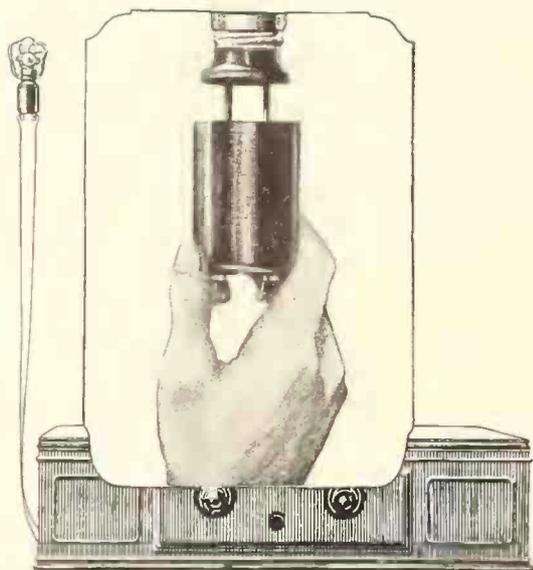
In adopting this policy of continuing a stabilized line of sets, it is made clear that improvements will not be neglected. Such improvements will be made from time to time, whenever worked out, however, instead of being saved up for radically different yearly models. The Crosley technical staff will continue research intensively along the lines of improving radio reception and all new discoveries will be applied in the sets.

The adoption of this policy by a radio manufacturer of the size of the Crosley company shows the degree of stabilization that has now been reached in the radio industry. Changes



Powel Crosley, Jr., Listening In

came so fast in radio a few years ago that it was thought necessary to bring out new models several times each season. Within the past few years, however, the technical side of radio has been developed to such a point that it is safe to say that the more important technical features will remain for several years just as they are to-day. Frequent change of models are no longer necessary. This stabilizing of radio models will promote healthier conditions among radio dealers and wholesalers, and will do much for the betterment of radio merchandising generally.



Who Wants to Bother With an Outdoor Aerial?

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 demonstrations as well as profitable with the sale of every radio set.

Adequately Advertised

—and soundly sold at a list price of \$1.50. 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



Packaged ten to the display carton

Dubilier
LIGHT-SOCKET AERIAL

Kansas City Brunswick Branch Opening Many New Panatrope and Record Outlets

Talking Machine and Radio Business Is Most Satisfactory—Paul's Adds Kolster and Fada Lines—New Columbia-Kolster Electric Phonograph Demonstrated to Dealers

KANSAS CITY, Mo., November 8.—Fall business in talking machines and radios in Kansas City has been very satisfactory, a survey of the trade indicates. Activity in radios is greater this Fall than ever before, and both dealers and distributors are more than satisfied with the volume of business. Records are enjoying a very brisk demand at this time, and with the recent appearance at the Orpheum of Gene Austin and Nick Lucas the records of these two favorites have had a more than usual run here.

The Kansas City branch of the Brunswick-Balke-Collender Co. reports business in fine condition at this time. September was one of the big months with this branch, and T. H. Condon, manager of the phonograph division, says it was far above last September in volume. October started out well, but the warm weather has had its effect temporarily. Mr. Condon reports fine sales in the bigger Panatrope models, especially the PR 138-C and PR 148-C. The new 14-7 model exponential type is going over exceptionally well with the public. It is priced at \$160. Sales of records keep up very well.

The appearance of Nick Lucas at the Orpheum here gave a great opportunity for a Brunswick tie-up and dealers took excellent advantage of the opportunity. A Panatrope in the lobby of the theatre was used to play Nick Lucas recordings before each performance.

A number of new dealers have been announced by the Kansas City Brunswick branch, including the Kansas City Power & Light Co., the Lewis & Myers Shop at 3908 Main street, both in Kansas City, and the following out-of-town dealers: Stephens Furniture Co., Liberty Mo.; Sanders Ellis Furniture Co., Manhattan, Kan.; Nelson O'Brian Furniture Co., Plattsburg, Mo.; Wamego Drug Co., Wamego, Kan.; Wyehele Dry Goods Co., Maryville, Mo., and the Dodge Electric Co., of Tulsa, Okla.

Paul's are doing a fine business in both machines and records, and believe that Fall business will be above normal. Paul's have recently

added radio to their lines, handling both Kolster and Fada, and they report good results so far with this new department. Mrs. Paul reports that during October they sold three \$1,150 Orthophonics.

The Sterling Radio Co. is finding business very good. According to C. M. Willis, sales manager, the Columbia line is proving a great satisfaction to them. The new Harmony console, priced at \$165, promises to be a big number when it is put on the market, the dealers finding it especially attractive. The Columbia portable in the new model is outrunning expectations and they are unable to fill orders on it. Radio continues to make great strides ahead. The Sterling Co. is receiving two more carloads of Kolsters this week, making thirteen full carloads which they have had this Fall. Mr. Willis reports that Majestic A eliminators are a very good item in their line.

The Sterling Radio Co. demonstrated the new Columbia-Kolster Electric phonograph at a dealers' meeting in Joplin the last of October. It invited Kolster dealers to a meeting in the morning and Columbia dealers in the afternoon. About fifty dealers in all heard the new machine and they were unanimous in their expressions of enthusiasm.

Sacramento A.K. Dealers Meet

SACRAMENTO, CAL., November 5.—Seventy-five Atwater Kent dealers of Sacramento and adjacent territory met recently and listened to an interesting address by Ernest Ingold, president of the distributing firm bearing his name, in which he covered the history of the Atwater Kent organization and discussed methods of making service departments that would be profitable to the dealer. Other speakers at the banquet and meeting were Melvin De Lyons, of Ernest Ingold, Inc., and H. R. Salmon, an Atwater Kent factory representative.

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.

FOR CHRISTMAS SELL SYMPHONIC

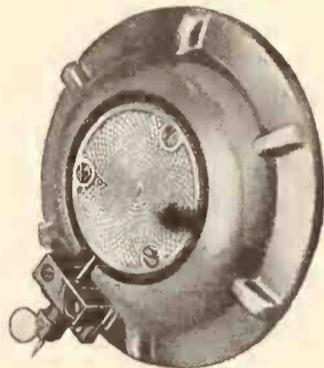
For those who want the finest reproducer that can be made, we present the Low-Loss Symphonic Reproducer, the result of the most painstaking experiments and trials. Exquisitely made, it is encased in a handsome bronze finished housing, with nickel or gold plated centerpiece.

LOW LOSS Symphonic PHONOGRAPH REPRODUCER

LIST PRICE

Nickel Plated . . . \$10⁰⁰
Gold Plated . . . \$12⁰⁰

(Slightly higher west of the Rockies)



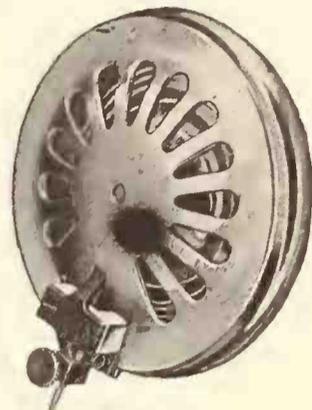
A remarkable reproducer at a remarkable price. Beautifully finished in polished nickel or gold plate. A great seller.

Overture PHONOGRAPH REPRODUCER MADE BY SYMPHONIC

LIST PRICE

Nickel Plated . . . \$5⁰⁰
Gold Plated . . . \$7⁰⁰

(Slightly higher west of the Rockies)



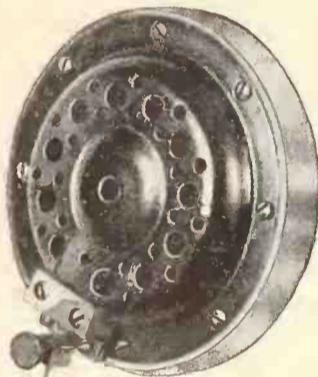
This is the \$8.00 number that has been so popular with phonograph dealers everywhere. A wonderful reproducer whose performance is so unusual that it sells immediately on demonstration.

Symphonic PHONOGRAPH REPRODUCER

LIST PRICE

Nickel Plated . . . \$ 8⁰⁰
Gold Plated . . . \$10⁰⁰

(Slightly higher west of the Rockies)



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



Encourage your customers to give SYMPHONIC REPRODUCERS for Christmas. The donor of a SYMPHONIC REPRODUCER will be remembered for a good while by the entire family. A follow-up of those to whom SYMPHONIC REPRODUCERS are given will result in more record sales and many prospects for new type instruments. The very attractive SYMPHONIC carton makes an appropriate Christmas package.

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

SYMPHONIC SALES CORPORATION
370 SEVENTH AVE. Pioneers and Leaders in the Independent Reproducer Industry **NEW YORK**

Money-Making Suggestions for Ambitious Merchants

Do You Retain the Customer's Good Will?—Demonstrate and Make Sales—Sheet Music Is a Profit Maker and a Customer Attraction—Make Good Terms and Don't Oversell Your Products—Opening of Concert and Operatic Season Should Mean More Record Sales

After you have completed the sale of a radio receiver to a customer what is your attitude toward the purchaser? If it was a time sale do you allow the only contact with the customer to be the monthly sending of a letter by the collection department reminding him of the payment due? If a cash sale, is the account written as a completed transaction without any further necessity for contact? If this is the attitude taken, how about good will? It is an undoubted fact that the success which many dealers established for years have won is due to the recommendations of satisfied customers. Why not have the salesmen visit a certain number of customers each week? The interest will please the customer and these visits will lead to new prospects and build good will with the store's customers. It may be that these visits will result in a certain number of complaints being made regarding the non-satisfactory operation of the set. Should this happen, is it not better that the dealer know, so that the necessary adjustments can be made, and the set be put in perfect working order so that the customer is satisfied and becomes a booster rather than a knocker? Radio salesmanship to be successful necessitates a certain amount of service, and this service will win good will, which is an essential to the building up of a successful business.

Demonstrations Aid Sales

The more people to whom a talking machine or a radio receiver is demonstrated, the more sales will be secured. The fact that demonstrations are of vital necessity to successful merchandising is being stressed by manufacturers, wholesalers, successful dealers, speakers at association meetings and conventions, yet many dealers are failing to widen the field for demonstrations. It is not enough to depend upon the people who enter the store through advertisements, window displays or verbal recommendations. In the case of radio receivers every broadcast program that has a wide and unusual interest should be capitalized, and not only should the public be invited to listen in at the store, but the dealer should make an effort to have receivers installed and in operation at places where the public usually congregates. Another plan, one that is being used by many dealers to stimulate sales of both talking machines and radio receivers, is to keep in touch with the social activities of your district. Watch the columns of the newspapers for schedules of meetings and get in touch with one of the officers of the association staging the

meeting, or the host or hostess of a private house gathering, and inquire if they would wish an installation of a talking machine or radio for the entertainment of the guests. The only stipulation necessary is that the person in charge should supply a list of the names and addresses of those attending. A dealer in Iowa who utilizes this plan sends a note next day to those who attended the meeting, calling attention to the fact that the entertainment was provided by a radio receiver and he incloses with the letter an illustrated folder describing the set. This dealer recently developed three prospects from among seven women who attended a club meeting, and made two sales.

Regarding Sheet Music

How is your sheet music department, or have you a sheet music section in your store? This angle of the music business is one that is overlooked by many dealers despite the fact that it can be developed into a steady profit maker, and what is more, will, if properly managed, prove a customer-attraction of no small importance. It was but a few months ago that there appeared in these columns an interview with the manager of an up-State New York dealer who attributed 50 per cent of an annual business volume of \$80,000 to his sheet music department. Music pupils and teachers, knowing of the complete stock always carried, formed the habit of buying their music at this establishment, so that whenever anything in the musical line was needed, piano, talking machine, radio or any other instrument, the contact having been formed, they visited this store. So much for sheet music as a customer attraction and a "feeder" for other departments. As a profit maker in itself, there are a number of ways in which sheet music can be exploited. Many dealers demonstrate records continuously in their stores or at the doorways of their stores. Many times when a dance recording is being played the listeners do not know the title of the selection. Why not have a small frame attached to the instrument with the caption, "Selection now being played is" and then insert a copy of the sheet music of the selection? A New York City dealer uses this plan and has found that it stimulates both record and sheet music sales. Demonstration, however, remains the best method for selling sheet music. If it is not possible to have someone playing the piano at all times, plugging the latest numbers, why not have one of the clerks play during the busiest hours of the day so that customers entering the store for some other item will in-

crease their purchases to include several of the latest releases of music, and passersby be attracted into the store? Give a thought to the sheet music section. It is a potential profit maker.

Don't Oversell Your Line

The advertising section of any newspaper in a large city will show that many dealers are selling on "a dollar down and a dollar a week," depending on a volume turnover to bring in profits. It is merchandising of this type that leads families to purchase instruments priced beyond their incomes. Should any interruption influence the income or any untoward circumstance put a drain upon it, the talking machine dealer is usually the first to suffer. Regarding the practice of overselling, the following statement of W. W. True, head of a company selling Atwater Kent radio, and which sold almost \$100,000 worth of radio apparatus last year, is interesting. It reads: "Every one in this store has his instructions not to sell luxury merchandise on time to the man or woman who is buying beyond his means on the luxury side of living. You've got to have a finely balanced judgment and a lot of open-face tact to apply that rule to customers. But it's much better to make this the rule and stick to it. In other words, I believe it's a merchant's duty to the community, to the customer, and to himself to discourage extravagance on the part of those who cannot afford it. Normal, conservative trading over the long haul pays the merchant the biggest profits. I'd much rather have the conservative patronage of a family for thirty years than the erratic, extravagant buying of the same family for only thirty months."

Season's Opening

The concert and operatic season is again in full swing and music lovers are flocking to hear their favorite artists. Are you, as a talking machine dealer, taking advantage of the public interest in the reopening of the music season with its resultant newspaper publicity? To this question some dealers can, of course, answer in the affirmative, while others will say that the concert and operatic activities mean nothing to their trade. The latter type of dealer does not seem to be able to realize that every year there has been a decided improvement in the public's musical taste. Largely due to the instrumentality of the radio, the public is being educated to an appreciation of the better type of music. In another section of this issue of The Talking Machine World will be found a list of concert dates of recording artists. Read it and find what artists are due to appear in your town or city. Select those who have proved popular with your clientele in the past. Write a letter to your mailing list, calling their attention to the concert and call attention to the new records these artists have made within the past year. Service of this type is never wasted, for aside from whatever sales are made, good will is engendered.

**B
E
L
L**

MR. DEALER:

We know what you must get in mark-up and turn-over to show a good net profit for your record department. We know that service, quality and price makes this possible. We know we can give you quality product, quick service, and the lowest record price in the market. For ten years the merit of our merchandise has made money for others, why not you?

Get the following big hit numbers and convince yourself that BELL RECORDS mean bigger business.

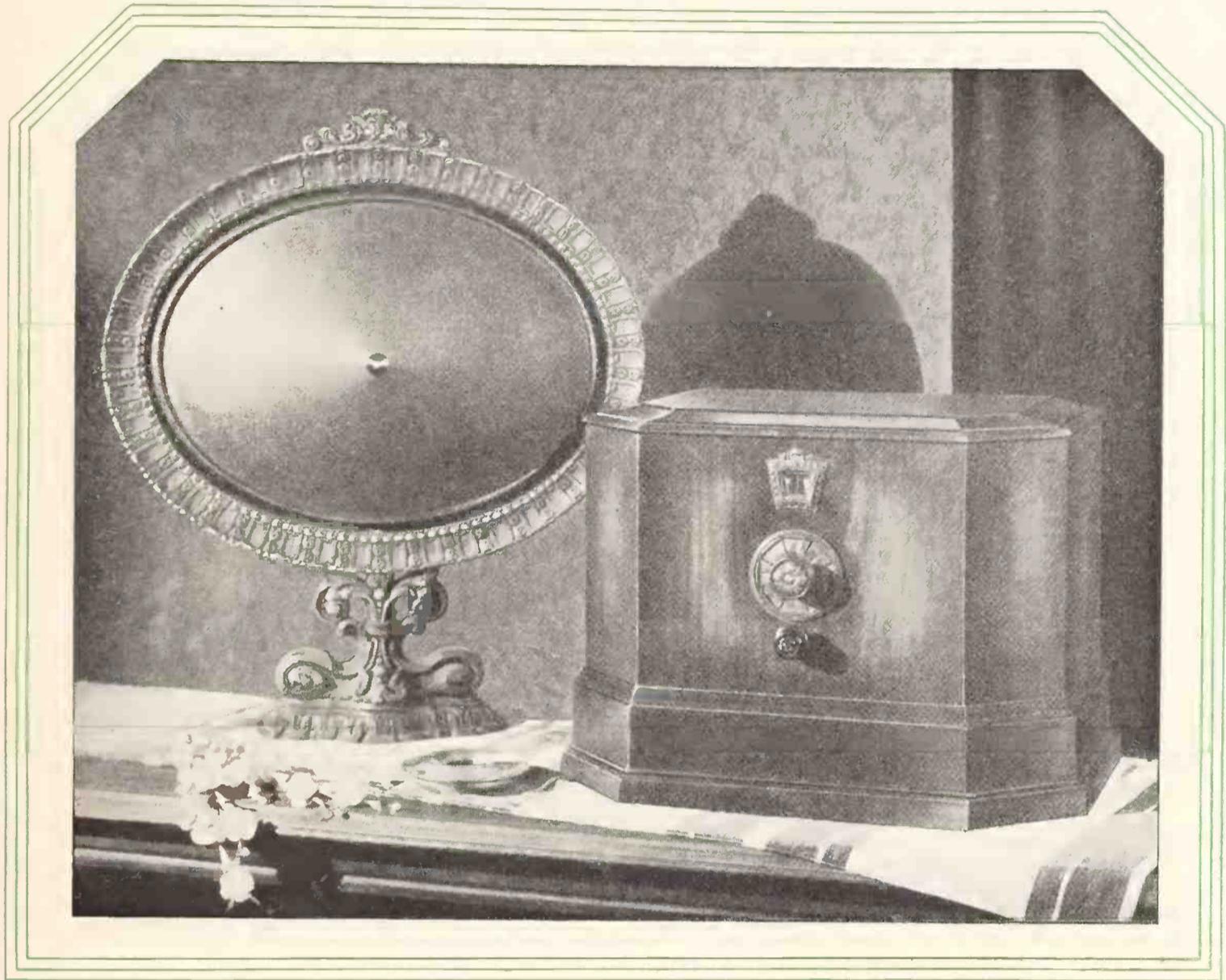
551—Together We Two
552—There Must Be Somebody Else
553—The Beggar
554—Go Home and Tell Your Mother

555—Did You Mean It?
556—Where's My Meyer?
558—There's a Cradle in Caroline
560—I Lost My Heart

THE BELL RECORD CORPORATION
38 CLINTON STREET
NEWARK, N. J.

**R
E
C
O
R
D
S**

One of the beautiful SPLITDORF models The ABBEY All-Electric



The Abbey All Electric (above). Six tubes. Single illuminated dial. Single knob control. List price for all-electric operation direct from a light socket without batteries or eliminators, \$175; this model for battery operation, \$100. Tubes not included. Splitdorf Period Cone Tone, \$35.

This beautiful table model is patterned after an Old World jewel case. Graceful beveled corners and richly carved control knobs and dial ornament emphasize in this instrument a charming distinction never before offered in a moderately priced receiver. This attractive model is finished in deep antique walnut with handsome two-tone effect.

This Abbey set is equipped with the new Splitdorf "171" all-electric radio receiver, employing four tuned circuits and operating completely from a light socket without batteries or eliminators. The tonal quality, sensitiveness and selectivity of this receiver are remarkable.



The Lorenzo. A magnificent Italian Renaissance model, equipped with the new Splitdorf all-electric receiver operating directly from a light socket without batteries. No acids or eliminators. List price with built-in loud-speaker but without tubes, \$350.

This and all other Splitdorf Receivers are manufactured completely within the Splitdorf factories. Splitdorf is the only radio manufacturer operating its own cabinet plant. As a result a Splitdorf Receiver is not a miscellaneous assembly but the finished product of organized, experienced experts. Distinctive performance, unusual beauty and exceptional value are made possible in the Splitdorf line by this unified production.

Investigate the unusually profitable sales possibilities of the twelve beautiful Splitdorf models priced from \$45 to \$800.

Cabinets designed
under the personal



direction of Mr.
Noel S. Dunbar

SPLITDORF RADIO CORPORATION

Subsidiary of Splitdorf-Bethlehem Electrical Company
NEWARK, NEW JERSEY

WOLF **RCA Radiotron**

HEADLINE **Radio**

RECEPTRAD PRODUCTS

HOYT BUILDERS OF METERS SINCE 1904

One Dial Radio

Majestic

Polymet

Adler

Pathes

MOTION PICTURES for THE HOME

EVEREADY FLASHLIGHTS & BATTERIES
-they last longer

BRACH

UNION **UNITED** **FROST** **RADIO** **CORNISH** **DUO-CRAFT** **TESTRITE** **BEEDE** **Rola CONE SPEAKERS**

Victor
"HIS MASTER'S VOICE"
REG. U.S. PAT. OFF.

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"

Blackman
WHOLESALE DISTRIBUTORS
VICTROLAS - RADIO - ACCESSORIES
DISTRIBUTING CO. INC.

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

WESTON **PHILCO** **FULL WAVE** **THE UTAH**

Raytheon **DAVY** **BIRNBACH**

THE HEART OF RELIABLE RADIO POWER

Farming Territory Good Market for Electric Sets

Robert W. Porter, Vice-President of the Splitdorf Radio Corp., Says That All-electric Radio Receiver Will Find Immediate Market

The all-electric radio receiver will find an immediate market in strictly farming territory of close to a quarter of a million farm homes,



Robert W. Porter

points out Robert W. Porter, vice-president of the Splitdorf Radio Corp.

"But the important aspect of this situation," stated the Splitdorf executive, "is not so much the immediate market but the future potential. I am considering farms alone in this discussion. By 1938 it is estimated 3,000,000 farms will be electrified. Not counting the city and town markets at all, but just taking the farming element by itself, we have a tremendous ten-year 'group' market to which to appeal on a single phase of radio development—the all-electric set.

"These statements are based on published results of a survey made by the Rural Electric Service Committee of the National Electric Light Association. In 1926, this survey points out, there were about 227,500 farms supplied with electricity, covering something like twenty-eight States. Inasmuch as this was about 105,000 more farms than were served by electricity in 1923, the rate of increase is about 35,000 per year, but the percentage of increase, if figured out and calculated on a proper basis, would mean, not 350,000 more farms electrified by 1937, but nearly ten times that number altogether by 1938.

"At a rough calculation this means that about half of the farms will be ready for all-electric radio within the next ten years or so. In addition, of course, there is the present 80 per cent of the total farm market still open to the sale of other than electric radio receivers, not counting replacements at all."

Temple Audibility Chart Tests Per Cent of Hearing

One of the outstanding features at the various radio shows being held throughout the country is the exhibit of Temple, Inc., Chicago, manufacturer of loud speakers. At each of the expositions this concern has had an audioscope which gives the radio listener an index as to the accuracy with which he hears the various tone frequencies being broadcast. A novel feature of the display is that the scientific device is housed in the inside of a giant Temple air column speaker 7 feet by 11 feet. Each person tested is given an audibility chart which shows his percentage of normal hearing.



PERRYMAN RADIO TUBES

Distance Without Distortion



Build Tube Sales— on a Firm Foundation

PERRYMAN DEALERS DO

They have an excellent tube to sell

No tube made by anyone, anywhere, at any price gives better performance than a Perryman Tube.

They have a complete line to sell

There is a Perryman Tube for every radio purpose.

They control sales, repeat business and good will

All your competitors do not have Perryman tubes and you do not have to cut the price to sell them.

They make more profit per sale

Generous dealer discounts give more profit on each sale.

They have no replacement worries

We guarantee complete satisfaction at our expense—not theirs.

In short—selling Perryman Radio
Tubes is a griefless proposition

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

Wisconsin Radio and Music Trades Associations Factors in Improved Business

Milwaukee Wholesale and Retail Houses Report Business Ahead of Last Season—Recent Trade Conventions Provided Promotional Work and Trade Measures of Value—Trade News

MILWAUKEE, WIS., November 8.—Wholesale and retail houses report that they are going well ahead on business for the season, and that from the indications in the trade at present this season will show some of the finest permanent results in merchandising which have ever been obtained in the history of the industry.

Two of the forces which are bringing about this condition and are building for permanency in the trade are the Wisconsin Radio Trade Association and the Wisconsin Association of Music Merchants, and their conventions held in Milwaukee recently provided promotion work and trade measures which are being taken up readily by the Wisconsin trade, particularly in the retail houses.

That fraudulent advertising done by some re-

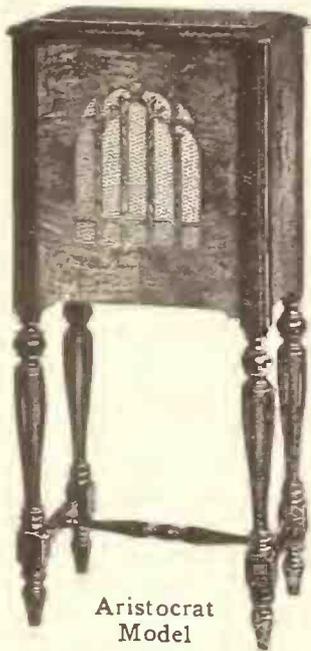
MAGNAVOX

Speaker Quality Plus

Only the electro-dynamic type speaker can give the wonderful quality of radio reception possible with modern sets and broadcasting. This is the speaker created, patented and made famous by Magnavox.

As a radio merchant or set builder you should hear these new speakers in comparison with other speakers. It will result in sales and profits for you in introducing such a startling improvement to your trade.

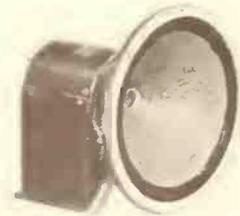
Aristocrat Model



Aristocrat Model

Floor model cabinet. Butt burl walnut panels; two-tone mahogany legs and corners with R-4 speaker unit, 6-volt 1/2 ampere direct current type (operated from A battery) \$85 list; with R-5 unit, 110-volt direct current type (operated from light socket) \$90 list.

No tubes required.



R-4 Unit

Write for full description of our dynamic power cone speakers and magnetic cone type speakers.

THE MAGNAVOX CO.

OAKLAND, CALIF.

Chicago Sales Office, 1315 S. Michigan Ave.

tail and jobbing music establishments in Wisconsin must go, and that the radio should be added to the lines of every piano dealer were the two paramount thoughts brought out at the Wisconsin Association of Music Merchants meeting.

Dealers at this convention attended the fifth Wisconsin Radio-Music Exposition at the Milwaukee auditorium. The success of the exposition was evidenced by a record-breaking attendance, and the fact that following the exposition business was considerably improved, and a vast number of prospects were created.

The work of several men prominent in the music industries for their unselfish efforts for the benefit of the whole industry was brought out at the radio trades convention held during the exposition at the Auditorium. Fred E. Yahr, of Yahr-Lange Co., distributor of the Super-Ball antenna and the Yar speaker received outstanding recognition of his work in behalf of the radio industry. Others who received particular mention included A. J. Wolfe, manager of the phonograph and radio department of the Ed. Schuster & Co., Inc., stores, and Henry M. Steussy, vice-president and general manager of the Kesselman-O'Driscoll Co.

Exhibitors at the Radio-Music show included the Bates Radio Corp., Edmund Gram, Inc., featuring the Steinway and the Orthophonic; Great Lakes Radio Corp. featuring radios and player rolls; Julius Andrae & Sons Co., Kramer Radio Stores, Music Trades Radio Corp., Harry E. Weber, Inc., Radio Specialty Co., Badger Radio Corp., George C. Beckwith Co., Luebtow Music Co., Interstate Sales Co., Orth Music Co., Ed. Schuster & Co., Yahr-Lange, Inc., Nelson Radiola Shop, Flanner-Hafsoos Music House, Inc., Buech Saxophone Shop, Sears, Roebuck & Co., J. B. Bradford Piano Co., Kesselman-O'Driscoll Co., Brunswick-Balke-Collender Co., Noll Piano Co., Samson's Radio Stores, Inc., and the Tay Sales Co., Sonora jobber.

The new Kesselman building, housing the Kesselman-O'Driscoll Co., the Chickering Warehouses, the Mason & Hamlin Studios, the Music Arts Wholesale Co., the Wisconsin Conservatory of Music, and the Miessner Institute, has been formally opened.

An extensive program of expansion has been announced by Charles A. Kraemer, of the Kraemer Radio Stores, to include the opening of several new retail outlets in various parts of Milwaukee.

Credit managers of wholesale and retail radio and music houses attended the thirteenth annual conference of credit men at the Hotel Pfister. About four hundred manufacturing, wholesale, retail and banking establishments of Wisconsin and Upper Michigan were represented, and a good representation from the music industries was in attendance.

The Irving Zuelke Music Co., of Appleton, Wis., has purchased station WJBR, owned by Gensch & Stearns which has been operated at Omro, Wis. The store will operate the station with the co-operation of Lawrence College at Appleton, and will use it to advertise its lines and to popularize its name through the wide trading territory which it serves.

The Buech Saxophone Shop, located at 523 Wells street, Milwaukee, has announced the addition of a complete selection of Kellogg radios to its stock of band instruments.

The Wengel Radio Co. has been incorporated at Madison, Wis., at \$10,000 with 100 shares of stock. The incorporators are Arthur M. Wengel, M. W. Wengel and J. B. Gasser.

The Kenosha Radio Co. has been opened at 515 Fifty-sixth street to feature Freshman radios. Glenn G. Balcom, a Kenosha man, who has been with the Charles Freshman Co. for several years, is manager of the new store.

The Miller Radio Studio has been opened at Hartford, Wis., by Louis G. Miller, of Nenno, Wis. The store will feature the Kellogg radio.

Harry C. Lau is building a second story on his store here to be used solely as a display room for radios, and for radio service.

The Forbes-Meagher Music Co., of Madison, Wis., has started a new merchandising feature designed to make the store more widely known, and to feature the latest Victor record releases and other new records, by broadcasting them through the use of special equipment over station WIBA for one-half hour on Friday each week.

The J. B. Bradford Piano Co. has been successfully featuring the new Brunswick models, and the latest recordings by direct mail advertising, inviting patrons of the store to call and see the models and listen to their performance.

Fred H. Geyer, for fifteen years connected with the Andraes in Milwaukee, and for many years with the Julius Andrae & Sons Co., widely known radio distributors, has been named general manager of the Andrae Auto Supply Co., Milwaukee, succeeding the late F. T. Andrae.

District Atwater Kent Auditions on November 23

Ten State Winners Will Be Chosen for the National Finals—\$17,500 and Six Scholarships Will Be Awarded to the Winners

PHILADELPHIA, PA., November 8.—The time is rapidly approaching for the final contest for the singers entered in the Atwater Kent Foundation's National Radio Audition. By November 23 the five district auditions for which ten State winners will qualify for the national finals will be concluded and the National Audition will be broadcast by Station WEAJ over the Atwater Kent network of associated stations on two successive Sunday evenings in December. At that time the national judges will bestow cash awards aggregating \$17,500 among the ten finalists, six of whom will also receive musical scholarships in a leading American conservatory. It is estimated that upwards of 50,000 amateur singers have participated in the contests throughout the country.

\$650,000 Dividend for Victor Talking Machine Co.

The Victor Talking Machine Co. will receive more than \$650,000 through a 40 per cent dividend declared by The Gramophone, Ltd., of England. Sales of the Gramophone, Ltd., of which the Victor Co. holds 850,000 shares, have shown substantial gains during the past year. The Victor Co., it is pointed out, carries these shares at a book value of 32s compared with a market value of fully paid stock of 150s.

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.

BAGSHAW'S

MADE
by
SPECIALISTS

NEEDLES



Bagshaw's

BRILLIANTONE

NEEDLES



GILT Edge Needles
—the only plated
needle packed in
this manner. As-
sures a quick
turn-over at a
good profit. 50
packages as-
sorted tones
—15 extra
loud; 15
loud; 15
dance
and 10
medi-
um.

Brilliantone—a point of quality.
Quality is all-important in the sale
of merchandise. This is especially true
of the small items—the staples of your
business.

Brilliantone Needles are staples of the highest
quality. Sell these quality products. They bring
customers to your store.

*The organization back of these
quality products*

Bagshaw, known for decades as the leading manufacturer
of quality phonograph needles, makes these products for your
customers.

Bagshaw Needles get the most from your phonograph records—
the binding tie of true reproduction.

Buy Bagshaw Needles for greater satisfaction and larger profits.

*Write today for samples of Bagshaw Needles
and a full line of literature*

REFLEXO—the
two-tone needle,
represents an ac-
complishment
worthy of the
Bagshaw name.
A quality nee-
dle that pro-
vides a fast
turn-over.
Stock Re-
flexos, the
new era
phono-
graph
needle.

Brilliantone Steel Needle

COMPANY OF AMERICA INC.

370 Seventh Avenue

New York City

Hal P. Shearer Splitdorf- Bethlehem Sales Manager

New Sales Executive Is Well Known in the Industry—Sees Radio as Being Great Help to the Music Dealer—Widely Experienced

Robert W. Porter, vice-president of the Splitdorf-Bethlehem Electrical Co., and director of sales for the allied Splitdorf companies, has announced the appointment of Hal P. Shearer as



Hal P. Shearer

sales manager of the Splitdorf Radio Corp., Newark, N. J. Mr. Shearer has been for many years a well-known figure in the piano industry and more recently closely identified with the selling end of radio. His own business, the Shearer Piano Co., was favorably known to the trade throughout the country, and he later became manager of Wurlitzer's Pittsburgh branch. Prior to coming to Splitdorf Mr. Shearer was connected with the Zenith Radio Corp. Mr. Shearer's appointment became effective immediately and he has taken up his new duties at the headquarters of the company at Newark, N. J.

\$16,773,091 Are Earnings of RCA for Last Quarter

Profits Representing \$2.80 Per Share of Common Stock, the Highest of Any Quarter Yet Reported, Earned by Radio Corp. of America

Gross income from sales, communications and other income of the Radio Corp. of America for the quarter ending September 30 totaled \$16,773,091. General operating and administrative expenses, depreciation, cost of sales, patent amortization, estimated Federal income tax and accrued reserve for year-end adjustments were

\$13,184,102, showing surplus profits to be \$3,588,989. This represented \$2.80 a common share, the highest earnings of any quarter yet reported, according to the official announcement.

Directors of the Radio Corp. recently declared an annual dividend of 7 per cent on all shares of the original preferred stock that has not been converted into the present class A preferred, payable January 1. The board also declared the regular dividend of 1¾ per cent for the fourth quarter on the class A preferred stock, payable January 1.

Loomis Named Executive Secretary for Merchants

Well-known Trade Paper Man Succeeds C. L. Dennis as Executive Secretary of National Association of Music Merchants

C. J. Roberts, president of the National Association of Music Merchants, has announced the appointment of Delbert L. Loomis as executive secretary of that organization, to succeed C. L. Dennis, who resigned recently to accept an im-



Delbert L. Loomis

portant new post with the Miessner Institute. Mr. Loomis took up his new duties on November 1.

The wide acquaintanceship in the music trade and familiarity with its problems enjoyed by Mr. Loomis as a result of over twenty-five years' contact with the industry, through his important connection with the trade press, fit him particularly well to take up and carry on successfully the work of executive secretary for the national association, which is steadily assuming increased importance in the industry through its varied activities.

Belmont Corp., of Twin Cities, Sonora Distributor

Will Cover Territory Including States of Minnesota, North and South Dakota, Montana and Part of Wisconsin and Iowa

The Belmont Corp., of Minneapolis and St. Paul, was recently appointed a distributor for the Sonora Phonograph Co., Inc., covering a territory consisting of northern Wisconsin, Minnesota, North and South Dakota, Montana and several counties in northern Iowa. The

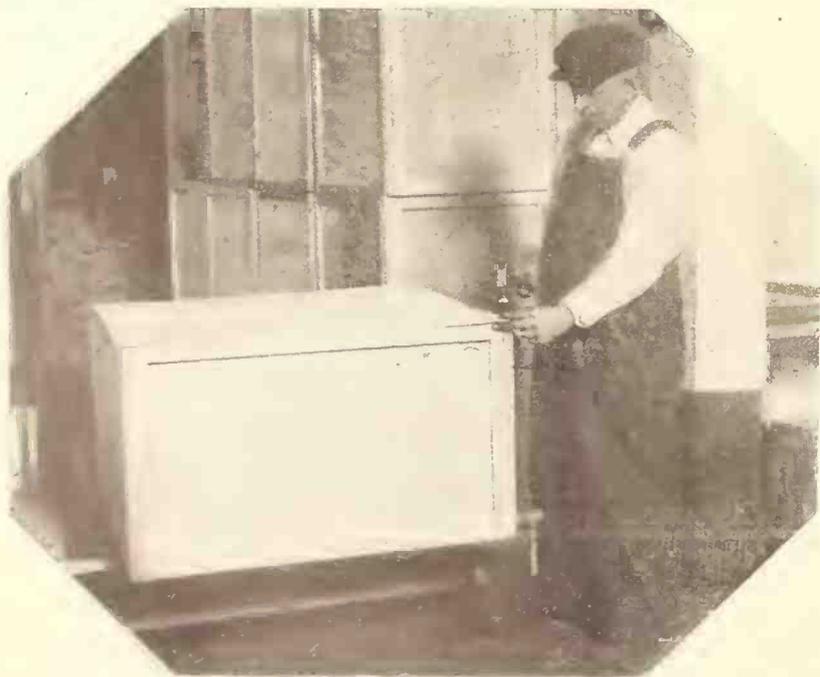


Belmont Corp.'s Sonora Display in Minneapolis Belmont Corp., which maintains its offices at 316 South Third street, Minneapolis, and 1210 University avenue, St. Paul, employs eight traveling representatives who will maintain a close contact with Sonora dealers throughout the territory.

This firm is well known throughout the Northwest as an electrical supply distributor, handling the well-known line of electric products manufactured by Landers, Frary & Clark. George A. Michel, president of the Belmont Corp., has been prominent in business circles in the Twin Cities for many years, is a director and stockholder of the Central Supply Co., and secretary of the Kiwanis Club.

Shortly after the Belmont Corp. became a Sonora distributor, a display of Sonora radio receivers, phonographs and portable phonographs was placed by the firm in the lobby of the First National Bank of Minneapolis for one week. Letters were addressed to hundreds of prominent citizens in the Twin Cities directing their attention to the display in the bank lobby, and as a result a considerable amount of interest was aroused in Sonora merchandise to which could be traced several sales.

The Walker-Indian Co., 76 Brookline avenue, Boston, has added a radio department carrying the Atwater Kent, Kolster, Zenith and Mohawk lines.



Fast work with a hammer!

Packing in Jiffycases is principally a hammer and nail job which can be handled with great speed.

Manufacturers receive their Jiffycases built to size and knocked-down. They require minimum storage space and are ready to be instantly assembled into boxes without cutting or fitting.

Jiffycases not only make possible utmost economy and efficiency in the shipping room. They provide complete protection to the product shipped, bringing it to the Dealer in first-class condition at the lowest possible freight cost.

This is the modern manner of shipping. It saves time, expense and grief for both the manufacturer and Dealer. Both like it.

Ask for complete details.

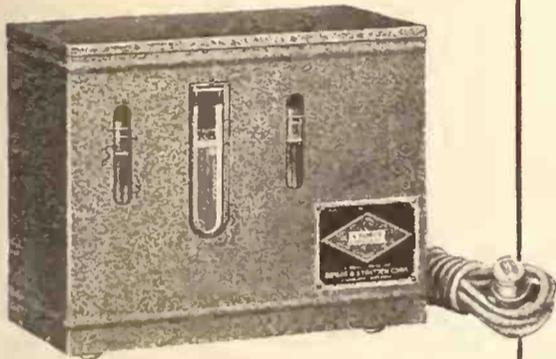
Northwestern Cooperage & Lumber Company
Gladstone, Mich.

Jiffycase

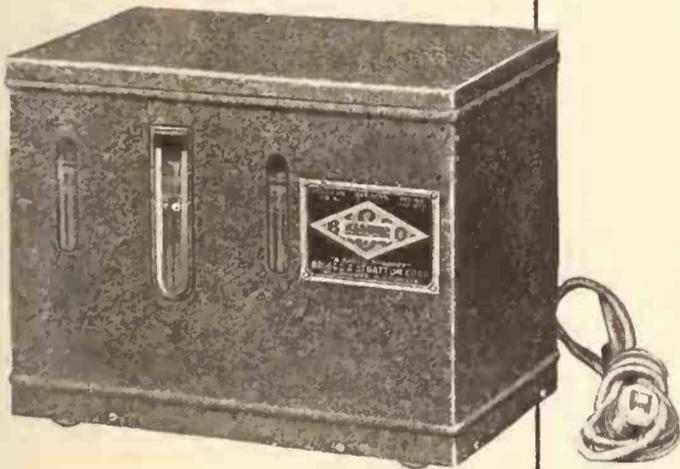
THE SPEEDY SAFE ECONOMICAL PACK FOR FURNITURE, PHONOGRAPHS AND RADIO CABINETS



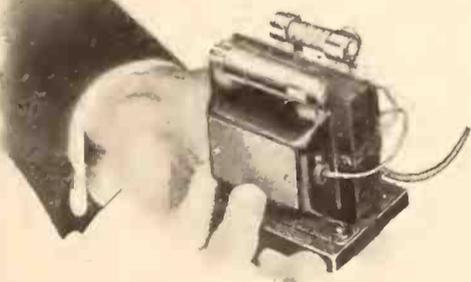
"B" Power — Exclusive hookup brings out deep, low notes and highest-pitched tones. Easily adjustable to all power tubes. Output of 50 milliamperes at 185 volts. Tube rectification.



"A" Power — Automatic operation. Glass-jar Exide "A" battery; Basco automatic charger — full rate 2½ ampere. Raytheon tube. No line noises. Low power consumption.



"A and B" Power — Entirely automatic. Highest quality, glass-jar Exide "A" power with Basco self-charger equipped with Raytheon rectifying tube, (not a trickle charger). "B" Power of exceptional efficiency.



Charger — Small, compact. 2½ ampere charging rate. High efficiency. No moving parts. Raytheon rectifying tube. Absolutely noiseless. Economical.



T Thousands of doors open to Basco dealers!

THE doors of thousands of radio homes are open to Basco dealers because:

National and localized metropolitan newspaper advertising has pre-sold the radio public on Basco Radio Power Units. People know about Basco Units—want them—open their doors to Basco!

Basco *basic quality* and the thoroughly satisfactory performance it assures, makes the customer glad he bought a "Basco". The merchandise is acceptable to the point of enthusiastic endorsement. That opens more doors to the Basco dealer.

Basco sales helps — attractive folders, booklets, window display, newspaper electros, dealer sign — win for Basco admission to still other homes.

And every door opened to Basco spells "profit" for some live dealer. Get your Basco credentials from your jobber — without further delay!

BRIGGS & STRATTON CORPORATION, Milwaukee, Wis.



RADIO POWER UNITS



This attractive sign will guide interested prospects to your store — will identify you as the Basco dealer in your community. Ask your jobber for one of these signs.

ATWATER KENT RADIO

1928

An Announcement by

A. ATWATER KENT

IT IS only right that purchasers should share in the results of up-to-date manufacturing methods. This is the tendency of the times.

In our 15½ acre factory our production engineers and other experts, since the inception of radio, have been working out manufacturing economies, possible only with operations on a large scale.

These advancements have enabled us not only to maintain but constantly to improve the quality of Atwater Kent Radio.

Therefore the public will receive the benefits of a 20 per cent average reduction on all our radio products, beginning immediately.

The new prices are in keeping with the long established Atwater Kent policy of sharing with the public the results of economies as fast as they are put into practical operation.

A. Atwater Kent.

ATWATER KENT MANUFACTURING COMPANY

ATWATER KENT RADIO

The vast momentum of popular demand makes possible amazing new prices for 1928

RECEIVING SETS

Model 35 . . . \$49	Model 33 . . . \$75
Model 30 . . . 65	Model 32 . . . 90

RADIO SPEAKERS

Model E . . . \$24	Models H and G \$15
Model L . . . \$12.50	

"B" POWER UNIT

Type R . . . \$39.50	Type S . . . \$44.50
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Effective Now

Prices slightly higher from the Rockies West, and in Canada

A. Atwater Kent, President, 4725 Wissahickon Ave., Philadelphia, Pa.

Brunswick, Victor and Columbia Cincinnati Branches Report Increased Sales

Expensive Model Talking Machines and Radio Combinations Are in Greatest Demand—Ray Lammers Music House Adds Columbia and Brunswick Lines—Other Activities

CINCINNATI, O., November 9.—Talking machine dealers report that sales have reached a satisfactory level and state that the demand is increasing in a most encouraging way. A feature of the market that is regarded as extremely encouraging is the fact that the more expensive models and combinations are selling particularly well. All dealers report that records are moving very rapidly. Those who carry radio state that the demand is very good, especially for the more expensive sets.

Ray Lammers, who has just opened up a new store under the name of the Ray Lammers Music House, and until the past month confined his line to small goods, has added talking machines, records and radio. He will carry the Columbia and the Brunswick instruments.

"The higher-priced instruments are moving in a fine way," stated H. E. Sellers, assistant manager of the local branch of the Brunswick-Balke-Collender Co. "For a while we were a little behind in orders, but now the supply is adequate and shipments are being made promptly." H. M. Riggs, Brunswick representative-at-large in Indiana and Kentucky, who was a caller at the local office a few days ago, reported that in those two States business is in a very satisfactory condition, speaking from the standpoint of the talking machine trade.

Davit & Hanser, who recently expanded their business, added a large record department.

"Business with us is exceptionally good," stated Morris Fantle, head of the M. W. Fantle Co. "In fact, our patronage has increased so much that we are arranging to add considerable more floor space in the very near future."

The Chubb-Steinberg Music Shop, which

handles various makes of talking machines and records, has been redecorated and rearranged on the inside and repainted on the outside, and everything has a spic-and-span new appearance. The two large show windows also have been improved with new furnishings and back-grounds.

At the store of the Starr Piano Co. it was reported by Charles J. Meinberg, manager, that Starr phonographs and Gennett records are moving in a satisfactory way.

The Biddle Music Store, of Reading, a suburb of this city, which has opened up a small goods store in the front part of the showroom of the Starr Piano Co., has added the Brunswick line.

Amrad Speeds Production

MEDFORD HILLSIDE, MASS., November 1.—The popularity of the electric radio set is visualized in a report made by Frank Hinners, assistant general manager of the plant of the Amrad Corp. in this city. "So great has been the demand for the new Amrad electrical models," states Mr. Hinners, "that over 80 per cent of the factory production is now concentrated upon this line. The demand for Amrad consoles in the Royal Series, equipped for electrical operation and using the latest RCA tubes, has reached a point where it will be necessary for our factory to work day and night to fill orders. Seventeen carloads of Berwick and Hastings consoles were delivered in the first two weeks in October and production on that same basis is expected to continue until the first of December.

"Business is fine with us," stated A. H. Bates, secretary of the Ohio Talking Machine Co., Victor wholesaler. "Among other things, we have in the past few weeks added 160 new accounts to our books, the greater part of these being secured by sending two men out in automobiles, to make demonstrations and to secure representation where we had none. And as to records—our sales of these show an increase of 40 per cent over the corresponding period of last year." The company has just added the Splitdorf radio line, and in addition to this it carries the Erla, both lines being extremely popular in this territory.

"We have just received the new electric pick-up machine, and its demonstrations have created a sensation," stated Miss Rose Helberg, manager of the local branch of the Columbia Phonograph Co. "Our sales have shown a further increase in the past month and we are very optimistic as to the future." W. C. Fuhri, sales manager, was a recent visitor to the local Columbus office.

Radio Press Chief Wanted

The United States Civil Service Commission recently announced an open competitive examination for a chief of press service for the Federal Radio Commission. The duties will consist of keeping the public informed of the activities of the Commission. Applications must be filed not later than November 29. The entrance salary is \$3,800 a year.

American Bosch Earnings

Net profits of the American Bosch Magneto Corp. for the first nine months of 1927 amounted to \$195,314 after expenses and depreciation but before Federal taxes. Profits for the third quarter were \$114,848, according to the official figures recently announced by the corporation.

AERIALS

The
Stadiest
Selling
RADIO
Items



AERO

Outdoor Aerial Kit

Frankly, this nationally advertised Aerial Kit has been selling in such big quantities that it is the backbone of our business. Why buy your aerial equipment in pieces and be bothered with duplicate book accounts, short ends, left overs and, finally, no profit when you can get it packaged ready to sell in attractive over-the-counter cartons?

List Price
\$2.50 to
\$4.00
Per Pkg.

Three
Types of
Aerials
Satisfy
All

List Price
\$1.00
Per Pkg.



AERO

Indoor Aerial Kit

Put up in cartons like the popular outdoor kit. Contains 100 ft. of insulated aerial cord and 12 enameled thumb tacks for easy installation. A convenient aerial for local reception. Different from all other tapes and cords because a new idea in insulation forms a positive low loss covering.



AERO

List Price
\$1.00

Light Socket Antenna

Interests those people who haven't the space for an outdoor aerial. The S-H Light Socket Antenna screwed into the nearest 110 A. C. or D. C. outlet keeps down static and interference and does away with the lightning hazard. Note the low price.

Aerials are the safest bet in radio today! All the freak radio inventions yet to come cannot hurt a good stock of aerials. And with a supply of all three types of S-H aerials in stock you can sell every type of aerial prospect within trading distance of your store. Let your store be known as "aerial headquarters"! Your jobber will help you put in a well-rounded S-H stock—with a very small investment on your part.

If your jobber doesn't carry our products write us direct

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

Manufacturers of the Nationally Advertised
Automatic "A" Power Unit

Rola, the Aristocrat of Speakers

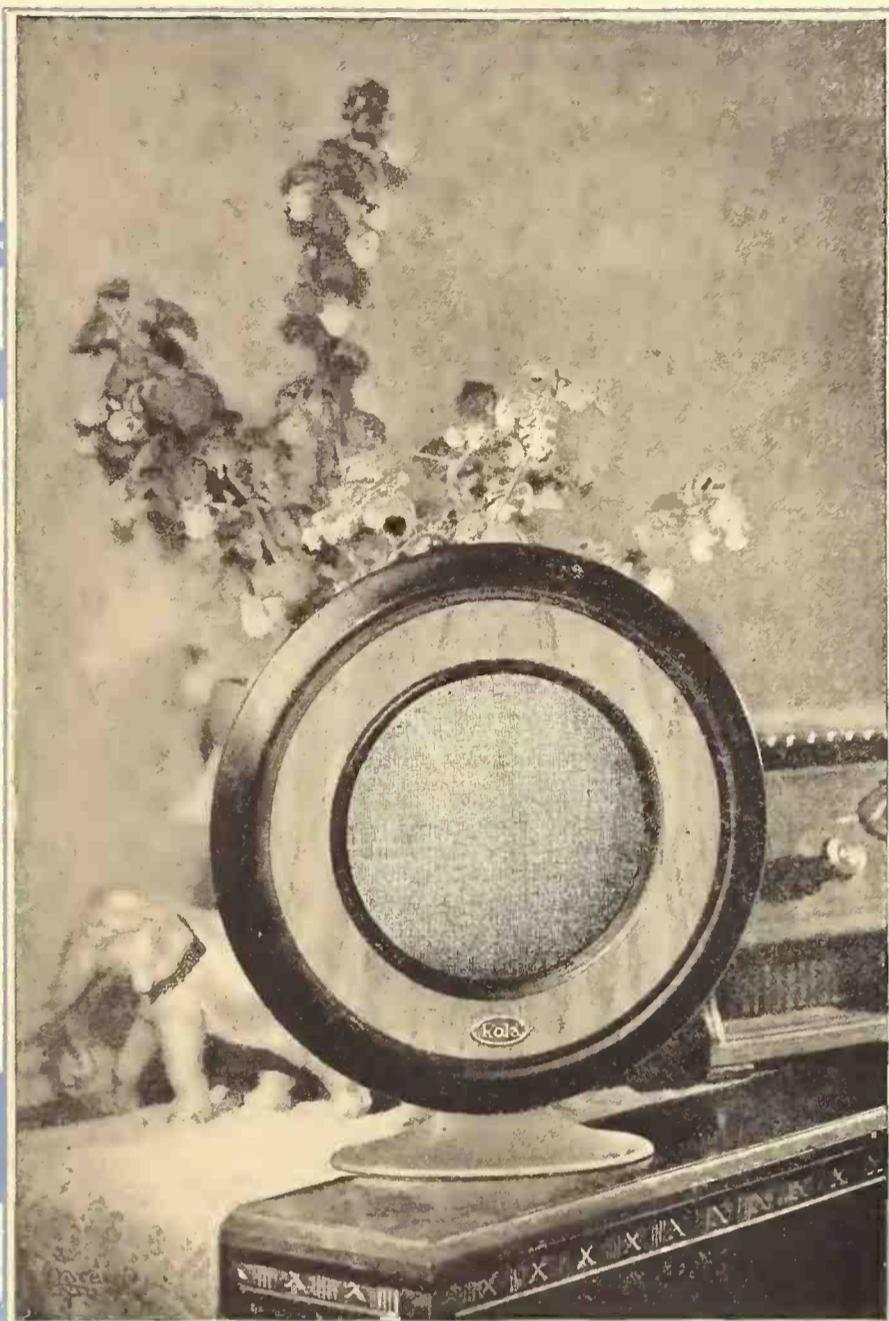
New Table Type \$32.00

New Cabinet Speaker

A beautiful piece of furniture as well as the finest reproducer in the Rola line. Finished in antiqued walnut. Model 17 \$55.00

New Pedestal Speaker

A great improvement over former models in appearance and quality of tone. Finished in rubbed walnut. Model 12 \$37.50



Rola's Triumph in Speaker Engineering

By pioneering a new basic principle—the small, light, free-floating cone operating in an acoustic baffle—and by constantly improving its application with a super-efficient laminated-armature driving unit; Rola has developed a new loudspeaker of incomparable performance.

¶ Tones heretofore lost, or incompletely reproduced, come through the new Rola with absolute fidelity. Yet the blaring, blasting resonances inherent in all prior loudspeaker performance have been entirely eliminated. The result is a quality of reproduction so rich, articulate and lifelike as to defy adequate description.

¶ An orchestra, for instance, through a Rola, is for the first time reproduced actually as an *orchestra*. Not only are all of its myriad tonal effects reproduced—from the deepest bass to the highest

treble—but each and every instrument can now be *clearly distinguished among the rest*. No longer do “lost tones” or suppressed frequencies blur or distort intricate symphonic renditions.

¶ The human voice, heard through a Rola, is *actually human*. You can now enjoy vocal numbers which formerly, from incomplete reproduction, lost most, if not all, of their musical richness and beauty. For only Rola delivers those subtle tone nuances which give to human voices their timbre and individuality.

¶ Take a Rola to your home and listen to it on your own radio set. Tune to the volume required for maximum enjoyment, and on every variety of broadcast. Test a Rola as you would test any other fine musical instrument, carefully studying its matchless rendition of every program . . . Then compare it with any other speaker . . . at any price.

THE ROLA COMPANY

612 NORTH MICHIGAN AVENUE, CHICAGO, ILLINOIS
FORTY-FIFTH AND HOLLIS STREETS, OAKLAND, CALIFORNIA



THE Erla Model B Phonograph Pick-up Unit, comprising electromagnetic pick-up, tone arm and volume control, is mounted at one side of the old mechanical tone arm.

A special plug, an integral part of the unit, is inserted into the detector socket of the radio receiver and the ensemble is ready for operation.

Radio Tone Quality Now Added to Phonograph Enjoyment

RADIO has worked a revolution in the reproduction of sound. Scientific development of audio frequency circuits and apparatus, loud speakers and loud speaker units, and power tubes, has made possible a quality of tone reproduction that commonly approximates and not infrequently equals the original rendition at the broadcast studio. Indeed, the new electrical system of reproduction has demonstrated its superiority so conclusively that phonograph manufacturers, one by one, are adopting it for their newest models.

The chief obstacle to a universal popularity of the new electrically reproducing phonograph is price. Ranging from \$300 to over \$1000, it is prohibitive for many homes that already have an old type mechanical phonograph and a radio. To place the enjoyment of electrically re-created phonograph records within the reach of everyone, Erla engineers have produced a

highly sensitive electromagnetic pickup for use in conjunction with radio receivers.

Obviously, tonal quality and volume will be no better than that normally delivered by the receiver. Good records, and an efficient, modern audio and reproducing system in the radio receiver are essential to good results.

Electromagnetic pickup, tone arm and volume control are combined in a single unit thereby economizing space and greatly simplifying installation. No changes are necessary in either the phonograph or radio receiver—either one can be operated independently of the other.

The Erla Pickup Unit described above is the same model that large phonograph manufacturers are installing in their highest priced machines. Its scientific design, sturdy construction and compact arrangement will, upon comparison, place it far above all others on the market. Price complete, \$20.00.

Territories still available for jobbers and dealers

ELECTRICAL RESEARCH

**ERLA
RADIO**

LABORATORIES, CHICAGO

Formation of Allen-Hough Mfg. Co. Announced to Trade

Handsome Booklet Sent to Trade Explains Policies, Experience of Men at Head of Firm and Describes Portable Models

The Allen-Hough Mfg. Co., Milwaukee, Wis., portable phonograph manufacturer, mailed to the trade late in October a handsome eight-page booklet announcing the formation of the company and illustrating the three models of the Allen portable line. Each announcement carried on the front cover the name of the individual to whom it was sent. The opening page of the booklet read as follows: "Don T. Allen and George P. Hough announce to you—formation of the Allen-Hough Mfg. Co. Associated with us are Messrs. D. H. Halperin, B. B. Conheim, T. E. Bullard and H. E. Helbig, a group of men experienced in the development of portable phonographs and possessing a full appreciation of the needs and problems of the trade. Production is now in full force. We own and operate a large, fully equipped manufacturing plant in Racine, and in addition have taken over the entire phonograph division and ample producing facilities of the Lifton Mfg. Co., New York City." The three Allen portables, Model 5, Model 18 and Model 21, described in the October issue of this publication, are illustrated in the booklet by photographs.

The announcement is concluded in the following manner: "This line is being backed by national advertising and a complete series of dealer helps. You will have all the facts about this fine new line from one of us, in person, within the immediate future."

Music Students Find Kolster Broadcasts of Value

The Famous Composers Hour, sponsored by Kolster Radio every Wednesday night over the Columbia chain of stations, is proving to be one of the most popular features on the air, according to reports which are reaching Federal-Brandes, Inc., Newark, N. J. Students of music are finding the feature of value and classes of music pupils are entertained at the studio or the homes of different members in most of the towns scattered along the chain of radio broadcast stations. These groups are said to listen to the programs and discuss them afterwards. Twenty concerts will form the series.

Fada October Sales Double Those of Same Month in 1926

Fada Radio's October volume will more than double that for the same month of 1926. In making this announcement Frank A. D. Andrea, president of the company, called attention to the fact that the Fada business done in October, 1926, was the largest in any month up to that time.

"Comparing two months at the season of the year when production facilities are stretched to the limit," said Mr. Andrea, "gives a fair basis upon which to calculate real sales progress. Moreover, we could use a factory twice the size of our new Long Island plant."

New Daven Appointments

C. B. L. Townley, sales manager of the Daven Radio Corp., announces the following new appointments in their sales organization: Walter H. Dyer, 1521 Arcade Building, St. Louis, Mo., covering southern Illinois and eastern Missouri; William S. Reid, 308 East Seventeenth street, Kansas City, Mo., covering Kansas, Oklahoma and western Missouri. Both of these men are well known to the trade and are experienced in their line.

Why R-81 is Outselling . . .

What dealers and jobbers are telling us about Sterling R-81

"I didn't think it was possible to produce a 'B' Power Unit that was so satisfactory in operation at any price."

"All my customers like the variable adjustment idea on the Sterling R-81."

"When I show them R-81 they won't look at anything else."

"They all fall for the low price of Sterling R-81."

"R-81 exactly suits 90% of my customers using 4 to 8 tube sets."

"They come back to tell me how much R-81 improves their reception."

"I haven't had a single comeback on Sterling R-81."

This model enables me to make a decent profit on "B" Power sales because I don't have to servicing. Giving after-sales

List Price
\$28⁵⁰
Complete with Raytheon BH Tube

Sterling R-81 "B" Power Outsells because

- it brings out the finest tone quality of the receiver by exact power regulation, not too much, not too little, but just right.
- it provides plenty of power for 4 to 8 tubes including power tube.
- it sells at a price that 90% of radio owners are willing to pay.
- it is simple to install and operate.
- it carries the Raytheon Seal of Approval—the confirming stamp of dependability and long life.
- it stays sold—free from servicing and comebacks.
- it is backed by Sterling's 21 year record of electrical reliability.

These are the reasons why the Sterling R-81 is outselling from New England to the Coast. Don't overlook this opportunity for volume and clean profits. Cash in on Sterling. Get in touch with your jobber today.

Sterling Dependable!
"B" Power Units

DESIGNED FOR USE WITH Raytheon TYPE BH LONG LIFE RECTIFIER

THE STERLING MANUFACTURING CO., 2831 Prospect Ave., Cleveland, Ohio

Sterling "A" and "B" Power Team for RADIOLAS

TALKING MACHINE DEALERS: Here is your opportunity to make a double profit every time you sell a Radiola or Victor or Brunswick combination. 10,000 satisfied owners. Get in touch with your jobber.

Metropolitan Trade Activities

Talking Machine and Radio Men, Inc., Inaugurate Campaign for New Members

Metropolitan Dealer Association Seeks Co-operation of Distributors and Their Sales Staffs in Efforts to Increase Membership—Series of Prizes to Be Awarded

The necessity of a larger dealer membership, the advantages to be derived from a strong retail association and the outlining of the plans for an intensive drive to increase the number of active dealer members, formed the chief topics of discussion at the October meeting of the Talking Machine and Radio Men, Inc., of New York, New Jersey and Connecticut, held at the Cafe Boulevard, New York.

Before introducing Joseph Mayers, vice-president of the association and proprietor of the International Phonograph Co., who presented the plan adopted by the executive committee to stimulate membership, Irwin Kurtz, president, spoke briefly, stating the need for an official association headquarters to be managed by a paid secretary who would devote his entire time to the interests of the organization. He cited, in particular, the importance of having some one keep in touch with proposed legislation at Albany, Trenton and Washington and take steps to oppose such laws as would prove detrimental to the music-radio industries and trades. In illustration of his remarks, Mr. Kurtz mentioned the passage of the Alterman Bill, which made it necessary for a dealer to give five days' notice of an intention to repossess an instrument upon which the purchaser had become delinquent, during the last session of the New York State legislature. This law was later amended through the action of the association to exempt music and radio dealers. Knowing of such a proposed law and opposing it would in most cases prevent its passage, said President Kurtz, rather than to depend on seeking an amendment which in most cases took several years before a successful stage was reached.

Mr. Mayers, before disclosing the contest plan of the executive committee, dwelt on the need for co-operation from the talking machine and radio jobbers. He said that if the jobbers' salesmen in their interviews with dealers would sell them the benefits of organization and tell them

of the benefits which would accrue to them from joining the Talking Machine and Radio Men, Inc., the desired number of members would be secured. As an incentive to the salesmen of the various distributing concerns the following prizes will be awarded to those bringing in new members between now and the meeting on the second Wednesday in February. Fifty dollars to the salesman bringing in twenty-five or more members; thirty-five dollars to the salesman bringing in twenty or more new members; twenty-five dollars for fifteen or more members; fifteen dollars for ten or more members and five more prizes of five dollars each. In addition, regardless of whether the salesman wins a prize, a bonus of two dollars will be awarded for each new member.

J. V. Cremonim Buys Interest of E. T. Rigg

The Cremonim & Rigg partnership was dissolved a few weeks ago and J. V. Cremonim, who is well known among the radio trade, will continue business under the firm name of J. V. Cremonim at 236 West 55th street, New York City.

Mr. Cremonim will continue to represent in New York State and New Jersey the Greene-Brown Manufacturing Co., of Chicago, maker of the popular Greene-Brown "A" and "B" power units and will also continue to function as exclusive agent for the Watertown Table & Furniture Co., in the Metropolitan district. The export department of this company will also continue to act as the exclusive agent for the Robertson-Davis Co., of Chicago, manufacturer of the well known Meloformers & Melocouplers, Yahr-Lange, Inc., Milwaukee, Wis., and the Reliable Parts Mfg. Co., Wellington, O.

Mr. Cremonim has been recently appointed

As a special inducement for joining the association during this period the usual initiation fee would not be asked and the only requirement is the payment of the annual dues. In return for the dues, however, the member who attends each meeting receives in luncheons more than the amount of money paid in, in addition to benefiting from the association's activities. The dues, it might be mentioned, are \$15 per year.

A great number of the leading radio and talking machine distributors were represented by their sales managers and members of their sales staffs. Several of the jobber representatives spoke briefly, pledging their whole-hearted support and stating that they would include the membership drive as part of their sales activities and indications are that the campaign will be an outstanding success.

The next meeting of the Talking Machine & Radio Men, Inc., will take place on November 16 at the offices of Knickerbocker-Schoverling, Daly & Gales at 116 East Twenty-third street, New York, the members to be the guests of that organization.

sole export agent for the Teletone Corp. of America, Long Island City, maker of Teletone speakers. Mr. Cremonim is well known as an expert, has had business activities in Hamburg and Paris and is a linguist, speaking many languages fluently.

Automatic Orthophonic in Demand at Stern's

The Automatic Orthophonic Victrola continues to sell well at the talking machine department of Stern Bros., and during the past month one sale included two Automatics and \$200 worth of records. The customer desired one instrument for his home and the other for his yacht. For each he purchased a stock of records. Considerable attention with resultant sales was attracted by the Orthophonic Victrola in a glass cabinet which was part of an attractive window display for a week during the latter part of October. Record sales at this store continue consistently good, with album sets remaining the best volume producer. The Columbia Moran and Mack recordings of "Two Black Crows" are also selling in a most desirable fashion.

Nathan Cherry Is Phonograph Mgr. of Terminal Shop

Nathan Cherry, well known in metropolitan retail music circles, recently assumed the management of the phonograph and other music sections of the Terminal Radio & Music Shop, West Thirty-fourth street. Mr. Cherry has been connected with the phonograph trade for twelve years, having been manager of Saul Birns' branch store at Second street and Avenue B, and prior to that was a member of the sales staffs of the International Phonograph Co. and H. Milke, Inc.

Since taking over the music departments Mr. Cherry has added a line of Columbia Vivaltonal records and reports satisfactory sales, "Two Black Crows" selling particularly well. Mr. Cherry also reports a continued demand for portables and small items of musical merchandise, particularly sheet music.

The entire interior of Gilman's Music House, 1198 Fulton street, Brooklyn, N. Y., has been redecorated in preparation for a brisk Fall business. In addition, the two show windows have been retouched to add to their attractiveness.

Stevens Speakers

have everything

Sturdy ability to perform brilliantly *always* because of exclusive scientific features.

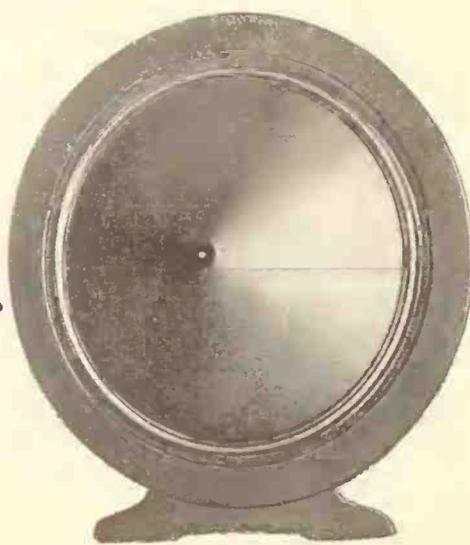
Attractive beauty of design and finish.

Full line of models in a range of prices to meet the needs of every buying prospect.

Made by the Pioneers in Cone Speakers

STEVENS & COMPANY, Inc.

46-48 East Houston St., New York



Model A-27
14½ in.

Seamless Burtex conoidal diaphragm—substantial sounding board—Jasper brown mahogany and bronze finish with "Golden Chime"

Price
\$18.50



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.

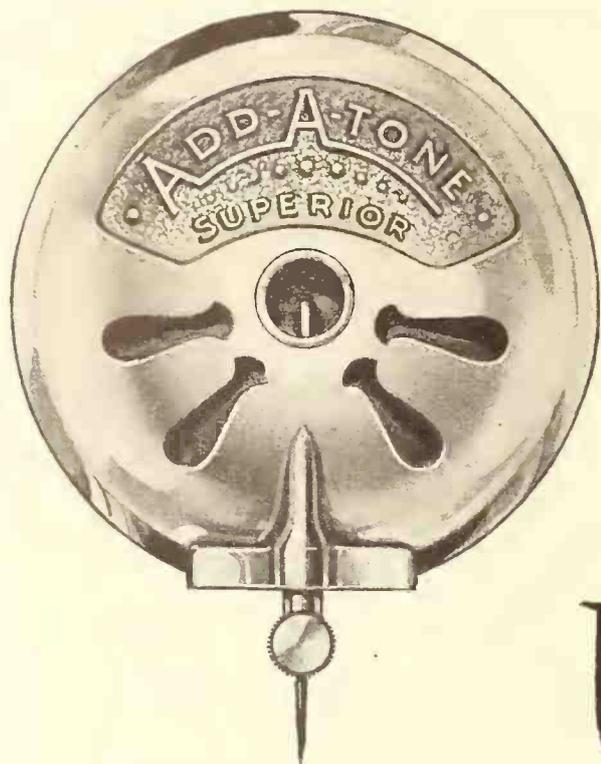
*All Roberts Products are Fully Guaranteed
in Workmanship and Materials.*

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



32 Union Sq.
New York, N.Y.

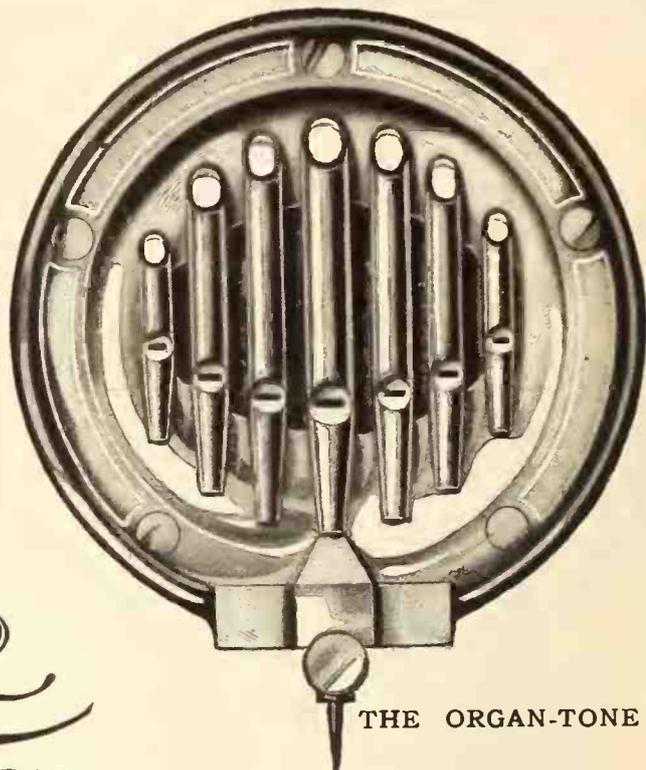
UNIQUE PRODUCTS

Mr. Dealer:

Send for our new
direct-to-the-dealer
sales plan.

Big Profits Await You!

Unique
REPRODUCTION
COMPANY



Makers of Tone-Arms
And Reproducers

St. Louis Kolster Dealers Organize Club to Discuss Sales Promotion Work

Co-operation Rather Than Rivalry Is the Keynote of Kolster Retail Representation in St. Louis—
Sales and Prospect Promotion Plans Discussed—Has Increased Sales

Rivalry has been turned into co-operation in St. Louis, where a club of rival radio dealers has been organized under the leadership of Eugene Straus, of the Straus Co., Kolster Radio jobbers. The membership is composed of local Kolster Radio dealers. The St. Louis Kolster Club has elected officers and a board of directors and plans to meet every month to "talk shop." At each session, a few of which have already been held, the members exchange ideas on salesmanship and prospect promotion which have been tried successfully in their own neighborhood.

In addition to exchanging ideas, the members exchange radio sets. If one dealer has a sudden run on a certain model and his supply becomes exhausted, without waiting for a shipment from his jobber he sends out to the nearest member of the Kolster club and the necessary sets are "loaned" to him until his shipment arrives, which makes possible immediate delivery to customers. The social contact of the club meetings has brought about friendly relations between the dealers, and as a result more Kolster sales are being made in St. Louis than ever before, according to Mr. Straus, and interest in the plan is increasing steadily.

The officers of the club are: President, Lee M. Schlude, Hellrung & Grimm Co.; vice-president, E. E. Bruns, Baldwin Piano Co.; second vice-president, C. E. Krummenacher, Krummenacher Co., Clayton; secretary and treasurer, Thomas G. Crabb, Straus Co.

The board of directors includes: C. J. Heinrichs, East St. Louis House Furnishing Co.;

A. Gaubatz, Premier Radio Co.; Walter Rhein, Belleville, Ill.; L. J. Portell, Portell Battery & Electric Co., Festus; S. Anich, Anich Motor Co., East St. Louis.

Utah Radio Products Co. Broadcasting the Utah Hour

Fine Musical Programs Are Broadcast From
the Brunswick Studio Over Station WCFL
Each Sunday Evening

A series of radio programs broadcast through station WCFL, Chicago, were inaugurated early in October by the Utah Radio Products Co., of this city, maker of Utah loud speakers and units. The program is known as the Utah Hour, taking place each Sunday evening from 9:15 to 10:15 p. m. The programs are broadcast from the Brunswick studio and such organizations as the Apollo Quartet and the Neilsson String Trio have already appeared before the microphone during the Utah Hour.

Utah loud speakers and the name of the firm have become familiar to thousands of radio listeners through the use of broadcasting and once each week the Utah Hour is placed upon the air in various sections of the country, including stations in Omaha, Neb.; San Antonio, Tex.; Salt Lake City, Utah, and Atlanta, Ga.

Henry C. Forster, the treasurer and general sales manager of the Utah Radio Products Co., returned late in October from a week's visit to the firm's factory in Salt Lake City. It is

reported that Mr. Forster proved that he is an expert marksman, as well as a prominent R. M. A. golfer, for while in the West he reduced the number of live Utah deer by one.

Udell Works Issue Fine Radio Cabinet Catalog

Wide Line of Radio Cabinets Illustrated and
Described in Attractively Printed and Bound
Catalog—Dealer's Reference Book

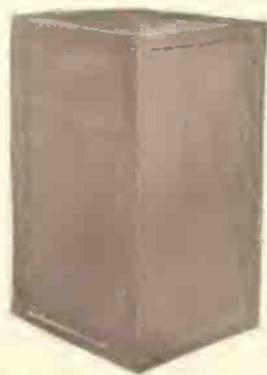
INDIANAPOLIS, IND., November 4.—The Udell Works, maker of radio cabinets, recently issued to the trade an extremely attractive catalog, styled Catalog No. 88, in which the entire Udell line of cabinets is described and illustrated. Printed on heavy plate paper with effective and unusual margin designs in color, and handsomely bound, it is well worth keeping by dealers for a ready reference book.

The various models of cabinets detailed include a great variety of period models, namely: two of the Louis XV, three Spanish, one William and Mary, two Georgian, one Gothic, one Charles I, two Hepplewhite, one Tudor, two Cromwell, Charles II and Empire and Adam.

The cabinets, in addition to being radio cabinets with enclosed speakers of reputable makes, are handsome pieces of furniture, and the wide range of styles allows of a selection that will fit in with any home setting. The Udell Works are well known in the cabinet-making field.

In Bankruptcy

A petition in bankruptcy was recently filed by the East Hampton Music Shop, East Hampton, N. Y., owned by A. G. Dundon. Liabilities are listed at \$12,205.50 and assets at \$1,665.83.



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

April 23, 1927.

My dear Mr. Andrea:
I cannot begin to express to you how pleased I am with my FADA Radio.

There is installed in my office my FADA Eight cone speaker. The way in which it is operated, the beautiful reception and clarity of tone in my opinion, the last word in radio and I am very, very happy with it.

Sincerely yours,
S. L. ROTHAFEL

Mr. F. A. D. Andrea,
Long Island City,
New York.
SLR MK

FADA 8 CONSOLE
8-tube—4 radio frequency stages—detector—3 audio amplification stages. Complete individual stage shielding. Operates on either ac or light current. Designed and finished in walnut with matched panels. Loop or antenna operation. Movable loop is on a swiveling bracket.
(For antenna, see A.C. operation directions from light socket.)
There are five Fada models—all NEUTRODYNE receivers—priced from \$95 to \$400.

F. A. D. ANDREA, INC., Long Island City, N. Y.

FADA Radio

In the home of Famous Cluqnot Club Orchestra Leader

HARRY F. RESER, "CHIEF ESKIMO," SAYS: "I have had the Fada 8-tube Console in my home for six months and am more than satisfied with its performance. I had no idea that a radio unit with unlimited power could boast of having selectivity. I have always been able to tune right through the local and pull in distance whenever I wanted it. . . . If it were impossible for me to get another Fada, you could not get this one away from me with three detachments of U.S. Regulars."

WHICH means that Mr. Reser, like "Roxy" and others in their profession, who know both music and broadcasting intimately, has recognized the supremacy of Fada "Harmonated Reception." Hear and understand why Harmonated Reception is the outstanding achievement of modern radio.

HARRY F. RESER, "CHIEF ESKIMO,"

FADA PEDESTAL CONE
22" free-floating cone—permanent Parkered magnet. Antique bronze-finished pedestal.
\$50

FADA 8 Console
8-tube—4 radio frequency stages—detector—3 audio amplification stages. Complete individual stage shielding. Operates on either ac or light current. Designed and finished in walnut with matched panels. Loop or antenna operation. Movable loop is on a swiveling bracket.
(For antenna, see A.C. operation directions from light socket.)
\$420

FADA Pedestal Cone
22" free-floating cone—permanent Parkered magnet. Antique bronze-finished pedestal.
\$50

F. A. D. ANDREA, Inc., Long Island City, N. Y.

There are five Fada models—all Neutrodyne receivers—priced from \$95 to \$400.

The better you know radio the more you appreciate FADA

THE same millions who have heard ROXY and RESER on the air for years are now reading their public endorsements of Fada. These famous pioneers of broadcasting, knowing radio as only they could know it, are both satisfied owners of Fada Console 8's and enthusiastic boosters of Fada Harmonated Reception. We are proud of

these testimonials and of the public response to them, as reflected in Fada retail sales.

In a few localities there are still opportunities for Fada distributors or dealers. Yours may be among them. Wire or write for details on the most profitable radio franchise in America.

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.

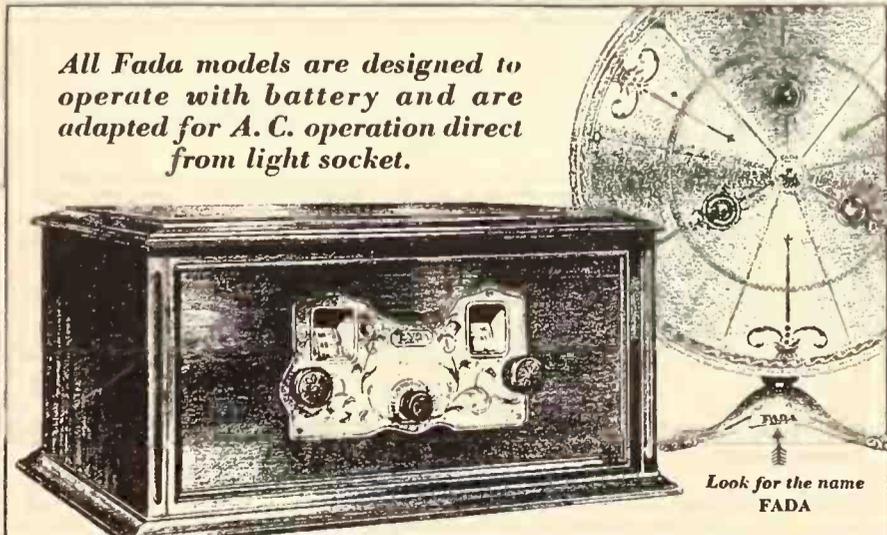
The Fada Special

6 tube — 3 radio frequency stages — detector — 2 audio amplification stages. Shielded. Equalized amplification.

\$95

There are five Fada models—all NEUTRODYNE receivers—priced from \$95 to \$400.

All Fada models are designed to operate with battery and are adapted for A. C. operation direct from light socket.



Look for the name
FADA

The Fada 17" Cone

17" free-floating cone—permanent Parkered magnet. Antique bronze-finished trifold.

\$25

St. Louis Columbia Branch Reports 77 Per Cent Increase Over October of 1926

Sales of Columbia Products for Last Month Highest in History of the Branch—Brunswick Branch Officials Issue Similar Statement—Appearances of Recording Artists Aid Sales

St. Louis, Mo., November 8.—Despite the tornado which struck St. Louis recently, business in the talking machine and other music trades is continuing its record-breaking pace, virtually all of the dealers in the city reporting heavy increases over the previous month.

Foremost in this respect was the Columbia Phonograph Co., which reported that the month of October was the largest in the history of the St. Louis branches, the splendid showing being superinduced in a large measure by the tremendous volume of sales of the latest release of Moran and Mack, the "Two Black Crows." The company added that the total business transacted by the local branch thus far this year is approximately 77 per cent greater than for the same period last year.

The local branch of the Brunswick-Balke-Collender Co. issued a similar statement, officials asserting that October was "one of the biggest months from a sales and development standpoint that the local branch has experienced for a long time."

One of the most effective advertising campaigns in history was carried on by the Columbia Co. to enhance the popularity of the "Two Black Crows" and to aid in the disposition of the carload or more of their records that was sent into this territory. Virtually every form of advertising was resorted to by the company to exploit parts three and four of these record stars, including newspaper copy, sandwich men and window displays.

Virtually all of the Columbia dealers in the city joined with the St. Louis branch of the Columbia Co. to run full-page newspaper advertisements, while dealers in the city planned many unique window displays. The Kieselhorst Piano Co. arranged an elaborate display with electric light bulbs in the eyes of the crows, while Krite Boyens' Piano Co. had a lion on one side of its window and a black crow on the other. Buettner's Furniture Co. placed a large Columbia record, eight feet across and flanked with phonographs, while Mrs. L. Sudel, manager of the record department of Famous & Barr's department store, had signs made which she placed at the entrance to all the elevators on all the floors in the building. As a result of this tremendous advertising, Columbia officials declare that the "Two Black Crows"

record was in a fair way to break all previous sales of any single record release.

The Brunswick Co. reports that great interest is being manifested by dealers in the company's new series of Masterpiece recordings, furnished in beautiful imitation gold letter albums, recently released. The demand for the initial series of six album sets containing musical masterpieces of the world's famous composers has exceeded original expectations, according to officials.

Brunswick record sales were also given added stimulus through the appearance at the Odeon here October 25 of Mario Chamlee, exclusive Brunswick artist, and of Harry Richman, noted Brunswick comedian, who appeared at the American Theatre in George White's Scandals.

Akron-Canton Dealers Are Enjoying a Brisk Demand

Both Radio and Talking Machine Products
Selling Well—Winters Piano Co. Opens Store
—Edisonic Phonographs in Demand

AKRON-CANTON, O., November 8.—While apathy exists in many lines of retail business in the Akron-Canton area, retail dealers are experiencing a brisker demand for both radio and talking machines.

Earle Poling, well-known Akron music dealer, distributor of Victor products for several years, has arranged one of the most pretentious courses in many years. Mr. Poling for many years has offered Akron concert fans the best obtainable in artists. The first is to be offered this month. Amelita Galli-Curci heads this year's list of artists.

The new store of the Paul Winters Piano Co., 307 East Third street, Urichsville, O., has been opened, and among the various lines to be featured will be talking machines and records. This is the third store to be opened by Winters. One store is located in New Philadelphia and the other in Dover.

Alterations have been completed to the music store of D. W. Lerch Co., Brunswick phonograph dealer, North Market avenue, here. The entire front has been replaced by a complete

Brunswick dealers capitalized on the appearance in the city of both artists through effective advertising, window displays and other tie-up advertising.

Victor dealers similarly utilized the appearance in the city of Paul Whiteman and his Victor band to stimulate the sales of his records. The local Victor distributor, the Koerber-Brenner Co., and dealers combined ran full-page newspaper advertising, featuring a caricature of the noted band leader. Window displays and other similar features also were utilized to effectively advertise Whiteman's appearance.

The Brunswick Co. also reported the opening of several new accounts, including the Deeken Music Co. and the Dreeste, Adams & Ford Music Corp. of St. Louis.

During the past month W. C. Fuhri, general sales manager of the Columbia Co., visited St. Louis and together with N. M. Smith, manager of the St. Louis-Kansas City branches of the company, visited new distributors in Kansas City, Oklahoma City and Memphis, discussing general aspects of the Columbia business.

modern entrance and instead of one large window, two well-matched windows have been installed.

"Demand for Edison phonographs is on the increase," said Mr. Rutledge, manager of the Rhines Edison Shoppe, here. "There seems to be a better tone in buying with the advent of cooler weather and from all indications the Fall and Winter seasons will be very profitable," he added.

Damage done by fire to the talking machine and record department of the H. N. Myers Co., Uniontown, O., has been repaired and the department is again merchandising machines and records.

Larger stocks of talking machines will be maintained hereafter at the store of the Globe Piano Co., South Market street, according to E. C. Marcourt, manager in charge. Mr. Marcourt recently was appointed general manager of the M. O. Mattlin chain of music stores, with headquarters here.

The Wolfe Music Co., New Lexington, O., will discontinue business as soon as the stock on hand is disposed of.

Moran and Mack's newest record, Parts 3 and 4 of "The Two Black Crows," continues to be one of the biggest sellers this Fall, according to D. W. Lerch, of the Lerch Music Co., Canton. It has been next to impossible to get this record here and in Akron and stores have been unable to keep the number on hand.



No. M-1—8½ inch
No. J-1—7½ inch

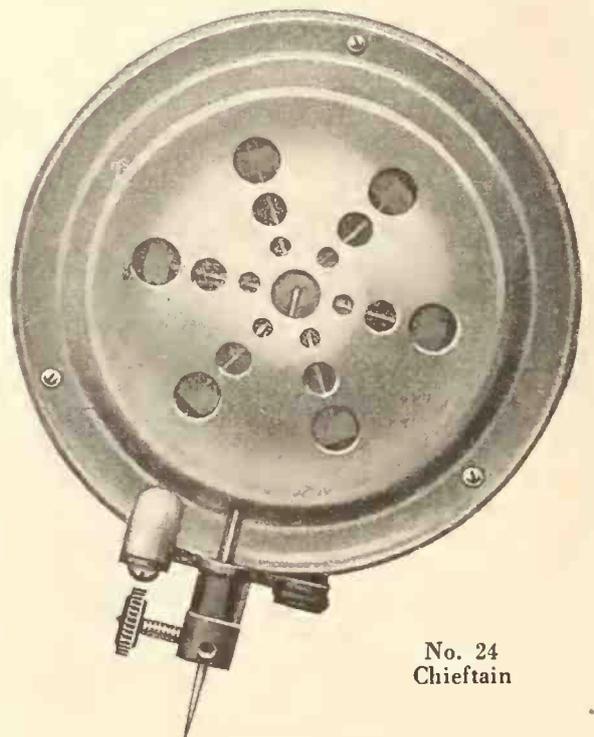
A Great Combination High in Value— Low in Price!

THESE are quality products manufactured entirely by the world's largest exclusive manufacturers of tone arms, reproducers and amplifying devices.

Models M-1 and J-1 Tone Arms are guaranteed unreservedly. The throw-back is our own lock nut type, positively preventing looseness or binding, yet the throw-back gooseneck is firm and cannot shake or rattle. The No. 24 Chieftain Reproducer is a marvel of fidelity and tone-sweetness in reproduction. Samples will be sent on approval to all legitimate manufacturers, jobbers, and dealers. Send for yours.

The Oro-Tone Co.
QUALITY FIRST

1010 George St., Chicago, Ill., U. S. A.

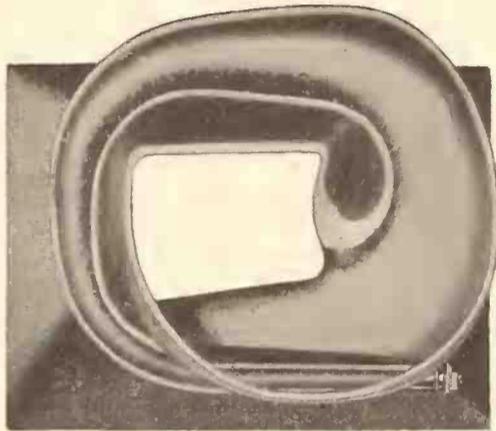


No. 24
Chieftain

NICKEL - STAT. BRONZE - GOLD or OXIDIZED

	Nickel	Stat. Bronze	Gold or Oxid.
M-1 8½-inch	\$4.00	\$5.00	\$7.00
J-1 7½-inch	\$3.75	\$4.75	\$5.75

86 INCHES
OF TONE
TRAVEL

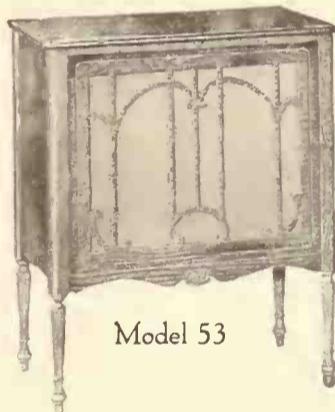


RE-CREATES
ALL THE
NOTES

It's the 86-Inch Tone Chamber that sells Newcombe-Hawley Reproducers

THE Newcombe-Hawley 86-inch tone chamber is so outstanding in performance, both for mellow tone quality and ample volume, that Newcombe-Hawley Reproducers have established a new standard of radioprogram re-creation. A tone chamber of this remarkable length reproduces every note and tonal shading of a radio program with amazing fidelity.

The Newcombe-Hawley line appeals strongly to radio set owners, because it offers a combination of fine furniture with a truly remarkable musical instrument. 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

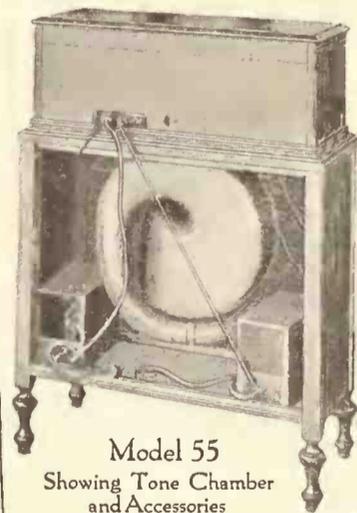
Send for latest catalog with complete description of all models



MAIL THE COUPON



Model 55
With Room for Accessories



Model 55
Showing Tone Chamber
and Accessories

Newcombe-Hawley, Inc.
203 First Ave., N., St. Charles, Illinois
Please send me full information about the
Newcombe-Hawley line.

Name

Address

Featuring the **MUSICAL** POSSIBILITIES of the **TALKING MACHINE**

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

A Survey of Recorded Music

George Hantelman, of 319 Crosby street, Akron, O., has very kindly written to me the following most interesting letter:

"It was with great interest that I read and reread your enlightening article entitled 'Knowledge of music as record sales aid,' in the July, 1927, issue of The Talking Machine World.

"One sentence in particular stood out. You said, 'if merchants will not take the trouble to tell the story to the people, who will?'

"In answer to this, let me say that for several years I have been compiling facts for publication in book form, to be entitled 'A history and encyclopaedic survey of recorded music.' At present this exists in manuscript form, running to more than three hundred and seventy-five pages, covering more than twelve thousand records published, both in America and in Europe, grouped and classified.

"In my files I have the catalogs of more than forty-five recording companies in America, England, France, Germany, Italy and Spain. I am translating all the foreign-language citations into English, and appending to each notice the name of the recording company and the catalog number of the record. The work, then, is not a book of notations for fantastic programs, but a cross-index of the world's supply of recorded music, available for dealers, schools, study clubs and record collectors.

"In my own collection I have more than five thousand five hundred records, and over fourteen thousand index cards on recorded music, scores, librettos, etc. I was led to begin this work by the realization that while the coin collector, the stamp collector, the lover of porcelains, of manuscripts, of prints, etc., has catalogs giving comprehensive surveys of his particular hobby, the record collector has nothing to guide him. He, if he wants information about the world supply of records, must spend weeks of time in communication with manufacturers all over the world. It is to my fellow record collectors, of whom there are many in America and elsewhere, and of whom there would be many more if such information were available, that I should wish to dedicate this labor of love."

Mr. Hantelman goes on to ask, justly enough, what he should do with this elaborate and painstaking piece of compilation. I should say that it ought to be published, although I am not at this moment prepared to say just how. On the other hand, this is so important a matter and opens up so many side issues that it ought to be thoroughly discussed, and I hope that, after they have read these remarks, other readers of The Talking Machine World will feel moved to express their opinions.

It seems to me that one of the principal results of the publication of a complete survey up to date of the world-supply of recorded music would be to show, for the first time clearly, the position as to the methods employed in choosing music for recording. I think that any one who has attempted to acquire any considerable number of records must have long since become persuaded that it would be a very good thing if the various recording companies in this country could be brought into line upon some policy of selection and distribution.

Overlapping

I can understand of course that, in the realm of dance music and of the popular ditties which for a short time are sung and whistled by everybody, there is really no such thing as overlapping, in the business sense of the term, since during their short life these ephemera sell in enormous quantities, so that there are often not enough to go around. But in the realm of the standard music it is quite another matter. For instance, last year during the Beethoven celebrations two complete sets of the nine symphonies came out. The sale of both sets was encouraging, but in point of fact if the two publishing companies had agreed to divide the set between them, one taking the first five and the other the last four, including the gigantic ninth, the same result would have been attained so far as sales for each was concerned; and the cost of production would have been halved. And similar instances of overlapping might be quoted almost ad infinitum.

Now, if for no other reason, Mr. Hantelman's proposed survey of recorded music ought to be published, not only once for all, but annually or even semi-annually. For the sake of every one concerned a knowledge of what has been recorded, what has not been recorded, what has been produced by many, and what of equally good work, equally likely to sell, has for some strange reason, not been published at all, is highly and practically desirable. The desirability in fact is quite as much economic as artistic.

Old Records Still Needed

It may be said that the new electric recording

methods have opened up such a completely new path, have effected so entire a cleavage with the past, that recording may be said to be beginning all afresh. This is to a large extent true, although it is by no means the fact that the electric recordings must necessarily and always take the place of the older records. There is no real reason for throwing into the discard the old type records of voices or of instrumental solos or small ensembles, so far as these remain satisfactory. The recorded voices of great singers who have passed away ought of course to be retained for ever, and Mr. Hantelman's survey, if for no other reason than this, would be of the utmost value. The voices of Patti, Tamagno, Plancon, Caruso, and many another great singer now dead were recorded, often wonderfully well in the old days, and many a collector would give a good deal to have a complete set of them. Mr. Hantelman's work would fill here a genuine need.

It's Needed

Other instances of usefulness could be multiplied almost indefinitely, but I shall here be content rather with pointing to the very great utility of a world-survey from the viewpoint of the manufacturers of records. They really need the information quite as much as do the collectors. Of course they may already possess it all, but one can hardly believe this when one sees how much overlapping there is all the time for which no genuine good reason can possibly be assigned. It is absurd, for instance, that the only works by Dvorak known to the great mass of the record collectors should be his now sadly hackneyed New World Symphony and the trifling seventh Humoresque. That he wrote five symphonies, of which at least two are most interesting and beautiful, a dozen "Humoresques" and some sets of delightful Slavonic Dances, besides quartets and other chamber music, songs and large choral works, hardly anyone seems to know. That no one in this country has yet brought out Brahms' magnificent German Requiem, while even his Hungarian dances are recorded to the extent only of two or three, seems hard to believe. That the Pathetique Symphony of Tschaiakowsky should be every manufacturer's first thought, whilst his first piano concerto, his violin concerto, and the greater part of his opera, Eugene Onegin, remain absolutely unknown to the masses of record buyers, is again incomprehensible. Such a survey as Mr. Hantelman has been making would go far to show the absurdity of the methods, or of the guess-work now employed in the selection of musical works for recording.

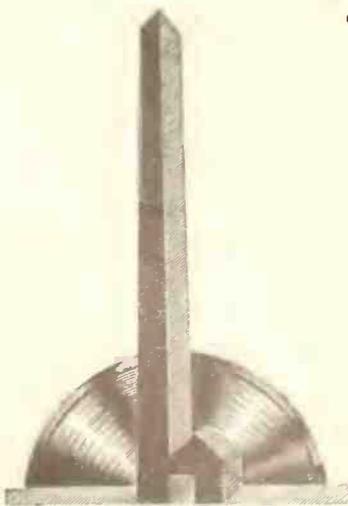
Latest Recording in

Arabian Bulgarian Czecho-
Slovakian Greek Polish
Roumanian Turkish Etc.

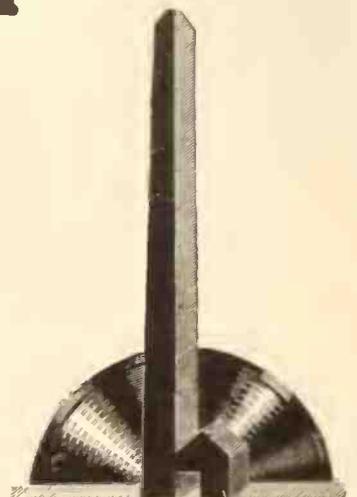
REPERTORIES IN ALL LANGUAGES

Write for Catalogues and Terms

Homophon Company, G.m.b.H.
Berlin, S. W. 68, Germany



Homocord



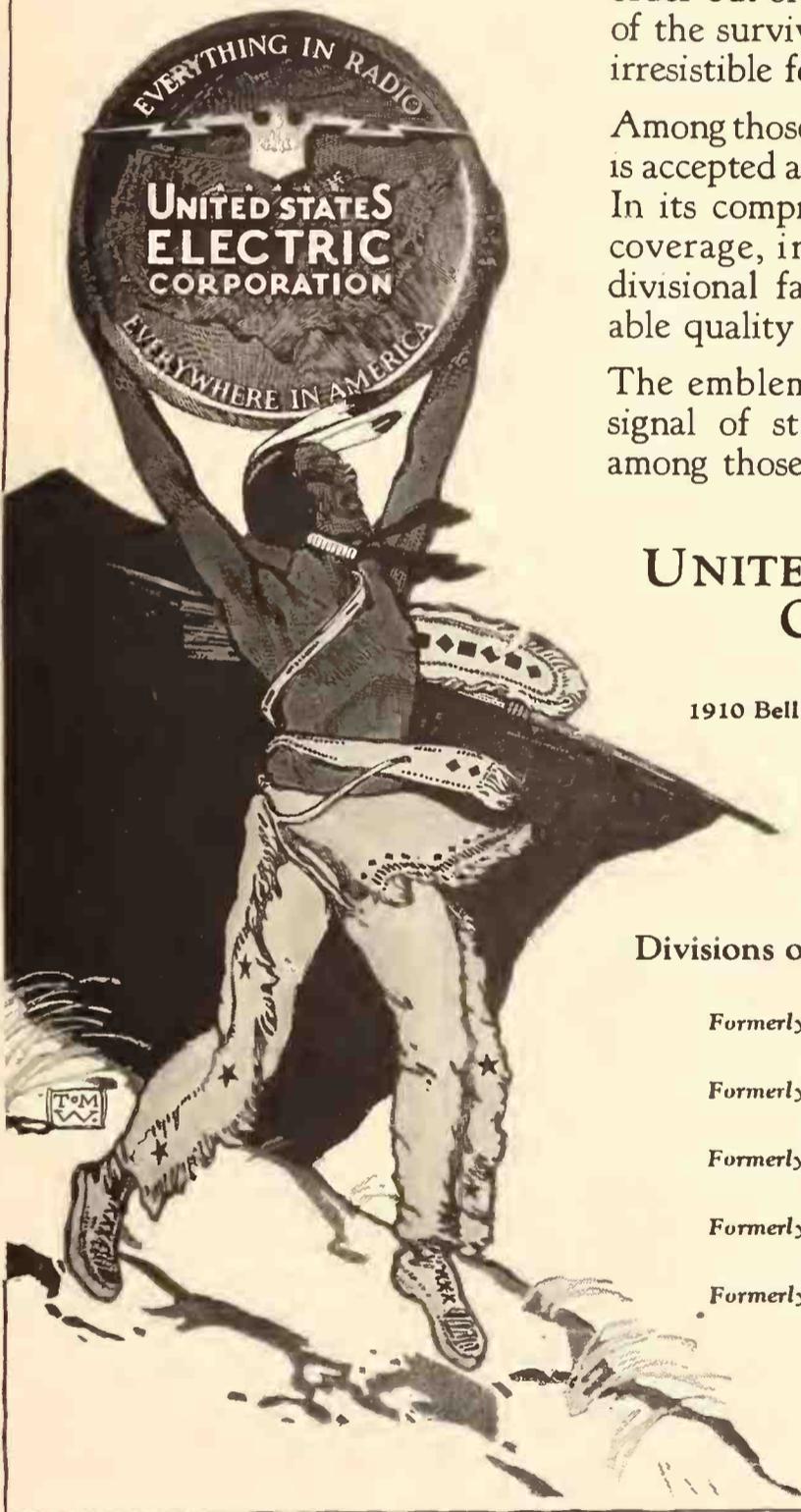
Homocord

A SIGNAL for those who know

THIS SEASON is recognized by industrial economists as a critical one in Radio development. The same economic forces that stabilized the automotive industry are bringing order out of Radio chaos. The unwritten law of the survival of the fittest is operating with irresistible force.

Among those who know, United States Electric is accepted as an organization that will endure. In its comprehensive price range and patent coverage, in the strategical location of its divisional factories, it reveals the unmistakable quality of leadership.

The emblem of United States Electric is a signal of stability, prosperity and progress among those who know.



UNITED STATES ELECTRIC CORPORATION

General Offices

1910 Bell Building · 307 No. Michigan Boul.

CHICAGO

Divisions of United States Electric Corporation

APEX DIVISION

Formerly Apex Electric Manufacturing Co., Chicago

CASE DIVISION

Formerly Indiana Electric & Mfg. Company, Marion

SENTINEL DIVISION

Formerly Sentinel Manufacturing Company, Chicago

SLAGLE DIVISION

Formerly Slagle Radio Company, Fort Wayne, Ind.

WORKRITE DIVISION

Formerly WorkRite Manufacturing Co., Cleveland, O.

Demonstrate Set Properly

J. W. and W. H. Reid, Inc., Take Advantage of Interested Crowds by Having Demonstrator Point Out the Features of the Kolster Set

Demonstrating a radio set for the passing public with profitable results means more than merely playing it out on the sidewalk, according to the firm of J. W. and W. H. Reid, Inc., who are proving it by blocking the sidewalk at Pearl and Willoughby streets, in the heart of Brooklyn, every noon hour when the weather permits.

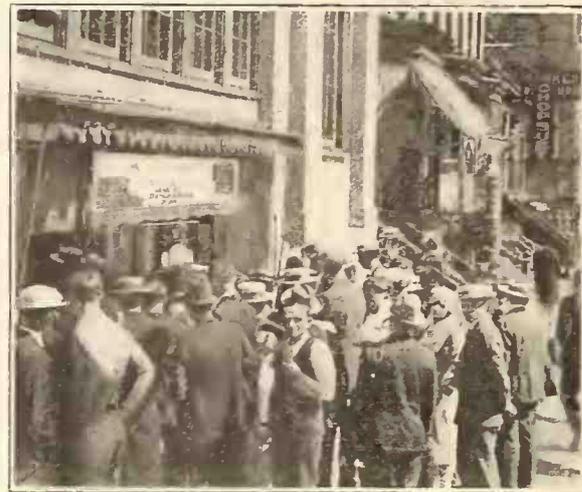
Action in the window illustrating the advantages of the receiver, coupled with playing the set outside the window with booklets piled on it for the public to take, describing the set in detail, is the combination which has brought many prospects into their store and resulted in sales that would otherwise have passed by.

When the streets around their store are busiest, during the noon hour when workers pour out of their offices and stroll to nearby restaurants and tea rooms, the Reids place a Kolster console power speaker on the sidewalk, connect it through a hole with a Kolster radio set in the window, and tune in some noon hour dance music. The speaker on the sidewalk is piled with literature, and a sign card leaning against it tells the passerby, "This is the Kolster console power speaker. This combination of speaker and 'B' supply can be used on your present set."

In the window, a card on the receiver being used says, "This is the set now playing." Beside it on the floor is a Kolster chassis showing how the set is built. For the action, a salesman stands beside the set being used and with the aid of sign cards tells his story to the crowd outside. He first holds up a card saying, "The new Kolster 6-tube set \$89.50, equipment extra," and points to the set. He raises another card: "Note its knife-like selectivity," and reaching over to the station selector he barely touches it to tune out the music, while fifty curious spectators on the sidewalk crane their necks to follow his movement. His next card says, "Single dial control, a parade of stations," and again reaching to the station selector he tunes in any other stations that are on the air, as the crowd

that now numbers sixty, not counting the dozen who are crossing the street to see what it's all about, continues to see and be impressed.

The salesman's fourth card, "Volume control, from a whisper to a roar," is illustrated by a twist on the panel knob and the console speaker in the middle of the crowd obeys the touch. The fifth card, "Sensitivity dial," brings a flip of the extra control for increased sensitivity, which disposes of all the equipment in sight except the chassis on the floor. This the salesman dramatically lifts before the crowd as he raises a card saying, "Built like the Rock of Gibraltar," drops it back to the floor and jumps



Interested Crowd in Front of Reid's upon it, swaying his weight up and down while the astonished spectators mumble to each other and elbow their way to the power speaker to get a booklet.

When the workers return to their offices and the demonstration ends, none of the Kolster booklets can be found in the streets.

Wisconsin Victor Dealers at Annual Get-Together

Affair Sponsored by Badger Talking Machine Co.—Roy A. Forbes, General Sales Manager of Victor Co., Outlines Plans

MILWAUKEE, Wis., November 8.—A large number of Victor dealers of Wisconsin attended the annual Victor dealer get-together conference conducted by the Badger Talking Machine Co. in this city on October 26. Roy A. Forbes, general sales manager of the Victor Talking Machine Co., enlightened the dealers on Victor's plans for the coming season and also gave them the facts and figures on Victor business to-day. H. H. Murray, consulting engineer of the technical service department of the Victor Talking Machine Co., discussed problems of service and passed on to the dealers some splendid service ideas for use in working up their individual store service departments.

Geoffrey J. Daley, Victor representative in Milwaukee, presented the entire new line of 1927 Victor models and the dealers proclaimed them triumphs of art and science. Other speakers at the conference were William R. Lewis, district sales manager at Chicago for the Victor

Co., and Gustav Marx, who spoke on advertising and the necessity of tie-ups with the Victor Co.'s great national advertising programs.

Following the business sessions the dealers were entertained at dinner in the Gold Room of the Hotel Wisconsin by the Badger Talking Machine Co. The Milwaukee Victor Record Girls' Club were also guests for dinner in the evening and participated in the festivities which followed.

Big Demand for Products Made by Yahr-Lange, Inc.

A carload of Super-Ball antennas, Yar speakers and antenna kits were shipped by



Carload Shipment of Super-Ball Antennae Yahr-Lange, Inc., Milwaukee, to I. J. Haug, of Regina, Sask., Canada, late in October. The Haug organization, since it was appointed a distributor of Super-Ball antennas and Yar speakers, has made rapid strides in the Canadian territory towards securing dealer outlets for the products. Last year about five thousand Super-Balls were sold in Canada, and, according to Fred E. Yahr, president of Yahr-Lange, Inc., that record will probably be outstripped in 1927. The Super-Ball antenna kit complete retails in Canada for \$18 and the ball is sold for \$12.50.

Magnetic Pick-Up Device

A recent advertisement of the Stromberg-Carlson Co. was devoted to an illustration and description of their new magnetic pick-up device, which, plugged into a jack provided in the receiver, enables the owner of a talking machine to hear recorded music with a new quality which comes from passing the record outfit through the superlative audio system of the Stromberg-Carlson receiver and cone speaker.

MICA DIAPHRAGMS
For Loud Speakers and Talking Machines
RADIO MICA
American Mica Works
47 West Street New York

Warning

There is still a great deal of misleading advertising appearing in the public press on radio. Unscrupulous advertisers take advantage of the fact that a vast majority of the public is unversed in the technical side of radio.

Following the popularity of Battery Eliminators, manufacturers and dealers saw the advantage of selling sets complete with power units; then there are the new A C tube sets equipped for use with a B-Power Unit and a Transformer for the "A" side.

Many advertisements of the above popular "All-Electric Radio Sets" carry such statements as:

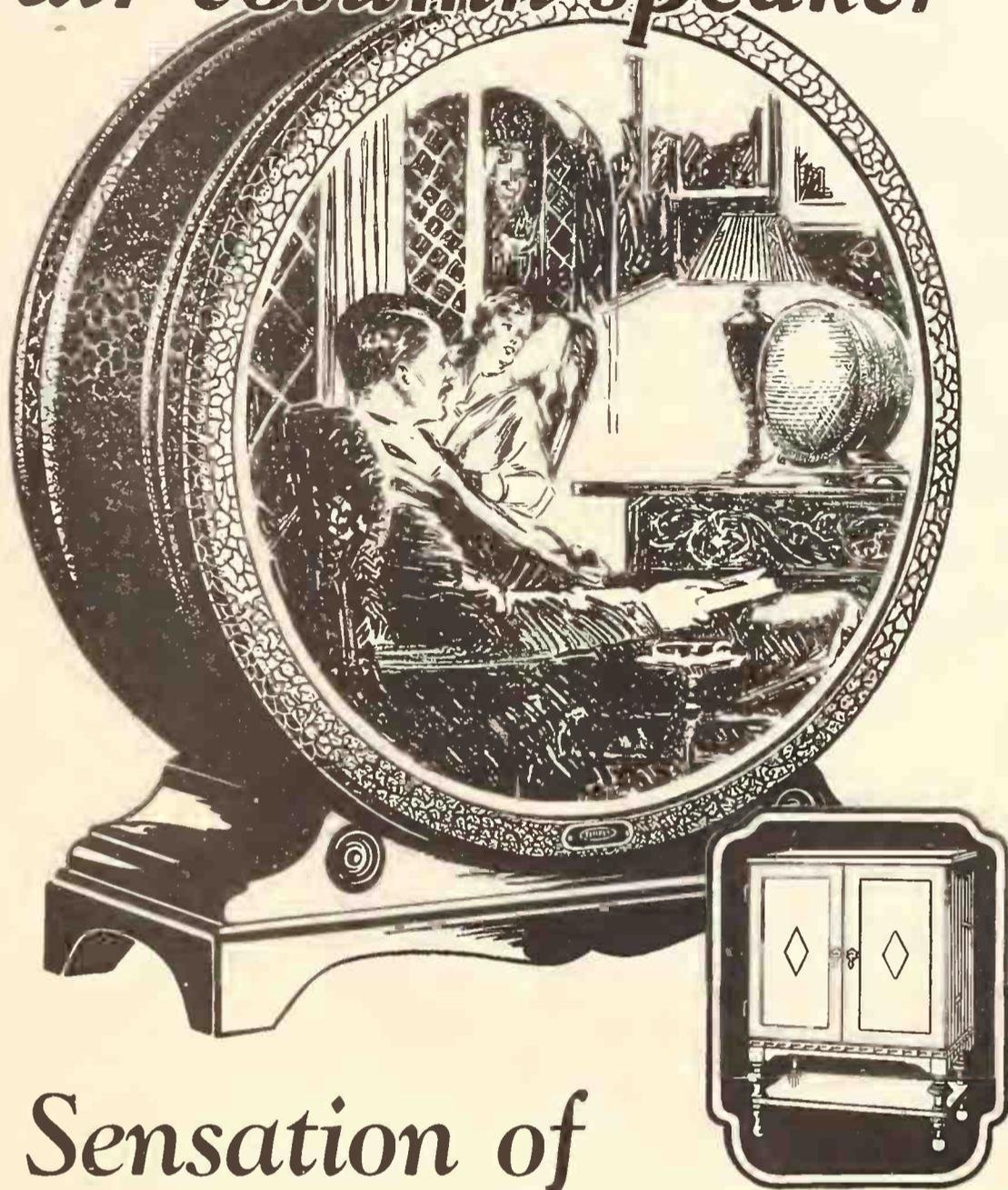
**"No Batteries, No Eliminators,
Your Light Socket Supplies All Power"**

Such statements are absolute falsehoods and are unfair to honest advertisers. No electric radio set has ever been built or marketed which does not require a so-called "B Battery Eliminator," better termed a "B Current Supply" or "Power Unit." The current as it comes from the light socket is totally unsuited to operate any radio set without the use of power units.

Buy your new electric receiving set and power unit, therefore, from manufacturers and dealers who tell the truth.

This advertisement printed in the interest of fair trade by GRIGSBY-GRUNOW-HINDS CO., Chicago.
Manufacturers of Majestic Electric Power Units

The TEMPLE air column-speaker



The Sensation of the Radio World

No improvement in Radio has had such a wonderful reception as the Temple Air Column Speaker. Because it is built on a principle scientifically correct, it brings in every Radio Program with a richness and purity of tone that is amazing. The Temple is not just another speaker for you to sell. To the contrary, it is truly a musical instrument that sells itself on a comparative basis. Hook it up on a Temple Comparator and then watch your customers select the Temple over all others.

Temple Models priced at \$29.00, \$37.50, \$48.50, \$65.00, \$85.00



TEMPLE, INC., 213 S. Peoria St., Chicago

Sales Offices in All Principal Cities

LEADERS IN SPEAKER DESIGN

Brunswick Co. Announces New Metropolitan Wholesaler

Well-known Wholesale House of Knickerbocker, Schoverling, Daly & Gales Appointed Brunswick Metropolitan Distributors

The Brunswick-Balke-Collender Co., Chicago, has announced the appointment of Knickerbocker, Schoverling, Daly & Gales as distributors of the Brunswick Panatropes, Brunswick Exponential Panatropes and Brunswick and Vocalion records in the metropolitan area. This contract was approved by B. E. Bensinger, president of the Brunswick Co., and Robert W. Jackson, general sales manager, and places the distribution of Brunswick products in the hands of a very well-known and long-established organization. It is stated that the Brunswick Co.'s branch in New York will retain distributing rights under the management of E. R.

Strauss as heretofore, and that the Knickerbocker appointment is in the nature of expansion for the Brunswick Co. in the East.

Knickerbocker, Schoverling, Daly & Gales are located at 114-20 East Twenty-third street, New York. Their headquarters are numbered among the show places in New York in distributing circles and, in addition to executive offices, are equipped with a sumptuously furnished display salon, a model window display and an auditorium for dealer gatherings.

The Knickerbocker organization has many years' experience behind it. Schoverling, Daly & Gales was established sixty-eight years ago, and the Knickerbocker Co. through its predecessor, I. Davega, Jr., Inc., the old Victor and Edison phonograph jobbing house, was established in 1879. The Knickerbocker Schoverling organization has as its executives a number of men well known for many years in talking machine circles, A. Davega, president, Henry Benjamin, A. Altman and Joseph Schwetz. The

first three named are also officials of Davega, Inc., who operate a city-wide chain of music-radio stores.

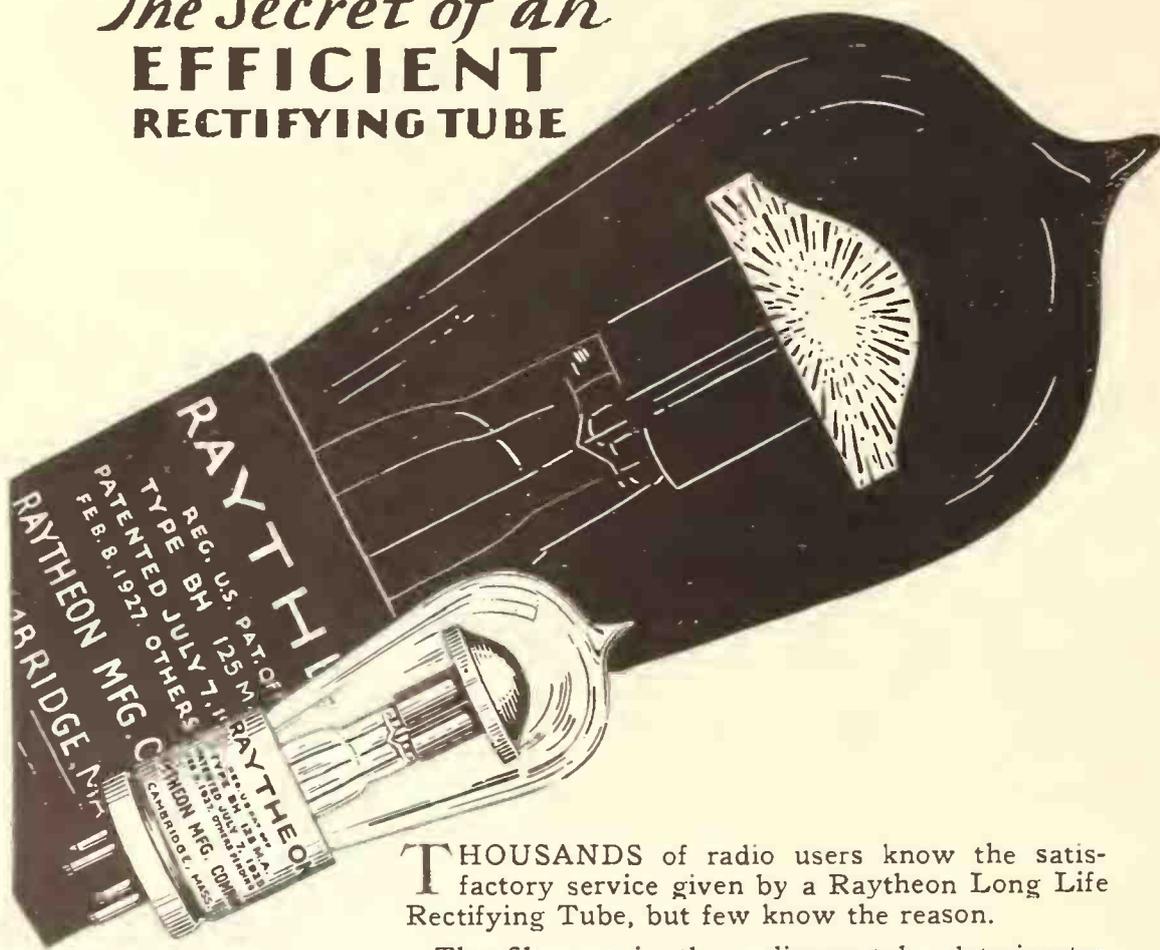
Credit for having initiated the Brunswick transaction is given by Mr. Davega and his associates to Joseph Schwetz. Last June, during the Radio Trade Show in Chicago, Mr. Schwetz, who is tremendously enthusiastic over the Brunswick products, approached the Brunswick organization and began the negotiations which eventually resulted in the appointment. It is interesting to note that over twenty years ago Mr. Schwetz, who was then working for I. Davega, although only then the "office boy," as he terms it, of the firm, through his tremendous enthusiasm was the first in the establishment to meet a representative of the Victor Talking Machine Co. and urged Mr. Davega, who was then an exclusive Edison wholesaler, to take on the Victor line.

Knickerbocker, Schoverling, Daly & Gales, Inc., have a well-equipped distributing organization. In addition to the headquarters on Twenty-third street, they maintain a large warehouse at 526 West Twenty-fifth street, and they report that advices received thus far from the retail trade indicate a strong desire for the Brunswick line and a consistent merchandising campaign is being prepared. The territory covered will be from Trenton, N. J., through Connecticut and up the Hudson to Albany, including Brooklyn and Long Island.

Coincident with their appointment as Brunswick distributors, the Knickerbocker, Schoverling, Daly & Gales Co. announced their appointment as distributors of Freed-Eisemann radio sets, manufactured by the Freed-Eisemann Radio Corp., Brooklyn, N. Y. Both Freed-Eisemann and Brunswick products are now on display at Knickerbocker headquarters, and the same intensive efforts will be placed behind the Freed-Eisemann line in radio circles. The sales staff of the Knickerbocker organization will be augmented to take care of these two nationally known products.

"Ionized Helium"

The Secret of an
**EFFICIENT
RECTIFYING TUBE**



THOUSANDS of radio users know the satisfactory service given by a Raytheon Long Life Rectifying Tube, but few know the reason.

The filament in the ordinary tube deteriorates while it is emitting electrons. In Raytheon, ionized helium gas, eighty times more conductive than copper, is used in place of a filament. This ionized helium supplies over and over again millions of electrons per second, with no deterioration to the helium. Thus in Raytheon each helium ion becomes a veritable endless chain of power.

As a result, a Raytheon tube has a far longer life and affords *sustained* voltage throughout.

The efficiency of a light-socket power unit is directly dependent on the efficiency of its rectifying tube. Dealers find the Raytheon Principle a powerful sales argument when selling a Raytheon-equipped unit.

RAYTHEON MFG. COMPANY
Cambridge, Mass.



40 leading manufacturers equip their units with Raytheon and mark them with the green Raytheon seal.

Type BH
Standard for "B"
Power Units
125 m.a. 300 volts
Price \$4.50

Type BA
For Complete
A-B-C Power
350 m.a.
Price \$7.50

Type R
Voltage Regulator
90 volts, 60 m.a.
Price \$4.00

Raytheon

THE HEART OF RELIABLE RADIO POWER

Town Crier in New Dress

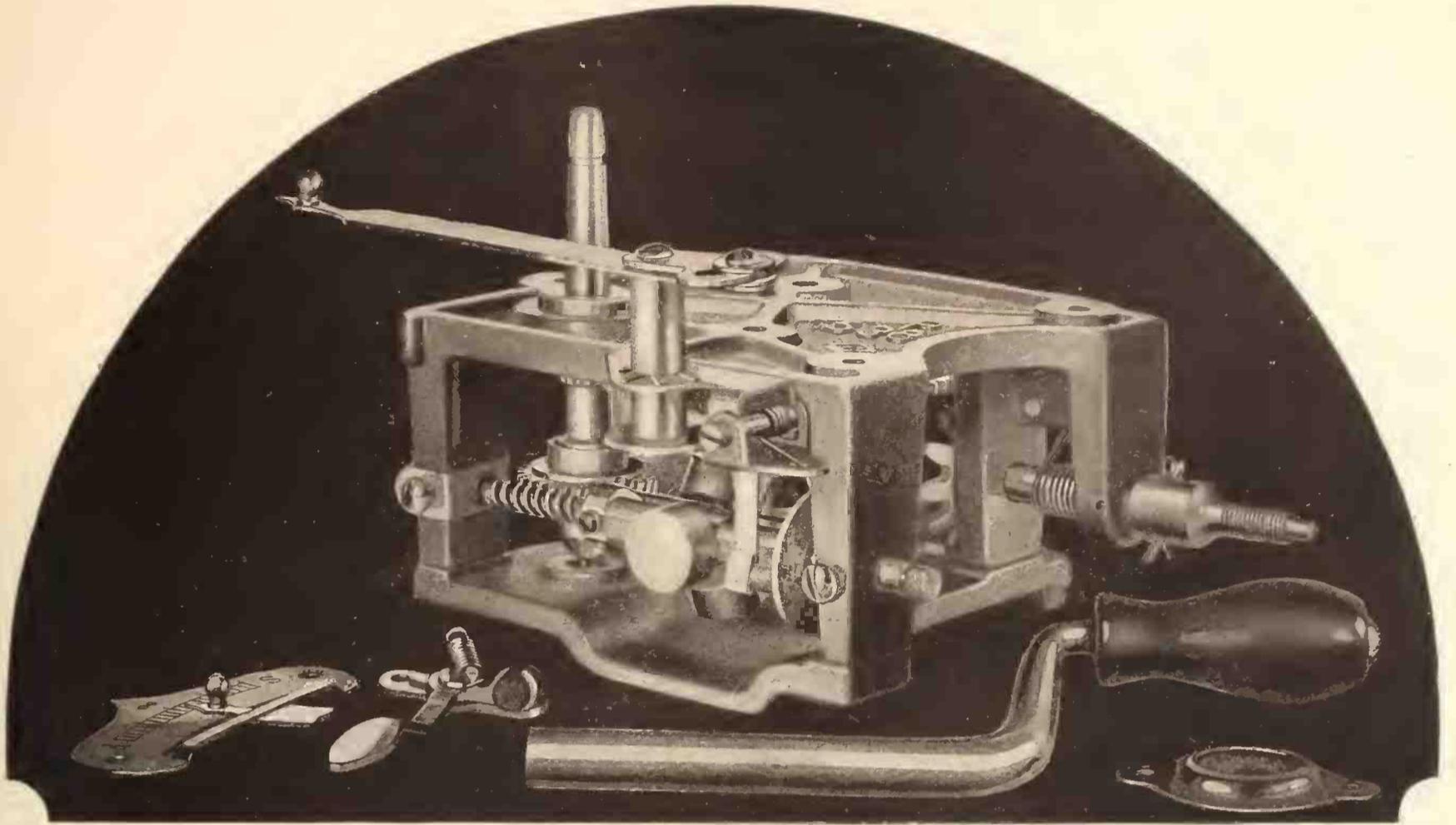
The October number of The Town Crier, the house organ of the Radio Corp. of America, appeared in a new and highly attractive dress. It is profusely illustrated and contains a wealth of suggestions for RCA authorized dealers on sales promotion and general merchandising subjects. Pierre Boucheron, advertising manager of the Radio Corp., is editor of The Town Crier and Henry T. Carey is associate editor. It is published monthly at RCA headquarters in the Woolworth Building in New York City.

Aerovox Corp. Expands

The condenser equipment of the Globe Art Mfg. Co., Newark, N. J., has been acquired by the Aerovox Wireless Corp., New York, according to an announcement by S. I. Cole, president of Aerovox. Mr. Cole states that the addition of this equipment greatly augments the manufacturing facilities of the Aerovox organization, which recently leased additional floor space in the building they now occupy and are operating three shifts a day to keep abreast of the rapidly growing demand for its popular products.

Death of Harry Rascovar

The many friends of Harry Rascovar, vice-president and treasurer since 1917 of Albert Frank & Co., New York advertising agency, were shocked to learn of his sudden death recently while seated at his desk dictating a letter. He was in his fifty-sixth year and at the age of thirteen joined the staff of Albert Frank & Co., in which firm his brother, James, was then junior partner. Besides his advertising business, Mr. Rascovar was a director of numerous enterprises.



If the Portable You Sell Has a Flyer Motor It's a Good Portable

A PORTABLE phonograph can be no better than its motor. A pretty case won't pacify a customer if the motor inside goes bad.

That's why it pays to handle Flyer-equipped portables. The Flyer is the motor with the tough athletic spring, cast iron frame, specially cut precision governors, gears and bearings, and with fibre used in the fibre gear seasoned for over a year. The Flyer is the motor that must pass 77 inspections before it can be used. The Flyer is the motor that is noiseless, free from all vibration, and built to stand long years of hard use and abuse.

That is why the majority of all portables sold are equipped with Flyer Motors—manufacturers and dealers both know their business is safe and their profits sure with the dependable Flyer.

The
GENERAL INDUSTRIES CO.
ELYRIA, OHIO
Formerly named The General Phonograph Mfg. Co.
Makers of Precision Products for 25 Years.

Victor Co.'s Advance Orders Indicate a Busy Year-end

E. E. Shumaker, Before Sailing for Europe, Anticipates One of the Biggest Volumes in the History of the Victor Co.

Advance orders for instruments and records, for delivery in the next three months, indicate one of the biggest volumes in the history of the Victor Talking Machine Co., according to a statement by E. E. Shumaker, president of



Edward E. Shumaker

the company, made just before he sailed for Europe on the "Berengaria."

"This unusually heavy volume is not confined to any one section of the country, but is generally distributed throughout the United States," he said. "If conditions in our business can be considered as an index, the capacity of the country to absorb manufactured articles will be quite large this Winter. Dealers are not only buying heavily for business that is in prospect, but are also filling stocks that have been depleted by heavy sales.

"Our August business in records was the largest of any August in the history of our business. September last was the second largest September and October bids fair to set another high mark when record sales are totaled.

"Our plants are working overtime with full forces and we are forced to continually increase production schedules to meet increasing demands."

Mr. Shumaker will spend the next two months visiting the associated and affiliated plants of the Victor Co. in England, France, Germany, Austria, Hungary, Italy, Roumania, Switzerland and Belgium.

Interesting Experiment in Radio Broadcasting

The National Broadcasting Co. proposes to feel the pulse of the book-reading public of America as to its interest in meeting its favorite authors over the radio. It made the initial experiment Sunday, November 6, with the well-known author, Bruce Barton, of New York City. Mr. Barton is the author of "The Man Nobody Knows" and "The Book Nobody Knows." He spoke over a network of eighteen or twenty stations upon the subject of "What Can a Man Believe." Mr. Barton is also president of Barton, Durstine & Osborn, prominent firm of New York advertising agents.

Dealers' Ability Rewarded by Trip to Philadelphia

NASHVILLE, TENN., November 8.—The Braid Electric Co., of this city, Atwater Kent distributor, recently awarded a trip to the headquarters of the Atwater Kent Mfg. Co., in Philadelphia, Pa., to members of the dealer organization who made specific accomplishments in their sales records.

The lucky members of this "On to Philadelphia" trip were Carl Martin, of T. J. Martin, Dover, Tenn.; J. R. Riley, Porio Radio Co., Porio, Tenn., and D. E. Russell, Cayce Yost Co., Hopkinsville, Ky.

In addition to the visit to the Atwater Kent factory, the party went to New York, Baltimore and Washington before returning home. W. W. Gambill, Jr., sales manager of the Braid Electric Co., sponsored the trip and a "good time was had by all."

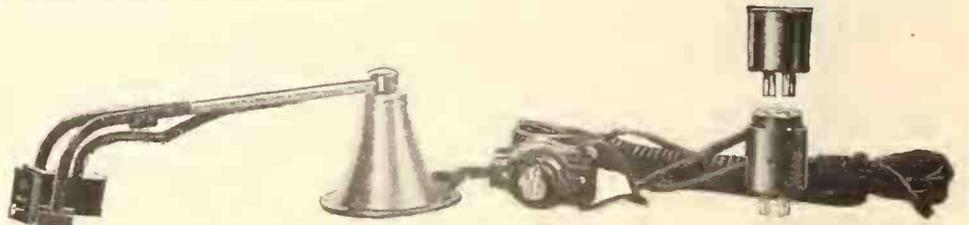
Discusses Electric Pick-up for Phonograph Records

W. Shaw-Thomson, Columbia University Lecturer on Advertising, Lauds Amplion Revelaphone, Latest Electric Pick-Up

The radio and talking machine, instead of being competitive, really supplement each other. This fact was pointed out by W. Shaw-Thomson, who is a lecturer on advertising at Columbia University, New York, and is prominent in advertising agency circles, in a recent discussion of the music-radio business.

"Radio has killed the phonograph business," quoth the self-appointed prophets of doom; and for a while it looked as if the prophecy was coming true," said Mr. Shaw-Thomson. "As business is a state of mind, a collective or mob impulse, and has little to do with actual facts and figures, this feeling was sufficient to affect seriously the talking machine business. As time went on, however, the opposite began to manifest itself and the radio and talking machine were found to supplement each other.

"The development of the electric pick-up for phonograph records was a further stimulus for the talking machine business. The Amplion Revelaphone, the latest pick-up offered to the trade, has features which make it especially desirable. The radio user of the pick-up finds to his delight that he can be his own broadcasting station and put on his own program when there does not happen to be a program



The Amplion Revelaphone

on the air which he cares to tune in. This is particularly true of daytime broadcasting and in Summer.

"The electric pick-up is more than another item for the dealer to sell, it is a sales producer in many other ways. Assuming that the majority of radio set owners already own phonographs, the pick-up should prove a tremendous stimulus to sales of records. Also the dealer is able to make better radio set and speaker demonstrations with the use of a pick-up instead of depending on daytime broadcasting programs under adverse atmospheric and local conditions.

"The Amplion Revelaphone is the lightest unit on the market, precisely the same weight as the phonograph sound box, and is particularly desirable where records are in use for constant demonstration. An additional advantage of this lightness in weight is the elimination of the needle hiss. The volume and tone control dial is also a selling feature. In addition to its use for actual demonstration, it is packed in such a way that the box itself becomes a neatly arranged eye-catching display for counter and window exhibition."

Mr. Shaw-Thomson declared that every dealer should give serious attention to the electric pick-up idea.

New South Australian Fada Distributor Is Appointed

Wilmott, Prisk & Co., of Sydney and Adelaide, have been appointed Fada Radio distributors for New South Wales and South Australia, according to an announcement by R. C. Ackerman, export manager for F. A. D. Andrea, Inc. In Victoria and Tasmania, A. J. Veall, of Melbourne, is the distributor. In Queensland, Fada has the Canada Cycle & Motor Agency, Ltd., said to be the largest commercial establishment there, with 110 branch offices and agencies.

Experience— Resources— Equipment—

All these prime requisites are behind "Northern Maine" Plywood Box Shooks (Birch and Maple Plywood with Spruce cleats).

18 years' successful experience manufacturing by the management.

10,000 acres of timberland.

Up-to-the-minute machinery equipment in mills.

Write us for further information

Northern Maine Plywood Co.

Statler Building

Boston, Mass.

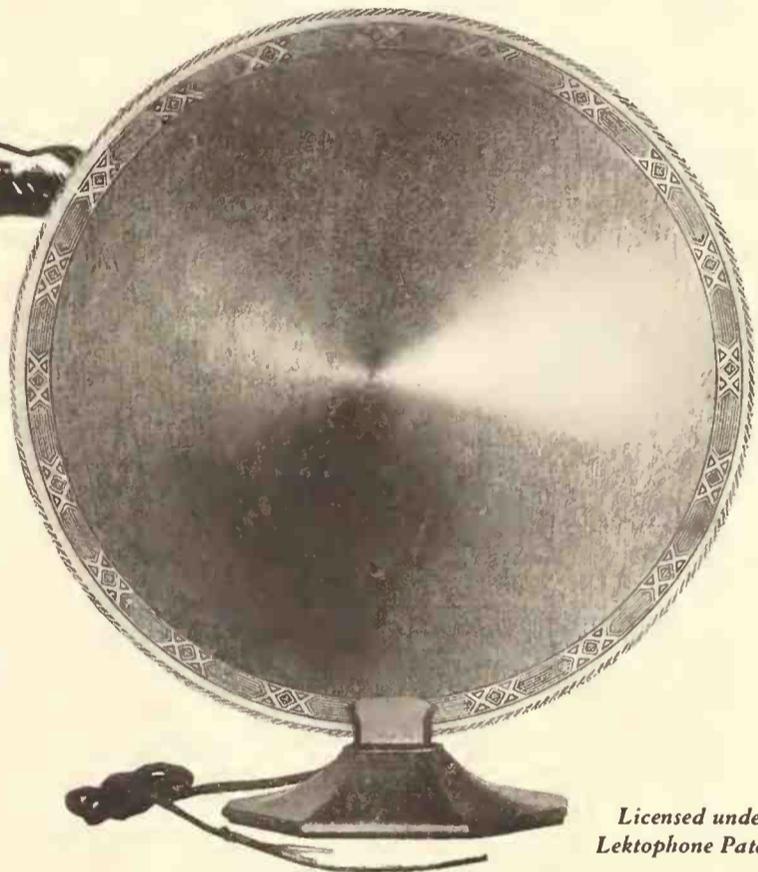


Going STRONG!

SANDAR continues to gain ground in the speaker field—forging ahead steadily and brilliantly—going strong all along the line—winning new laurels every week—cheered by fans and dealers alike.

There are many reasons for Sandar's outstanding success, including the consistent excellence of its performance, its unusually attractive appearance, and an exceptionally low price, \$27.50, lower than that of any other licensed speaker of its size.

The Sandar Junior, retailing at \$16.50, has also won its share of applause and



Licensed under
Lektophone Patents

approval, and, though still comparatively new, has already proven itself a worthy team-mate of the Senior model.

There is still an opportunity to get in on the profits accruing from Sandar's popularity by securing a franchise—write TODAY for terms and full information.

SANDAR S P E A K E R

SENIOR Model \$27⁵⁰
(No. 25)
West of the Rockies \$30⁰⁰

JUNIOR Model \$16⁵⁰
(No. 21)
West of the Rockies \$17⁷⁵

SANDAR CORPORATION, Crescent Plaza Building, Long Island City, New York

Columbia Kolster Viva-tonal Electric Phonograph Shown to Pittsburgh Trade

Columbia Dealers Anticipate Big Sale of Electric Pick-Up Instrument After Hearing Demonstration—New Model Edison Phonographs Selling Well—Improved Conditions Reported

PITTSBURGH, PA., November 9.—Improved conditions are noted by the trade in talking machines, records and radio receiving sets. On the whole, the outlook for a brisk month or six weeks ahead for the usual holiday buying movement is excellent. Victor, Columbia, Brunswick and Edison lines are in marked demand.

Edison dealers had the opportunity to present to their patrons two new models of the Edison, the Schubert Edison, priced at \$135, and the Beethoven Edison, selling at \$225. Sales of the new Edison were stated to be in keeping with the expectations of dealers.

Manager Nichols, of the Columbia Phono-

graph Co., Inc., Pittsburgh branch, is much pleased at the marked success that has greeted the new Viva-tonal Columbia and the New Process Columbia records. The new Columbia Viva-tonal-Kolster Electric reproducing phonograph produced a marked impression on the local dealers and they are anticipating a big sale of the new combination instrument for the holiday season.

At the offices of the Playertone Talking Machine Co., this city, I. Goldsmith, the president, was in an optimistic mood relative to business conditions, basing his views on the brisk demand for the various models, fifteen in all, of the Playertone. He stated that the popular-

priced console and consolette models were meeting with marked favor by the local dealers in the territory covered by the company.

Following the disastrous fire that wiped out the entire building occupied by the Ludwig-Hommel Co., RCA distributor, as well as wholesale radio accessories dealer, last month, the firm has taken temporary quarters at 963 Liberty avenue with a complete new stock. It was estimated that the loss sustained by the firm will be over \$100,000.

The demand for the Sparton radio receiving sets has been so pronounced that the local distributor, the Standard Talking Machine Co., reports that it has been oversold and finds it most difficult to supply the requirements of the local radio dealers who wish to handle the Sparton line.

A. P. Moore has been appointed factory representative for the Atwater Kent Mfg. Co. in the Pittsburgh district and is co-operating with the Esenbe Co., district distributor of the Atwater Kent line. A. A. Buehn, an official of the Esenbe Co., reported that sales of the Atwater Kent line were highly satisfactory.

The Franklin Electric Co., Kolster radio distributor, has appointed Volkwein Bros. as local dealers. Volkwein Bros. are the largest dealers of band and orchestra instruments in the city and are also selling the Bosch radio sets.

Crosley radio receiving set dealers are finding a ready market for the entire Crosley line. The new six-tube Band Box, priced at \$55, is a brisk seller and one that, due to its wonderful reception, is considered by the Crosley dealers as the "best seller." The Crosley consoles are also in demand. Sales of the Crosley Musicones, the twelve-inch and the sixteen-inch, are reported as very good.

M. V. Mansfield, president of the O. M. C. Supply Co., returned from a visit to the factory of the American Bosch Magneto Corp., at Springfield, Mass. He stated that as a result of his visit he found the facilities of the huge plant were being taxed to capacity to meet the growing demand for the Bosch line of receivers.

Leonard D. Ooge, formerly secretary of the Radio Council of the Pittsburgh Chamber of Commerce, is now representing the Aeolian Co. of New York, selling Visula, a device for aid in teaching the piano.

Under the auspices of the Standard Talking Machine Co., Victor distributor, a series of meetings of Victor dealers were held in various cities recently. Charleston, W. Va.; Wheeling, W. Va.; Oil City and Altoona, Pa., were among the cities visited.

The Pittsburgh Mercantile Co., one of the largest department stores on the South Side, Pittsburgh, is now handling the Kolster radio receiving sets.

The Veiock Music House, at New Brighton, Pa., has announced the local agency of the Kolster radio line.

R. A. Curran, music dealer of Sharon, Pa., has leased the DeForeest Pioneer Music House, in that place, from M. V. DeForeest, who retires after many years in the music business.

Doubleday-Hill Electric Co., of this city, has been appointed distributor for the Sonochorde cones, manufactured by the Boudette Mfg. Co., Chelsea, Mass.

The J. A. Williams Co., wholesale hardware distributor, has entered the radio field, having taken on the Freed-Eisemann receivers, Philco socket powers, Radiotrons and the line of Eveready batteries.

Sylvania Foresters Change Hour of Broadcasting

It has been announced that the hour of broadcasting by the Sylvania Foresters has been changed to 8:30 every Wednesday evening. This interesting program is placed on the air through the courtesy of the Sylvania Products Co., Emporium, Pa., maker of Sylvania radio tubes.



Build Good-Will Business

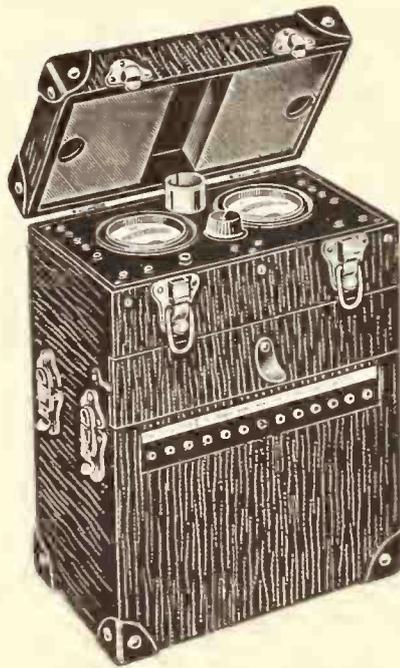
Owners of radio sets are looking more and more to their dealers for service, and the dealer must respond.

Business must be built on good-will bought with satisfying service.



The best equipped service man uses a Jewell Radio Service Set

Pattern
No. 117
Radio Service
Set



When your service men go out on their calls, equip them to do their work in a finished manner that will reflect credit to your organization.

The Jewell Radio Service Set is the ideal equipment for the service man. It is portable, professional-appearing, compact and especially designed in two separable parts. The lower part has room for a complete set of A, B and C Batteries. The upper part contains a high resistance, four-scale, B-eliminator type voltmeter and a three-scale milliammeter. These two instruments are interconnected, forming a first-class tube tester. Either instrument can be used alone. The possibilities of this set for service work are practically without limit.

Every enterprising dealer needs one.

Write for descriptive circular No. 1117, which describes this set and its use in detail.

Jewell Electrical Instrument Co.

1650 Walnut Street, Chicago

"27 Years Making Good Instruments"



“Sitting Pretty”

Like a needle in a hay-stack, it is no easy matter to find an industry wherein the product of a single manufacturer enjoys the distinction of being the “acknowledged leader.”

More difficult still is it to place one's finger on a commodity that is not only such a leader but also the unanimous choice of the buying public.

Here and there such an exclusive product is to be found—one that monopolizes the thought and consideration of the “man in the street” because of its pronounced

merit and admitted superiority.

The retail merchant is “sitting pretty,” indeed, when he has the privilege of distributing merchandise that embodies these two distinctive characteristics.

So then, Victor Dealers, we who have such utilities of distinction, exclusiveness and *dominance* as the Orthophonics, Electrolas, Radiolas and Combinations, enjoy assets that make for a stabilized and “sweeter” business.

How are YOU going to make those assets pay you the biggest dividends?

Let “BRUNO” help you increase them!

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

Recent Radio Exposition in Twin Cities Has Had Effect of Stimulating Sales

Roy A. Forbes, Victor Sales and Merchandising Manager, Visits Territory—Kern-O'Neill Co., New Columbia Distributor, Doing Big Business—J. E. Date Is Magnavox Factory Representative

ST. PAUL AND MINNEAPOLIS, November 8.—Following the Radio Show the dealers have enjoyed an excellent volume of radio business.

The George C. Beckwith Co., Victor distributor, has been host to several of the Camden and field officers of the company. Roy A. Forbes, general sales manager, and William R. Lewis, district manager of the Chicago office, were at the Beckwith headquarters the last week of October.

Mr. Forbes came to get a "close-up" on the Northwest supply and merchandising situation. C. C. Hicks, manager of the Beckwith Co., says the supply is so far short of the demand that they are completely sold out on the Orthophonic and practically cleaned up on all other lines. The November shipments will cover about 50 per cent of the market.

The new Automatic Orthophonic with nickel-in-the-slot attachment has just arrived at the Beckwith showrooms and already several orders have been placed. The machine sells at \$1,050.

H. H. Murray, chief consulting engineer of the Victor Co., has been in Minneapolis and has held meetings with the dealers on service problems. Messrs. Neilson and Tamburino, of the engineering department, have assisted Mr. Murray.

R. C. Coleman, manager of the radio department of the Beckwith Co., states that a number of new accounts have been opened and among them are the Cammack Piano Co. and W. J. Dyer & Bro., of St. Paul, for the Mohawk line and the Federal Ortho-sonic, respectively.

The radio accessory business has been very good. The Majestic A eliminator has enjoyed an excellent volume of business. The list prices on Mohawk electric receivers have been reduced and dealers are being rebated on the change.

The Kern-O'Neill Co., Columbia distributor, is doing a rushing business in its remodeled offices. J. C. Hodge, special representative of the Columbia Phonograph Co. in charge of the Schubert Centennial work, was a visitor in Minneapolis the last of October and met many of the local dealers.

Herbert Peterson, who for a number of years

was with the Northwest Victor office, has joined the Kern-O'Neill staff as representative in Minnesota and the Dakotas. E. Kinnett, of the foreign record department of the Columbia Co., stopped off for a short visit in the Twin Cities recently.

Dealers of this territory are very enthusiastic over the new model Columbia-Kolster being displayed at the Kern-O'Neill offices. Shipments of this instrument are expected in November.

J. E. Date, formerly manager of the phonograph division of the Minneapolis Drug Co., is now factory representative of the Magnavox Co. and Radiomaster cabinets. Mr. Date has offices at 818 Nicollet avenue, where a full display is carried and a service department is maintained.

The offices of the Lawrence Lucker Sales Co. are as busy as a gold rush supply store and A. L. Toepel, manager of the company, says they are besieged with out-of-town dealers. The company handles Sparton, Kellogg and Crosley radios, Magnavox, Peerless Utah and Sparton speakers and a line of nationally known accessories.

"Radio phenomenally good—other music merchandise a little quiet," says R. O. Foster, of the firm of Foster & Waldo. The radio department now has twenty service men employed and is considered one of the best in the United States.

The Brunswick Co. is conducting a sales conference and men have come from as far as Montana to go over the year's campaign with S. C. Shultz, the new manager. J. E. Henderson, general record sales and service manager, was here for the conference, which lasted three days, from October 28 to 30.

Brunswick is pleased to announce that Eddie Dunsteder, popular radio organist, has been added to the Brunswick artists. The records will soon be on the market and large sales are expected.

Atwater Kent Mfg. Co. Introduces Its New Receiver Operating on House Current

New Model Is Six-Tube, One-Dial Receiver, With Power Supply for 60-Cycle, 110 to 115-Volt Alternating Current—Second Announcement of Importance Made by Company Recently

PHILADELPHIA, PA., November 9.—An announcement of widespread interest was recently made by the Atwater Kent Mfg. Co. regarding its entrance into the field of manufacturing AC radio receivers, coincident with the presentation to the trade of model 36. This model is a six-tube one-dial receiver, with power supply for 60-cycle 110 to 115-volt alternating current, and has been priced complete, including the power supply but without tubes, at \$125.

The Atwater Kent Mfg. Co. in a statement announcing this new set said, in part: "Atwater Kent engineering has now developed a receiver which makes complete use of the new tubes that draw their electric power wholly from the house-lighting circuit. This set is made in two parts. One is the part which you operate—the one-dial receiver in compact form. The other is the part which you never need to touch—the power supply, which can be put

beneath the table, or in a console in any out-of-the-way place."

These sets, it is announced, may be installed in any approved console designed for the Atwater Kent radio receiver.

This is the second important announcement emanating from the Atwater Kent organization during the past month. As will be found elsewhere in this issue, a new schedule of prices of Atwater Kent models has recently been put into effect.

Many Christmas Carols Released by Columbia Co.

In four couplings recently released by the Columbia Phonograph Co. for the Christmas season, an unusual fullness is given to selections from the enduring old English Christmas hymns and carols. More than a dozen of these selections, including all the best, have been recorded by quartets, choruses and the band of H. M. Grenadier Guards, artists of wide fame.

The steady growth of Christmas carol singing in America is a development of but the past twenty years, and is the best proof we have that a native love of music is on the increase among "just folks," from whom it started in history and where it most counts.

Other celebrity releases in Columbia's holiday supplement comprise numbers by Sophie Braslau, Percy Grainger, Maria Kurenko, the Columbia Symphony Orchestra, and duets by two new singers from La Scala Opera, G. Arangi-Lombardi, soprano, and Francesco Merli, tenor.

Georg Schneevoigt Will Direct Symphony Orchestra

Georg Schneevoigt, noted Finnish orchestral leader, recently introduced on American phonograph records by the Columbia Phonograph Co., will direct the Los Angeles Philharmonic Orchestra. The engagement is a particular triumph, in that Schneevoigt, except for one guest appearance with the Boston Symphony, has never before been willing to leave Europe, where his reputation is international and of the highest distinction.



DISTINCTION!

The distinctive appearance of MASTERCRAFT Cabinets and Phonographs is born in our designing rooms—in a definite, tangible form for each number—and it is carried to full realization in the big MASTERCRAFT shops under the hands of master craftsmen.

So you see that it is not a mere happen-so matter. The MASTERCRAFT name means striking designs, exceptional beauty and more than ordinary quality, which likewise is no accident.

THE WOLF INDUSTRIES

KOKOMO

Established 1890

MASTERCRAFT
ALL THAT THE NAME IMPLIES

INDIANA

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250 W. 57th St.

Detroit
1501 Saratoga Ave. W.

Denver
3235 W. 29th St.

Dallas
908 S. St. Paul

—BRANCHES—

Boston
21 West Street
Chicago
1500 Republic Bldg.
New York City
44 Whitehall Street
(Export Dept.)

St. Paul
100 Midland Trust
Bldg.

New Orleans
1046 Camp Street

San Francisco
1054 Mission Street



Guaranteed

100%



"AC" TUBES / 100% SHIELDED "AC" CHASSIS / EVERYTHING

COMPLETE / AT AMAZING LOW PRICE



Buckingham Perfect Orthophonic Model 20. Built of rare imported woods, strikingly finished. Built-in 84 in. tone chamber, Utah unit. Gives the finest of full range, tone quality and volume.

FOR your trade that insists upon genuine *direct* "AC" sets with "AC" tubes, and demands superior performance—true "AC" performance without apologies—

Buckingham offers a guaranteed "AC" chassis *complete with* "AC" tubes and *everything* (positively nothing else to buy) which can be mounted in any console such as pictured on this page and retailed by you for \$175 to \$250 *complete*—at a good long satisfactory profit!

And what a set! Positively no hum or "line" noise. Selective (without being critical). Simply marvelous tone. Tremendous volume when wanted. Distance range to satisfy the most rabid "DX" fan.

No "A" eliminator. No bat-

teries, no water, no acids, no make-shifts. Operates on 100-125 volts. *Get the amazing price!*

For battery or power unit operation, the same Buckingham All-Metal Totally Shielded Six chassis—designed for 201 and power tubes. Buckingham has the most rigidly built, the strongest chassis made—ships perfectly, reaches you 100% right, ready to sell.

One dial control without backlash [compensator for extreme DX and fine tuning]. Expensive beauty, outside and in—yet astonishingly low priced, with a long dealer profit provided by a new retail merchandising plan.

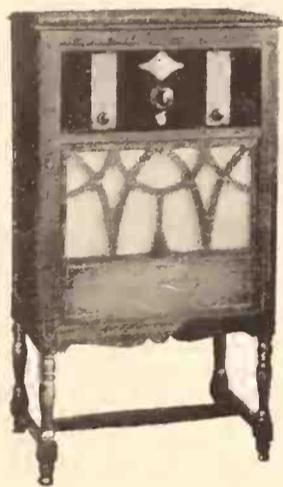
Outdistance competition with the Buckingham. Wire or send coupon for all facts and proof.



Buckingham Perfect Console, Model 18. Built of beautiful woods, delightfully contrasted. Built-in 52 in. tone chamber, Utah unit. A big seller at its attractive price. Fit to grace the finest homes.

Fourth Successful Season

**BUCKINGHAM RADIO CORPORATION
CHICAGO**



Buckingham Semi-Hiboy Console, Model 2. Constructed of genuine walnut plywood, beautifully finished. Long travel tone chamber, Utah unit. The price will astonish you.



Buckingham Orthophonic Junior, Model 5. Constructed of genuine walnut plywood, high-light two tone effect. Built-in 48 in. tone chamber, Utah unit. Orthophonic reception at low cost.

BUCKINGHAM RADIO CORPORATION — CHICAGO



Solid walnut, matched burl sides and top, beautiful lacquer finish. Full nickel piano hinged top with stop, A real piece of fine furniture, guaranteed to ship without damage and not to warp or blemish in use.

Buckingham
RADIO

RE M I N D E R

Write
BUCKINGHAM RADIO CORPORATION,
DEPT. 1211
General Offices: 25 East Austin Ave., Chicago

Without obligation, you may send your catalog illustrating the complete line of Buckingham console cabinets—also particulars of the Buckingham Dealer Franchise.

Firm.....

Individual.....

Address.....

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

Victor Statement for Three Months Ending September 30 Shows Increase of \$820,448.53 Over 1926 Figures

CAMDEN, N. J., November 2.—Increasing demand for new types of talking machines and records is reflected in the sales of the Victor Talking Machine Co. for the three months' period ending September 30, 1927, which shows an increase of \$820,448.53 over the same period for 1926. The company's statement for the third quarter of 1927, mailed to stockholders to-day, shows sales of \$10,883,519.12, as compared with \$10,063,070.59 for the third quarter of 1926.

Income for the third quarter of 1927, before depreciation and provision for Federal income tax deductions, amounts to \$2,645,650.24, compared with \$2,372,051.60, the corresponding figures for last year. After deductions for depreciation and Federal income taxes, net profit for the third-quarter of 1927 totals \$2,063,517.88, while for the same period of 1926 the net profit was \$1,925,054.48.

As mentioned in previous reports for the current year, the Victor Co. continues to carry its foreign affiliated companies at their net asset value as of June 30, 1926. With its report the Victor Co. submits to its stockholders a reprint of the report of the Gramophone Co., Ltd., of England, for the year ended June 30, 1927, which has just been issued. This report shows that the net earnings of the Gramophone Co., after the payment of preference dividend, amounted to (about) \$3,636,327, as against (about) \$1,482,579 for the year ending June 30, 1926.

Attention is called to the fact that the Victor Talking Machine Co. owns 850,000 ordinary shares of the Gramophone Co., on which 40 per cent has been paid up. During 1926 the Gramophone Co. paid one dividend of 20 per cent in November. During the current year it paid

a 7½ per cent interim dividend in May and recommended a final dividend of 32½ per cent to be approved by the shareholders and paid in November. The earnings of the Victor Co. for the second quarter of 1927 included its proportion (about) \$124,000 of the 7½ per cent interim dividend, which, after deducting the British income tax, amounted to \$99,016.50. The Victor Co.'s share of the final dividend for 1927 of 32½ per cent, (about) \$538,000, which, after deducting the British income tax, will amount to approximately \$439,163, will be received in November and taken into the last quarter of the Victor Co.'s year, as against \$263,513.60 (after British income tax) during the fourth quarter of 1926.

The other important foreign affiliated company, the Victor Talking Machine Co. of Canada, Ltd., whose fiscal year ends December 31, has been paying quarterly dividends of 2 per cent during the current year and its earnings continue to be most satisfactory.

Edison Model Chosen for California School

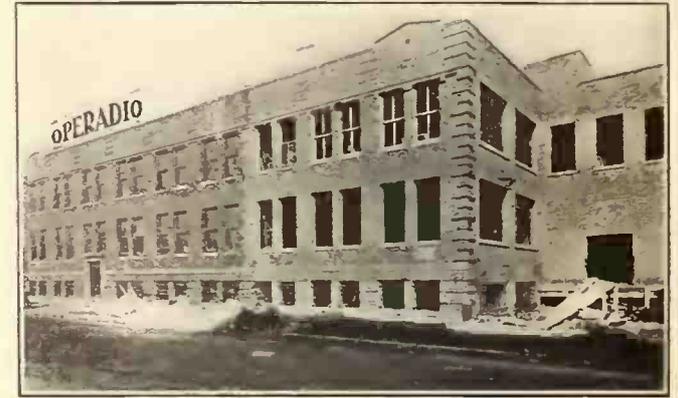
LOS ANGELES, CAL., November 3.—A new Edison now graces the Mount Tamalpais High School at Mill Valley, Cal., and the selection of that instrument with a suitable supply of Edison records offers the basis of an interesting story. The authorities of the school were undecided as to what particular instrument to select and finally hit upon the plan of having manufacturers and their representatives submit instruments for trial. When received they were placed on the platform back of a curtain out

of sight of the judges and then played in rotation. After each instrument in the group had been played several times the unanimous choice was Number Five, an Edison playing Edison records, with Number Two, an Edison equipped with an attachment for playing lateral cut records, as the second choice.

Operadio Mfg. Co. Adds 6,000 Square Feet to Plant

Chicago Manufacturer of Radio Loud Speakers Now Has 20,000 Square Feet Devoted to Making Its Popular Product

CHICAGO, ILL., November 8.—The Operadio Mfg. Co., of this city, manufacturer of the Operadio loud speakers, has just added 6,000 square feet



Addition to Operadio Plant

of additional space to its plant at 700 East Fortieth street. With this extra space the Operadio factory facilities comprise 20,000 square feet devoted exclusively to the manufacture of Operadio loud speaker products. J. M. Stone, president of the company, states that the demand for Operadio products has shown a steady increase for the past few months, making the additional factory space essential in order to give the trade efficient service and co-operation.

BRITAIN'S BEST MUSIC TRADE DIRECTORY

MUSIC TRADES DIARY DIRECTORY and YEAR BOOK

1928 Edition Ready December 1st

THE MOST COMPLETE WORK
OF ITS KIND PUBLISHED

INVALUABLE TO THE MUSIC
TRADE ALL OVER THE WORLD

CONTENTS

CLASSIFIED DIRECTORY—A unique feature of this list is its specialized compilation of verified and selected names and addresses of manufacturers and dealers at home and abroad.

YEAR BOOK—This section is characterized by its concentration on information of real value on subjects needing continuous reference to by those interested in Music Industries.

DIARY—Spacious for notes, and in convenient arrangement of one week to the opening; also memorandum space.

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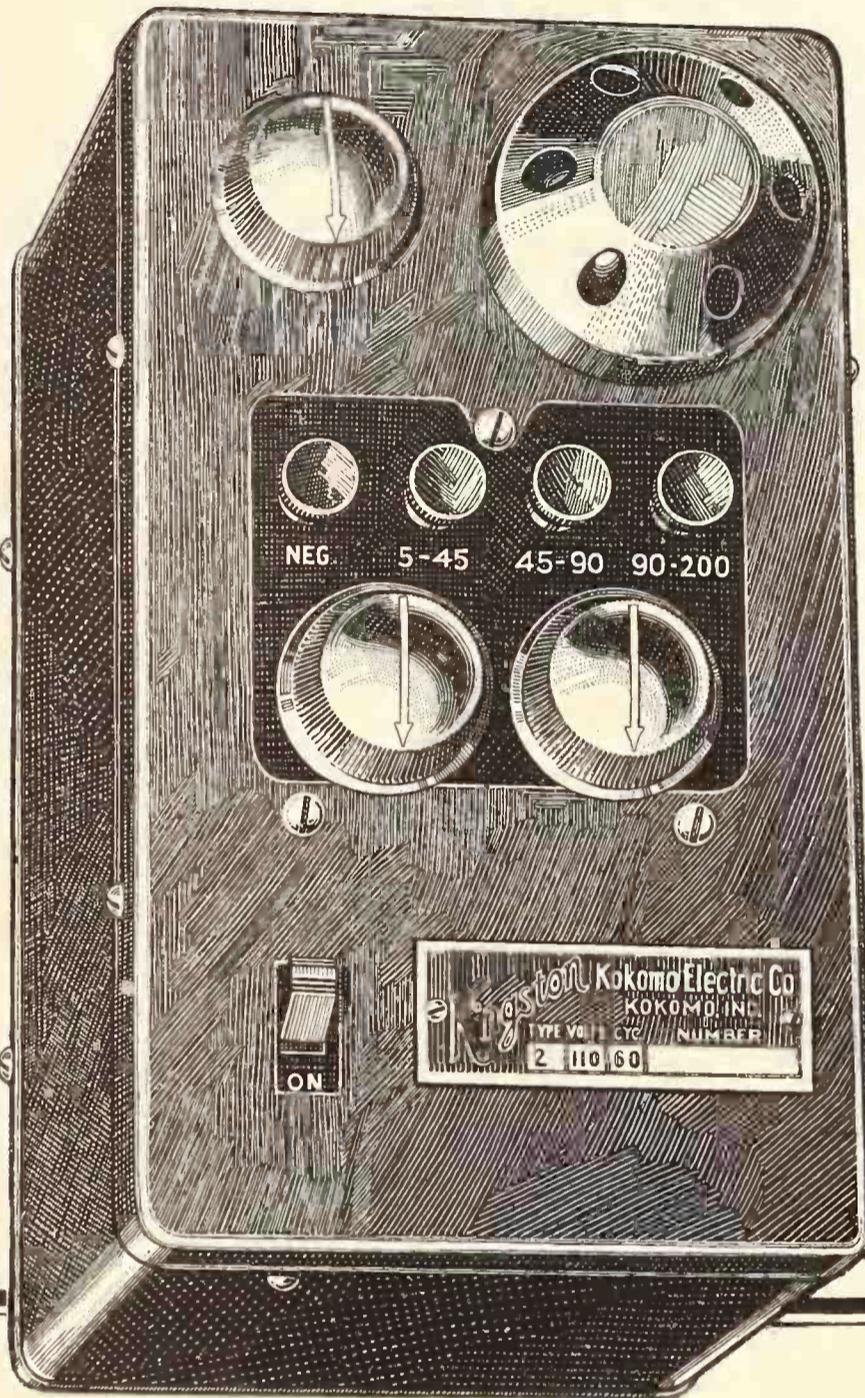
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G. D. ERNEST & CO., Ltd., 5 Duke Street, Adelphi, LONDON, ENGLAND

Also Proprietors of the "Music Trades Review"—The Most Influential Music Trade Journal in Great Britain

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, 8¼ inches high, 5¼ inches wide.

KOKOMO ELECTRIC COMPANY, Kokomo, Indiana

New Stores and Changes Among Dealers During Past Month

New Stores Opened Recently Throughout Country and Changes in Management Compiled for the Benefit of Manufacturers and Jobbers

Arkansas

Berryville—The Tolleson Music Co., of Harrison, has established a branch store here with K. C. Chrisler in charge.

California

Stockton—LeRoy Winder has opened a new music store, bearing his name, at 21 South Sutter street.

Chico—Coker's Music Co. has moved to new quarters at 303 Broadway, this city.

Palo Alto—Sherman, Clay & Co. have opened a new branch store here, handling pianos, phonographs and other instruments.

San Jose—Joe McKiernan has taken over the sheet music department of the Wiley B. Allen Co. store, formerly conducted by Henry Grobe.

Colorado

Julesburg—C. H. Austin has purchased the music department of the W. J. McCoy Furniture Store, this city.

Denver—The Darrow Music Co. has purchased the musical merchandise stock of Glidden & Marsh and has enlarged its small goods department to make room for it.

Connecticut

Hartford—M. J. Sugar has opened a new music and radio store in the Manternach Building, 57 Allyn street.

New Britain—Walter Kovel, formerly in charge of the piano service department of the C. L. Pierce & Co. store, has opened his own music store at 38 Rockwell avenue.

Florida

Daytona Beach—The Schubert Piano Shoppe, Inc., has been incorporated to engage in a retail music business here.

Georgia

Decatur—J. W. Crews and B. J. Langford have opened the Decatur Music Shoppe at Church and Sycamore streets, this city.

Idaho

Pocatello—The T. C. Martin Music Co., of this city, has been purchased by the Sampson Music Co., of Boise, operating a chain of stores.

Illinois

Chicago—The Rialto Music House, operating two small music stores on State street, has opened a third branch at 14 West Randolph street.

Chicago—Patrick J. Cook has opened a general music store at 515 South Crawford avenue, handling talking machines, records and sheet music.

Evansville—The Schneider-Jordan Music Co. has moved from 220 South First street to new quarters at 223 South Third street.

Indiana

South Bend—Lang Bros. have held the formal opening of their new three-story home at 119 West Washington avenue.

Lawrenceburg—The Rice Piano Co., of Aurora, has opened a branch store in the Schneider Building, on High street, with D. G. Rice and his son, Horace, in charge.

South Bend—Delos M. Coen has been appointed receiver for the Copp Music Shop, 128 South Michigan street, of which C. W. Copp is proprietor.

Iowa

Dunlap—George J. Kohles, formerly a music dealer in Earlring, has opened a store here, handling musical instruments.

Cedar Rapids—The Emerson-Hiltbrunner Music Co., this city, has consolidated with the Hanson Music Co., of Oelwein, and C. W. Hanson has moved to Cedar Rapids.

Council Bluffs—E. S. Sears, formerly of Chicago, has succeeded W. J. Willoughby as manager of the local store of the Schmoller & Mueller Piano Co.

Kansas

Wichita—The Innes Music Co. has opened an annex to its music store at 405 East Douglas avenue, which will be used until the company's new home at Lawrence avenue and William street is completed.

Topeka—Walter Green has purchased the interest of Frank Ives in the Green & Ives music and jewelry store, which will be conducted in the future as Green's Music Shop.

Independence—The Watkins Music Co. has moved to commodious, new quarters at the corner of Maple and Liberty streets.

Massachusetts

Arlington—Proctor Michaelson has opened a new music and radio store on Massachusetts avenue, this city.

Michigan

Detroit—The Crowley-Millner Co. has opened a new small goods department with Maurice H. Lebow in charge.

Detroit—The Rose-Hill Music Co., which opened a store on East Grand River avenue about eight months ago, has discontinued business.

Eaton Rapids—C. B. Wyseng, of this city, has opened a new music store called the Wyseng Music Store as the first of a new chain through this district.

Minnesota

Minneapolis—The Cammack Piano Co., formerly located at 828 Nicollet avenue, has taken new quarters at 20-22 Eighth street.

Minneapolis—R. L. Lewis has opened a new music store at 3908 Main street, handling Brunswick Panatropes and a full line of radio.

Missouri

Cameron—J. B. Mahaffey has opened a new music store in the Risley Building on East Third street, handling sheet music and musical merchandise.

Nebraska

Omaha—Signor Tolomeo has opened a musical merchandise store at 320 South Fifteenth street, called the Orpheum Music Shop.

New Jersey

Westwood—Samuel Benson has been appointed receiver for the Westwood Music Shop, operated by George J. McManus, who has been declared bankrupt.

Newark—The Market & Broad Music Co. has been incorporated with a capital stock of 1,000 shares of no par common stock.

New York

Glens Falls—The Webster Piano House has been opened in new quarters at Elm and Main streets, handling a full stock of musical instruments.

Watertown—The McCumber-Hyde Piano Co., operating stores in Cortland and Fulton, has opened a new branch at 270 State street, this city.

Mt. Vernon—The Baumer Piano Co., of New Rochelle, has opened a branch store at Park and Prospect avenues, this city, with George B. Grosvenor in charge.

Oneonta—James McNeely has opened a new music store at 192 Main street, handling Conn and Martin band instruments, sheet music, phonographs and records.

Albany—The Carl W. Joseph Music Co. has taken

over the business of the Larkin Music Co., 454 Broadway, and will continue same.

Oneonta—The Buckingham & Moak Co., of Utica, has opened a new branch music store at 133 Main street, this city.

Hudson Falls—Walter G. Webster, of Ballston Spa, has opened a new music store at Main and Elm streets, handling pianos and other instruments.

Syracuse—The Clark Music Co. has held the formal opening of its new, enlarged store at 2503 James street, of which Walter H. Moser is manager.

Astoria—A petition in bankruptcy has been filed by Thomas Cabasino, dealing in musical instruments at 153 Astoria avenue.

Port Chester—The Baumer Piano Co. has succeeded to the business of the Donen Music Shop, 121 North Main street, this city.

New York City—Simon Polimer has moved his phonograph and record store from 235 West Forty-second street to 492-4 Lenox avenue.

New York City—Joseph Domoter, who formerly conducted a piano store at 1215 Third avenue, has taken new quarters at 2357 Eighth avenue.

Ridgewood—The Gray Music Shop, 418 Knickerbocker avenue, Brooklyn, has opened a branch store at 611 Fresh Pond road.

Ohio

Oberlin—The Burgess Music Store Co. has been incorporated with a capital stock of \$10,000 to deal in musical instruments.

Newark—A. W. Wolfe, who formerly conducted a music store on South Main street, has moved to new quarters at Jackson and Elizabeth streets.

Youngstown—The Wolfe Music Co., specializing in small goods, has taken new and larger quarters here.

Mansfield—The C. W. Sipe Music Co. has moved from 12 South Gamble street to new quarters on West Main street.

New Lexington—The Wolfe Music Co., of this city, which is one of the oldest music houses in Ohio, has announced plans for discontinuing business.

Toledo—The Hayes Music Co., of which Mae Hayes is president, has suffered a heavy loss in two successive fires, which completely destroyed stock and building on Superior street.

Uniontown—The music store of H. N. Myers has suffered a severe loss as the result of a fire.

Oklahoma

Altus—The Brandfield Music Co., operating stores in Hobart and Mangum, has opened a branch store here with J. P. Madden as manager.

Oregon

Enterprise—Mrs. Minnie Meyer has opened a new music store, called the Song Shop, in the Wallowa National Bank Building, handling a complete line of sheet music and small instruments.

Pennsylvania

Philadelphia—The music store of Harry Stofa, formerly located at 612 South Ninth street, has been purchased by Giuseppe Russo and has been removed to Eighth and Christian streets.

Butler—The Hanson Music Co. has moved from 159 North Main street to 140 West Jefferson street.

Johnstown—The F. A. North Co. has opened a new branch at 1200 Eleventh street, which has three handsome display floors.

Sharon—The stock, good will and assets of the DeForest Pioneer Music House have been purchased by

(Continued on page 90)

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

Talking Machine
Springs and Repair
Parts

NONE BETTER IN QUALITY
NONE LOWER IN PRICE

The Rene Manufacturing Co.
Montvale, New Jersey



TWIN STARS

Constance Talmadge in her latest triumph "Breakfast at Sunrise" and

Gold Seal Radio Tubes

In the radio sets of owners

ITS the Star Performers that count—in radio as well as motion pictures

Gold Seal Radio Tubes have won nation-wide popularity by their consistent "star performance"—the result of real quality. In volume, range, and full rich tone they are a vast improvement over the tubes of a year or two ago

Are you still listening to 1925 quality radio reception? Bring your set up to date with a full installation of Gold Seals—you'll be delighted

Our new booklet, "How to Get the Best Results from Your Radio Tubes" tells you how. The coupon below for your copy

Gold Seal Radio Tubes

GOLD SEAL ELECTRICAL CO. INCORPORATED
250 Park Ave., New York

Free Gold Seal 250 Park Ave. Send me

NAME _____
ADDRESS _____



Type GSX 112 Power Amplifier Price \$4.50



Type 201a General Purpose Price \$1.75



Type GSX 280 F.W. Rectifier Price \$5.50



Type GSX 226 A.C. Amp. Price \$3.00



Type GSX 171 Radio Amp. Price \$4.50



Type GSY 227 A.C. Amp. & Det. Price \$6.00



Type GSX 199 3 volt Gen. Pur. Price \$2.25



Type GSX 120 3 v. Power Amp. Price \$2.50



Type GSX 281 H.W. Rectifier Price \$9.50



Type GSX 240 "Hy Mu" Amp. Price \$2.25

Reprint of *Eluvy* October 29th Advertisement

NOW!

—the public knows

AT first, Gold Seal tubes were bought and used by radio fans and experimenters who wanted "something better." They became enthusiasts about Gold Seal's consistent quality and reliable uniformity.

Now — everybody knows it. The sale of Gold Seal tubes throughout the country has grown at an unprecedented rate, winning popularity and building trade for dealers.

Gold Seal dealers were promised and are getting aggressive sales help and national advertising cooperation in leading publications. Are you sharing in profits of this business growth?

Better get full particulars now — mail coupon today

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

Full Dealer Protection



All Standard Types

Gold Seal Radio Tubes

Gold Seal tubes are always sold at standard list prices, protecting the dealer in his legitimate profits.

Made in our own plant, America's largest, devoted exclusively to Radio Tubes

COUPON T.M.W. 11-27

GOLD SEAL ELECTRICAL CO., Inc.
250 Park Avenue, New York, N. Y.
Gentlemen:—Please send me full particulars of the Gold Seal line and your attractive proposition.

Name _____

Address _____

City _____

Jobber

Dealer

C. C. Embry, Columbia Syracuse Mgr., Increases Sales

Sales Volume of Syracuse Branch of Columbia Phonograph Co. Shows Consistent Gain Under the Management of Mr. Embry

SYRACUSE, N. Y., November 7.—C. C. Embry, who took over the management of the local distributing branch of the Columbia Phono-



C. C. Embry

graph Co. on May 1 of this year, is continuing to pile up sales records, and not a month passes that the volume of sales does not show an increase of from 100 to 200 per cent over the same month of 1926.

Mr. Embry is no stranger to the phonograph field or to the products of the Columbia organization, having been connected with the company for the past seven years in Kansas City and San Francisco. He was transferred from the Western territory to take charge of the Syracuse area, and the sales records which he built up in the West have been lived up to and exceeded since his transfer. During the past month Mr. Embry gave a demonstration of the Columbia-Kolster electric pick-up phonograph to his dealers, and received advance orders from every single dealer.

Advance Programs of A.-K. Radio Hour for the Trade

PHILADELPHIA, PA., November 9.—The advance programs of the Atwater Kent broadcast on Sunday evenings are now being furnished dealers in a size which accurately fits the display frame that has been used by these dealers for other advertising purposes in the past. A recent issue of the radio bulletin issued by the Atwater Kent Mfg. Co. suggests that every dealer should use two of these frames, one for the colored reprints of Atwater Kent advertisements and the other for advance programs.

Paul Specht to Manage Loew House Orchestras

Immediately following the first week of a six months' engagement with his orchestra at the Capitol Theatre, New York, Paul Specht, exclusive Columbia artist, was engaged as organizer, coach, director and manager of stage orchestras now being formed for the Loew chain of picture houses.

John H. Dundore, for many years manager of the Portland branch of Sherman, Clay & Co., has opened his own music store in that city.

New Stores and Changes in the Music and Radio Trades

(Continued from page 88)

the Curran Music Co., located at 62 East State.

South Carolina

Columbia—F. E. Mehlman, Inc., has been incorporated with a capital stock of \$1,500 to deal in musical instruments and radio.

Tennessee

Memphis—The Memphis Music Store has taken a section of the Thompson Bros. Building adjoining the Post Office block.

Dayton—The Kelly Music Co., of Chattanooga, has opened a branch store here, handling a complete line of musical instruments.

Texas

Waco—The Standard Music Co., of this city, has been incorporated with a capital stock of \$1,000 by H. I. Standard, A. H. Sanger and A. S. Sanger.

Waco—The International Music Co., this city, has been incorporated with a capital stock of \$10,000.

Dallas—The Alco Music Co. has opened a department in the Winkle Book Store, 1609 Elm street, handling records, sheet music and musical merchandise.

Vernon—A second store of the Vernon Music Co. has been opened in the Cy Long Building, handling a full line of instruments.

Houston—The James Furniture Co. has opened a phonograph and record department under the management of Mrs. S. A. Jones.

Utah

Salt Lake City—The Walker Bros. Dry Goods Co. has opened a new music department, handling phonographs and radio and managed by Robert Nevins.

Brigham City—Truman Nielsen has purchased the Boxelder Music House from Ralph Sarager.

Virginia

Richmond—The Corley Co., which suffered a severe fire loss, has taken temporary quarters at 205 North Second street.

Washington

Seattle—Harold Weeks, Inc., has been incorporated with a capital stock of \$99,000 to deal in musical instruments here.

Seattle—The University Music Co. has opened its new, elaborate warerooms with a formal reception.

Wisconsin

Appleton—The music store of Meyer & Steeger has been remodeled and a new mezzanine floor has been added.

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 Decca-Disc Phonograph Co.

Waynesboro, Pa.

Essential Items

Replenish your stock before you forget!

CONSOLIDATED Recommends:

PLAYOL—the quickest selling musical novelty on the market. Makes all imitations; any child can play it. Retail for 10c each.

4 Doz. in handsome display carton.....\$2.60
Gross lots (3 cartons).....\$6.75

LITTLE TOT'S RECORD BOOK Always a Wonderful Holiday Seller

Albums contain four 7-in. double-faced records with 8 or more selections. Each album contains 8 beautifully colored pictures, illustrating the subject of the records, with the complete verses, stories or games printed on the back. Each record may also be purchased individually. This enables mothers to keep the complete album intact should the youngster break any of the records.

10 Complete Books—40 Different Records
Books List at \$1.00

Dealers' Price, 1/2 Gross or More, 60c
Records List at 25c
Dealers Price 15c.

Full list of books and records on request.

BASS UKE—A large size ukulele of unusual tone quality. Body of figured birch finish in two-tone mahogany color. Hand-shaped hardwood neck of perfect balance. Ebonized fingerboard is accurately fretted, with raised extension. Sound hole and top edge are bound with double thickness of rounded white fibroid. Has patent tuning keys, an exceptionally strong bridge and best quality strings.

List Price, \$6.00 Dealers' Discount 50%

BELL BRAND and BLACK DIAMOND

Strings for Violin, Mandolin, Banjo, Guitar, Tenor Banjo, Uke, Etc.

Selected material of the most expensive quality is used in these strings, the latest type of machinery and the most skillful operators are employed in their manufacture. Each string is tested before being shipped and very best care is taken with every detail.

Special attention is called to the gut wound strings made by an entirely new process. Flex-

ible and responsible gut wound strings, true and with brilliant and lasting tone qualities.

Write for complete price list of strings.
Liberal Dealers' Discounts

HOHNER HARMONICAS—the line whose national advertising pulls business for you. Beside the popular "Marine Band" illustrated here, we give rapid "in-stock" service on any Hohner instrument. Order this 32-piece assortment and get the new Hohner electric flasher sign FREE:

Order No. 800 Special Assortment of HOHNER Harmonicas:

You Receive	No.	Assortment of Styles	To Retail at
7 pieces	34B	"Old Standby"	\$0.50 \$3.50
8 "	1896	"Marine Band"	.50 4.00
2 "	254	"Echo"	.60 1.20
2 "	605	"Sportsman"	.75 1.50
2 "	3CND	"World Renown"	.75 1.50
2 "	152	"Marine Band Tremolo"	1.00 2.00
2 "	105	"Auto Valve"	1.00 2.00
2 "	3101	"Harmonette"	1.00 2.00
1 "	453	"Goliath"	1.50 1.50
1 "	146	"Marine Band Tremolo"	1.50 1.50
1 "	608	"Echo"	2.00 2.00
1 "	46 1/2	"Up-to-Date"	2.00 2.00
1 "	260	"Chromonica"	2.75 2.75

32 Pieces\$27.45

You Invest for these Harmonicas AND the Flasher\$19.50

You Gain Over 40% Cash Profit.....\$7.95

PLUS a valuable attention getter for your window.

Roy Smeck VITA UKE—Gives greater volume, without sacrifice of sweetness of tone. Every detail of its novel design and construction was a development of careful experimental work. Recommend and show it to the most critical players. They'll BUY!

List Price, \$12.00 Dealers' Discount 50%

Largest stock of phonograph repair parts in the world. Send your rush orders.



LITTLE TOT'S BOOK



BASS UKE



PATENT PENDING



Consolidated Talking Machine Co.

Consolidated Bldg., 227-229 W. Washington Street, Chicago

2949 Gratiot Ave., Detroit

1424 Washington Ave., South, Minneapolis

New Price List just off the press—Write us

The Trade in PHILADELPHIA and LOCALITY

Quaker City Wholesale and Retail Trade Prepares for Brisk Pre-Christmas Business

Decided Upward Trend in Volume of Talking Machine and Radio Sales During Latter Part of October Encourages Dealers—New Columbia Instrument Received With Enthusiasm

PHILADELPHIA, PA., November 9.—Opening days of November encouraged the talking machine trade to look forward to the brighter future that is just ahead and indicated by the upward turn in business that took place in the past week. While October was not as active as could be desired for a Fall month, the dealers enjoyed a fair amount of sales in radio devices, but a tendency towards purchases of the light-socket types has curtailed the interest in entirely battery-operated styles. Talking machines were sought on limited scale while records moved in fairly well-maintained volume, although a falling off from the heavier late Summer sales was reported by the wholesalers.

The coming holidays now occupy the attention of the distributors and preparations are being made in anticipation of the coming Christmas demand for all lines of talking machine supplies as well as radio devices. Dealers are optimistic over the coming holidays in view of the improvement that set in with the late October, and are shopping around for gift suggestions in trade wares with interest in all lines of machines and accessories, records, albums and other goods.

Advertising and exploitation stunts have been fruitful in promoting sales among the recordings of the leading talking machine concerns throughout the month. That it pays to adver-

tise and to take advantage of opportunities to exploit records has been verified by the volume sales that were made on those records that have been tied in with timely appearances of artists or by other factors that give publicity opportunity in current events.

Tie-Up With Lindbergh

The month just past offered splendid advantages to tie up with the personal appearance of Colonel Lindbergh and those dealers co-operating with the moving picture industry in the opportune showing of "The Eagle Flies" reaped rewards in increased sales of the recording on the Victor of the speeches of President Coolidge and "Lindy" made during the reception in honor of the air hero recently in the National Capital.

The dealers tying up with the appearance of Colonel Lindbergh were M. Grass & Son, Linton Co., J. Ralph Wilson Co., Winners Music Store, Carsons Radio & Music Shops, Howard Dudley, Camden, N. J., and J. C. Holton, Lansdowne, Pa. The J. R. Wilson Co. also broadcast a Lindbergh program over WCAU on October 21.

Plans Series of Sales Conferences

A series of sales conferences are to be carried on this Winter by the wholesale Victor department of H. A. Weymann & Sons, 1108 Chestnut street, co-operating with the dealers in pro-

moting salesmanship for the Victrola among the salesmen of the various firms. Beginning on November 8 the Weymann Co. will give the first of the series of educational and sales talks to the staffs of its customers in the Philadelphia Chamber of Commerce, which will be engaged for the occasion. These talks will be given monthly at the Chamber of Commerce and the speakers selected from the executives of the Victor Co.

Starts Holiday Sales Campaign

For the purpose of facilitating selection of holiday models of the Victor among the high-priced types, the Philadelphia Victor Distributors, Inc., 835 Arch street, have arranged for floor displays of samples of the Orthophonic, combination models and the Electrolas to be featured throughout the pre-holiday buying weeks. There also will be provided for dealers special service in selection of recordings where lists are to be prepared of Christmas gift numbers among the Musical Masterpiece sets in albums, Little Tot Books and foreign and American artists.

Distributor Leases New Home

A new home has been acquired by the Philadelphia Victor Distributors Inc., although the present quarters will not be vacated before the coming Summer months. The new site is located in the building now under construction at 232-248 North Eleventh street. In this sixteen-story modern structure now being built, larger and up-to-date quarters will be occupied on the first and basement floors where 30,000 square feet of space has been acquired. It is to be occupied upon completion of the building operations for the firm's wholesale Victor dis-

(Continued on page 94)

THIS IS A VICTOR YEAR

You will reap the benefit of Holiday sales provided you have the following goods in stock.

Orthophonic Victrolas

Orthophonic Records

Combination Victrolas and Radio

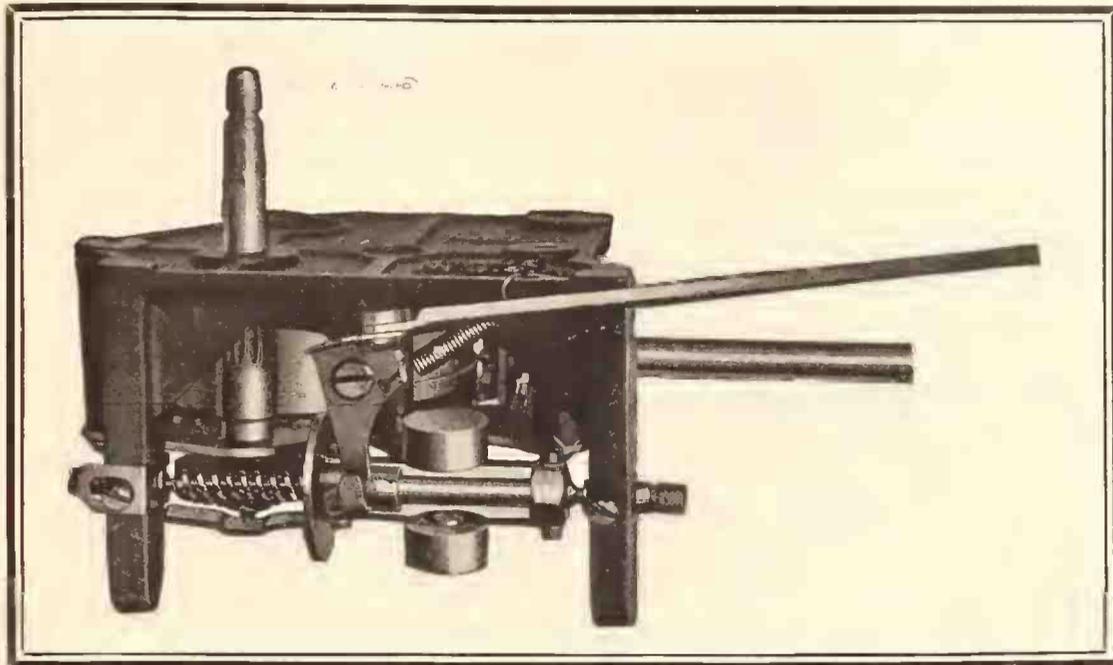
Victor Electrolas

We are prepared to serve promptly every Victor Dealer who should logically buy his supplies in Philadelphia.

Philadelphia Victor Distributors, Inc.

835 Arch Street

Philadelphia



As Silent As a Fine Watch —and As Well Made

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

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

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

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

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 92)

tribution headquarters, assuring to the trade maximum service.

Louis Buehn, son of the head of the Philadelphia Victor Distributors, Inc., was among the rooters for the Penn State College football team when the game with the University of Pennsylvania was staged here during mid-October. The younger Buehn, a student at Penn State, was accompanied by C. W. Taylor, who directs the music store at Penn State and who is a Victor dealer.

New Columbia Model Arouses Enthusiasm

As the popularity of the Columbia Phonograph Co., 40 North Sixth street, Philadelphia branch, broadens with the many new developments in recording and machines, sales of records have been soaring in the local territory. Dealers are tying up with the growing popularity of the "Two Black Crows" by novel advertising means. While the Moran and Mack tie-up develops sales for the Black Crows in the dealers' shops the headquarters here are busily employed booking orders for the new Columbia-Kolster Vival-tonal Electric Reproducing machine. Since the display of the new model the past few days larger orders for the machine have been booked and dealers have been most enthusiastic over its excellent tonal qualities and modern features. Efforts have been made by the factory to speed up production so that orders may be handled with despatch.

October sales of records for the local Columbia branch topped any for the similar month for the past six years, and Manager J. J. Doherty, of the Quaker City headquarters, upon his return from a round of the dealers up-State, was most enthusiastic over the larger volume of business shown by actual figures for the month. A tour of Williamsport, Harrisburg, Bellefonte, Lockhaven and nearby points made by Manager Doherty disclosed the growing business which has followed in the wake of the "Two Black Crows" recordings and their promotion of interest in other Columbia recordings of the Masterwork Series and other high-grade artists.

A big campaign will be carried on in exploitation of the "Two Black Crows" records on the appearance of the Moran and Mack team here during the current month, the local dealers in co-operation with the manufacturers tying up with novel advertising, window display and other publicity stunts for the sale of recordings while the show plays here at the new Erlanger Theatre.



3 1/2 inches diameter
Patented 1922

942 Market Street

Velvaloid Record Brush

Ideal for advertising purposes or resale. Write us for full information.

PHILADELPHIA BADGE CO.

Manufacturers

Philadelphia, Pa.

In Lancaster, Pa., the "Two Black Crows" records were uniquely exploited in the past month when the Herr Music House featured in the main highways of the city two riders astride hobby horses on wheels riding through the streets. Emblazoned across the side of the saddles was the broadside announcement of the Black Crows.

In Philadelphia the newly opened music and talking machine store of the Music Box, Broad street below Spruce, made the mid-city its campaigning center on the Black Crows when it had two Black Crows effigies parade through the streets to advertise its business and the Columbia artists.

Feature Brunswick Recordings

Staging its big hit of the month, and one that proved to be a lively sales promotion feature for the dealers the Brunswick-Balke-Collender Co., Philadelphia branch, 40 North Sixth street, made fame for its album sets of high-class records in European selections, classic organ concertos, Beethoven Symphonies and like better recordings, the newest feature of the list of the Brunswick Co., that were brought out here October 15. Wanamaker's department store and the Royer Smith store made these new standard records a special feature for displays and sales during the introductory week of the new series.

A line of the Brunswick phonographs and records was stocked in the newly opened phonograph department of the Standard Radio Co., 611 Market street. This firm will feature the Brunswick as a permanent part of its stock.

Peirce & Phelps Feature Sonora

Peirce & Phelps, 224 North Thirteenth street, recently appointed distributors of the Sonora line, will add the latest of the modern and improved types of that make when they are placed in stock after the first of the year. The firm, distributor of radios with the local representation of the Mohawk and Crosley sets, has been enjoying an excellent Fall demand for the A. C. electric sets in both these makes. They appear to be the most popular sets so far this

season. The popularity of the direct current sets has created an oversold market with such heavy advance business that the factory is well sold up for several weeks to come on holiday orders.

Q R S Co. Expands

With the extension of the lines that are being distributed in the Quaker City by the Q R S Roll Co., under District Manager Don Rockwell, the local headquarters of that firm now are undergoing extensive expansion in space to accommodate the innovation in the business. Larger forces also are being employed along with the addition to the rear for the new department devoted to the wholesale distribution of the Okeh and Odeon records in the local territory. There has been acquired double floor space while the mezzanine section has been reconstructed to accommodate increased stock. M. Grass & Son, occupying part of the mezzanine floor, also will increase space for their wholesale sheet music division.

Makes Good Use of Broadcasting

While the Lindbergh tie-up was made in conjunction with the local appearance of the noted aviator the enterprising neighboring city music house, the Roeblen Piano Co., Wilmington, Del., joined in the profitable exploitation of the Victor recordings of that famous flyer. Having adopted a broadcasting program through WDEL, its own station located in the store, which will be carried out throughout the Winter in weekly air entertainment, the firm on October 21 gave a special Lindbergh program under direct supervision of the proprietor, William Holland. There will be conducted every Friday special radio programs featuring the Victrola and the Duo-Art piano.

Long Trip for Victor Portable

In far-off Eastern Africa there will be heard the strains of the Victor portable which was purchased in the Pennsylvania town of Carbondale in the coal regions and the store of the Fulkerson Music Co. Dr. A. DeWalt, a graduate in the 1927 Class of Harvard University. Dental School, will carry the Victrola portable to his native land, where he is to practice his profession. He became acquainted with the Carbondale firm on a vacation trip and purchased the portable this Summer shortly after graduation, intending to bring it home with him along with a large selection of Victor records. The strains of talking machine reproduced music are entertaining people in all parts of the globe.

Miss Amelia Ertelt Recovered

Miss Amelia Ertelt, daughter of Richard Ertelt, head of Ertelt's Music Store, who late last Summer suffered a broken arm in a fall, has recovered from her injury and now is able to use the injured limb. The Ertelt Store has added the electric RCA radio.

Adds Fine Radio Lines

An assortment of radio has been added to the talking machine and music wares handled by the firm of M. Grass & Son. Those that now are being featured are the RCA, Zenith, Atwater Kent and Fada.

Merchandising Hints for Dealers

Philadelphia Victor Distributors, Inc., are addressing a wealth of merchandising suggestions to their dealers through letters, "Philadelphia Victor Distributors Notes," pen and ink drawings and cartoons. One communication gives interesting advance information regarding two new Victrola models, the 8-12 and 12-15, and another gives timely news regarding Victor artists.

A pen-and-ink cartoon on the latest of the
(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

ZENITH

KOLSTER

CROSLEY



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

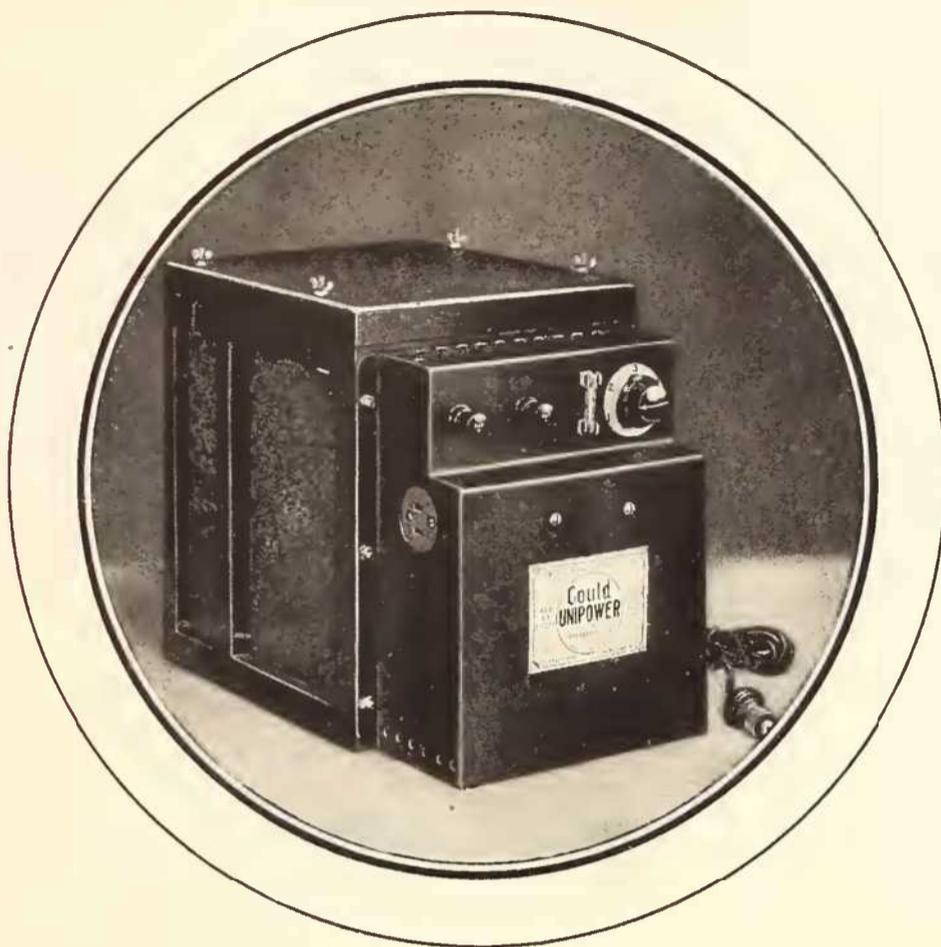
TRILLING & MONTAGUE

WHOLESALE RADIO MERCHANDISERS

N. W. Corner 7th and Arch Sts. "Grow With Us"

Philadelphia, Pa.

THE IMPROVED UNIPOWER



Gould Kathanode construction leads all radio "A" power improvements

THE design of the new improved Gould Unipower embodies the best points of design in all previous models. To this has been added the most striking advance in battery construction for two decades. This new construction is known as the Gould Kathanode assembly. It is a principle first developed by Gould for submarine batteries. With the Kathanode battery element the new Gould Unipower has greatly increased life, care is simplified, and service costs are practically eliminated. Gould Storage Battery Co., Inc., Depew, New York

Ask to see the finest Unipower Gould ever built and write for new low prices.

The new
IMPROVED

Unipower

A GOULD PRODUCT

THE TRADE IN PHILADELPHIA AND LOCALITY— (Continued from page 94)

Little Tot albums, the Mother Goose Book No. 10; a list of Pacific Coast favorites and list of America's best sellers are three recent suggestions sent by the Philadelphia-Victor Distributors, Inc., to dealers for window and wareroom display.

News Gleanings

A mayoralty candidate for the coming Fall elections is Franklin Bunn, who conducts the music store at Princeton University in the New Jersey college town. There are bright prospects for the trade candidate, who has a host of friends in the town as well as among the students at the university.

Following an infection from an injury Mrs. Russell Allen, wife of the head of the firm of Alexander Allen & Son, 8515 Germantown avenue, Chestnut Hill, passed away at her home during the month.

The Sorkin Bros., 1831 Ridge avenue, have been receiving trade condolence on the death of their father, I. Sorkin, who passed to rest in mid-October.

Another trade associate who was extended the sympathy of his fellows in the industry is President George Miller, of the F. A. North Co., 1306 Chestnut street, and of the Lester Piano Co., upon the death of his wife. Mrs. Miller passed away following an operation.

A campaign in the Philadelphia territory has been inaugurated under the local distributors of Bosch Radio, the Girard Phonograph Co., Broad and Wallace streets, on these receiving sets. The Girard Co., the local distributor of the Edison, has been successfully placing these sets in many of the leading stores in this section of the State for the coming holidays.

Innovations to the store of Fred A. Brown, 203 Allegheny avenue, are providing for the extension of his business by adding to his store space. The rear has been cut through for an additional display room and two booths have been installed in the front.

Landau Bros., Wilkes-Barre, Pa., dedicated the newly acquired store property, now the home of the firm, on October 14 and 15, when many of the local trade associates attended the opening. Among those who represented the Philadelphia distribution trade were Vice-president Harry A. Ellis and George Tatum, of the Philadelphia Victor Distributors, Inc. The new Hazleton, Pa., store of the company will be dedicated in mid-November.

Attractive window displays, indoor advertis-



PATHEX Cameras and Projector

Radio Accessories

Penn Phonograph Co.

913 Arch St.

Philadelphia

ing panels, easel signs and lantern slides for moving picture purposes now are being designed for the dealers by the J. A. Fischer Co., 730 Market street, manufacturer of the Valley Forge main springs, Val Phonic reproducers and talking machine parts and accessories. These will soon be ready for the dealers who desire to give publicity to their repair and accessory departments. The new Valley Forge catalog, containing an indexed list of all parts and accessories, reproducer and parts for modernizing old type machines in the Valley Forge make, is now being compiled. Irvin Epstan, of the firm, is covering the West and is sending home goodly orders.

H. A. Weymann & Son, Inc., have just completed a new display room especially devised for the display of Victor instruments of the De Luxe models on the second floor of the Weymann Building. The facilities of this display room will be available for dealers who have prospects for models that have not yet been distributed to the trade, and it is announced that in addition to the display of advance sample models other types temporarily out of stock, awaiting factory shipments, will be shown.

Trilling & Montague on the Air With Concerts

PHILADELPHIA, PA., November 7.—Trilling & Montague, radio distributors, have inaugurated a series of Sunday evening broadcast concerts from station WLIT of this city. These programs, consisting of both vocal and instrumental music, are on the air every other Sunday evening between the hours of 8 and 9. For the first half hour the announcement is made that

the program is "presented through the courtesy of Trilling & Montague, distributors of Zenith radio," and for the second half hour the name of Kolster is substituted.

Government Radio Census Shows Small Stocks on Hand

Reports From 7,842 Radio Dealers Show an Average of Nine Receivers and Loud Speakers in Stock—Jobber Set Average Is 373

A survey of radio dealers' stocks recently completed by the Electrical Equipment Division of the Department of Commerce, the first of its kind officially undertaken, discloses the fact that 7,842 dealers out of the 31,485 circulated reported and had on hand an average of nine receiving sets and loud speakers on October 1.

Of a total of 936 jobbers circularized 236 replied. The average number of receiving sets per jobber was 373, loud speakers, 385; "B" batteries (45-volt units), 1,220; storage batteries, 105; current supply devices, 254; alternating current tubes, 97, and rectifying tubes, 171.

Tabulation of the dealer and jobber reports reveals the stock on hand as follows: Receiving sets for battery operation, 153,817; receiving sets wired for alternating current (light socket) operation, not including power supply, 9,493; loud speakers, 153,001; loud speakers with associated power amplifiers, 5,018; "B" batteries in 45-volt units, 564,721; storage batteries not associated with trickle chargers, 77,173; socket power units for "A" current supply, 15,560; socket power units not using storage battery, 7,503; "B" socket power units, 51,979.

\$10,000 Radio-Phonograph Installation Demonstrated

Instrument Built for LaSalle & Koch, in Toledo, Demonstrated at Salon of Bludworth, Inc., New York City

A \$10,000 radio and phonograph ensemble, built to order for the LaSalle & Koch department store, of Toledo, O., was recently demonstrated at the studio salon of Bludworth, Inc., New York City. The apparatus was conceived by T. F. Bludworth and built by his organization in co-operation with the Victor Talking Machine Co. and the Radio Corp. of America.

The operator of the ensemble sits at a console similar to that of an organ. By pushing buttons, pulling switches and sliding rods, he produces musical selections with the individual touch both from phonograph records and from radio broadcasting stations.

The Bludworth-Davis Remote Control System was also demonstrated. Through a hand-tooled leather case, no larger than a cigar box, plugged into convenient wall outlets, the entire ensemble was controlled at points remotely distant from the apparatus. Phonograph records were played and changed at will and metropolitan radio stations were easily tuned in.

The Marlow Music Store, Santa Rosa, Cal., is enlarging its radio service department.

S. R. O.

"Standing Room Only"

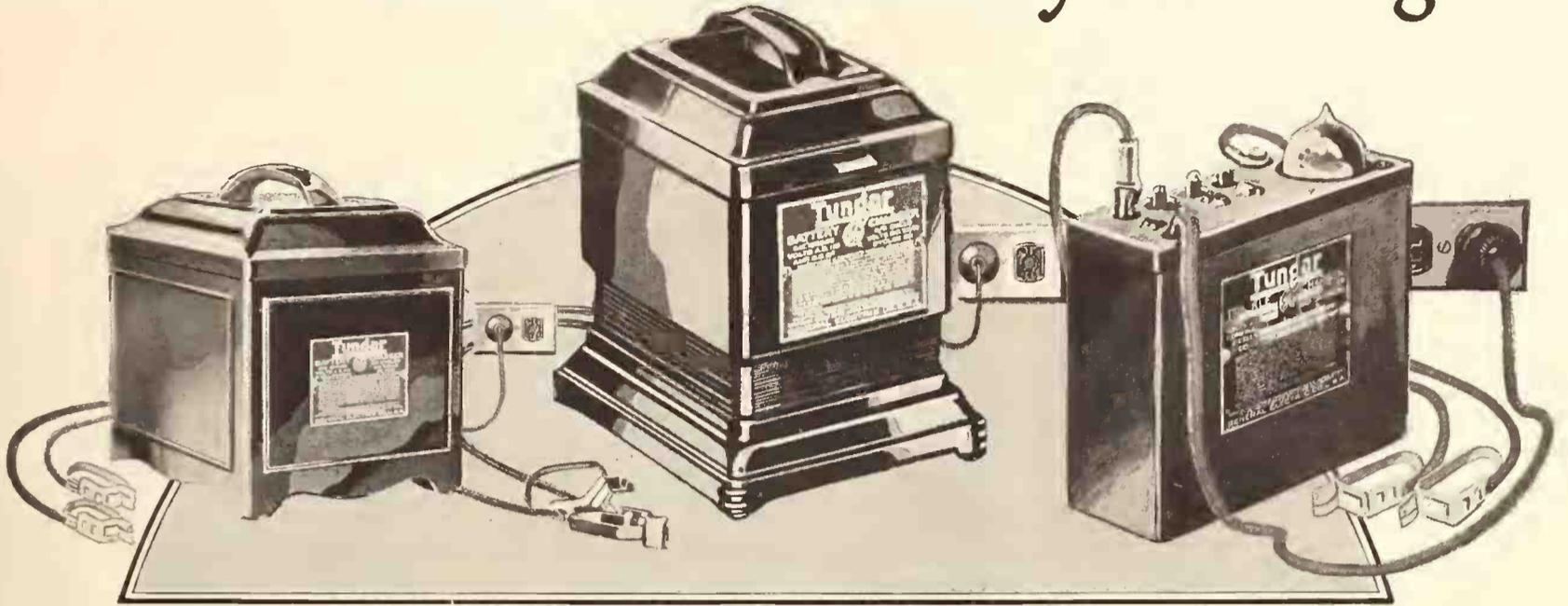
Thousands of Americans stand in line patiently for hours waiting to pay high admission prices to concerts and operas. Thousands are turned away disappointed. "Sold out." "Standing room only."

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

General Electric Battery Chargers



Push these profit-makers with the 3 Punch Plan

The new low prices on General Electric Battery Chargers (Tungar) make them easier than ever for you to sell—\$14 for the 2-ampere—\$24 for the 5-ampere and \$10 for the trickle charger.

A million of them now in use—convincing proof of their popularity.

The popular 2-ampere Tungar gives both trickle and boost charging rates.

And we have a big new 3-PUNCH PLAN to help you cash in on General Electric Battery Charger advertising.

Prepare for Fall sales by sending in the coupon for full details of the 3-PUNCH PLAN. Send it now!

Mail this coupon ↘



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.

Merchandise Department,
General Electric Company,
Bridgeport, Connecticut.

Gentlemen:

- Please send me full details of your 3-PUNCH PLAN for dealers.
- Please send me the name of the nearest distributor of General Electric Battery Chargers.

GENERAL ELECTRIC

MERCHANDISE DEPARTMENT GENERAL ELECTRIC COMPANY BRIDGEPORT, CONNECTICUT

Bond Parker Geddes Is Executive Vice-President of Radio Manufacturers' Assn.

Chosen at Recent Meeting of Board of Directors and Assumed Duties at New York Headquarters on November 1—Has Had Long Training as Newspaper Publicity Man

Bond Parker Geddes, who was chosen executive vice-president of the Radio Manufacturers' Association at a meeting of the Association's board of directors at Chicago, October 11, 1927, and who assumed his new duties November 1 at Eastern headquarters of the R. M. A. at New York, is a well-known Washington, D. C., newspaper publicity man.

"Ged," as he is known in the national capital and over the country among a wide circle of men who are national figures in public and business affairs and the press, comes to the R. M. A. with a background of seventeen years' experience in press and public relations work in and outside of Washington.

After preliminary training at Omaha, Neb., on the Bee and Daily News, Mr. Geddes entered the Washington newspaper field with the United Press as its White House correspondent, later covering both branches of Congress, the Supreme Court, the Federal departments and all other Capital activities, together with the more important national news events, such as the Titanic disaster, the trial of ex-President Theodore Roosevelt's libel suit and Harry

Thaw's trial and liberation. Mr. Geddes, after about four years' experience, became manager of the United Press bureau at Washington, in charge of its staff and news gathering and presentation. Later he resigned to join the Associated Press and for about five years was chief of the Capital staff of the A. P., in charge, during America's part in the World War, and during the Versailles Treaty fight in the Senate, of its Congressional service. While with the U. P. and A. P. Mr. Geddes became a political writer, covering all national conventions of both major parties from 1912 onward. He accompanied Senator La Follette on the Wisconsin leader's stumping tour for the Republican Presidential nomination and in 1920 was the A. P. correspondent with the Democratic standard bearer, former Governor James M. Cox of Ohio, traveling 24,000 miles with the Cox campaign party in its "swing" around and across the country. Also Mr. Geddes had duty at the White House and on tours with President Taft, Wilson, Harding and Coolidge, accompanying President Taft to Panama and at his Summer home at Beverly, Mass., Presi-

dent Wilson on his Summer vacation in New Hampshire during the first Wilson term and representing the A. P. with President Coolidge during the trying period when Mr. Coolidge arrived in Washington after President Harding's sudden death.

After about eight years' service with the Associated Press, Mr. Geddes resigned to enter public relations and publicity work at Wash-



Bond Parker Geddes

ington for the Sinclair Consolidated Oil Corp., resigning January 1 last to become Washington bureau manager and political writer for a new national magazine, Patches.

In addition to his newspaper, press association and public relations experience, Mr. Geddes has had legal training and is a member of the bar of the District of Columbia, a graduate of Columbia University. Mr. Geddes is a Sigma Chi, a Mason and a member of the National Press Club and other Washington organizations. He is a native of Illinois, born at Paw Paw, the son of William M. and Jennie Geddes.

J. L. Ray Optimistic Over Business Outlook

J. L. Ray, general sales manager of the Radio Corp. of America, commenting upon sales probabilities in the radio field during the Fall and Winter, recently said:

"At this time I can speak for RCA much better than of the industry as a whole, because the season is yet young and it is difficult accurately to appraise sales in general. I can say, however, that RCA and its dealers have never before been in so fine a position to do an intensive selling job. The new line of Radiolas seems to have captured the attention and interest of the entire country. Dealers are finding it difficult to keep single models for their store use and demonstration purposes. The factories are working to capacity and we expect to have shipments up to this unprecedented demand within thirty to sixty days.

"If set manufacturers generally are enjoying the same flood of orders that RCA is now experiencing, the coming season will indeed smash all records."

M. L. Miller With the Vitalitone Radio Corp.

M. L. Miller, widely known in the radio industry in sales and merchandising fields, has become affiliated with the Vitalitone Radio Corp., New York, manufacturer of the Vitalitone line of radio speakers. Mr. Miller is manager of the manufacturers' sales department, which has been created to sell to the manufacturer of sets and cabinets a new speaker developed by the Vitalitone organization.



The nation's strength is the nation's health
Buy Christmas Seals and help preserve it

Detroit Music Dealers State That Phonograph Sales Have Shown Decided Progress

More Buying of Phonographs in October Than in Any Other Month This Year, Dealers Report—Higher-Priced Instruments in Demand—Exhibits at Radio Show Bring Results

DETROIT, MICH., November 8.—There has been more buying of phonographs during October than any previous month of this year, and it is the feeling among retailers that buying will increase steadily up to the holidays.

While phonograph sales since the first of October have shown improvement over what they were in the previous months, dealers are really doing most of their business on straight radios or radio and talking machine outfits. In the combination outfits, the price is no consideration—people who want both in one are willing to pay for quality, which explains why the expensive Brunswick Panatrop and the Orthophonic Victor models selling at upwards of \$750 are in good demand. We find record sales are good and have been most of the year.

Grinnell Bros., Victor dealers, are furnishing Orthophonic records to the Detroit News for them to broadcast over their station, WWJ, three times a week, at the supper hour. It is a reciprocal proposition, and very good advertising for Grinnell Bros. and the Victor Co.

H. C. Schultz, Inc., 442 East Lafayette street, Detroit, wholesaler of the Sonora line, had an exhibit at the Radio Show some weeks ago and reported excellent results. This concern has a live-wire force of salesmen calling on the city and state trade, and since taking over the Sonora has added a very substantial list of new accounts.

The Detroit Music Co., on Woodward avenue, near Grand Circus Park, which has been a Columbia dealer since it started in business, reports

an increasing demand both for machines and records and a bright outlook.

R. M. A. Patent Interchange Sub-committee Appointed

CHICAGO, ILL., November 9.—A. J. Carter, chairman, patent interchange committee, Radio Manufacturers Association, has appointed a sub-committee which will consider proposed changes in the constitution and by-laws of the Association in connection with a successful solution of the patent problem now being discussed by the Radio Manufacturers Association's patent interchange committee. The members

of this sub-committee are T. K. Webster, Jr., Ekko Co., chairman; William Sparks, Sparks-Withington Co.; H. C. Forster, Utah Radio Products Co., and C. C. Colby, Samson Electric Co.

When Is an Electric Set Not an Electric Set?

When is an electric set not an all-electric set? According to Splitdorf engineers no set is entitled to be called an all-electric set unless the manufacturer builds into the set the complete equipment necessary to "run" the apparatus. All other sets come under two classifications, they are either battery-operated or electrified. This refers, of course, to radio receivers utilizing tubes.

Jack Studner, of Studner, Cumming Co., Inc., New York City, is receiving the congratulations of the trade upon the arrival on November 11 of a son, William Edward Studner.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of The Talking Machine World, published monthly at New York, N. Y., for October 1, 1927.

STATE OF NEW YORK } ss.:
COUNTY OF NEW YORK }

Before me, a Notary Public, in and for the State and county aforesaid, personally appeared C. R. Tighe, who, having been duly sworn according to law, deposes and says that he is the Managing Editor of The Talking Machine World and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:
Publisher—Federated Business Publications, Inc., 420 Lexington Ave., New York.
Editor—Raymond Bill, 420 Lexington Ave., New York.
Managing Editor—C. R. Tighe, 420 Lexington Ave., New York.
Business Manager—Lee Robinson, 420 Lexington Ave., New York.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) Federated Business Publications, Inc., 420 Lexington Ave.; Edward Lyman Bill, Inc.; Caroline L. Bill, Raymond Bill, Edward Lyman Bill, Randolph Brown, H. R. Brown, Carleton Chace, Lee Robinson, B. B. Wilson, J. B. Spillane, Wm. A. Low—all located at 420 Lexington Ave., New York; Edward Van Harlingen, 209 S. State St., Chicago, Ill., and Harold C. House, 120 Broadway, New York.

3. That the known bondholders, mortgagees and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect, in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is..... (This information is required from daily publications only.)

C. R. TIGHE, Managing Editor.
Sworn to and subscribed before me this 30th day of September, 1927.

(Seal) WM. A. LOW.
Notary Public N. Y. Co. No. 695 Reg. No. 9502.
Certificate filed in Queens Co. No. 4826.
(My commission expires March 30th, 1929.)

Bush & Lane
RADIO

MODEL Six C-6
tubes—T. R. F. Circuit—each stage individually shielded—one dial in wave lengths—110-120 volt.
A. C. 60 or 30 Cycle operates with loop—inside or outside antennae—8 ft. air column horn.
\$275.00—less tubes

All Electric
A. C. Tubes
(Licensed)

by Master Builders

THE Bush & Lane Piano Company having stood predominant for years in the Piano industry as master craftsmen in tone quality and cabinetwork, now announce The Bush & Lane All Electric Radio—guaranteeing the same exacting precision of workmanship and craftsmanship which has made the name of Bush & Lane products synonymous with all that is the finest in Music.

The TRUE notes of the human voice and the rich mellowness of all musical instruments are a reality—not a distorted reproduction—when they come from the air thru the Bush & Lane All Electric Radio.

Write for full information of Jobbers Sales Plan

Bush & Lane

PIANO COMPANY

Radio Division, HOLLAND, MICHIGAN

President of Financing Company Says Credit Risks Can Be Reduced by Scoring

Lawrence M. Jeger, President of Wisconsin Association of Financing Companies, in Address Before Radio Trades Assn. Says More Accurate Results Can Be Gained by Concrete Judgements

Lawrence M. Jeger, president of the Wisconsin Association of Financing Companies, Milwaukee, proposed a new scheme of rating credit risks during his talk at the annual meeting of the Wisconsin Radio Trades Association. He would have a score card for rating all such risks, which could be used for retailers and jobbers, and which would give something concrete on which to base the final judgment of an applicant for credit.

Mr. Jeger said if all credit risks were very good or very bad, the matter of extending credit would be easy, but the difficulty lies in the fact that most of them are in between the extremes. He said there are a number of things which must be taken into consideration when judging a risk, and after thinking them all over, a mental balance is struck and the applicant is either granted or refused credit.

"It seems to me that we probably can get more accurate results if instead of taking vague mental balances we try to reduce these to concrete judgments of the risk by building a score card," Mr. Jeger went on. "In this card we would follow somewhat the procedure of a judge at a contest or a show who sets a certain number of points on which the scoring will be based, and then rates the subject on these points.

"There are four essentials in judging a credit risk: First, how does he pay his bills? Second, what are his other obligations? Third, has he developed sufficient stability in his line of business? Fourth, has he permanency of residence?

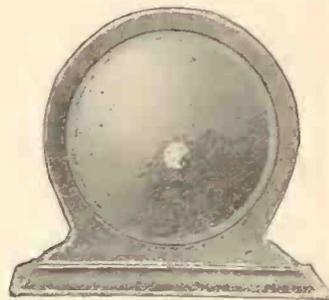
"These are the essential points on which I grade an applicant, and I work with another which I call 'Tolerance.' By this I mean that if a man makes a down payment of more than 33 1/3 per cent of the whole sum; he is a better risk than if he pays less than this rate, and I grade him accordingly.

"Just to illustrate the working of this score card system, I allot forty points of the entire score to prompt payment. The man who pays promptly would receive all of the forty points; the man who is slow because he suffered an accident or illness, thirty-five points; I would take these five points from such a man because his inability to pay under these conditions shows that he has not budgeted his income to take care of such happenings. The man who suffers from seasonal unemployment I would give twenty-five points; the one living beyond his means, fifteen points; the risk given to dissipation, ten points, and the deadbeat, zero.

"Each one of the four essential points is rated in such a manner and is charted regarding other obligations, and stability as to whether the risk is married or single, and if married whether he owns his own home or is a renter. Likewise the married man is more stable in his employment than a single man."

Mr. Jeger said that the business house selling on an instalment basis with the carrying or accommodation charge earns more during the early part of the payments than later when the amount carried is less.

One of the greatest difficulties business houses experience with the instalment customer is on rebates, Mr. Jeger pointed out, with the risk who pays his instalments before they are due and figures out the rebate in carrying charge on a periodic basis. It is important in these cases to show this risk that there is a great amount of detail involved in taking on a credit risk, merely in office routine work, as well as in investigation, service, and other items, and that this same amount of work is required to take off business. He warned dealers to figure up this cost carefully and not to neglect it and figure the rebate considering only the date on which the instalments were taken up.



New Mantel Cone

A NEW nine-inch model, with handsome two-tone walnut and mahogany frame. Especially designed to meet the requirements for a compact speaker without sacrificing tonal quality or volume. Attractive in appearance—is particularly adapted to conserve space. A real leader—moderately priced for volume sales.

Overall Dimensions:
12 in. wide; 10 1/2 in. high

List Price \$12.50
Slightly Higher in the West

All Baritone Speakers offer genuine and natural radio reception with perfect amplification over the entire audible range.

Some Distributing Territories Still Available

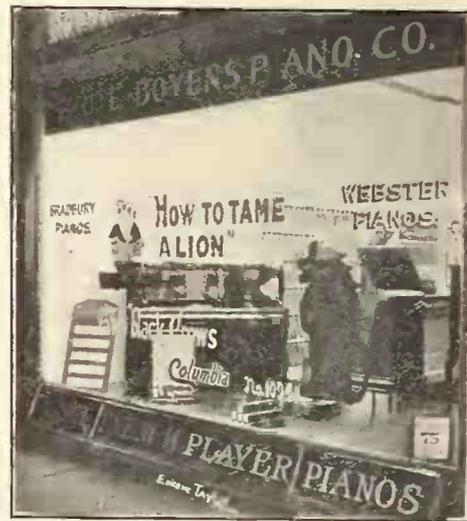
BARITONE MFG. CO.

844 W. JACKSON BLVD.

CHICAGO, ILL.

Great Variety of Window Displays for "Black Crows"

The "Two Black Crows," Columbia artists, have achieved another record in having the greatest number and variety of window displays



Sales-Building Window Display

plays granted them of any phonograph artists within the memory of the trade. The Krite-Boyens Piano Co., of St. Louis, contributes this one, featuring lion taming.

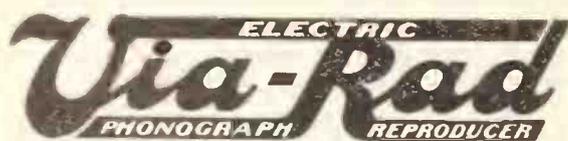
Columbia's Radio Hour Will Celebrate Army-Navy Game

The Columbia Phonograph Co.'s radio hour on November 23 will consist of a program as a musical climax to the football season, and to particularly celebrate the Army-Navy game, which occurs November 26.

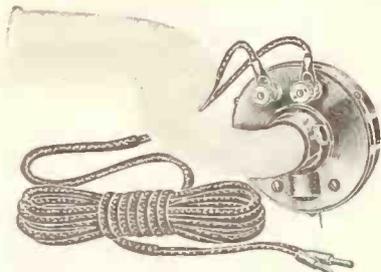
During the first half-hour various university marching songs will be played and sung, under the direction of Arthur Johnston, the well-known harmonizer. During the second half-hour a representation will be given of features connected with the forthcoming Army-Navy game, with the assistance of a cheer leader from the Navy Club, New York.

While this program features no Columbia records, as has been the custom with other radio broadcasts given under the sponsorship of the Columbia Phonograph Co., it is beyond a doubt one of the most popular programs for the season and should serve excellently as a Columbia record advertising vehicle.

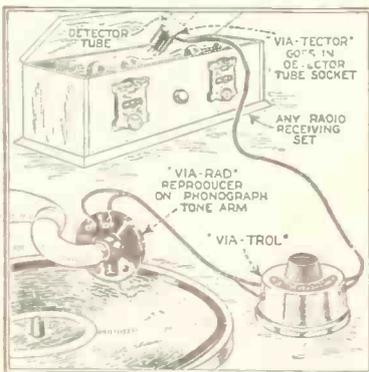
Although no window posters or streamers are being provided for the program, Columbia dealers are urged by the company to tune in on the program.



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.

Albert B. Ayers Is Now Amrad General Manager

Promotion From General Sales Manager Is Recognition of the Accomplishments of This Popular Amrad Executive

MEDFORD HILLSIDE, MASS., November 8.—James E. Hahn, president of the Amrad Corp., has announced the appointment of Albert B. Ayers as



Albert B. Ayers

general manager of the corporation effective immediately.

A comparatively short time ago, upon the reorganization of the Amrad Corp., Albert B. Ayers, who is well known and experienced in both talking machine and radio circles, became identified with the organization as general sales manager. The growth of sales under Mr. Ayers' direction demonstrated his remarkable executive ability and when a man was needed for the still more important duties of general manager his chief and co-executives recognized in Mr. Ayers the ideal man for the position.

William L. King, of the sales division of the Amrad Corp., reports that the company is meeting with great success with its alternating current console models and that Amrad products are meeting with an enthusiastic reception throughout the territory where sales campaigns have been conducted.

Latest Talking Machine and Radio Patents Granted

EDUCATIONAL DEVICE. Milton Kahn, New York, N. Y. Patent No. 1,645,008.

PHONOGRAPH. Frederick H. Horning, Toledo, Ohio. Patent No. 1,646,148.

SOUND REPRODUCING DEVICE. Eert U. Iwwerks, Kansas City, Mo. Patent No. 1,646,201.

PHONOGRAPH. Frank D. Arnold, Humboldt, Iowa. Patent No. 1,647,389.

RADIO CIRCUIT-TESTING INSTRUMENT. Jackson O. Kleber, Pittsburgh, Pa. Patent No. 1,646,152.

RADIO TUNING COIL. George Clarence Brooks, Jr., Camden, N. J. Patent No. 1,646,231.

LOUD SPEAKER UNIT. Lester H. Fronk, Salt Lake City, Utah. Patent No. 1,646,451.

RADIODIAL. Leo Knigoff, New York, N. Y. Patent No. 1,646,648.

RADIO TRANSFORMER. Anthony P. Hinsky, Brooklyn, N. Y. Patent No. 1,647,094.

HETERODYNE RECEIVING SYSTEM. William F. Cotter, Buffalo, N. Y. Patent No. 1,647,609.

RADIODESK. Anthony C. Bove, Brooklyn, N. Y. Patent No. 1,647,264.

Distributor Adds Greene- Brown Eliminator Line

The metropolitan distributing firm of McPhilben-Keator, Inc., 17 West Sixtieth street, New York, has taken on the Greene-Brown line of battery eliminators, made by the Greene-Brown Mfg. Co. The line consists of "B" eliminators, which have won wide favor, and a new "A" eliminator, soon to be introduced.

Start Production on Deca- Disc Electric Phonograph

WAYNESBORO, PA., November 8.—Production has been entered into on the new electric model of the Deca-Disc phonograph, made by the Deca-Disc Phonograph Co. This new model, in addition to its electrical mechanism for the changing of records, has also electrical amplification of tone. Clarence Croft, secretary of the company, spent a week in New York last

month in the interest of the export business of the company. While there Mr. Croft had the new model on display in the Forty-second street warerooms of the Rudolph Wurlitzer Co., where it attracted considerable attention.

Adds Shamrock Line

The Greenleaf Music Co., 582 South Salina street, has added the Shamrock radio line to the products carried.

*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

James Condon, Jr., Is Elected President of the Oregon Radio Trades Association

Controversy on Store-door Playing Being Waged Between Music Dealers and Building Managers and Owners—Brunswick Opening New Accounts

PORTLAND, ORE., November 4.—The Portland music dealers are still in controversy with the Portland Association of Building Owners and Managers over the pros and cons of "Shall music be dispensed in store fronts or shall it be curbed?" The question has gone before the city council for judgment. The present ordinance, which went into effect many years ago but which has never been enforced, prohibits the use of musical devices to attract crowds, etc. The music and radio dealers insist that without this means of attracting customers they lose about one-third of their business. The Oregon Music Trades Association, through its president, G. F. Johnson, has

drawn up an ordinance for the approval of the council, which it feels would be just to all parties concerned. The proposed ordinance reads: "Except between the hours of 10 o'clock a. m. and 8 p. m. it shall be unlawful to operate or cause to be operated any electrical piano, phonograph, graphophone, radio or any instrument of like character or any other musical or sound-producing device of any nature whatsoever, or to sing or call out in any manner so that the music, sound or voice may be heard upon the sidewalk or street with intention of attracting the attention of persons upon the sidewalk or street, or to cause persons to congregate thereabout."

Officers for the 1927-28 season of the Oregon Radio Trades Association were unanimously elected at the October meeting of the State body, which met at the Portland Chamber of Commerce for this very important occasion. James Condon, Jr., manager of the Portland branch of the L. C. Warner Co., Fada distributor, and vice-president for the past year, was elected president; Hearst Harrison, manager of the radio department of the J. K. Gill Co., vice-president, and H. A. Kilham, Balkite representative, treasurer. George J. Thompson, Jr., resigned as executive secretary of the association, a post which he has held for several years. He was elected to honorary membership in recognition of his past services. New members of the board elected were as follows: C. W. Hunter, manager of the Hunter Radio Shop; M. E. Harris, proprietor of the radio department in the McCormick Music Co.; Joseph Hallock, of Hallock & Watson; James T. Murphy, manager wholesale radio department of the Stubbs Electric Co.; E. B. Hyatt, of the Hyatt Music Co.; George L. Sammis and Carl Englebart, of the Pacific States Electric Co.

Several new accounts have been added to the Brunswick-Balke-Collender list, according to the Pacific Northwest headquarters at Portland, A. R. McKinley, manager. Numbered among these are the Cottage Grove Pharmacy, Cottage Grove, Ore.; Broughten Jewelry & Music Co., North Bend, Ore.; Trumbly Radio Shop, Grants Pass, Ore., and the music department of McMorran & Washburn, of Eugene, Ore.

The Columbia Phonograph Co.'s new Columbia-Kolster Viva-tonal was on display at the Hotel Multnomah, October 19, 20 and 21, with Columbia dealers from all over the State attending the demonstration, conducted by L. D. Marsh, of Seattle, Pacific Northwest manager of the Columbia Co., assisted by Randall Bargelt, Oregon representative. This new Columbia product made quite a decided hit with the dealers.

Eddie Peabody, noted banjoist and Victor and Vitaphone artist, has been appointed director of the orchestra of the Broadway Theatre and is creating quite a furor in Portland.

Maurice Gunsky, popular Victor artist and radio star, was an added attraction at the Rivoli Theatre the week of October 23. During his local visit he stopped at the Victor department of Lipman, Wolfe & Co. store, where he met many of his admirers and autographed his many Victor records.

The J. K. Gill Co., Portland's most up-to-date and complete bookstore, which several months ago installed a phonograph and record department with the Brunswick line, has added a complete stock of Columbia Viva-tonal recordings.

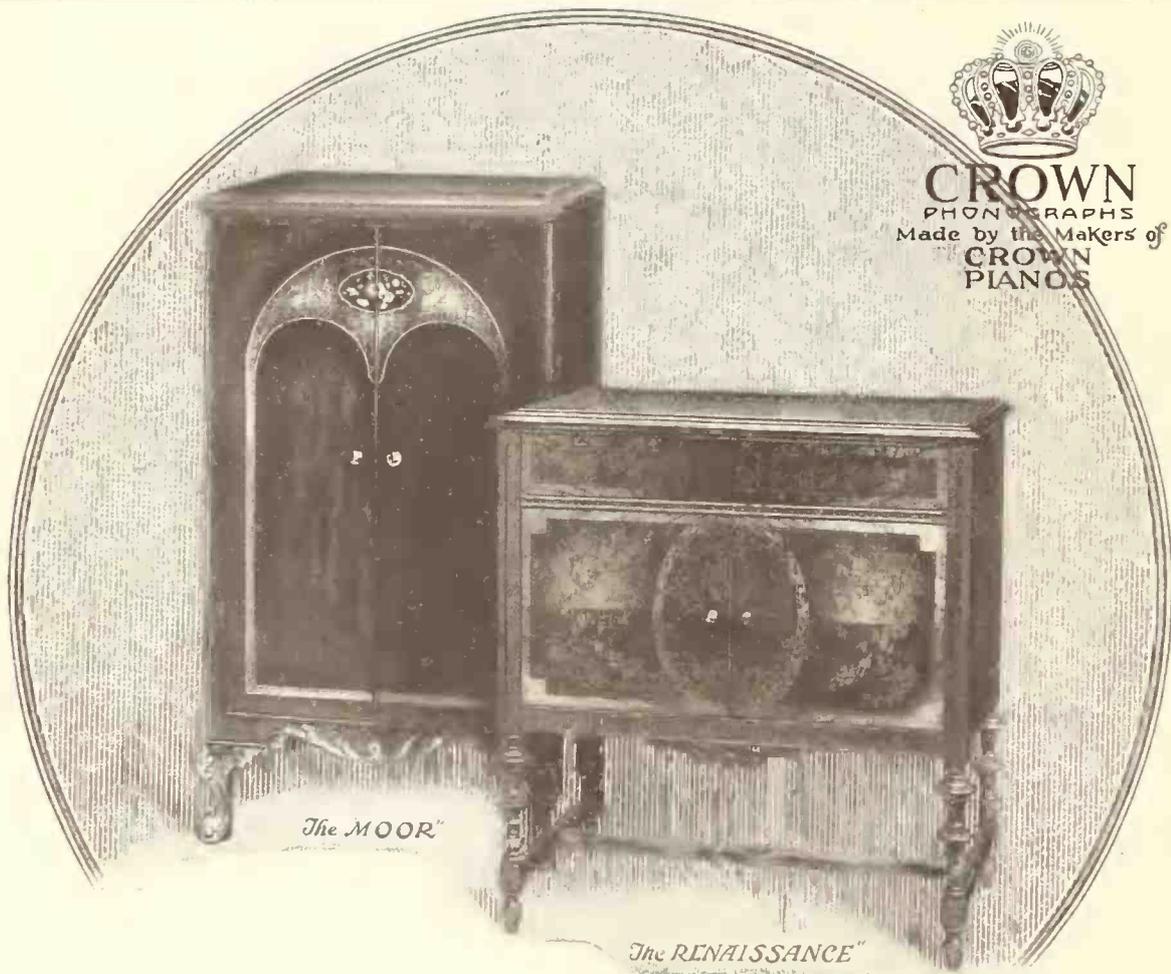
The Hyatt Music Co., at 386 Morrison street, has been appointed a Kolster dealer, in addition to Atwater Kent and RCA lines.

Taylor C. White, former manager of the Portland Remick Song Shop and for the past five years manager of the Laraway Music Store at Eugene, Ore., has teamed up with Chet Henningway, well-known radio man of Eugene, and together they are running the third floor music department of the new McMarron & Washburn store.

Isaacs & Fluir have bought out the Palmer Music House, at Medford, Ore., and are doing considerable remodeling to this pioneer music house, and when finished expect to have a modern, up-to-date music establishment.

The "Music Shop" has been opened up for business at Albany, Ore., by W. Best Stevens and L. J. Bell.

Lawrence C. McGreal, formerly one of the most prominent national figures in the talking machine industry, died at Marquette University hospital, Milwaukee, Wis., on October 19. For years Mr. McGreal represented the Victor Talking Machine Co. in Wisconsin.



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, plush 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



Baltimore Distributors and Dealers Report Continuance of Good Business

W. H. Swartz, of Columbia Wholesalers, States That October Was Busiest Month of Year—
Droop Officials Make Similar Report—Dealers Preparing for Heavy Holiday Buying

BALTIMORE, Md., November 9.—Business in Baltimore and vicinity is in excellent shape and the reports received from both wholesalers and dealers in talking machine and radio products indicate that 1927 will close as one of the best years enjoyed for some time. This feeling is widespread and is not held by the representatives of any one company, all lines figuring in the increased sales volume.

Reports Continued Good Business

W. H. Swartz, vice-president of the Columbia Wholesalers, Inc., distributor of Columbia phonographs and records, Fada and Crosley receivers and radio accessories, reports a most satisfactory business for October, saying:

"The month of October was a very busy month for Columbia Wholesalers, showing a continuation of the bustling activity that began in September. Business on all lines continued to expand and sales were the largest for any month this year. Considerable difficulty has been experienced in securing sufficient stock of the lower-priced phonograph models and many dealers have lost sales because of lack of stock. As a matter of fact the Columbia Wholesalers were completely sold out for nearly the whole month on the three most popular models.

"The extra profit which can be made on the large \$300 models has caused many dealers to concentrate on this type. Sales on these big machines have been better than for any other time this year.

"Dealers who have seen the new \$475 electric pick-up machine are very enthusiastic over its great range of volume and its fine tone qualities. The sample machine has been used for the record broadcasting sponsored by Columbia Wholesalers over the local radio station WCAO and has aroused many favorable comments for its unusual tone. Columbia record business during the month was extremely fine—being the biggest in the history of this firm.

"Dealer advertising on the new 'Two Black Crows' record has been very spectacular. Full-page advertisements, half-page and quarter pages appeared in every part of this territory and brought dealers their biggest record sales in years. Those dealers who did the best

advertising got the largest business and some dealers report sales of 3,000 and even 4,000 apiece on this wonderful record.

"Many dealers in this section have been displaying the new Columbia product at the fairs in their neighborhoods. Russell C. Grimes had practically a complete stock of Viva-tonal Columbias at the Frederick, Md., Fair. This was one of the most popular booths in the whole Fair, as Mr. Grimes used a power amplifier to draw the crowds. Lester B. Harvey had a fine Columbia booth at the Appomattox, Virginia, Fair, which yielded him some fine sales, while F. Smithers had a large Columbia display at the Bedford, Virginia, Fair. In North Carolina many Columbia dealers had booths at such fairs, one of the most successful of which was at Tarboro, N. C., where the Edgcombe Drug Co. hired a professional orator to address the crowd every hour on the unusual merits of the Columbia Viva-tonal product."

Columbia dealers in Baltimore were very fortunate to have three well-known artists visit their city within the last few weeks. Van & Schenck made a big hit at the Century Theatre. Miss Lee Morse, exclusive Columbia artist, made a big hit at Baltimore's newest and biggest movie house—the Stanley. The Misses Ethel and Dorothea Ponce then gave a further stimulant to Columbia record sales by spending a week at the Century Theatre.

Columbia's new broadcasting chain is creating quite a sensation for the quality and variety of its radio programs. The fine opera and classic programs by Charles Hackett and Sophie Braslau and the Columbia Symphony Orchestra aroused great enthusiasm, but it is probable that the greatest and widest public approval came from the broadcasting by Ted Lewis, Van & Schenck, Lee Morse, Fred Rich, Ben Selvin's Orchestra and other of Columbia's famous popular artists.

Sales on Fada and Crosley in this territory are also showing very substantial increases over the same period last year. Radio sales are again well on the up grade and heavy volume is going to be secured between now and Christmas. In the eliminator field the Philco product

is bringing particularly good volume, while Burgess batteries and Cunningham tubes maintain a consistently profitable business.

E. F. Droop Enjoys Busiest Month

A similar optimistic report is made by W. C. Roberts, manager of the Victor wholesale department of E. F. Droop & Sons Co., who states:

"We have just closed the largest October in instruments and records in the history of our business. We are enjoying a very large demand for the highest-priced combination instrument made and our record business has been really phenomenal. Unquestionably 1927 will exceed any previous Victor year. We are now living in fear we are rapidly approaching the greatest scarcity of instruments ever experienced."

Featuring Health Records

Cohen & Hughes, Inc., Victor wholesalers, of Baltimore and Washington, have created quite a lot of interest throughout the territory they serve in the Gene Tunney Health Sets by securing an athlete to demonstrate these health records in dealers' windows. An Electro-la is used in conjunction with the demonstration, with an outdoor speaker attached, so that the crowds outside the windows can hear Champion Tunney's voice as he directs the performance of the athlete. The dealers who have tied up with Cohen & Hughes, Inc., in this publicity campaign have found that it has well paid them for their efforts.

I. Son Cohen, president of Cohen & Hughes, Inc., is at the present time making a trip through the Carolinas, visiting all of his dealers in that section, and his reports of conditions there are very enthusiastic.

E. C. Mezick, Virginia representative of Cohen & Hughes, Inc., has just returned to headquarters after a month's trip through the western and southwestern parts of Virginia.

Business conditions on the whole are excellent throughout the territory served by this wholesale house which predicts one of the largest years in the history of the industry.

Strong Demand for Zenith and Radiola

The Joseph M. Zamoiski Co., radio distributor, reports that business is holding up in the radio end, not only in Baltimore but the entire State. There is quite a demand for the electric sets, especially Zenith and Radiola.

Berlin & Lewis, of 1317 West Baltimore street, are Victor and Radiola dealers and have just opened a beautiful new showroom.

Isaac Benesh & Sons operate one of the largest radio departments in the city, located at 549 North Gay street, Baltimore, Md. They have taken over Zenith in conjunction with Radiola and Atwater Kent and are doing a flourishing business.

Bernstein Music Co., of 1127 West Thirty-sixth street, has just opened a new studio, specializing in Radiolas.

When Colonel Lindbergh visited Baltimore his speech was broadcast, which stimulated quite a good deal of interest among the public and numerous dealers report an increase of sales through this medium.

Braiterman-Fedder Co. Busy

The Braiterman-Fedder Co. reports a satisfactory volume of sales in all of the products handled. In a recent statement William Braiterman, president, said:

"Mel-O-Art portables seem to be taking the upper hand in our activities around here, although the Valley Forge products and Mel-O-Art rolls are moving very well. Wm. Fedder on a recent trip through Richmond, Va., opened up a very formidable number of accounts on our products, especially on the portables.

"A very fine item which we have recently developed is the Brafco Handelok record bag. Orders for these record bags are coming in at the rate of ten thousand a day."

New Stores Opened

Among the new music stores opened in this city are the Century Music Co., at 1311 East Baltimore street, and the Song Shop, 2237 East Monument street.



Breaking All Sales Records

SEPTEMBER marked the 28th consecutive month in which Columbia sales showed unprecedented increase. More dealers than ever before are now handling Columbia products in this territory.

The Columbia products, both phonograph and record, are infinitely superior. Columbia's dealer policies yield you

MORE profit.

The new Columbia Hour of Musical Broadcasting is attracting thousands of new customers daily to stores which show Columbia's "Magic Notes".

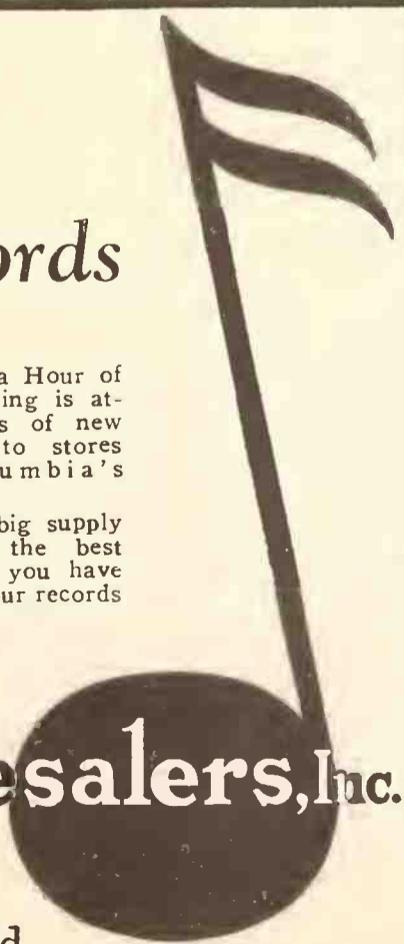
Be ready with a big supply of records for the best Christmas season you have ever had. Order your records now.

Columbia Wholesalers, Inc.

L. L. Andrews — Wm. H. Swartz

Exclusively Wholesale

205 W. Camden St., Baltimore, Md.



New England Dealers Are Shown Columbia-Kolster Phonograph and New Sonora Models

Columbia Dealers Enthusiastic Over New Product—Atwater Kent and Sonora Lines Find Favor—Brunswick Branch Reports Satisfactory Sales—Victor Line in Demand

BOSTON, MASS., November 10.—Business in either the talking machine line or the radio is not what it should be at this time of year, considering the close proximity of the holiday season, although the latter is perhaps ahead of the former in actual volume and money value. The trade is wondering if there is to be much of any life to business these next few weeks, for there are only eight in which to concentrate heavily. The month of October started out fairly well, which invited some enthusiasm, but as the month went on a stagnation set in which dealers are working hard to overcome.

Dealers View Columbia-Kolster

A number of the New England dealers of the Columbia Co. have visited the Boston headquarters the past week or so to look over the new Columbia-Kolster Viva-tonal electrical reproducing instrument and they all were very enthusiastic over the latest acquisition to the Columbia output, and it goes without saying that some excellent orders were placed. Manager Parks has been flitting among the dealers throughout his territory and otherwise keeping in close touch with the New England trade.

Atwater Kent and Sonora in Favor

Business continues good with the J. H. Burke Co. at 219 Columbus avenue, and both the Atwater Kent and Sonora lines are finding favor with dealers everywhere in this territory. Both Joe Burke and his brother, Thomas E. Burke, went over to Philadelphia for the Atwater Kent dealers' convention held on October 20, on which occasion the reduction was announced. Since their return to Boston the new price list has entailed a great deal of executive work; but to offset this the reduction has greatly stimulated business.

New Models Please Trade

The J. H. Burke Co. headquarters have just received a large invoice of the new Sonora models, Numbers 865 and 875, both of which are very handsome, and dealers have been quick to place their orders, which is recognized as a most timely proceeding in view of the

close approach of the holiday season. The large display room of the Burke Co. has now a complete display of the Atwater Kent, Red Lion and Pooley cabinets and Sonora radio.

Satisfactory Brunswick Business

Manager Harry L. Spencer makes a favorable report of the Brunswick Co.'s business for this territory, yet it really should be better, considering the closeness of the holiday season, he affirms. In records the business is more than good and it has been more or less stimulated by the advent of the new Symphony series sets, which are specially popular with the more intelligent Brunswick patrons.

Strong Victor Demand Continues

Business at the Eastern Talking Machine Co. is reported to be very good by Allan Steinert, the manager, who says that about the only Vic-

tor goods on hand just now are the cheaper lines, the high-priced instruments having been quickly taken by dealers who are likely to gobble up the next consignment of goods. A recent addition to the Eastern's personnel is Edward Mayo, who is now traveling through the territory as an outside record salesman. A recent caller here was Manager Davis, who is in charge of the Victor artists, and identified with the record department of the Victor Co. While here Mr. Davis attended the benefit concert for Russian music students, which was fathered by Serge Koussevitsky, conductor of the Boston Symphony Orchestra, and at which he played.

Interested in Child Labor

Various members of the New England trade are interesting themselves in the campaign of the Massachusetts Child Labor Committee. Circulars have been distributed entitled "The Gamble With Children," which describes a new book by Dr. Maurice Hexter, on "Juvenile Employment and Labor Mobility," an interesting volume published by the Massachusetts Child Labor Committee of Boston.

Orders Reproducers by Carload to Meet Demand

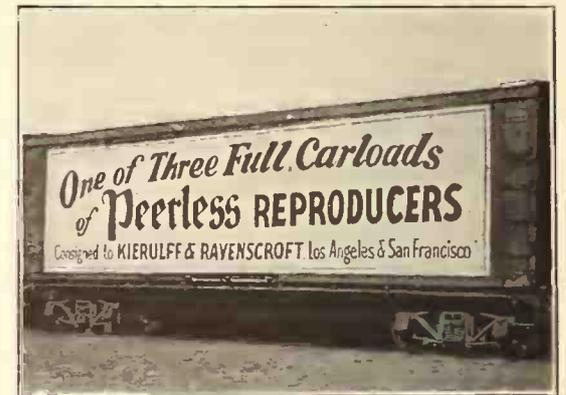
Kierulff & Ravenscroft, Pacific Coast Distributors, Find Peerless Reproducer a Quick Seller—Place Order for Three Carloads

The popularity of the Peerless reproducer on the Pacific Coast has been so great during the past year and the demand for this speaker has grown so rapidly that Kierulff & Ravenscroft, of Los Angeles and San Francisco, Peerless distributors, recently ordered three full carloads in order to fill their dealers' orders for the present and to take care of the Winter increase in radio sales.

This is the largest order ever placed by this firm, but Mr. Ravenscroft believes that it will be duplicated or increased if the steady increase in sales of these speakers is to be taken care of and all orders from dealers filled promptly.

"You know, a good reproducer has to do more than just reproduce the human speaking voice," said Mr. Ravenscroft. "Radio wouldn't be so popular if all we had to listen to was a

lot of speeches. It's got to get all the shades of expression and the flexible tones of the singing voice as well. It has to catch the deep throbbing notes of the bass and the highest treble of the soprano without making them sound like a roar or a squeak. It must recreate all of the many sounds of an orchestra



Big Peerless Reproducer Shipment

or a jazz band without distorting their true pitch or intensity so as to give the listener absolute reality and not make him think he hears something that he doesn't."

A Billion Dollars Is Waiting

On November 15, the United States Government is obligated to redeem the bonds of the Second Liberty Loan. It will mean a billion dollars in cash or its equivalent turned over to the public, mostly in spendable amounts of from \$50 to \$1,000.

Present the great Victor line of instruments and records strongly enough to get your share of that billion.



Ditson Service will help you to meet demands promptly

Oliver Ditson Co.
BOSTON

Chas. H. Ditson & Co.
NEW YORK



THE MOST COMPLETE LINE — Twelve Models \$12.00 to \$35.00

Berg A. T. & S. Co., Inc., Long Island City, N. Y.

Reg. U. S. Pat. Off.

From the smallest—

MODEL NO. 14
*A compact portable—big
in tone but small in size*

Weight only 8½ lbs.
Price only \$12.00



To the largest—

MODEL GRAND
*A strictly DeLuxe portable—
rich in tone and appearance
with 53" tone chamber*

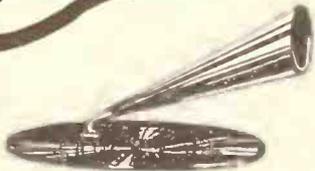
Price \$35.00
—and worth it



ASK YOUR JOBBER for INFORMATION on the COMPLETE LINE or for CIRCULARS

The Biggest
popular - priced
**Musical
Specialty**
in years

**TALK
BACK**
Phonographic Recorder



Makes
Double-
Faced
Disc
Records
at Home

RECORDS--Voice, Music,
Radio--Plays on any
Phonograph

Records can be mailed anywhere and reproduced on regular phonograph with TALK-BACK Needle.

LIST PRICE **\$7.50** 3 DOUBLE-FACED RECORDS \$1.00

This is not a novelty or a toy, but a practical, thoroughly tested personal recording instrument with which anyone, even a child, can make permanent records at home, of voice, music, singing, or radio programs. No shouting or straining of voice.

Reproduces through regular phonograph, either mechanical or electrical, with ample volume and good tonal quality. Plays two minutes. Can be played 200 to 300 times.

**IT SELLS 3 OUT OF 4
ON DEMONSTRATION**

Produces steady volume of repeat business on records.

DEALERS — JOBBERS
Mail this coupon for sample outfit and proposition

Talk-Back Phonographic Recorder Co.
4703 E. 50th Street - Los Angeles, Calif.

Send me a sample TALK-BACK on approval—free demonstration records—and your Selling Proposition.

FIRM _____
STREET _____
CITY _____
STATE _____

Trade-in Problem Is Assuming Growing Importance in the Los Angeles Field

Suggestion Made to Deduct 5 Per Cent Per Month From Original Price to Protect Dealers in Trade-in Deals—Business Continues Brisk, Report Dealers

LOS ANGELES, CAL., November 1.—The combination phonograph department faces to-day—as of yore, but perhaps to a greater extent than ever—that problem common to so many industries, the trade-in or allowance on old machine, problem. The rapid changes and improvements of new models are, of course, the principal causes of these conditions.

A suggestion has been made, with the idea of making things easier in the future, that all sales and sales contracts should contain a clause, which would be informative only, and in no way binding, which would set forth that the instrument purchased could be exchanged at its original price at any time, less 5 per cent of the original price per month. On such a schedule of allowances the trade-in value would be reduced to zero by the end of twenty months. Perhaps it would be too much to expect every dealer to stand pat at the end of the twenty months and to refuse to give any allowance whatever, but it would at least have a tendency toward educating the public, the first lesson being given at a time when the customer is perhaps in the most receptive mood for same.

The sales from the phonograph division of the Brunswick Co., Los Angeles, for the month of October exceeded those for the corresponding period of last year by a large percentage, which was a matter for considerable encouragement and congratulation to Irving Westphal, recently appointed manager, who took over his new duties on October 1.

J. M. Spain, Southern California manager for the California Victor Distributing Co., wholesale headquarters for Victor products, reports sales for October, 1927, exceed by a large margin those for October, 1926.

Publicity has done a good job with the Columbia line and one hears on all sides praises for the present products and optimistic prognostications for the future. W. H. Lawton, Los Angeles wholesale manager, is being kept very busy dividing up and allotting goods to fill orders received from his steadily increasing number of new dealers.

Major General Harbord, president of the Radio Corp. of America, accompanied by Meade Brunet, manager of the Radiotron department; Quinton Adams, manager of the Radiola sales division; Pierre Boucheron, advertising manager; G. Harold Porter, manager of the Pacific Coast division, arrived in Los Angeles recently. General Harbord was host at a luncheon given to the Radio Corp. of America distributors of Southern California.

General Harbord gave a most interesting talk in regard to the progress of the electrical laboratories of the Radio Corp. of America, and described the perfecting of the so-called Television in the near future.

W. H. Richardson, president of Richardson's, Inc., prominent Seventh street music store, was elected president of the Music Trades Association of Southern California at the annual meeting which took place October 12.

Wall-Kane Head Has Three Sons Associated With Him

Nathan Cohen, president of the Wall-Kane Needle Mfg. Co., Brooklyn, N. Y., now has associated with him his three sons in the organization. Mr. Cohen is thoroughly training the three members of his family in the business. Herman, the oldest, is in complete charge of the routing and shipping department as a stepping stone for higher executive duties planned by his father. Harry is dividing his attentions between traveling and supervising in the factory. Sidney, the youngest of the three, who only recently graduated from high school, is taking care of office duties.

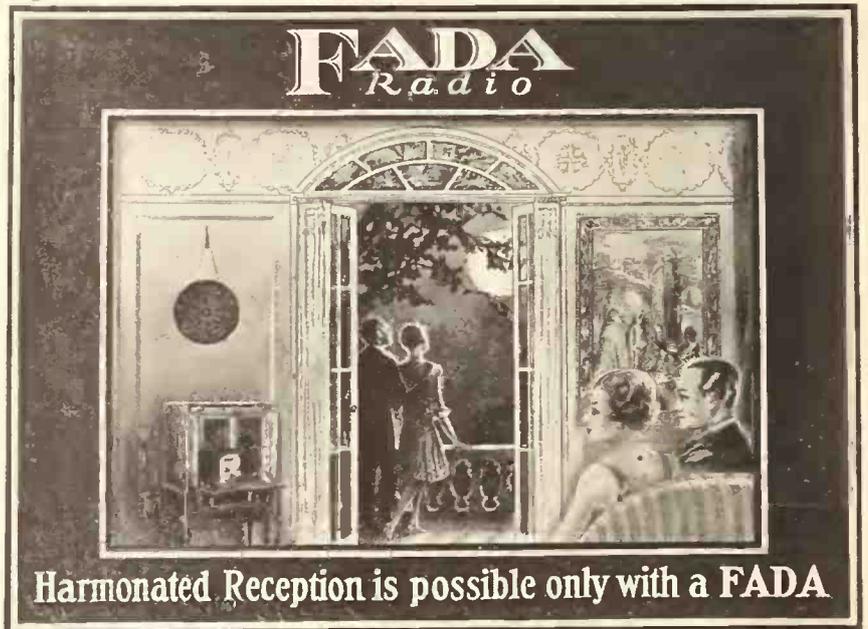
The "Human Voice" needle, the new silver electro-plated needle, has become the leading number of the Wall-Kane line and is demanding most of the factory production capacity at the present time.

Enlarges M. M. Department

The band instrument and musical merchandise section of Frederick Loeser & Co., large department store of Brooklyn, N. Y., has been rearranged and enlarged to permit of considerably more display space. Each group of instruments is shown in a separate showcase and the arrangement is such that the prospective customer can view the instruments on display from all four sides. William A. Rider, manager of the section, states that business shows an increase over the same period of last year.

New Lithographed Display for Fada Radio Dealers

A new lithographed display in nine colors, three feet wide and more than two feet high, illustrated herewith, is now available to Fada

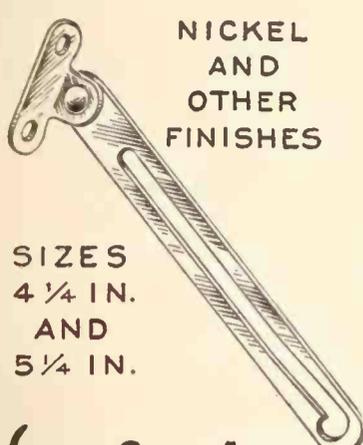


Attractive Fada Lithographed Display

radio dealers. It is of the shadow box type and lends itself to lighting effects at night. It is interchangeable and replicas of the Fada Special, Fada Seven console, Fada Seven table and the Fada Eight table may be inserted when the dealer desires to feature them.

New Schubert Contest Terms

The national headquarters of the Schubert Centennial has issued a new booklet containing terms and specifications for the International Composers Contest for the Schubert Centennial. The new listing of conditions supersedes all former ones and gives a far greater latitude to contestants.



NICKEL AND OTHER FINISHES

SIZES 4 1/4 IN. AND 5 1/4 IN.

KLOR STAY-ARM
TRADE MARK

H.K. Lorentzen

Manufacturer of

PHONOGRAPH AND RADIO CABINET HARDWARE AND METAL SPECIALTIES

155 Leonard St. NEW YORK, N. Y.

Samples and Prices on Request

SNAP COVER STAYS
OPEN OR CLOSED



NONSPILL
NEEDLE CUP
PATENT PENDING

MEMBERS OF A BIG FAMILY—LEADERS IN THEIR LINE

George C. Beckwith Reports Good Business

President of George C. Beckwith Co., Minneapolis, Home From Trip, Points Out That Sales Depend on the Dealer's Aggressiveness

George C. Beckwith, president of the George C. Beckwith Co., Minneapolis, Minn., prominent talking machine and radio distributor, recently



Mohawk Display by R. N. Cardozo & Bros.

returned from a trip during which he visited a number of the leading cities throughout the country. "As a result of my trip," reported Mr. Beckwith, "I found business good almost everywhere, having talked with men in a position to know. It is simply a case of dealers keeping themselves in the public eye, offering a good line of merchandise and treating the public fairly and squarely. Just because of the healthy state of business many dealers are inclined to sit and wait for business to seek them. We have a number of live dealers in and around the Twin Cities who have made money consistently in every line they handle, including radio. Constant effort, good merchandise, a fair policy and keeping themselves before the public are responsible."

Mr. Beckwith pointed out that one prerequisite of success is to keep in the public eye favorably, and those dealers who allow the public to know that they are alive and aggressive always demand respect and attention from the buying public. Mr. Beckwith especially mentioned the R. N. Cardozo & Bros. Co., one of the largest and best-known house furnishing establishments in the Northwest, located in St. Paul. "The Cardozo Bros.," said Mr. Beckwith, "have always kept themselves where the public had to see them." At the St. Paul Radio Show, held late in September, the Cardozo organization maintained an attractive display wherein the line of Mohawk radio receivers and the Pyramonic speaker were exhibited. The booth

attracted much attention from the public and Cardozo Bros. report that they are reaping the harvest.

The George C. Beckwith Co. is distributor of Mohawk products in Wisconsin, Minnesota, North and South Dakota. In addition to the general headquarters located in Minneapolis, a large branch office is maintained in Milwaukee to serve the Wisconsin territory.

France Mfg. Co. Markets a New "A" Eliminator

An "A" eliminator, employing a dry disc rectifier, has been announced to the trade by the France Mfg. Co., Cleveland, O., which has been licensed to use the electrolytic filter made under patents of the Andrews-Hammond Corp., this particular filter being the one most popularly used in such devices to-day. It is made in two models for replacing both four and six-volt batteries.

It is said this device, under normal line voltage, will satisfactorily operate a set of eight 201-A tubes or equivalent, but for all practical purposes is recommended for use in connection with the popular five and six-tube sets equipped with power tubes. It operates only while the radio receiving set is in use and consumes no more current than the average house lighting bulb.

Demand for the Edisonc Taxes Factory Facilities

New Jubilee Instrument With the Greatly Improved Edison Record Makes a Profound Impression Wherever Demonstrated

Arthur L. Walsh, vice-president and general manager of the phonograph division of Thos. A. Edison, Inc., reports that the demand for the New Edisonc is proving little short of tremendous with the result that factory facilities are already being taxed to take care of current demands despite the fact that actual shipments since September 1 have been far in excess of shipments of instruments made during the first nine months of the year.

Wherever the Edisonc has been demonstrated it has met with a flattering reception, as have the improved Edison records. Meanwhile, various new features are being developed in the laboratories and factories that when announced will serve to increase interest in the product without being so radical as to reflect seriously on Edison instruments already on the market.

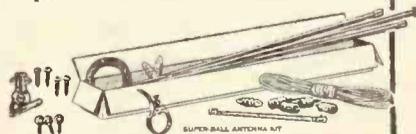
The Belgrade Music Shop, 3300 Roosevelt road, Chicago, Ill., has been incorporated with a capital stock of \$20,000 to deal in musical instruments.



Super-Ball Antenna Accommodation Kit

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

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



YAHRLANGE

MILWAUKEE INCORPORATED WISCONSIN

Super-Ball Antenna

◆◆◆
A Better Aerial — More Sales

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

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

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

Recording Artists in Concert Appearances Invite Record Tie-ups

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:

VICTOR ARTISTS

RICHARD CROOKS—November 15, Philadelphia, Pa.; November 16, Detroit, Mich.; November 20, New York, N. Y.; November 22, Akron, Ohio; December 3, Washington, D. C.; December 6, New Rochelle, N. Y.
FLONZALEY QUARTET—November 15, Oswego, N. Y.;

November 21, Ann Arbor, Mich.; November 27, Iowa City, Ia.; November 29, Cedar Rapids, Ia.

GALLI-CURCI—November 16, Lawrence, Kans.; November 20, Waterbury, Conn.; November 23, Roanoke, Va.; November 28, Cleveland, Ohio.

JASCHA HEIFETZ—November 19, Salt Lake City, Utah.

LOUISE HOMER—November 17, Chicago, Ill.; November 18, Madison, Wis.; November 22, Rockford, Ill.; November 27, Akron, Ohio; December 1, Winston-Salem, N. C.; December 8, Waterbury, Conn.

MARY LEWIS—November 16, Erie, Pa.; November 22, Trenton, N. J.; November 28, Indianapolis, Ind.; November 30, Allentown, Pa.; December 2, Norwich, Conn.; December 6, Orange, N. J.; December 7, Washington, D. C.; December 9, Washington, D. C.

JOHN MCCORMACK—November 16, Ames, Ia.; November 18, Cedar Falls, Ia.; November 21, Iowa City, Ia.; November 23, Davenport, Ia.; November 27, Chicago, Ill.; November 29, Canton, Ohio; December 1, Pittsburgh, Pa.

TITO SCHIPA—November 15, Chicago, Ill.; November 18, Memphis, Tenn.; November 21, New York, N. Y.; November 23, Parkersburg, W. Va.; November 25, Toledo, Ohio; November 27, Boston, Mass.; November 29, Oak Park, Ill.

MADAME SCHUMANN-HEINK—November 21, Detroit, Mich.; November 23, Lansing, Mich.; November 25, So. Bend, Ind.; November 28, Flint, Mich.; November 30, Columbus, Ohio; December 4, Boston, Mass.; December 6, Hanover, N. H.; December 10, New York, N. Y.; December 12, Poughkeepsie, N. Y.

MARION TALLEY—November 16—Springfield, Ohio; November 18, Omaha, Nebr.; November 21, El Dorado, Ark.; November 23, Oklahoma City, Okla.; November 25, Wichita Falls, Tex.; November 28, Dallas, Texas; November 30, Shreveport, La.; December 2, Montgomery, Ala.; December 5, Savannah, Ga.; December 7, Raleigh, N. C.; December 9, Washington, D. C.; December 11, Hartford, Conn.; December 13, New Haven, Conn.

LAWRENCE TIBBETT—November 15, Baltimore, Md.; November 17, Pittsburgh, Pa.; November 18, Washington, D. C.; November 21, Syracuse, N. Y.; November 24, Tulsa, Okla.; November 28, Oakland, Calif.; November 30, Berkeley, Calif.

UNITED STATES MARINE BAND—November 16, Harrisburg, Pa.; November 17, Lancaster, Pa.; November 18, Reading, Pa.; November 19, Norristown, Pa.

REINALD WERRENATH—November 16, Westerly, R. I.; December 7, Harrisburg, Pa.; December 9, Trenton, N. J.; December 10, New York, N. Y.

COLUMBIA ARTISTS

SOPHIE BRASLAW—November 17, Palo Alto, Cal.; November 21, Bakersfield, Cal.; November 22, Los Angeles, Cal.; November 24, Los Angeles, Cal.; November 25, Los Angeles, Cal.; December 3, Denver, Colorado; December 9, Philadelphia, Pa.; December 10, Philadelphia, Pa.; December 11, Philadelphia, Pa.; December 12, Philadelphia, Pa.; December 13, Washington, D. C.

IGNAZ FRIEDMAN—November 15, Eugene, Oregon; November 16, Tacoma, Wash.; November 18, Spokane, Wash.; November 19, Pullman, Wash.; November 21, Portland, Oregon; November 22, Vancouver, B. C.; November 25, Salt Lake, Utah; December 4, Chicago, Ill.; December 9, New York City, N. Y.; December 11, New York City, N. Y.

FRASER GANGE—November 18, Norfolk, Va.

JEANNE GORDON—December 14, Detroit, Mich.

LOUIS GRAVEURE—November 22, Sioux City, Iowa; November 25, Winfield, Kans.; December 3, Atlanta, Ga.; December 5, Lexington, Ky.; December 7, Appleton, Wis.; December 9, Duluth, Minn.; December 12, Winnipeg, Canada.

MARIA KURENKO—November 27, New York City, N. Y.; November 30, East Orange, N. J.

MUSICAL ART QUARTET—November 21, Buffalo, N. Y.; November 27, Philadelphia, Pa.; December 4, New York City, N. Y.

JOSEPH SZIGRTI—November 16, New York City, N. Y.; November 19, Detroit, Mich.; November 22, Kansas City, Mo.; November 28, Milwaukee, Wis.; December 5, Indiana, Pa.; December 6, Pittsburgh, Pa.; December 7, Chicago, Ill.; December 12, Reading, Pa.; December 13, Richmond, Va.; December 15, Lynchburg, Va.

Magnavox Speakers and Units Featured in Publicity

Series of Leaflets Issued by Magnavox Co. Illustrate Magnavox Line of Permanent Magnetic and Dynamic Speakers and Units

OAKLAND, CAL., November 4.—The Magnavox Co., manufacturer of Magnavox speakers and speaker units, recently distributed to the trade a series of interesting pamphlets dealing with its various types of products and giving full details as to the outstanding features of each, their capabilities and the method of installation to secure the best results.

In the leaflet devoted to Magnavox permanent magnet type cone speakers, some facts regarding "Low notes" and "high notes" are given with the information that this type Magnavox speaker will pass frequencies down to about 100 cycles and transmit frequencies up to 10,000 but they are purposely provided with a cut-off to filter out over 5,000 cycles. The Magnavox permanent magnetic speakers have four pole pieces all exerting equal force with a special arrangement permitting the space between them to be used for the coil winding, a small air gap giving sensitivity, a small total mass to move and a small paper cone only seven inches in dia-

meter and an extra large magnet. Both the Warwick and Hi-Seven model speakers use the same Magnavox permanent magnet. Both models present beautiful appearances, the Warwick with a front of Butt Burl Walnut and the Hi-Seven mounted on a mahogany easel type frame. Recommendations for the type of sets with which these speakers should be used are included in this leaflet. A special insert page describes the same type of cone speaker units which possess the same features. Full instructions for the installation of the unit are given.

Three models of Magnavox electro-dynamic power cone speakers are illustrated and described in the leaflet dealing with this type speaker. They are the Aristocrat, Beverly and Loboy models, the first and third of which are



Magnavox Aristocrat Model cabinet models. In a paragraph the dynamic speakers are described thusly: "Magnavox dynamic speakers differ from other speakers both in principle of operation and in design of construction. They are made under old and new exclusive Magnavox patents. They possess characteristics which only the dynamic speaker can possess. They also lack the inherent objectionable characteristics of all magnetic type speakers." Full descriptions of the principles of this speaker and instructions as to its use are contained in the leaflet. The Beverly and Aristocrat models are for use with receivers employing direct current, and are available for both the six-volt type and 110-volt type. The Beverly model is a table type mahogany cabinet and the Aristocrat has two tone mahogany legs and corners with Butt Burl Walnut panels. The Loboy power speaker is recommended where a 50 to 60 cycle alternating current is available. This model is a dynamic cone speaker, rectifier and power amplifier unit, combined in an unusually artistically designed mahogany cabinet.

Three types of Magnavox power cone radio speaker units are illustrated and described in a separate leaflet with full instructions for their uses and installation, with details of their features and capabilities.

A. H. Russell, formerly manager of a Wurlitzer branch, has opened a music store in Inglewood, Cal., featuring the Starr line.



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 Rocker, \$128
Left: Model 425 Reproducer, \$25 West of Rocker, \$28

Thos. A. Edison Featured in Radio Broadcast Program

Noted Inventor Answers Series of Questions as Part of Program to Celebrate 48th Anniversary of Invention of Incandescent Lamps

The outstanding feature of the radio program arranged by the General Electric Co. on October 21 through a hookup of forty-four stations to celebrate the 48th anniversary of the invention of the incandescent lamp by Thos. A. Edison was the appearance before the microphone of the inventor himself, it being the first time that he ever broadcast with the exception of the occasion of the golden jubilee celebration of the phonograph when he repeated into the microphone of one station his original phonographic test verse of "Mary Had a Little Lamb."

Mr. Edison's part in the program was in the nature of an interview in which the inventor answered a number of questions propounded to him in a voice of surprising strength and carrying power. Mr. Edison declared among other things that he was working as hard as ever, and considered the incandescent electric lamp one of his most important inventions. He declared most inventions were made by men in their younger years because at that time they possess greater energy and will for work, and in answer to a question "Do you think that the tendency in America will be toward bigger and better business?" he said: "Competent men are so scarce that there are not enough to go around. Hence large corporations have the advantage as they can afford high salaries and thus obtain better management."

Talks by officials of the General Electric Co. and a concert by the Goldman Band rounded out the program.

C. Bruno & Son, Inc., Forms Foreign Record Department

P. Silverman in Charge of New Department Recently Opened by Prominent New York Victor Wholesale Organization

C. Bruno & Son, Inc., Victor wholesaler, New York City, report exceptional record business. The month of October witnessed a remarkable volume of sales, surpassing the volume of business done during the same period in all other years.

For a long time C. Bruno & Son, Inc., have appreciated the opportunities afforded in the foreign record section of the Victor catalog. Its business in Victor foreign records has reached the point where a separate foreign record department has been organized to take care of this constantly growing end of the business. P. Silverman, who has been with the Bruno organization for some time, has been appointed in charge of the department.

Jerome Harris, secretary of the company, is tremendously enthusiastic over the merchandising possibilities of the Victor line of Orthophonic Victrolas, Electrolas and Radiola combinations. Considerable activity is manifested throughout the entire line, and Mr. Harris points out the particular opportunities afforded in the various Orthophonic or Electrola and Radiola combinations. These combination models are listed as low as \$275 and range upward in a wide variety of styles and prices. The majority of these models are AC tube operated.

Patent Claims Upheld

The validity of certain claims of the Lowenstein patent No. 1,231,764 of July 3, 1917, and of the Mathes patent No. 1,426,754 of August 22, 1922, was upheld by the United States District Court for the Southern district of New York, in an opinion by Judge Winslow dated November 2, 1927, according to an announcement issued by David Sarnoff, vice-president and general manager of the Radio Corp. of America. The decision held that certain radio receiving apparatus infringed those claims.

Mr. Sarnoff's statement explains that the Lowenstein patent is commonly known in the radio art as the "negative grid bias" or "C-battery" patent, and the invention is extensively used in radio apparatus to prevent distortion of speech and music and to reduce "B-battery" consumption. That feature of the Mathes patent which was before the court is in the nature of an improvement on the Lowenstein invention and comprises an arrangement utilizing the potential drop across a resistance for securing the desired grid bias.

The patents are owned by the American Tel. & Tel. Co., and the Radio Corp. of America as well as its licensees are licensed under both patents.

Weston Electric Shows Gains

The Weston Electric Instrument Co.'s report for the third quarter of 1927 shows a net income of \$109,884, after depreciation, estimated Federal taxes, and other charges, equal to 71 cents earned on 87,000 class A and to 46 cents earned on 150,000 common shares. This compares with \$92,768, or 55 cents and 30 cents respectively in the June quarter, and with \$132,299, or 68 cents on 100,000 class A and 43 cents on 150,000 common shares in the third quarter of 1926.

Diamond T in Trouble

SOUTH BEND, IND., November 7.—On application of the Nicholls Printing Co., Thad M. Talcott, Jr., has been appointed by the Superior Court as receiver for the Diamond T Radio Manufacturers, Inc. Assets are estimated at \$30,000, liabilities \$19,000.

Two New Peerless Portables Introduced to the Trade

Peerless Vanity and Peerless Vanity De Luxe Portable Phonographs Now Being Marketed by Prominent New York Manufacturer

The Peerless Vanity and the Peerless Vanity DeLuxe are two new portable phonographs which have just been placed on the market as additions to the line of portables now being



The Peerless Vanity

manufactured by the Peerless Album Co., New York. An outstanding feature of the Vanity is the fact that there is nothing to erect, adjust or dismantle, and it is always ready to play when opened. The placing of the record on the turntable and winding is all the attention the Vanity needs, according to Phil Ravis, president of the Peerless Album Co., who states that his organization has been working many months on these new models.

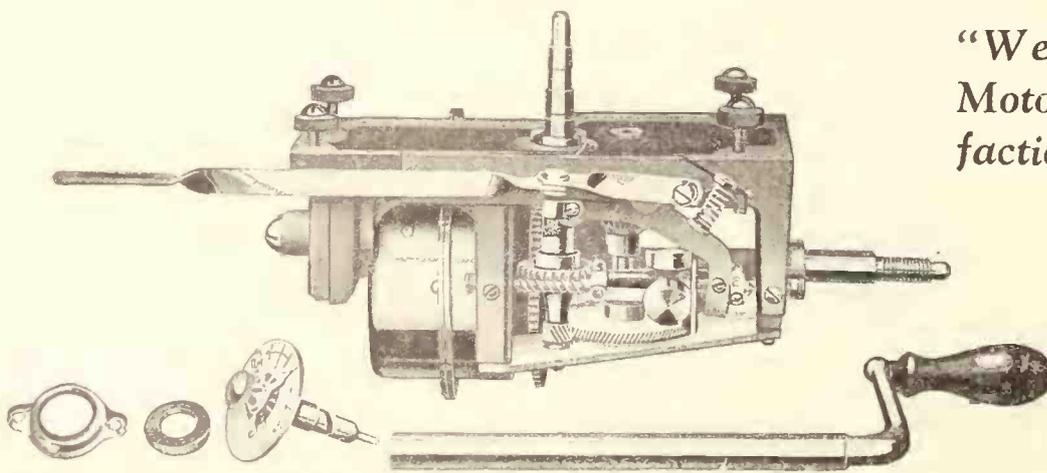
The Peerless Vanity is covered in attractive fabrics in two-tone effects, and weighs only 8 pounds. It has a carrying capacity of six records and plays two ten-inch records with one winding. The equipment includes a genuine Flyer motor, and tone arm with phonic-type reproducer giving the volume of larger phonographs, the manufacturer's announcement states.

The Vanity DeLuxe is covered in genuine leather, gold tooled, with padded top and attractive colorings, and Mr. Ravis says that the Peerless organization expects this model to be in great demand. The complete line of Peerless portables ranges in price from \$12 to \$30 list, covering a wide potential demand.

The Peerless Co. is also enjoying a splendid business on its well-known line of Artkraft and Loose Leaf albums, according to Mr. Ravis.

In New Home

The Phonograph Supply Co., Sioux City, Ia., has moved to new and larger quarters at 119 War Eagle Building, where additional facilities and new equipment will insure customers of improved service.



"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.

Amazing *New* A C radio tubes eliminate batteries by use of electric house current

NEW RADIO TUBES TO USE ORDINARY HOUSE CURRENT FOR POWER

NEW YORK, Jan. 3rd.—Much interest was aroused in radio circles today by the announcement that a radio tube had at last been perfected which used ordinary electric house current in the operation of its plate circuit.

ELECTRICAL WIZARD RUNS RADIO WITH ORDINARY HOUSE LIGHTING CURRENT

—A radio receiver—

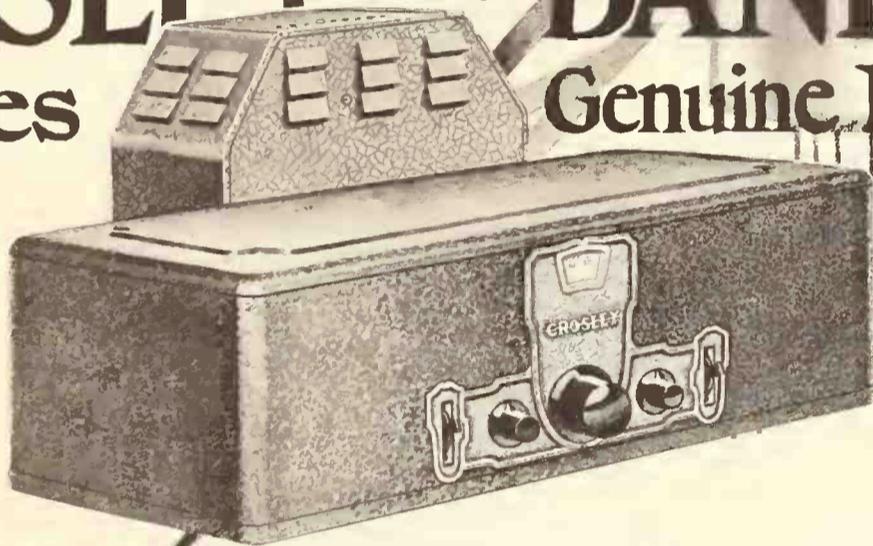
NEW RADIO TUBE WILL OBSOLETE BATTERY POWER

WASHINGTON, Mar. 15th.—Persons who from the earliest days of radio have waited for a work from which they now see a new era in radio.

in the CROSLLEY VAC BANDBOX

6 tubes

Genuine Neutrodyne



STORIES in regard to the coming of AC tubes which would operate from house lighting circuits appeared in various newspapers last spring, bringing to a climax great anticipation in the public mind.

With the acquisition of a license by the Crosley Radio Corporation under a large group of patents controlled by the Radio Corporation of America, American Telephone and Telegraph Company, General Electric Company, Westinghouse Electric and Manufacturing Company, etc., the Crosley AC Bandbox is possible through the use of the new R. C. A. alternating current tubes, UX226 and UY227. These tubes utilize for their filaments and heating regular alternating current from the house lighting circuit.

The current is stepped down by means of a transformer without need of rectifiers to supply the heat necessary for the functioning of the tubes. The converter box, which is included with the Crosley AC Bandbox, can be tucked away out of sight. It is connected to the Bandbox by a cable and also supplies the current for the plate voltages on the tubes, replacing B batteries.

Now \$110 without tubes

Thus the Crosley AC Bandbox functions entirely from the regular house lighting current without need of batteries, battery chargers, or any of the other usual paraphernalia which requires attention, care and early replacement.

The Crosley AC Bandbox, with the new alternating current tubes, is truly revolutionary, and brings to the radio user an entirely new conception of care-free radio entertainment of the highest standard of performance.

The Crosley BANDBOX is the country's most talked of radio! This popularity centers around two major factors:

1. The imposing array of patents under which it is built.—
2. The number and quality of the features Powel Crosley, Jr., has built in it for the price!

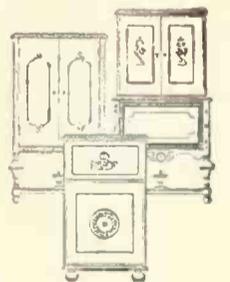
—And what value Crosley has added to the imposing engineering talent behind the BANDBOX!

1. Complete shielding of all elements.
2. Absolute balance (genuine Neutrodyne).
3. Volume control.
4. Acuminators for sharpest tuning.
5. Single cable connections.
6. Single station selector.
7. Illuminated dial.
8. Adaptability in ANY type installation.

Today's radio must be adaptable to the home. It must fit into all kinds of conditions. Perhaps you have a bookcase corner—a desk compartment—a chest—or even a bureau drawer where it could be tucked away. Maybe you want it to be part of the furnishings, as an impressive console or credenza cabinet. The Bandbox fits in everywhere.

The metal outside case is easily and quickly removed. The set is solidly mounted on a stout steel chassis. As all controls are assembled together in the front, cabinet panels are easily cut to allow their protrusion. The metal escutcheon is screwed on over the shafts and the installation has all the appearance of being built to order.

Two large furniture manufacturers have designed console cabinets in which the Bandbox can be superbly installed. (Shower Bros. Mfg. Co. of Bloomington, Ind., and the Wolf Mfg. Co. of Kokomo, Ind.) Powel Crosley, Jr., has approved them mechanically and acoustically and has seen to it that the famous Crosley Musicones are built in them, so that the best type of loud speaker reproduction may be insured.



This is the kind of a radio you have been waiting for—the real direct electric set that requires absolutely no attention. Let it run all night! Who cares? No run-down batteries greet you in the morning.

You owe it to yourself to see the Bandbox and listen to its remarkable performance. If you cannot easily locate the nearest Crosley dealer, his name and address will be supplied on request. Write Dept. 26.

Montana, Wyoming, Colorado, New Mexico and West, prices slightly higher

CROSLLEY RADIO

THE CROSLLEY RADIO CORP.
Powel Crosley, Jr., Pres.,
Cincinnati, Ohio

"You're there with a Crosley"

Crosley is licensed only for
Radio Amateur, Experimental and
Broadcast Reception

Okeh
ELECTRIC
RECORDS



dance
music
refreshed
with
beguiling
syncopation

"RAIN"

40896 { RAIN, Fox Trot Vocal Chorus
10 in. 75c { BLACK MARIA, Fox Trot
Played by Arnold Frank and His Roger's Cafe Orchestra

Okeh
race
records
of a
dusky
blues
radiance

Lonesome Ghost Blues

8505 { LONESOME GHOST BLUES—Guitar and Singing
10-in. { FICKLE MAMMA BLUES—Guitar and Singing
75c { —Both sung and played by Lonnie Johnson

Stinging Bee Blues



8506 { STINGING BEE BLUES—Vocal, with Piano and Clarinet
10-in. { BEST FRIEND BLUES—Vocal, with Piano and Clarinet
75c { —Both sung by Margaret Johnson

Fourteen Steps to Hell



8507 { FOURTEEN STEPS TO HELL—Sermon, with Singing
10-in. { LOOSE HIM AND LET HIM GO—Sermon, with Singing
75c { Both preached and sung by Rev. Johnnie Blakey,
("The Boy Preacher"), and Congregation

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

Entire Trade in Middle West Territory Anticipates Favorable Holiday Sales

Warm Weather Prevalent in the Middle West During October Responsible for Slight Slump in Sales—Talking Machine Record Sales Continue to Prove Most Satisfactory

CHICAGO, ILL., November 10.—Phonograph and radio sales in the Middle West territory suffered a slight slump for a period of about two weeks during October. It is interesting to note that at exactly the same time in 1926 there was a dull period which lasted for about the same length of time, but which was abruptly ended with the advent of colder weather and the opening of the Christmas holiday buying season. In many divisions of business, and in many commodity lines, such as coal and clothing, a serious slump has been experienced and the only reason to which it can be assigned is the warm weather which was prevalent in the Middle West throughout October.

The lull is not regarded as a catastrophe, however, for sales for 1927 are far ahead of those for the first ten months of last year. The radio selling season was also pushed farther ahead this year, heavy sales starting fully thirty days earlier. It is expected that the holiday buying season will more than overbalance the two or three lean weeks encountered in mid-Autumn and will bring sales totals to a higher peak than in 1926.

The demand for talking machine records continues unabated, although the average increase for the month of October was smaller in proportion than that of September. This reveals an encouraging fact, namely, a lively interest in recorded music and the only machine which can reproduce such music,—the phonograph. Many manufacturers have in readiness new electrical reproducing instruments which will be placed on the market shortly, and the makers of electrical pick-ups and amplifier units report a tremendous amount of interest, backed by orders, from the trade.

Interest in New Columbia-Kolster

A sample of the new Columbia-Kolster electric reproducing phonograph is now on display at the Chicago Columbia offices and the room in which the instrument is displayed is occupied almost constantly by dealers listening to demonstrations. It is expected that a stock of the new instruments will be received at the Chicago Columbia office by the middle of November.

George A. Michel a Visitor

George A. Michel, president of the Belmont Corp., Minneapolis, Minn., recently appointed Sonora distributor, spent several days in Chicago late in October visiting the Tay Sales Co., local Sonora distributor, and Ray Rielly, district manager of the Sonora organization. Mr. Michel accompanied Mr. Rielly to Saginaw, Mich., where they inspected the Sonora plant.

Paul Ash Honored

Paul Ash, popular Columbia recording artist, was a guest of honor at a farewell party staged at the Sherman Hotel on November 4, by the Chicago Comedy Club, of which Milton Weil, music publisher, is president. Mr. Ash sailed for Europe a few days ago and plans to remain on the Continent for about a month. Upon his return his orchestra will make several new records in the Columbia laboratories in New York City.

New Home of U. S. Electric Corp.

The headquarters of the United States Electric Corp. have been established in Room 1910, Bell Building, 307 North Michigan avenue,

Chicago. Here Carl D. Boyd, first vice-president and general sales manager of the corporation, makes his headquarters, and a display of all products made by the various divisions of the corporation is maintained, including Apex, Case, Slagle and Workrite receivers and Sentinel power units. The office also is used

by executives of the various divisions of United States Electric Corp. as their headquarters whenever they visit Chicago. Mr. Boyd started on an extensive trade tour of the country a few days after the close of the Chicago Radio Show, returning to his desk early in November.

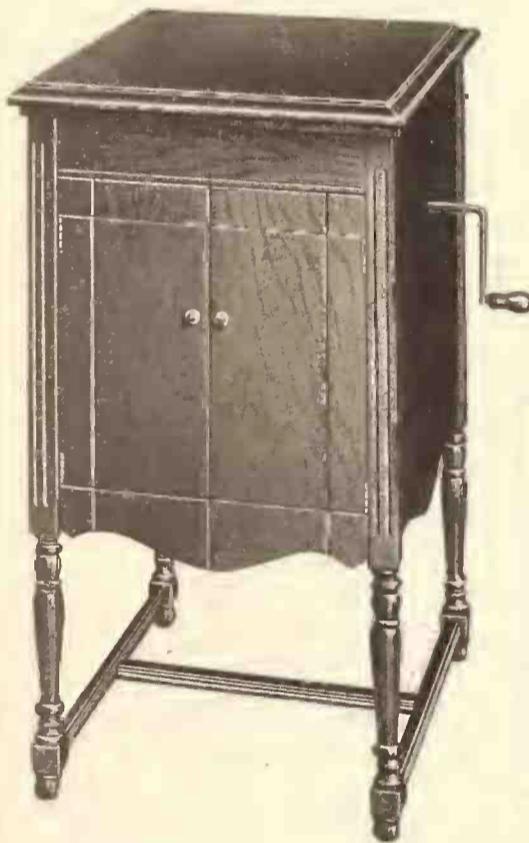
Bush & Lane Launches Campaign

The Bush & Lane Piano Co., Holland, Mich., one of the oldest and most prominent firms in the piano and phonograph industries, recently embarked upon an extensive sales and advertising campaign to bring its new line of radio receivers to the attention of the trade.

(Continued on page 112)

New KIMBALL PHONOGRAPHS

Two Outstanding Values



New Style 110—Consollette (closed)

Latest Construction
 Reliability of Manufacture
 Superiority in Tone
 Reproduction
 Practical Price



New style 150 (closed)

You are missing
 Profits
 When you fail to
 realize these values
 They sell quickly

Write or wire at once about complete line

W. W. KIMBALL CO.

Established 1857

306 S. Wabash Ave.

Kimball Bldg., Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 111)

The line of radio receivers consists of both battery and electrically operated sets, ranging in price from \$80 to \$325, including table models, consoles, deluxe consoles with two speakers, a consolette with battery compart-



Bush & Lane Model Six "C"

ment without a speaker, and a featured model, the all-electric Console Grand, shown herewith. This receiver is known as model Six "C," a six-tube set, with one-dial control, which may be operated on a loop, inside or outside antenna. Model Six "C" is equipped with an eight-foot air column horn and is an A. C. 110-120-volt 60-cycle receiver. Model Four "C," retailing for \$195, another Bush & Lane receiver, which it is expected will meet with a ready demand, is a single-dial completely shielded seven-tube receiver, containing an in-built Magnavox cone receiver.

In addition to Bush & Lane radio receivers, the firm is also introducing a new electrically operated phonograph, known as the Kaleidophone, which contains a molded wood horn eight feet in length, connected with a plug so that the horn may also be used as a radio loud speaker. The Kaleidophone, which is finished in either walnut or mahogany, is equipped with a four-tube amplifier, allowing any degree of volume desired, and an induction motor, which is said to be smooth and noiseless in operation. The Kaleidophone retails for \$350, less tubes.

The Bush & Lane organization has prepared many advertising and sales helps for the dealers who handle its radio and phonograph products and the line will be backed by an intensive advertising campaign. Leslie King, general sales manager, and W. Winstrom, manager of the radio division, both men of long experience in the music and radio industries, are in charge of the firm's sales activities. The Bush & Lane Piano Co. has specialized in the building of fine cabinets for many years and its products, which have enjoyed wide distribution, need no introduction to the trade.

Steinite Distributors Appointed

Steinite Laboratories, Chicago, recently announced the appointment of the Great Northern Electric Appliance Co. as distributor of Steinite radio receivers. The Great Northern Electric Appliance Co. maintains offices in St. Paul, Minneapolis and Duluth, as well as at Fargo, N. D., situated so that the territory may be covered to advantage. The American Auto Supply Co., Scranton, Pa.; the Larson Hardware Co., Sioux Falls, S. D., and the Nevada Auto Supply Co., Reno, Nev., have also been added to the list of Steinite distributors.

Visitors to Columbia Headquarters

Many visitors were received at the Columbia Chicago offices during the month, including W. C. Fuhri, vice-president and general sales manager, Columbia Phonograph Co.; J. C. Hodge, field supervisor, Columbia Musical Masterworks department, New York; Eli Oberstein, Columbia executive office, New York; Norman B. Smith, manager St. Louis Columbia branch, accompanied by C. R. Salmon, St. Louis sales representative for Columbia; Arthur Bergh, of the Columbia recording studios, New York, and his associates en route from California to New York. The local Columbia offices were also favored with visits from Columbia distributors located in Lincoln, Neb.; Oklahoma City, Okla., and Kansas City, Mo.

Majestic "A" Current Supply on Market

After more than a year of experimental work during which exacting tests were conducted with all types of radio receivers, the Majestic "A" current supply has been placed on the market by the Grigsby-Grunow-Hinds Co., Chicago. According to the executives of the firm, production of the "A" unit was purposely withheld until there was every possible assurance that the Majestic "A" would perform satisfac-

torily under every normal condition imposed upon it.

The new product furnishes full strength and permanent "A" power from the light socket for radio sets of from five to eight tubes, including power tubes, is absolutely dry in construction, using no acids or liquids. The maximum output of the Majestic "A" is 2½ amperes at six volts. For best results a Jewell 589 di-



Majestic "A" Current

rect current voltmeter is recommended for determining the proper setting of the voltage regulator. A receptacle is provided on the front panel of the "A" unit for plugging in the "B" supply, so that both "A" and "B" units are operated with one light socket connection. There is a convenient switch on the cord of the "A" unit which controls both sources of power supply, this switch acting also as a control for the set.

In general construction the Majestic "A" is similar to the Majestic "B." The rectifier used is of the dry-plate type which has been in use for several years in battery charging devices. The Majestic "A" retails at \$39.50.

Association Opens Permanent Headquarters

The Federated Radio Trades Association announced the opening of permanent headquarters in the Masonic Temple Building, 32 West Randolph street, Chicago, early in November. H. G. Erstrom, executive secretary of the Association, is in charge of the office, which will be, in a sense, a clearing house of information and ideas for all Association members. The Federated Radio Trades Association membership now consists of twelve different radio trade groups and many more have signified their intention to join the organization.

Radio Representatives' Association Meets

The monthly meeting of the Chicago Radio Representatives' Association was held at the Electric Club on October 25. After the luncheon the meeting was called to order by Royal A. Stemm, president, and final plans were discussed for the annual distributors' dinner and entertainment, which will be held on Tuesday, November 29. Last Fall the dinner was considered a very successful affair, and this year the Association plans to entertain the distributor guests on even a larger scale, with boxing matches and entertainment by radio broadcasting artists.

The Chicago Radio Representatives' Association is composed of persons, firms or corporations which act as direct factory sales representatives for a manufacturer of radio parts, accessories or receivers. Twice a year the Association publishes a directory, which is available to manufacturers, dealers and jobbers, containing a full list of Association members and the various companies which they represent. This trade directory may be secured from the office of E. E. Mills, secretary of the organization, First National Bank Building, Chicago.

Reports New Columbia Dealers

R. H. Myers, sales manager of the phonograph division of the Lincoln Fixture & Supply Co., Columbia distributor at Lincoln, Neb., reported to the Chicago Columbia headquarters that his firm had placed the Columbia line with several prominent retail concerns in Omaha and Lincoln since the firm became Columbia distributor a short time ago. Mr. Myers, who has had extensive experience in the phonograph industry, spent considerable time with A. J. Heath, Columbia district manager, before taking up his work in Lincoln, familiarizing him-

(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, micras, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

Consolidated Talking Machine Co.

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Hermans Talking Machine Co.
O'Neill-James Co.
Aretino Co.

High Grade Talking Machines, Disc Records,
Talking Machine Supplies, Etc

TRADE MARK
"CONSOLA"
CABLE ADDRESS
"CONSOLA"

227-229 W. WASHINGTON ST. CHICAGO ILL.

Branches: 2957 Gratiot Ave., Detroit, Mich. 1424 Washington Ave., South, Minneapolis, Minn.



ENGLISH DE LUXE
ALL ELECTRIC
MODEL
TEN TUBES

SCIENTIFIC thoroughness is the keynote of Zenith manufacture — thoroughness in design, in construction, in workmanship, in inspection and in shipment. So far as is humanly possible, mediocrity, carelessness, and faulty manufacture have been eliminated from Zenith Radio. So—Zenith is today the world's largest manufacturer of high grade radio.

Three 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.

ZENITH
TRADE MARK REG.
→ **LONG DISTANCE** ← **RADIO**
TRADE MARK REG.

Licensed only for Radio amateur, experimental and broadcast reception.
Western United States prices slightly higher.

3620 IRON STREET - CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 112)

self with every detail of the Columbia policy and merchandise.

Qualitone Antennae in Demand

The Duro Metal Products Co., Chicago, manufacturer of phonograph tone arms and reproducers, is also well known in the radio field through its product, the Qualitone loop antennae. The Deluxe model, which is illustrated herewith and which retails for \$12.50, is



made of selected solid walnut hand-rubbed in a natural finish. The wire spacers are of high-grade insulating material, which reduces losses to a minimum. Insulated flexible stranded wire, covered with brown silk braiding, is used on the antennae and three long leads are furnished for connecting the loop to the receiver. The Qualitone antennae is equipped with a removable center tap and either two or three leads

Qualitone Antennae may be used as desired. The loops are designed with an adjustment feature which insures tight wires at all times. The Deluxe model turns within a radius of five and one-half inches and is designed for use with .0005 condensers.

Interesting Talks at R. M. A. Meeting

Sixty members of the Western division of the Radio Manufacturers Association attended the luncheon of that organization at the Bismarck Hotel, Chicago, on October 27. E. N. Rauland, presiding at the meeting, introduced Lloyd Maxwell, president of Williams & Cunnyngham, Chicago advertising agency, who addressed the members on the important role which advertising has played in the spectacular growth of the radio industry. He made some illuminating comparisons between the radio and automobile industries, showing that radio, during a shorter period of time, had completely outstripped the automotive industry in growth of sales volume. Mr. Maxwell stated that radio sales had increased from sixty million dollars in 1922 to more than a half-billion dollars in 1926, and approximately 9 per cent of sales, at retail prices, had been spent in radio advertising.

A. J. Carter, chairman of the R. M. A. patent committee, gave a short review of the manner

in which conflicting patents were settled in the automotive industry and stated that as a result of a survey made by the committee fifty-three radio manufacturers out of three hundred who were questioned had spent \$661,875 in patent investigation, protection and defense. Mr. Carter further advised the members that the patent committee had mailed a questionnaire to each R. M. A. member firm, requesting confidential information as to the number of patents owned by each company.

C. C. Hanch, who spoke to the R. M. A. members during the Chicago Radio Show, has been retained in an advisory capacity to advise the committee on various patent problems and it is also the intention of the committee to engage other advisory and legal talent to aid them in their work.

Appointed to Important Mohawk Post

According to a recent announcement from the general office of the Mohawk Corp. of Illinois, Chicago, Walter O'Halloran has been appointed Middle West representative, making his headquarters at the Mohawk office. "Irish," as he is familiarly known to the Middle West trade, is one of the veterans in radio sales work, and he was formerly associated with the Harry Alter Co., local Mohawk distributor.

J. C. Hodge Co-operating With Dealers

J. C. Hodge, special representative of the Musical Masterworks sales promotion department of the Columbia Phonograph Co., New York, spent several days during October in Chicago and Minneapolis working with Columbia salesmen and dealers in the interest of developing Columbia Musical Masterworks records. Mr. Hodge also gave complete details to all dealers regarding the Schubert Centennial to be held in November, 1928.

New Stewart-Warner Distributor

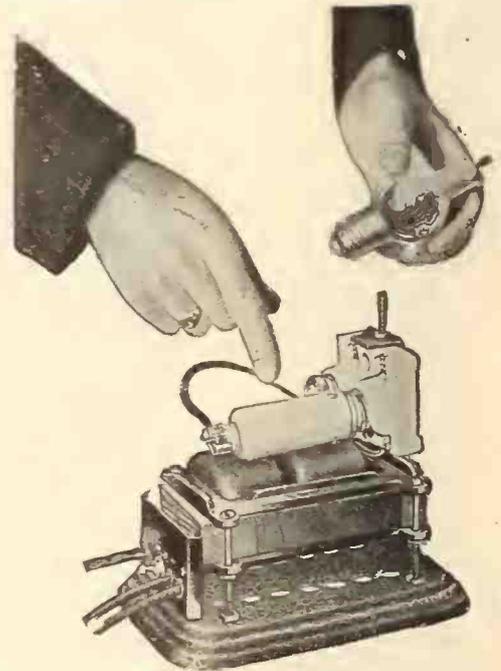
The Stewart-Warner Speedometer Corp., Chicago, recently announced the appointment of Hudson Ross, Inc., Chicago, as official distributor in the Chicago territory for Stewart-Warner radio products. The territory served by the new distributor consists of the city of Chicago and surrounding counties in Illinois and Indiana.

Robert Himmel, president of Hudson Ross, Inc., is a well-known figure, both in the national and local radio trade. The Hudson Ross organization is one of the most prominent distributing firms in the country, and since it was founded, five years ago, Mr. Himmel and

his associates have shown rapid progress and steady expansion. The firm now travels fourteen men in covering its territory and maintains a large establishment, which comprises the general offices, display floor and warehouse, at 116 South Wells street. Mr. Himmel, in commenting upon the appointment of his firm as Stewart-Warner distributor, stated that it was indicative of the Stewart-Warner policy of rendering fast and efficient service to its dealer outlets. "In size and importance," continued Mr. Himmel, "I consider the Stewart-Warner Corp. to be one of the five leading radio manufacturing organizations in the United States."

Announces New Metal Rectifier

A new metal rectifier, which is said to be indestructible, has been perfected by the en-



Interstate Metal Rectifier

gineers of the Interstate Electric Co., St. Louis, makers of Handy power units and chargers. The manufacturer states that the rectifier is dry and made of solids containing no glass, gas or liquids. It is contained in a heavy nicked tube with a standard Edison base to fit any bulb type rectifier employing a glass bulb.

It delivers a rectified steady current of two amperes in a charger built to charge a six-volt battery. It is claimed that the rectifier will operate satisfactorily in any of the bulb type trickle chargers now on the market, and the watt consumption of a charger equipped with the Handy Metallic Tube, as the product is known, is said to be very low. E. Ballman and A. R. Zahorsky, who have been active in the rectifier field since 1910, designed the new rectifier tube.

Vemarc Power Speaker Introduced

The Associated Radio Corp., Ann Arbor, Mich., recently introduced to the trade its product, the Vemarc power speaker, adaptable for use with all tubes, including the 112 or 171 power tubes, without the use of a coupling device. An impedance switch, permitting the matching of the speaker to the individual set, and the variable pitch feature, which permits the emphasizing of either the high or the low notes, are two of the most important features of the new product. Mellowness of tone is made possible by the use of a "Masonite" backboard, which also adds ruggedness and protects the free edge of the cone from damage. The Vemarc speaker, which stands twenty inches high, retails at \$10.

M. J. Elgutter Visitor to Mohawk Corp.

Morris J. Elgutter, president and general manager of Rex Electric, Inc., New Orleans, La., whose firm distributes Mohawk radio receivers, was a visitor to the Mohawk Corp. of Illinois factory and general offices in Chicago the first week in November. In company with Arthur Alter, treasurer of the Harry Alter Co., local Mohawk distributor, Mr. Elgutter made a trip through the Mohawk factory and spent some time conferring with the Mohawk execu-

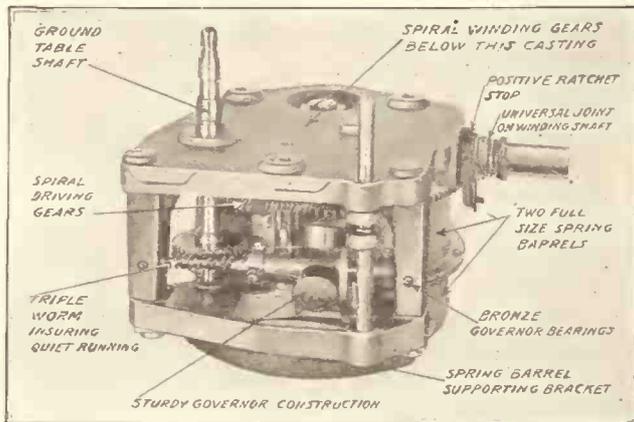
(Continued on page 115)

UNITED MOTOR No. 5

**Improved
"6-Record"
Motor**

at a

LOWER PRICE



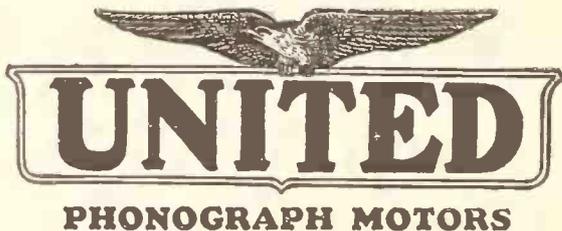
- Perfected and proven by more than 2 years' successful operation
- Plays 6 records with one winding
- Very quiet and easy winding
- Runs evenly and noiselessly
- Very rugged in construction

- 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



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 114)

tives. Another recent visitor to the Mohawk headquarters was Robert C. Colman, manager of the radio division of the George C. Beckwith Co., Minneapolis Mohawk distributor.

Kellogg Dealers at Dinner Meeting

One hundred dealers from St. Louis, Eastern Missouri and Southern Illinois, were present at a dinner and meeting held at the Coronado Hotel, St. Louis, on the evening of November 9. The event was staged jointly by Kellogg Switchboard & Supply Co., Chicago, and the Globe Electric Co., distributor of Kellogg radio products in the St. Louis territory. H. C. Ab-

bott, director of sales promotion; Mac Harlan, advertising manager of the Kellogg organization, and J. R. Carter, president of the Globe Electric Co., addressed the dealers, outlining the merchandising and advertising program which is placed behind the Kellogg products.

New Valley "A" Battery Charger

A new automatic "A" battery charger is the latest product to be introduced by the Valley Electric Co., St. Louis. With this charger both "A" and "B" current supplies are controlled automatically from the switch on the radio receiver, there being an automatic relay

switch constructed within the charger case.

The "B" power unit is attached to the charger through a "B" power supply receptacle mounted on the back of the case. By use of the relay the charger is disconnected and the "B" power is connected to the set. When the switch on the receiver is turned off the reverse operation takes place. If "B" batteries are used instead of a "B" power unit, the charger may also be controlled from the radio set switch.

The Valley automatic charger delivers either 1½ or 2½ amperes, being regulated through a

(Continued on page 116)

Unfailing Power

PLUS Outstanding Value

for TOMORROW'S "all-electric" RADIO



The New Complete GREENE "B" 5-6-7

\$2750

(East of Rockies)

NOW LEADS THE INDUSTRY IN DESIGN

RESULTS AND VALUE
A 60-cycle AC Unit. For smallest sets, or those with 7-tubes. 35 Milliamperes, 135-volts. Performance incomparable. Single line-voltage control, originated by GREENE engineers. Any child or novice can understand it. Needs no expert skill. Now regarded as distinct forward step, making obsolete all old-style devices requiring variable adjustments. Small, compact, takes less room than batteries. Never wears out. No HUM. Tube included—**NOTHING ELSE TO BUY.**



For all Sets up to 12 Tubes The BROWN "B" Super-Power. Still a favorite of engineers. Thousands in use. For extra sensitive sets. Has variable controls. List, complete, East of Rockies, \$33.50.



Another Sales Leader for 25-40 Cycle Alternating Current

The New GREENE "B" Royal—35 Milliamperes, 180-volts. Complete with Tube. No Extras. List, East of Rockies.....\$40.

THE clamorous nation-wide demand of set-owners, dealers and leading builders of "all-electric" receiving sets for the super-performing light-socket devices for batteryless Radio, has established this new GREENE-BROWN line as an outstanding engineering achievement and merchandising success.

Engineers, producers and buyers of radio receivers, now recognize GREENE-BROWN current conversion principles as primary factors in improving radio reception. Even the most elaborate receiver or reproducing mechanism fails to constantly provide the utmost degree of clarity, smooth, undistorted volume, and sweet full-tone qualities demanded by set-buyers of today, where the power-supply depends on batteries which lose strength from each hour of service.

Lasting radio popularity and buyer satisfaction depend chiefly on full-powered reception of finest quality. GREENE-BROWN engineering, large-scale production and low prices enable dealers and set-manufacturers to meet all competition. Insures improved performance and salability for receiving sets of any size.

Radio-sets powered the GREENE-BROWN way stay sold! No servicing hazard. The sale completes the deal. FOOLPROOF construction. Simplified installation. Operation—entirely Automatic! Nothing to break down, weaken or wear out. Fixed output voltages, plainly marked, and elimination of variable adjustments (exclusive in all GREENE models) insures constant controlled reception, at any distance. For Selectivity, Volume, Tone and Clarity utterly beyond belief—until your own ears prove it—subject a GREENE-BROWN Unit to any test. Then, if it doesn't sell itself to you—DON'T KEEP IT!

SET MANUFACTURERS: There is a GREENE Power Unit to fit every set, or our engineers will design one for you. Simply acquaint us with your needs. Write or WIRE.

SOLD WITH AN ABSOLUTE GUARANTEE

GREENE

POWER AB UNITS

Better than Batteries

GREENE Leadership in advanced Design insured GREENE Leadership in SALES

PLEASE USE THIS COUPON

GREENE-BROWN MFG. CO.,
(Dept. T.M.W. 5)
5100 Ravenswood Ave., Chicago, U.S.A.

Please send your Dealer Proposition.

Name

Address

PIN COUPON TO YOUR LETTERHEAD.

TOMORROW'S RADIO POWER FOR TODAY'S ENJOYMENT

Fibre needles, to deliver soft and mel-low tones, should be repointed with the ALTO Fibre Needle Cutter.



LIST PRICE \$1.00

ALTO MFG. CO.
1647 Wolfram St., Chicago, Ill.
Ten Years of Service in the Industry

Activities of the Trade in Chicago Territory

(Continued from page 115)

high and low plug installed under the lid. A strong metallic element, said to be a new type of rectifier in appearance and performance, is employed in the Valley charger. The charger



Valley Automatic "A" Charger

has been designed to fit all console set compartments, is finished in a black enameled case and is equipped with cord, plug, leads and clips.

Vesta "B" Power Unit Popular

Included in the line of radio power units made by the Vesta Battery Corp., Chicago, is a "B" power unit which has met with unusual acceptance at the hands of both the trade and the public, according to the officials of the company. Housed in a compact cabinet of rich crystal enamel with a Bakelite panel, it presents not only an attractive unit, but one with a complete range of voltage from 22½ to 180 volts, sufficient to take care of all size receivers. This "B" unit also has a relay

switch, which automatically disconnects the "B" unit when the receiving set is turned off and likewise automatically connects the "A" unit or trickle charger so that the set user may merely turn the set switch on and off. The Vesta "B" power unit is supplied in two ca-



"Vesta B" Power Unit

capacities, 40 milliamperes at 180 volts and 60 milliamperes at 180 volts.

Brunswick Dividend Declared

The directors of the Brunswick-Balke-Coller Co., Chicago, authorized a dividend of 75 cents per share on the outstanding common stock of the company to stockholders of record at the close of business on November 5 and payable November 15, 1927.

General Offices of Sonora Co. to Be in Chicago

A. J. Kendrick, Vice-President and Sales Manager of Company, to Make Headquarters in New Offices to Be Opened December 1

The general offices of the Sonora Phonograph Co., Inc., recently purchased by P. L. Deutsch and associates, will be opened in Chicago on December 1 at 64 East Jackson boulevard. Housing the executive offices, advertising and sales departments, display and demonstration rooms, the Sonora headquarters will be in the center of Chicago's music trade row at the corner of Wabash avenue and Jackson boulevard. The executive offices will face on Wabash avenue and the company will utilize practically the entire seventh floor.

A. J. Kendrick, vice-president and sales manager of the company, will make his headquarters in Chicago, while Mr. Deutsch will divide his time between this city and New York. Frank V. Goodman, vice-president and Eastern sales manager, will make his headquarters in New York City.



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

Sparks-Withington Co.'s Seventh Annual Party

Three Hundred Distributors, Wives and Trade Friends Entertained at Affair in Jackson, Mich.—Interesting Talks a Feature of Party

Three hundred Sparton radio and horn distributors, their wives and trade friends, were entertained at the seventh annual Sparton party held by the Sparks-Withington Co., Jackson, Mich., on November 3, 4 and 5. The festivities for the first two days of the party were centered in Jackson and Saturday was spent in Chicago with the Chicago-Michigan football game as the finale.

The first day of the party was devoted entirely to the entertainment of Sparton "Go-Getters", a name applied to distributors' salesmen who have sold the greatest number of Sparton automobile horns in their respective territories. On Friday the distributors arrived and were entertained at a luncheon in the Sparton factory dining room, after which they were conducted through the Sparton horn and radio plants. The main event of the day was the banquet at the Hayes Hotel at which Harry Sparks, sales manager of the company, acted as toastmaster. Addresses were delivered by Major Philip Withington, chairman of the board of directors; Winthrop Withington, vice-president; Clifford Sparks, production manager; Leslie Wiswell, Chicago distributor, and several others. Entertainment during the dinner was furnished by the Capitol Orchestra, the Wolverine Quartet, Frank Papilo, Betty Hall and Francis Cook, of Boston, an impersonator who is an annual feature at the Sparks-Withington Co.'s parties.

The special train bearing the Sparton party left Jackson at midnight, arriving in Chicago on Saturday morning, where a breakfast was served at the Stevens Hotel, after which the guests were conducted on a sight-seeing tour which ended at Stagg Field where the guests cheered Michigan on to a 14 to 0 victory over the Chicago Maroons.

In Charge of Borkman Radio Sales Activities

CHICAGO, ILL., November 8.—F. G. Borkman, vice-president of the Borkman Radio Corp., who has heretofore made his headquarters at the company's factory in Salt Lake City, Utah, has been placed in charge of Borkman sales activities and is now located at the general sales office of the company, 230 East Ohio street, in this city. Mr. Borkman has been identified with the organization since its formation two and a half years ago and was formerly production manager. He is now making plans for an aggressive sales campaign in behalf of Borkman loud speaker products and anticipates an increasing demand.

Price Reduction on the Crosley AC Bandbox

The price of the No. 602 AC operated Crosley Bandbox with power unit is now \$110, instead of \$125 as formerly. This reduction has been announced by Powel Crosley, Jr., president of the Crosley Radio Corp., and became effective November 1. No change in the price of the No. 601 battery operated Bandbox is contemplated, it is said. Prices of Crosley sets are slightly higher in Montana, Wyoming, Colorado, New Mexico and west.

Radiola Dealers and Distributors!



Write today for special radio cabinet catalog for RADIOLA 16 and 17 NOW READY.

Dealers handling these Pierson cabinets are reporting wonderful success.

Ask about MINUETTE
at \$35 List

THE
PIERSON COMPANY
Rockford, Ill.



Joseph Wolff and Henry Gerard Form Company

Joseph Wolff, for the past eighteen years associated with the Sonora Phonograph Co., Inc., and for a number of years first vice-president in charge of production, resigned from the Sonora organization a few weeks ago to form the Quality Factories, Inc. Associated with Mr. Wolff in this new company is Henry Gerard, for ten years identified with the Sonora organization and for a number of years purchasing agent of the company. Mr. Wolff is president and secretary of the new company and Mr. Gerard is vice-president and treasurer.

Quality Factories, Inc., have opened offices at 11 West Forty-second street, New York, and the company has already made arrangements with several prominent factories in the radio and phonograph industries for exclusive sales representation in the Eastern territory and in some instances for the entire United States. The company's plans in detail together with the lines which it will represent will be announced within the course of the next few weeks.

Both Mr. Wolff and Mr. Gerard are well-known throughout the phonograph and radio industries and have an extensive acquaintance and friendship with manufacturers, jobbers and dealers. Mr. Wolff is recognized generally as one of the leading authorities on cabinet design and construction and Mr. Gerard is thoroughly familiar with every phase of the two industries through his activities as Sonora purchasing agent.

"Kellogg Sales Helps"— A Bulletin for Dealers

A bulletin captioned "Kellogg Sales Helps" was recently issued to Kellogg dealers in order to transmit to the trade some new thoughts on the advertising and merchandising of radio products. The bulletin has been received so enthusiastically by the dealers and the reaction to the first issue published in October was so gratifying to the Kellogg Switchboard & Supply Co. officials that it is planned to publish the bulletin at regular intervals. The Kellogg advertising plan, providing co-operation for the dealer, suggestions on how to cash in on Kellogg national advertising, and the advertising material which is furnished free to Kellogg dealers are all illustrated and described in the booklet. The advertising materials mentioned include display cards, posters, complete window display stands, streamers, tube displays, folders and pamphlets. Talking points which the dealers may stress in selling each of the Kellogg models are also listed. For the convenience of dealers, the names of the Kellogg distributors are listed in the bulletin together with the territory which each distributor serves.

According to advices received from the Kellogg headquarters in Chicago, the Adams street plant is working day and night in order to keep pace with the demand created through advertising and publicity for Kellogg A. C. radio receivers.

Grigsby-Grunow-Hinds Co. Plans Addition to Plant

CHICAGO, ILL., November 5.—The Grigsby-Grunow-Hinds Co., of this city, manufacturer of the popular Majestic "A" and "B" power units, announced this week that it will erect a large addition to its present plant at 4540 Armitage avenue. This addition will more than double the company's present floor space and it will be in operation by next Summer at the latest. In its present plant the Grigsby-Grunow-Hinds Co. is producing over 3,000 power units per day and this production has been maintained steadily since last June. The present Majestic plant is therefore by no means a small one, but

with the new addition now under construction the company will be in a position to greatly enlarge its activities in every respect.

Columbia European Sales Manager Visits Gotham

John Sabine, general European sales manager of the Columbia Graphophone Co., Ltd., and internationally prominent in the phonograph industry, was a recent visitor to this country, making his headquarters at the executive offices of the Columbia Phonograph Co., Inc., New York City. Accompanied by H. C. Cox, president of the Columbia Co., Mr. Sabine visited the Columbia factories at Bridgeport, Conn., and then left for San Francisco, where he will meet Louis S. Sterling, managing director of Columbia activities, upon the latter's return from Japan. Mr. Sabine will then sail for Australia, making a general tour among Columbia factories and offices before returning to England.

Attractive Hanger Issued Featuring Victor Albums

The advertising department of the Victor Talking Machine Co. has just issued a very attractive hanger featuring the Victor albums of Musical Masterpieces recently announced by the company. This hanger is so arranged that the contents of the new albums may be added to the listings of Masterpiece records on the original hanger with the text descriptive of the new Masterpiece records and occupying the space available for the text on the first hanger. By this unique method of presentation, the Victor dealer is enabled to keep his hangers up-to-date and at the same time, give a complete listing of the Masterpiece records.

In a recent chat with The Talking Machine World, W. L. Marshall, advertising manager of the Victor Co., stated that Victor dealers everywhere are evincing the keenest interest and enthusiasm in the Victor Masterpiece records and the public is responding.

Transform
the S-c-r-a-t-c-h
in Your Speaker
to a Beautiful
Mellow Tone
with a

SCANLAN
SPEAKER CHEST
CHICAGO U. S. A.



AN output transformer that will instantly eliminate all rasping and distortion caused by paralysis from high "B" voltage and allow the loud speaker to perform as it should—with a soft and mellow tone quality.

SCANLAN SPEAKER CHEST combines beauty with performance. It protects speaker coils from the shattering "B" voltage which materially decreases The Life of Your Loud Speaker!

The design and finishes of the SCANLAN SPEAKER CHEST eliminate the trouble of having to install it inside of a set. It needs no mechanic to install it. Just hook the speaker into the chest and the chest wires in the speaker-jack on set. The beauty of tone and volume is instantly apparent.

SCANLAN
ELECTRIC MANUFACTURING CO.
1113-19 North Franklin Street
CHICAGO

Write for complete information on audio frequency transformers and power compacts.

If Your Jobber

Does not have a supply of Scanlan Speaker Chests on hand, fill in the coupon and we will be glad to send whatever supply you will need to meet your immediate demands. Just fill in your Jobber's name and address and mail coupon at once. (List price, \$10.00.)

Scanlan Electric Mfg. Co.
1115 N. Franklin St., Chicago, Ill.

Gentlemen:

Please send complete information on Scanlan Speaker Chest.

Jobber's name Address

City State

Send to Address

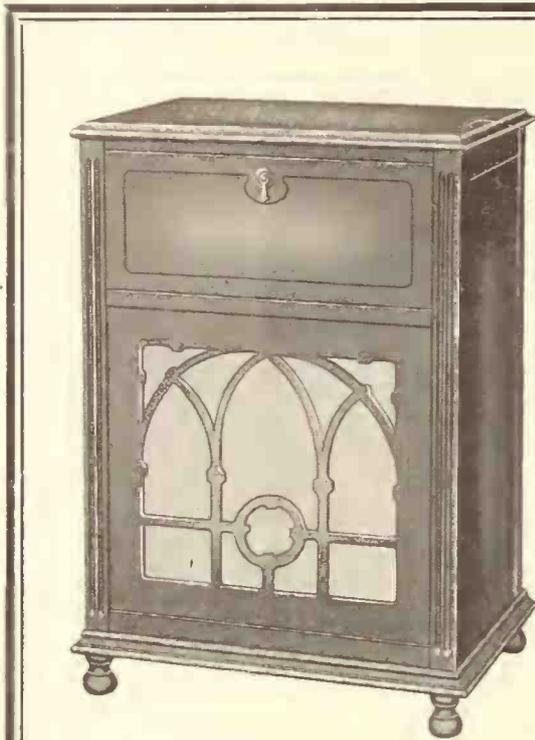
City State

Victor Dealers Receive Christmas Sales Helps

Advertising Department Prepares Handsome Brochure Illustrating and Describing Full Line—Display Material Provided

In accordance with its usual custom, the advertising department of the Victor Talking Machine Co. has just announced its dealer helps for the Christmas season, and if used properly this Victor literature should be an invaluable sales stimulus to Victor dealers during the Christmas period. A very handsome brochure in several colors entitled "Bring Life and Joy and Lasting Happiness into Your Home This Christmas" features all of the various instruments in the Victor line including Orthophonic Victrolas, Automatic Electrolas, Electrola Radiolas, Orthophonic Electrola Radiolas, Automatic Electrola Radiolas and portables. The Christmas spirit is carried out in the text of the brochure and this literature is typical of the standing and prestige of Victor products.

Supplementing this publication is a Christmas hanger which reproduces the national advertising being used by the Victor Talking Machine Co. in the leading magazines during the holiday season. This advertisement, which embodies Christmas coloring, reproduces eight of the popular models in the Victrola instrument line and under the heading "Music, the Imperishable Gift," gives a vital and timely message to the millions of magazine readers, with the suggestion that the consumer visit the nearest Victor dealer in order to make an immediate selection of his Christmas instrument. There will also be a Christmas record hanger and three-piece window trim in the Victor holiday literature and the Victor Talking Machine Co. is to be congratulated upon its willingness to co-operate with its dealers along such effective and result-productive lines. Dealers are urged by the company to take full advantage of the material and use it to stimulate sales.



Walnut veneer and hardwoods, beautifully finished.

Height - - - 40 inches
Width - - - 27 inches
Depth - - - 18 Inches

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

Popularity of the Audak Reproducers Going Strong

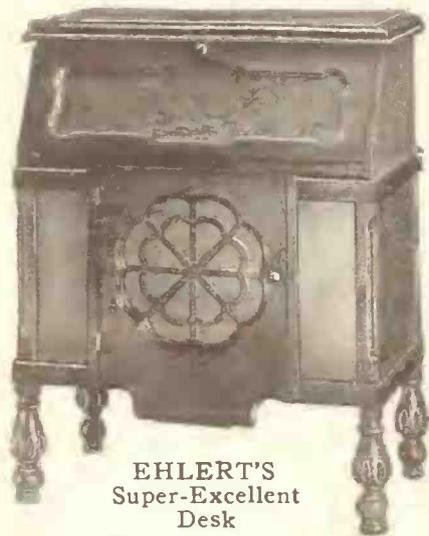
Maximilian Weil, president of the Audak Co., New York City, prominent in talking machine circles as the manufacturer of the Audak Polyphase and Singlephase reproducers, reports exceptional sales accomplishments during the month of October. The sales volume of these reproducers during the month of Octo-

ber, 1927, was almost three times that of last year, and the Audak factory is working to capacity to take care of this heavy demand.

Ernest A. Schroder, special representative of the Audak Co., has just returned from an extensive trip which carried him to Canada, down to the Mexican border and out to California. Mr. Schroder's trip was successful to the highest degree, and in summing up his impressions gained on this trip Mr. Schroder stated: "I found good business in the talking machine field everywhere. There did not seem to be any particularly high spots and neither were there low spots. Business seemed uniformly good. The new type of phonographic sound reproduction has proved tremendously popular with the buying public. This is visualized in the increased sales throughout the entire industry, and particularly noticeable in the sales of records, and our own exceptional sales accomplishments with Audak reproducers. I was impressed with the prestige of our line throughout the entire trade. As a representative of the Audak Co. I was cordially received wherever I went and received many enthusiastic comments on the reproducers. I believe, that while the primary factor of the success of Audak reproducers is in their uniform high quality of tone reproduction, still the man behind the product is very important as well. I found the name of Maximilian Weil, our president, was known in talking machine circles from coast to coast and many glowing tributes were paid to his inventive genius."

Real Furniture For Radio

MADE BY A FIRM WITH 40 YEARS EXPERIENCE IN MANUFACTURING FURNITURE WITH TRUE REGARD FOR ARTISTIC BEAUTY.



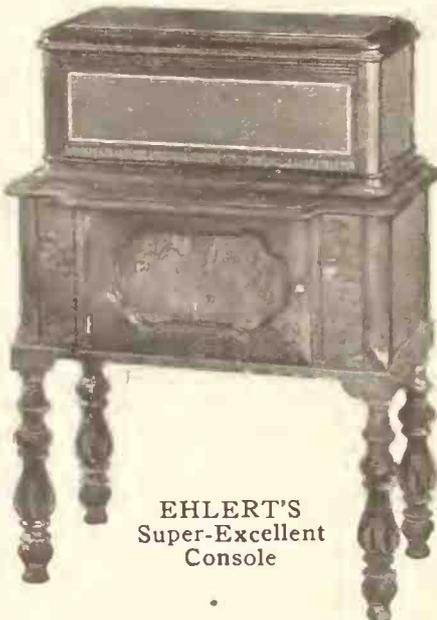
EHLERT'S Super-Excellent Desk

29

Models in Stock

Which can be fitted for any Atwater Kent, Radiola 16 or 17, Crosley or other popular radio receivers.

Send for catalog of complete line with full description.



EHLERT'S Super-Excellent Console

FURNITURE THAT WILL COMPARE FAVORABLY WITH OTHER FURNISHINGS FOR THE DRAWING-ROOM, LIBRARY OR LIVING-ROOM.

WRITE YOUR OWN TICKET

Charming grace of design, refinement, smart appointments, graceful shapings, beautifully grained and matched Butt Walnut, exceptionally fine lacquer finish.

You will find all of the above points predominating in our Furniture. Display a sample of any of our Excellent or Super-Excellent numbers against any other furniture and you will find that ours has that "Eye Appealing" value and instantly creates that desire for possession.

Ehlert

CATALOG OF COMPLETE LINE SENT UPON REQUEST

RADIO FURNITURE CO.

2468 Lincoln Ave.

Chicago, Illinois

Buffalo RCA Retailers Hold Meeting at Statler

BUFFALO, N. Y., November 10.—A meeting of authorized Radio Corp. of America dealers in this territory was held yesterday at the Hotel Statler under the auspices of Curtis N. Andrews, RCA jobber. The meeting began with a luncheon at noon and continued until the evening. The evening session was preceded by a dinner. Among the speakers at the gathering were three representatives of the Radio Corp. of America; E. A. Nicholas, district sales manager; J. Israel, service representative, and M. L. Bergin in charge of Radiotron sales. The meeting was well attended and the consensus of opinion was that it was distinctly well worth while and that the coming season will be a record breaker in sales volume.

Weymann Victor Dealers Hold First Monthly Meeting

More Than Thirty Victor Dealers of Philadelphia and Vicinity Met on Tuesday, November 8—To Meet Every First Tuesday

PHILADELPHIA, PA., November 10.—A meeting of the Philadelphia Victor Record Sales Club sponsored by H. A. Weymann & Son, Inc., was held at the Chamber of Commerce rooms, this city, on Tuesday morning, November 8.

Lewis Morgan acted as chairman and introduced Victor Moore, who made the principal address. It was decided that meetings would be held on the first Tuesday of each month and that a new chairman would be elected for each meeting. Miss Marian A. Mills, of the J. R. Wilson Co., will preside at the December meeting. A booklet containing special information on the S. R. O. program was distributed to those attending by the Weymann organization.

The following dealers and members of their sales staffs attended: J. Ralph Wilson, H. L. Hannon, Marion A. Mills, Lillian Wilson, Mrs. J. R. Wilson, Verna C. Buckman, Mrs. Lillian Rowe, and Lucy Wilson, all of the J. R. Wilson Co.; Dorothy Eaton, Gimbel Bros.; Charles H. Godfrey, Atlantic City, N. J.; Joseph Krygier, Krygier's Music Store, Philadelphia; John H. Dunbar and Gilbert C. Flanagan, of C. J. Heppe & Son, Philadelphia; Edith Delapue, Strawbridge & Clothier; Adrian B. Waltz, B. B. Todd, Philadelphia; Eleanor L. Cowan, Hopkins Piano Co., Chester, Pa.; Laura Anderson, Butler Co., Jenkintown, Pa.; Antoinette Franklin, Jos. Heim Co., Philadelphia; Milton Mark, John Wanamaker, Philadelphia; Carl S. Facemire, B. F. Fowler Co., Haddonfield, N. J.; Pearl Grass and Virginia M. Baylay, of M. Grass & Son, Philadelphia, Pa.; Dorothy Berry and Bebe Battersby, H. A. Weymann & Son, Inc., Philadelphia; Clement Beecroft, Philadelphia; Samuel Stephens, Stephens Music House, Norristown,

Pa.; Ray and Samuel Baron, Baron's Music Shop; Joseph J. St. Leger, Stapf's Music Store; Amalie Ertelt, Ertelt's; G. W. McCloskey, George B. Davis Co., and Walter Cunningham, Jos. Heim Co., Philadelphia, Pa.

3000 Console Speakers Per Day Made by Farrand Co.

More than 3,000 console speakers per day are being produced by the Farrand Mfg. Co., Long Island City, N. Y., for four leading radio set concerns, according to an announcement by George H. Kiley, sales manager. Early this year the Farrand Co. decided to discontinue the manufacture of console speakers on contract because of factory changes that were required, but the heavy demand for these consoles equipped with the standard Farrand speaker has caused the organization to decide to build the products for a dozen radio manufacturers during the 1927-28 season. This decision will increase production to more than double the present daily figures, according to Mr. Kiley.

New Blair & Brodrig Branch

NEW BRITAIN, CONN., November 10.—Blair & Brodrig, operating a chain of general music stores in Waterbury, Bristol and New Haven, have just opened a new branch at 170 Main street, this city, with George D. Noel as manager. The store handles Hobart M. Cable pianos, Lester, Leonard, Cable & Sons and Winter pianos as well as Victor, Edison and Brunswick phonographs and records in the talking machine department.

The Columbia Phonograph Co.'s Radio Hour on November 16 will consist of a program of "Native European Music," featuring especially 100 voices from the Swabischer Sangerbund of Newark. German, Scandinavian, Austrian and Spanish music will be played.

Zenith Radio Corp. Brings Suit Against Three Dealers

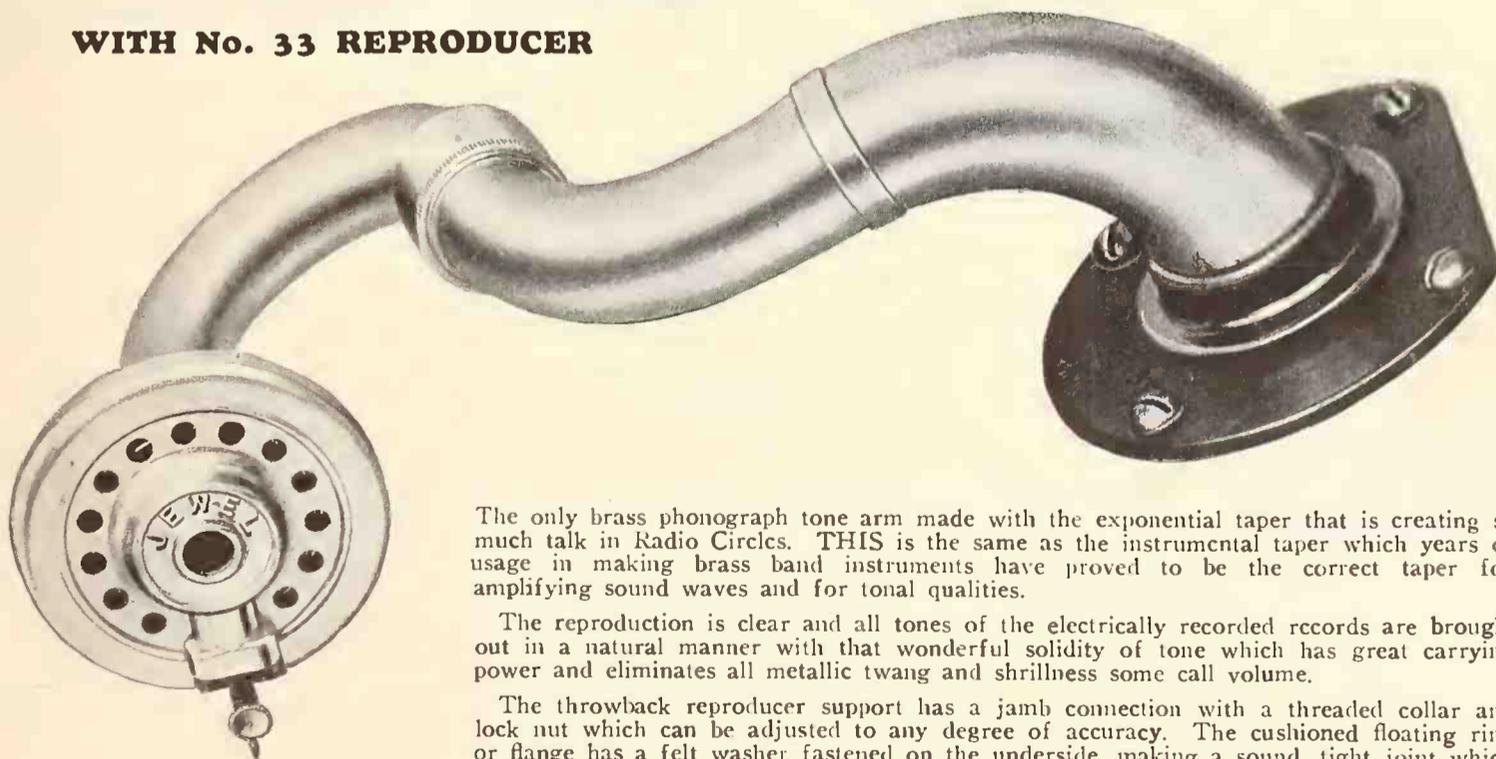
Alleges These Michigan Dealers Use Misleading Advertising to Detriment of Company—Other Suits to Be Started in Various States

CHICAGO, ILL., November 9.—The Zenith Radio Corp., of this city, manufacturer of Zenith Radio receiving sets, has just filed suit in the Federal Court of Detroit, Mich., against three retail stores known as Mark's Auto Accessories, Inc., Grand Rapids, Mich.; Davc's Auto Accessories, Detroit, Mich., and the John Ross Sales Co., Detroit, Mich., alleging that these dealers have been using misleading advertising in the daily newspapers in connection with the sale of certain receiving sets. The complaint, over the signature of Eugene F. McDonald, Jr., president of the Zenith Radio Corp., states that these dealers have maintained that the sets advertised were used in the expeditions to the Northern regions sponsored by Commander Donald B. MacMillan in 1923 and 1925, whereas all of the radio receiving apparatus used in these expeditions were manufactured by the Zenith Radio Corp., of Chicago. President McDonald states further that the Zenith Radio Corp. will start suit in various States within the next fortnight against dealers using the same type of advertising.

The complaint asks for the issuance of an injunction restraining the defendants from directly or indirectly claiming or implying either verbally or in writing or in published advertisement or in any other manner whatsoever that the radio apparatus known as "MacMillan" sold and offered for sale by them is the radio apparatus used by Donald B. MacMillan on any of his Arctic expeditions. The complaint also asks that the defendants be compelled by a decree of the court to pay to the Zenith Radio Corp. such damages as the court shall find to be due and proper.

THE JEWEL BRASS TONE ARM

WITH No. 33 REPRODUCER



The only brass phonograph tone arm made with the exponential taper that is creating so much talk in Radio Circles. THIS is the same as the instrumental taper which years of usage in making brass band instruments have proved to be the correct taper for amplifying sound waves and for tonal qualities.

The reproduction is clear and all tones of the electrically recorded records are brought out in a natural manner with that wonderful solidity of tone which has great carrying power and eliminates all metallic twang and shrillness some call volume.

The throwback reproducer support has a jamb connection with a threaded collar and lock nut which can be adjusted to any degree of accuracy. The cushioned floating ring or flange has a felt washer fastened on the underside, making a sound, tight joint which insures a positive delivery of sound waves into the tone chamber.

We have a full line of attachments and die cast tone arms for phonographs and also handle Radio Units.

JEWEL PHONOPARTS CO.

510 No. Dearborn St.

Chicago, Ill.

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., November 8.—In the summary of exports and imports of the commerce of the United States for the month of September, 1927, the following are the figures bearing on talking machines and records.

The dutiable imports of talking machines and parts during September, 1927, amount in value to \$51,784, as compared with \$59,403 worth which were imported during the same period of 1926. The nine months' total ended September, 1927, showed importations, valued at \$478,007; in the same period of 1926, \$424,144, a very substantial increase.

Talking machines to the number of 15,486, valued at \$477,387, were exported in September, 1927, as compared with 9,011 talking machines,

valued at \$265,341, sent abroad in the same period of 1926. The nine months' total showed that we exported 102,503 talking machines, valued at \$3,769,217, as against 76,187 talking machines, valued at \$2,316,792, in 1926.

The total exports of records and supplies for September, 1927, were valued at \$243,994, as compared with \$171,397 in September, 1926. The nine months ending September, 1927, show records and accessories exported valued at \$2,155,755, as compared with \$1,591,339 in 1926.

The countries to which these machines were sent during September, and their values were as follows: Europe, \$8,479; Canada, \$9,643; Central America, \$22,770; Mexico, \$51,914; Cuba, \$26,284; Argentina, \$71,018; Brazil, \$29,818; Chile, \$35,129; Colombia, \$74,859; Peru, \$5,957; Other South America, \$51,362; British India, \$1,881; China, Hong Kong and Kwantung, \$12,505; Philippine Islands, \$24,555; Australia, \$16,005; New Zealand, \$4,513; British South Africa, \$1,720; Other Countries, \$28,975.

Plan to Reorganize the R. E. Thompson Mfg. Co.

Alfred Zipser and O. A. Martini in Charge of New Thompson Organization—Well-known Radio Firm Has Been in Hands of Receiver

Reorganization of the R. E. Thompson Mfg. Co., one of the oldest radio firms in the country, which has been in the hands of a receiver for some time, was recently announced. The new owners have purchased the R. E. Thompson Mfg. Co., the R. E. Thompson Corp. and the Wireless Improvement Co., according to the announcement, and will shortly commence production of five-tube neutrodyne receivers. It is said that the Thompson organization owns many patents and has licenses to manufacture under other patents, including the Hazeltine Neutrodyne and Armstrong regenerative circuits and certain patents governing cone speakers.

Alfred Zipser and Otto A. Martini are in executive charge of the new Thompson organization, which will operate from the old factory at 66 Yorke street, Jersey City, N. J.

An Heir to E. H. McCarthy

E. H. McCarthy, vice-president of the Symphonic Sales Co., New York, manufacturer of Symphonic reproducers and well known throughout the phonograph industry, is receiving the congratulations of his friends in the trade upon the recent arrival of an heir at the McCarthy home in Jamaica, L. I. Joseph Friedl, secretary of the company, states that Symphonic has already taken an option on the young man's services, basing this option on the outstanding success of his popular father.

Congratulations!

Herbert E. Young, Eastern manager of the Grigsby-Grunow-Hinds Co., Chicago, manufacturer of Majestic power units, is receiving the congratulations of his many friends in the trade upon the arrival of Miss Karyl Young, who made her debut at the Young household, Newtonville, Mass., a few weeks ago.

H. H. Blish, Jr., Honored

DES MOINES, IA., November 7.—At the close of the recent Des Moines Radio Show, the Des Moines Radio Merchants Association by a unanimous vote elected H. H. Blish, Jr., of Harger & Blish, Atwater Kent and Brunswick distributors, of this city, president.

The Dorian Music Co., Inc., talking machine and radio dealer, will open for business at 10 Plaza, Biltmore, Asheville, N. C., this week. L. B. Dorian is the incorporator and the capital stock is \$100,000.

MARSH Recording Studio

"The Originators of Electrical Recording"

WE SPECIALIZE in the independent recording field.

We are prepared to do master recordings, and furnish the finished records in any quantity desired.

OUR ELECTRICAL RECORDINGS are being used by record companies, dealers, musicians, schools, clubs, advertising concerns, concert agencies, etc., and used on such records as:

Paramount
Gennett
Wallace

Silvertone
Rainbow
Autograph

Puritan
Broadway
Etc.

Write for further particulars of this new plan.

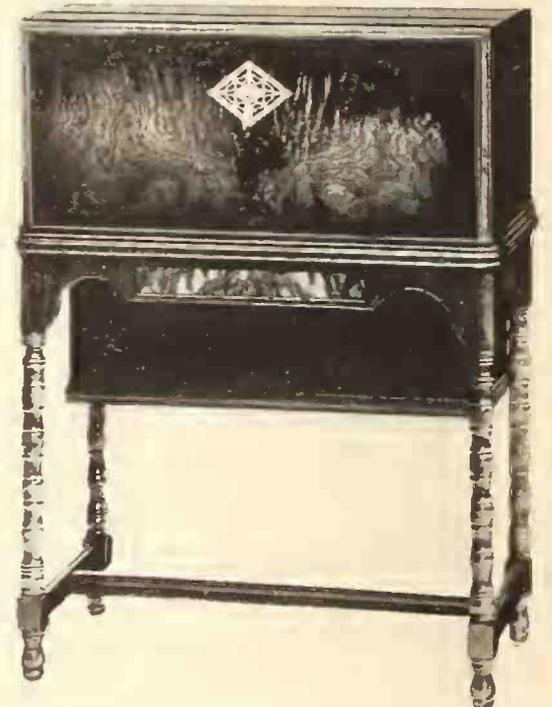
MARSH LABORATORIES, INC.

64 East Jackson Blvd. Chicago, Illinois
Phone Wabash 7288

Special Adler-Royal Radiola Cabinet Favorably Received

Console Cabinet Designed to House Radiola Models 16 and 17 Wins Favor With RCA Dealers and the Public

LOUISVILLE, Ky., November 9.—The Adler Mfg. Co., of this city, reports that the special console cabinet of the Jewel casket type which



Special Adler-Royal Cabinet for Radiola was designed and made especially to house the Radiola models 16 and 17, and which is being distributed exclusively in the New York territory by Stanley & Patterson and the Times Appliance Co., has met with a very favorable reception from dealers and the public.

E. R. Manning, of Berg Co., Home From a Long Trip

E. R. Manning, treasurer and general sales manager of the Berg A. T. & S. Co., Long Island City, is back at his desk after completing a trip through Chicago, St. Louis, Dallas and other important centers en route. Mr. Manning reports the entire Artone line moving well, with a particularly marked demand for the new compact portable. New models are being designed.

Figures on Radio Exports

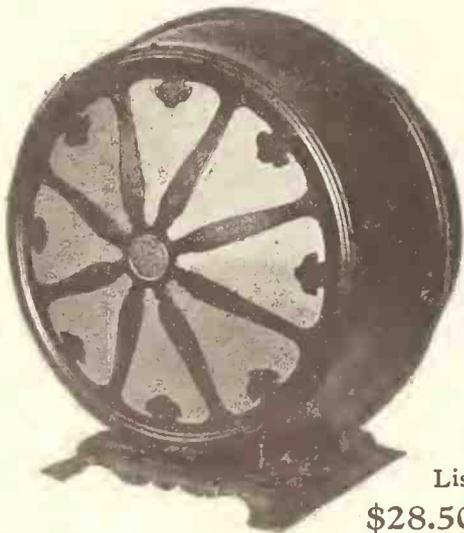
Exports of radio apparatus which included transmitting sets and parts, receiving sets, tubes, receiving set components and receiving set accessories in September, 1927, amounted in value to \$854,864, as compared with \$924,873, in September, 1926. The nine months' total up to and including September, 1927, shows exports valued at \$5,858,551, as compared with \$5,449,549 for the same period in 1926.



"Rashness and Haste Make All Things Insecure"
Sir J. Denham

There are plenty of loud speakers on the market made "for a price," but with no thought given to quality, and the merchant who considers "his trade" will do well to consider this fact; don't chase "rainbow profits."

Concentrate ON Standard Quality Known the World Over The New Baldwin "99"



List \$28.50

Built by the Master of Acoustics

It Has Three Outstanding Features DEPTH, RANGE & CLARITY

Its value and conspicuous beauty absolutely dominate anything heretofore attempted in loud-speaker production. No high pressure selling talk is required to sell a Baldwin; just demonstrate it and you sell it. Concentrate on Baldwin products and you will add a valuable asset to your business.

BALDWIN PHONO-SPEAKERS, ADAPTERS & HEADPHONES

"Imitated But Never Duplicated" ASK US ABOUT

The New Baldwin Needlephone Literature on Request

J. W. & W. L. WOOLF Factory Representatives & Exporters

Nathaniel Baldwin, Inc. 227-229 Fulton St., New York

IN CANADA Baldwin International Ltd., Toronto

Music-Radio Dealers in Cleveland See Good Prospects for Holiday Season

Retail Talking Machine and Radio Business Improving Steadily and Wholesale Trade Receiving Plenty of Orders—Celebration of Music Week Helped Both Radio and Music Sales

CLEVELAND, O., November 10.—Prospects for a very good holiday season are beginning to shape up well in this section. Business keeps improving steadily and the wholesale trade has plenty of orders coming in. More newspaper advertising has been done this year in Cleveland on radio and accessories than was ever done in the history of the city, all of which has had a beneficial effect on business. Those dealers who still have some of the old-style phonographs on hand are beginning a campaign to dispose of them during the holiday season. The call for phonograph records has been exceptionally good.

Due to a combination of circumstances the annual radio show for Cleveland was abandoned. One of the principal reasons was the inability to get the public auditorium at a seasonable date, due to other bookings, and there was no other suitable space obtainable.

However, with the inauguration of Music Week on October 30, the desired stimulus in things musical was accomplished, and not only did radio benefit, but every other form of music as well. This affair was the greatest thing ever put over in Cleveland and was sponsored by the Cleveland Association, which has a membership of at least several thousand, including a number of those connected with the music trades.

C. C. Price, general manager of the Cleveland branch of the H. C. Schultz Co., Inc., 1743 Chester avenue, reports that Sonora is gaining in popularity throughout this territory and that many orders are being received daily at the branch. Models of the Light Six were received during the month and made quite a hit with the trade. The arrival of samples of the new A. C. set created quite a sensation and a large number of orders were booked.

A number of personal friends, both in and out of the music trade, of A. L. Maresh, more generally known as "Tony," tendered him a very delightful birthday party at the Winton Hotel in honor of his having reached the half-century mark in years.

The recent price reduction on the Atwater Kent line in northern Ohio resulted in a flood of orders to the distributors, the Cleveland Ignition Co., that has kept their force busily working overtime to take care of the demand. Among new dealer accounts recently opened in Cleveland is the Royal Furniture Co., which has three large stores. The Atwater Kent Audition created a great deal of public interest and helped increase business. R. H. Bechtol, general manager of the Cleveland Ignition Co., states that sales are ahead of 1926 and many dealers are expecting 1927 will prove to be the best radio year in the history of the industry.

The William Taylor Sons Co. put on its own radio show again this month as has been its annual custom for several years. The affair was staged in the Taylor Arcade. The following lines of receivers and accessories were exhibited: Sparton, Kolster, Atwater Kent, RCA, Stewart-Warner and Stromberg-Carlson. The Sterling Manufacturing Co., Willard Storage Battery Co. Victor and Columbia phonographs were also shown.

The Cleveland Talking Machine Co., Victor distributor, is being kept busy filling orders for the various models of the line in anticipation of a heavy holiday retail business. The record department is also very busy.

The Lake States General Electric Supply Co., of Chester avenue and East Seventeenth street, distributor of the Bosch line of receivers, is highly pleased with the commendation which the "Little Six" model is receiving not only in Cleveland, but also throughout northern Ohio.

"Two Black Crows," the Columbia record, is

proving a big hit in Cleveland, and the amount of publicity the dealers here are giving it is surprising.

The H. Lesser Co. has made some radical changes. The various makes of receivers are not all grouped together as generally found in retail stores, but are in separate rooms so that the customer can hear each instrument demonstrated without being confused. Another thing that the company has just started is what is known as: "The Lesser Radio Tea Party." This is a program of music that is broadcast every Saturday afternoon over station WJAY.

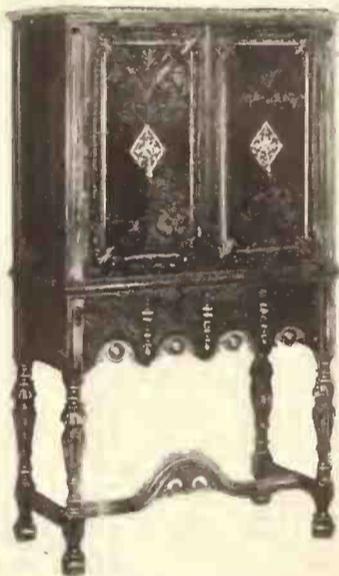
The Erner Electric Co. has been appointed distributor for Ray-O-Vac batteries in the Cleveland territory.

Manning's Music Store Occupies New Building

AUGUSTA, GA., November 8.—The formal opening of the new two-story home of Manning's Music Store, at 317 Eighth street, was held recently and the new quarters were visited by hundreds of patrons of the establishment. The new store is just a few doors from the building occupied by the Manning house since 1915 and affords exceptional display space for all kinds of musical instruments. William P. Manning, proprietor of the business, opened the store here in 1911 at 1046 Broad street, and it has grown steadily since that time. The concern handles Steinway and Milton pianos, Brunswick Panatropes and records, King band instruments, radio and musical accessories.

The Sherman Music Co., Inc., will open soon at 217 North Travis street, Sherman, Tex., with a complete line of musical instruments.

A Leader in "Burt-Built" Radio Cabinets That Appeals to Both Eye and Pocketbook



Model No. 264

This cabinet will appeal to practically every person that enters your warerooms. In the first place, it is a well made piece of furniture. Burt Bros. know how to build cabinets. In the second place, it has a particularly attractive design and finish and, last but not least, you can offer it at a price that represents real value to your customer.

While Model 264 is used by a large number of dealers as a leader, the Burt Built line consists of many other very attractive models with a wide range of style and finish.

If you are not familiar with the Burt line, it will pay you to let us send you information regarding it.

Write to-day for full details

BURT BROS., Inc.

Radio Division

Sales Office, 24 East 21st St., New York
Factories, Philadelphia, Pa.

Buffalo Dealers Facing Instrument Shortage as Holiday Demand Starts

Popular Models Enjoying a Demand That Is Depleting the Stocks of Retail Dealers—All Lines Expected to Be in Marked Favor as Christmas Gifts—News of the Trade

BUFFALO, N. Y., November 10.—With the consuming public in a better buying mood than they have been in some time, Victor dealers here are facing an instrument shortage that is considered most acute.

A representative group of Buffalo Victor dealers who visited the Camden plant, and enjoyed a sojourn to Atlantic City, were T. A. Goold, F. Schwegler, B. E. Neal, Fred Erion, M. Schwable, Chas. Belanca, W. Eiss, J. Kibler and Charles Liske.

Curtis N. Andrews looks forward to a big Christmas demand for the new Victor Combination, retailing for \$375 to \$1,500. Introduction of these instruments has stirred a great deal of enthusiasm, and with the present shortage of lower-priced popular Victrolas, Mr. Andrews says dealers are pushing these machines with satisfying results.

The new Columbia with electric pick-up is on exhibition in the Buffalo distributing office, and dealers in this territory are apparently greatly pleased with its operation and appearance. Many dealers throughout the territory responded to the invitation of E. L. Wallace, branch manager, to visit the Buffalo showrooms where the new machine was demonstrated, and were more than pleased with its operation and exquisite appearance. "Two Black Crows," numbers three and four, are selling in quantities equalled by no other record released in Buffalo, with the exception of its predecessor, by the same name.

The enormous sale of Okeh foreign records during the past month has featured business of the Iroquois Sales Corp. Polish records, in particular, have been selling in a volume during the

past month, more than double any preceding month this year. American popular records also are in better demand. Mr. Clare is of the opinion that in the Crosley Bandbox he has one of the best popular-priced radios on the market, and has convinced his trade of this fact, judging from the tremendous volume of business in this line. The new Crosley AC sets, for both twenty-five and sixty-cycle current, is one of the leaders here in AC operation. Recent new Crosley accounts opened here are: Goold Brothers, Inc.; R. Daniel Feldman, Lackawanna, and H. B. Koenig.

Evans & Eiss, Hertle avenue dealers, have added Columbia to their talking machine department, in which Victrolas and Brunswicks have been featured. R. Daniel Feldman has opened a new music store at 137 Ridge road, Lackawanna, featuring the following stock: Columbia phonographs and records, Okeh records, pianos, small instruments, Crosley and other radio.

E. M. Vestor, local factory representative for the Victor Talking Machine Co., recently addressed members of the Mercer Club, an organization of business men, on the features of the Orthophonic Victrola.

Bust of Victor Herbert to Be Presented to New York

The American Society of Composers, Authors and Publishers is presenting a magnificent bronze bust of Victor Herbert, surmounting a granite pedestal, to the city of New York in loving memory of the great composer. The



David Sarnoff (right), vice-president and general manager of the Radio Corp. of America, drawing up a contract with Walter Damrosch, to lead the New York Symphony Orchestra in Saturday night RCA radio hour broadcasts.

presentation is to be made in Central Park at 2 o'clock in the afternoon on Tuesday, November 29, and Mayor James J. Walker, who was a personal friend of Victor Herbert, is to accept in behalf of the city. Many musical organizations are to participate in the unveiling ceremonies.

New Store in Mansfield

MANSFIELD, O., November 8.—Mansfield has a new music store in the Mansfield Music Co. which has just been opened in the Citizens' building. The new company is composed of Albert E. Schaller, an experienced musician, and Dean L. Zerby, former manager of the small goods department at Zitzer's, both of whom have previously been connected with musical organizations in the city. They will carry every type of musical instrument and are equipped to give lessons on every kind of instrument which they handle.



Model 802

Height 53", Width 27½", Depth 18".
List Price \$99.00

Our Two New Numbers

Model 802. A particularly attractive, 5-ply walnut panelled cabinet, equipped with ornamental wood fibre grille and a sliding tray with panel either solid or cut for Fada, Atwater Kent 35 or 20, Crosley Bandbox or Grebe or any standard Chassis.

Model 806. Another attractive cabinet in butt walnut with striking burl walnut overlays, equipped with a sliding tray for the radio set with a blank panel fitted for most standard sets.

Both cabinets finished in lacquer, hand-rubbed to a smooth semi-dull finish and both furnished with a fine horn scientifically correct and built in our own plant. Shipping weight approximately 145 lbs. for each model, packed in plywood container.



Model 806

Height 51", Width 27", Depth 16½"
List Price \$88.00

Manufactured by

SUPERIOR CABINET CO., Muskegon, Mich.

National Agents

Studner, Cumming Co., Inc.

67 West 44th St., New York City

28 E. Jackson Blvd., Chicago

Ben H. Hoffman Is Elected President of Richmond Radio Dealers' Club

C. C. Quinn Is Named Treasurer and L. T. Christian, Jr., Secretary—Decide to Hold Monthly Meeting—Higher Priced Brunswick Instruments in Greatest Demand—Other Trade News

RICHMOND, VA., November 3.—Stieff's, Brunswick dealer, is experimenting with a plan of keeping open until 9 o'clock each evening. According to Joseph H. Steinbrecher, Jr., manager of the phonograph department, the plan is already meeting with good results, the record trade in particular being boosted by it. The store, located at 420 East Grace street, is in close proximity to the theatre district and quite a number of theatregoers have been attracted into the place. Phonograph music is dispensed in the entrance up to the closing hour, alternating with radio from a combination machine. This proves an extra attraction. The fact that busses, west bound on Grace street, stop at the north-west corner of Grace at Fifth, almost in front of the store, is another source of trade, many persons dropping in while waiting for a bus or when they alight from one. Members of the sales staff take turns in staying on duty after the usual closing hours. The plan may be made a permanent feature if results justify it after it has been tried out over a period of time.

Mr. Steinbrecher reports that many inquiries are being received in regard to the large combination instruments, particularly those retailing at \$1,150. Two new additions to the sales staff of the firm are J. E. Stone and Ed. Buchanan, both formerly with the Corley Co.

Reconstruction of the burned home of the Corley Co., Victor wholesaler and retailer, is expected to start shortly. The company hopes to be able to resume business in the new building some time next Spring. Meanwhile it will remain quartered in a temporary home at 217 East Broad street.

Mrs. Emma J. Greener, mother of G. William Greener, treasurer of the Corley Co., died at her home in Richmond, October 17.

Mrs. Bertha S. Bay, of Richmond, and Jose Veiera Ramos, manager of Stieff's, Roanoke, Brunswick dealer, were married recently. Mr. Ramos is a son of the late Manly B. Ramos, long identified with the music trade in Richmond.

Ben H. Hoffman was elected president of the Richmond Radio Dealers' Club at its annual meeting held recently. He succeeds E. W. Bugg, who filled the office during the past year. He is a member of the firm of Hoffman & Goodman. Other officers of the club are: C. C. Quinn, treasurer; L. T. Christian, Jr., secretary. It was decided to hold monthly dinner meetings during the current year. Heretofore only called meetings have been held.

The James Cowan Co., wholesaler and retailer of phonographs and records, has added the Victor line in its retail department. J. S. Ramos, well known to the music trade, who formerly traveled for Chicago and New York houses, has joined this firm as a salesman.

John H. Cowan, son of James Cowan, head of the James Cowan Co., who travels North Carolina, South Carolina and Georgia for the firm, is the proud father of twin boys.

The Biggs Music Co. has taken on the Brunswick line in addition to the Columbia, which it has been handling for some time.

The Columbia Furniture Co. has discontinued its radio department. It had been handling Atwater Kent and Radiola lines for several years. Jack Herbert, manager of the department, resigned recently to become district

manager for the Crosley Co. The firm will continue to operate its phonograph department with Kenneth Lord in charge, retailing both the Victor and Columbia lines.

Goldberg Bros., Lyric jobbers, report that Fall business is opening up fairly well in their territory, embracing most of the Southern States.

Death of Nate Hast's Mother

The many friends of Nate Hast, general sales manager of the Shanrock Mfg. Co., Newark, N. J., received with deep regret the news of the sudden death of his mother, Mrs. R. Hast, at her home, 541 West One Hundred and Forty-fourth street, New York. Mrs. Hast had been in ill health for some time, but it was hoped that she would recover, and the end came with shocking suddenness.



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.

Toledo Talking Machine and Radio Sales for October Show Big Increase Over 1926

Dealers Report Radio Sales Volume to Be From 25 to 100 Per Cent Over October of Last Year—Victor Dealers Engaged in S. R. O. Red Seal Record Drive—Other Trade News

TOLEDO, O., November 8.—The Fall phonograph and radio buying season is now at a high level here. Machine sales are on the average about 5 per cent ahead of last year. Radio volume, however, is from 25 per cent to more than 100 per cent in excess of a year ago. The opening of the concert season is giving record merchants the opportunity to tie up with the artists by displaying and pushing their recordings. The recent radio show attracted large crowds every evening to view the displays and hear the nationally known radio artists.

The S. R. O. Red Seal record meeting at the Commodore Peary Hotel has awakened marked interest in better music. Retail sales staffs are

selling a larger number of Red Seal discs than in the past.

At the Lion Store Music Rooms, according to Lawson S. Talbert, manager, Victor and Brunswick machine trade is above last year. The department is keeping volume up through the use of a new series of Victor letters. A list of 1,500 names of well-to-do people was solicited by mail. The letters were followed up by telephone and personal calls of salesmen.

In the radio department, Atwater Kent sets, on account of the price reduction, have reached a high sales level. The Sparton electric set is likewise selling briskly.

At the J. W. Greene Co., Victor and Bruns-

wick sales are ahead of last year. Record volume is 10 per cent in the lead, while radio total is 50 per cent above a year ago.

Again, the 7-10 Victor combination with AC hook-up is upon the floors and is interesting many. The house is endeavoring to avoid the proverbial Christmas rush by inducing people to purchase now while the supply of merchandise is plentiful.

The United Music Store has doubled its floor space by taking additional room on the second floor of the building for the display of Victor and Brunswick products, Sparton, Atwater Kent and RCA radios.

The Frazelle Music House is experiencing a favorable Victor and Sonora trade, according to Frank H. Frazelle, president. Combinations are leading straight machines. Radio sales are running to the better types and include Zenith and Atwater Kent lines.

Grinnell Bros. have selected Red Seal discs by Rosa Ponselle, Harold Bauer, Galli-Curci, Marion Talley and others as topics of newspaper drives this month. On account of the S. R. O. campaign started here and in which the enterprise has a special part it is believed the time is opportune to promote sales.

The Whitney-Blaine-Wildermuth Co., according to Henry Wildermuth, treasurer, is already launching its Christmas machine drive. Victor and Brunswick lines are featured. In the radio section demand is stepping ahead. The department was recently placed under the direction of J. Harrington, who has added the Cleartone and Sparton lines.

The Toledo Radio Co. is experiencing a large business, according to Charles H. Womeldorff, manager and president. Dealers are clamoring for Sparton sets. Harry Sparks, general manager of the Sparks-Withington Co., Jackson, makers of Sparton sets, was a Toledo visitor recently. E. R. Brower, assistant sales manager of Sparton; Stanley Ball, vice-president of the Toledo Radio Co., and Mr. Womeldorff and their families spent the week-end at the Womeldorff cottage at Devil's Lake, Mich.

Harold G. Miehl's Co., and R. E. Tucker, have added the Sparton line.

Lloyd Spencer, sales manager of the Amplion Corp. of America, who recently returned from England, and Carl J. Main were Toledo callers.

Flightner's Music House, on Cherry street, according to Frank Flightner, proprietor, is closing an increased Columbia business. The new Columbia-Kolster models are receiving favorable consideration from patrons.

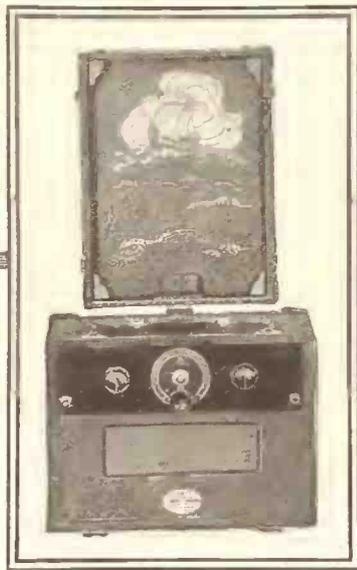
A dinner was tendered to Victor dealers and their workers jointly by the Cleveland Talking Machine Co., the Chicago Talking Machine Co., and Grinnell Bros., Detroit, on the evening of October 18. The meeting was full of enthusiasm and good feeling and did much to further the sale of better records in the Toledo field.

At the speakers' table were seated George Martin, Grinnell Bros., toastmaster and chairman of the meeting; W. A. Shirk, representing the Chicago Talking Machine Co.; Miss S. M. Yates and Mr. Kellogg, Cleveland Talking Machine Co., and Miss Josephine McKeough, special representative of the record sales promotion department of the Victor Co.

Miss McKeough delivered the principal address of the evening, in which she stressed the plans for selling more worth-while—or Red Seal—records as outlined in the S. R. O. book. She chose several records, which were played and their stories related in connection with the sales possibilities of the discs. A notable example was the Nut Cracker Suite, upon which she dwelt at some length.

Recently the Hayes Music Co., on Superior street, suffered a fire loss of \$5,000. A few days later a second fire broke out which completely destroyed the business, with a loss of \$40,000. Insurance of \$10,000 was carried, leaving a serious loss. Mae Hayes, president, stated the business will be resumed as soon as a stock of merchandise can be assembled. Quarters have been opened at 420 Superior street.

THE ARISTOCRAT OF RADIO



Model A

The HYATT 6-TUBE General Utility Receiver

Try it and you'll Buy it!

Creates a sensation wherever shown.

No radio store is complete without the HYATT.

The rich two-toned brown leather cabinet, loop panel embossed in gold relief, the walnut bakelite panel and knobs—create a color combination that is most attractive.

Designed for the Home

The light weight and compactness make it available at all times and places. Selective, powerful and dependable.

Dealer licenses are available only to those who have a good business reputation in their communities.



IN THE MUSICAL MERCHANDISE FIELD

\$6,000 Is Average Retail M. M. Investment

Nation-Wide Survey of Musical Merchandise Field Reveals the Profit-Making Possibilities

[This is the first of a series of articles dealing with various phases of the merchandising of band and orchestra instruments and small goods by talking machine dealers. The facts presented are the result of a nation-wide survey among the dealers just concluded by The Talking Machine World.—EDITOR.]

BECAUSE of the lack of statistics dealing with musical merchandise as sold in talking machine retail stores, The Talking Machine World has made a survey of the entire situation as it affects the dealer and important facts have been gathered that not only show the extent of the field but also throw light on the merchandising and profit possibilities in the properly operated department. The survey was extensive in scope, covering the entire country, reports being received from the largest as well as the smallest dealers in cities, towns and villages.

Average Investment

One of the important points brought out is the size of the investment in musical merchandise by talking machine dealers. Analysis of the questionnaires returned shows that the average investment in these products rates unusually high as compared with other departments that may be considered more or less as sidelines. The average investment of the talk-

ing machine dealer in musical merchandise, in round figures, is over \$6,000. This, however, does not mean that all dealers have invested that amount in stock. The answers showed investments ranging from as low as \$225 to as high as \$50,000.

This is interesting because it shows beyond a doubt that while some dealers have realized the great profit possibilities in musical merchandise and have developed their departments to a high point of efficiency, other dealers have failed to take complete advantage of the salability of these products. One dealer, for example, stated that his investment is only \$250, and his stock is confined entirely to ukuleles and harmonicas.

Yet he manages to turn over his stock on an average of twelve times annually. In other words with a very small investment this dealer manages to do a business of over \$3,000 a year. In this particular instance no special sales effort is put behind the line beyond an occasional advertisement and attractive display in the store and window.

Scientifically Managed Departments

On the other hand where the investment is larger invariably the dealer concentrates to a greater extent on intensive merchandising. One merchant who has an inventory of \$20,000 has set aside one side of the front of his store for the department. Artistically designed show and



Typical Small Goods Section—Harlingen Music Co., Harlingen, Tex.

wall cases line the department, which is operated under a sub-manager and a staff of two
(Continued on page 126)

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.

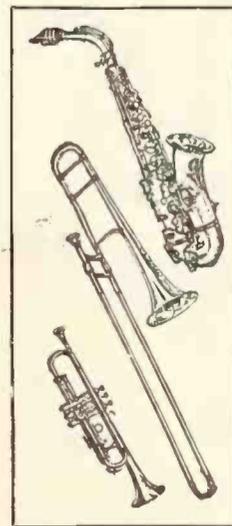
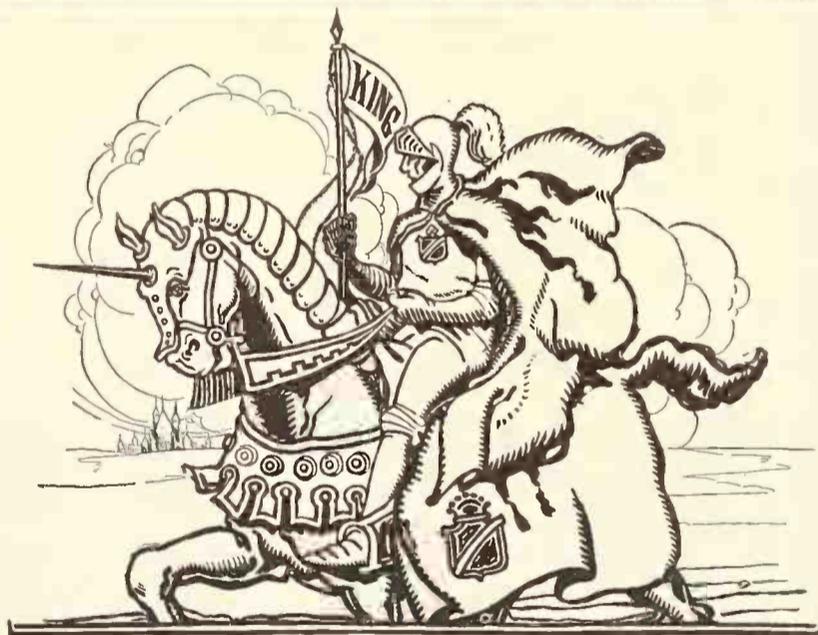
Are you getting a full and fair return on your selling effort?

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.
5215-93 Superior Avenue, Cleveland, Ohio

Manufacturers of **"KING"** BAND INSTRUMENTS

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 125)

HOHNER Harmonicas and Accordions

THE WORLD'S BEST

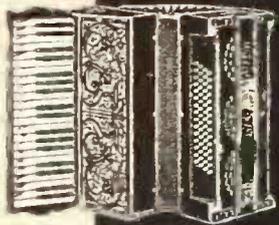


—and now for holiday business. How is your stock of Hohner Harmonicas?

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

Knight-Campbell Music Co. Maintains Clubrooms for Professional Musicians

Rooms Adjacent to Musical Merchandise Department Furnished to Provide Attractive and Comfortable Gathering-Place for City's Musicians—No Sales Are Attempted in Rooms

Not content with having secured a great proportion of the business of professional musicians located in the territory which it serves, the Knight-Campbell Music Co., of Denver, Col., recently added a new department by which it hopes to increase the professional trade and hold the business which it has already secured.

This new department is known as the Knight-Campbell's Professional Musicians' Club, and is a gathering place for the musicians in every sense of the word and not a salesroom. The company has made a rule that no sales may be attempted in the clubroom, for it has been provided solely for the pleasure and comfort of Denver's professional musicians, and every effort has been made to make the club quarters comfortable and of practical usefulness.

The quarters are easily accessible from the musical merchandise department on the first floor of the store and are attractively decorated and comfortably furnished with chairs, tables, writing desks with special club stationery, telephone, magazines, etc. There is a Steinway piano, an Orthophonic Victrola with a library of the latest Victor records for entertainment and study. Adjoining the clubrooms are four small studios for the members' use in

likes. It is here that the musician gathers with his fellow artists to discuss professional subjects and exchange opinions about his work, and in providing this attractive rendezvous for its trade, the Knight-Campbell Music Co. makes another bid for good will.

With the increasing number of band and orchestra musicians, an investment of this kind is sure to pay in ultimate dividends, for it is a well-known fact in retail band and orchestra instrument merchandising that to make the dealer's store a gathering point of musicians is to make that store do a large volume of trade.

This fact was immediately emphasized upon the announcement of the new clubrooms. Over 5,000 citizens and musicians throughout the city were attracted to the formal opening.

Bacon Banjo Co. Features Artists Using Its Products

The Bacon Banjo Co., of Groton, Conn., has issued a very attractive artist booklet reproducing photographs of a very large number of artists who use and endorse the Bacon banjo. Space is devoted to a description of the entire

Survey Reveals Dealers' Average M. M. Investment

(Continued from page 125)

salesmen, specialists in musical merchandise selling. These men all are able to demonstrate the instruments they sell. One man is particularly adept with band instruments, another with orchestra instruments and the manager himself specializes in stringed instrument sales. The department is operated strictly in accordance with the most advanced thought in business management. There is a definite plan of securing prospects, tying up with artists and visiting orchestras, advertising, window display, etc.

It is interesting to note that in proportion to population the investment of talking machine dealers in musical merchandise in large cities like New York, Chicago, Los Angeles, St. Louis is no larger than those of dealers located in smaller cities and hamlets scattered throughout the country. Of course, the actual dollars and cents investment of the leading large city dealers is greater than those of the large small town dealers, but the ratio of investment to population is about the same.

That the musical merchandise field, insofar as the talking machine dealer is concerned is ripe for further development, is evident. Many dealers have not realized the great possibilities for profit by the installation of a musical merchandise department. Because of the smallness of investment required to get a start this is the



How Promotion of the Knight-Campbell's Professional Musicians' Club Attracted Interested Crowds

teaching or rehearsals. There is no charge for these rooms or for the other furnishings of the club.

In short, the firm offers to the local musicians an all-around service, planned with a thorough knowledge, not only of the musicians' requirements, but of their desires and

Bacon line, and the center spread features the new No. 9 "Ne Plus Ultra" B & D Silver Bell banjo, which is listed at \$900.

The Brunswick Shop, 13 North Second street, Walla Walla, Wash., was recently opened with a complete line of instruments.

ideal sideline for the talking machine dealer. Ease of selling and the fact that the usual small department occupies very little space are factors that favor this sideline.

The second article of this series will show how rapid turnover in musical merchandise departments in talking machine stores is building profits for many far-sighted retailers.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 126)

Musical Instrument and Accessories Manufacturers Discuss Promotion Drive

Meeting of National Association at Buffalo Discusses Plans for Promotion Campaign in Interest of Fretted Instruments—Standardization Committee Reports on Ukles

BUFFALO, N. Y., November 3.—At a regular meeting of the National Association of Musical Instrument and Accessories Manufacturers, held at the Buffalo Athletic Club here recently, plans were discussed for developing a promotion campaign in the interest of fretted instruments and drums similar to the campaigns under way in the interest of other instruments, and a definite set of standards was adopted governing ukulele sizes and details of construction.

The promotion campaign will be launched as soon as possible and the Music Industries Chamber of Commerce has been asked to submit a plan for the work. In the discussion of how this work should be carried on a number of ideas were offered. One of them embraced the possibility of organizing fretted instrument clubs in industrial plants, Summer playgrounds and camps. At the present time, the ukulele excepted, there is little or no activity in the industrial field. The mandolin, guitar and banjo offer interesting material for orchestras, as is shown by the success of the string orchestras of the Metropolitan Music League of America and the Serenaders' Club. These organizations have given a number of concerts in recent years, drawing large attendance.

The Standardization Committee, through its chairman, H. C. Lomb, announced that the work of the standardization of the ukulele had been completed and recommended two new standards for that instrument, making ten in all. The following specifications, according to the committee, are necessary for the complete, standardized ukulele:

1. Scale length (distance from nut to bridge):
Inches.
a. Standard size ukulele.....13 to 13¾
b. Concert size ukulele.....13¾ to 14½
c. Tenor size ukulele.....14½ to 15¾
2. Must have not less than twelve (12) frets.
3. Back must be curved or arched.
4. Body must be not less than two (2) inches deep at lower bout.

5. Top of sounding board must be of one-twelfth (1/12) inch veneer, approximately.

6. Frame or sides must be lined.

7. Sound hole must be trimmed with celluloid or inlaid purfling.

8. Ribs must be sanded or finished off smooth.

9. Frets, after correct regulation, must be slightly rounded, to enable the player to execute the glissando without cutting fingers or strings.

10. Height of strings:

a. Above top edge of first fret must be not less than one-thirty-second (1/32) inch nor more than three-sixty-fourths (3/64) inch.

b. Above top edge of twelfth fret must be not less than one-eighth (1/8) inch nor more than five-thirty-seconds (5/32) inch.

This work was begun last year, when all of the members of the association were asked to submit their ukulele products to the committee for examination and approval as to workmanship, quality of materials, measurement and tone. The instruments submitted were sent to the offices of the Chamber last Winter, where, after examination by the committee, they were accepted or rejected, according to their fitness. Those manufacturers whose ukuleles were accepted were furnished with the standard approved label, which is now being attached to all approved instruments shipped.

The quality instrument is now the standard instrument. The committee is ready to turn its attention to the banjo, guitar and mandolin.

The possibility of the next meeting of the association being held at the Greenbriar Hotel, White Sulphur Springs, Va., was discussed, but decision was reserved until later in the year. The next regular meeting is scheduled for some time in March.

D. L. Day, as president of the Musical Merchandise Manufacturers' Association, Eastern District, extended a hearty invitation to all present to attend a joint meeting in New York on October 18 with the Associated Musical Instrument Dealers of New York, Inc.

B & D
"Silver Bell"
BANJO ARTISTS

MONTANA
Cowboy Banjolist

ROY SMECK
Wizard of the Strings

FRANK REINO
Banjolist, Ben Black's Orchestra
Paramount Theatre, N. Y. City

STEVE FRANGIPANE
Banjolist, Levitow's Commodore
Hotel Grill Orchestra

SLEEPY HALL
With His Orchestra at
Castilian Royal Pelham Parkway

New 1927-28 Illustrated 48 Page
Combined Catalog and Silver
News—Free.

THE BACON BANJO CO., Inc.
Groton, Connecticut

Those who attended the meeting included Jay Kraus, of the Harmony Co.; F. Kordiek, Regal Musical Instrument Co.; G. F. Chapin, Standard Musical String Co.; William W. Nelson, Vega Co.; G. L. Day, Bacon Banjo Co.; F. R. Johnson, Globe Music Co.; Walter M. Gotsch, Walter M. Gotsch Co., and H. C. Lomb and John J. D. Taylor, of the Waverly Musical Products Co.

Fine Publicity for Bacon Banjo Throughout Country

Frederick J. Bacon, president of the Bacon Banjo Co., recently concluded a trip which earned him as far as the Pacific Coast. Mr. Bacon's many activities on this trip resulted in a wealth of publicity for the Bacon Silver Bell banjo. In San Jose, Cal., after an airplane flight, President Bacon broadcast from the Sherman, Clay & Co. store window, and later attended a banjo contest at the California Theatre. In this airplane flight it might be mentioned that Mr. Bacon played his banjo. At Sacramento, Cal., he made a high school and dealer-wareroom appearance and broadcast in the evening. High school appearances, Kiwanis Club luncheons, broadcasting, airplane flights, etc., in other localities kept Mr. Bacon busy throughout the entire trip.

Elkhart Band Instrument Co. to Expand Activities

ELKHART, IND., November 5.—The recent reorganization of the Elkhart Band Instrument Co., manufacturer of popular-priced saxophones, has placed this company on a more substantial footing and gives opportunity for considerable enlargement and advancement in its operating and sales activities.

The company's line of saxophones has been rounded out by the adoption of standard models not heretofore manufactured and in addition, the company plans to produce a complete line of band instruments. A catalog illustrating and describing the new line is now in preparation and will be ready for distribution to the trade in a very short time.

Organizes Orchestras

The Melody Music Shop, 111 Madison avenue, Memphis, Tenn., Brunswick Panatrop and band instrument dealer, is specializing in organizing and training bands and orchestras throughout its territory.

BRUNO

THE OLDEST AND
LARGEST MUSICAL
MERCHANDISE HOUSE
IN AMERICA

Exclusively Wholesale
ESTABLISHED 1834

C. BRUNO & SON, INC.
351-53 FOURTH AVE. NEW YORK CITY

Shamrock Features Three Models in 1927-28 Line

Nate Hast, General Sales Manager of Shamrock Mfg. Co., Declares That the Line Is a Success From Every Standpoint

The 1927-28 line of Shamrock receiving sets, both all-electric and battery operated, is a decided success from every standpoint, according to Nate Hast, general sales manager of the



Shamrock Model BL

Shamrock organization. Three models are featured, with single dial control, ranging in list price from \$75 to \$151.

Model BL, with electric power operation, is housed in a walnut console, uses A. C. tubes and requires no A or B battery, trickle charger or liquids of any kind. This model is available with open grille door, as illustrated herewith, or with full door, to take any standard cone or horn speaker.

Model B is designed for battery or A and B eliminator operations. This is a walnut console and is also available with full door or with open grille to accommodate a cone or horn speaker.

Model A is a mahogany and walnut table

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.

EUROPEAN AGENCY WANTED for phonographs, accessories and records. Experienced salesman, well acquainted with trade, will represent two or three good lines. Speaks English, German, French, Spanish and Italian. Offices in Berlin, Cologne and Dusseldorf. Address Bruno Muskiewicz, Charlottenburger Str. 1, Berlin, Weipeusee, Germany.

MAN thoroughly experienced in the shipping department of phonograph and record manufacturer is open for position. Can take complete charge of traffic and familiar with all phases of shipping in Eastern markets. New York or Brooklyn connection preferred. First-class references. Address "Box No. 1625," care of The Talking Machine World, 420 Lexington Ave., New York City.

POSITION WANTED—Selling dealers in Cincinnati and vicinity. Phonographs, specialties, instruments, etc. Box 34, Station D, Cincinnati, O.

cabinet, for battery or A and B eliminator operation. Wave-length calibration is another feature of the Shamrock products.

The Shamrock line is marketed under a policy of full protection for selected Shamrock authorized dealers and distributors, according to Mr. Hast, and its success is due in no small measure to the merchandising co-operation extended as well as the high quality of the products.

Radio Protective Association Appoints Permanent Board

Eleven Members Now Comprise the Board of Directors of the Association—Hold Meetings in New York and Chicago

The Radio Protective Association which was formed some time ago in Chicago, Ill., announced recently its permanent board of directors to manage its affairs. The board was increased from five to eleven members, and the new board now consists of the following: Harry G. Sparks, Sparks-Withington Co., Jackson, Mich.; Fred S. Armstrong, Vesta Battery Corp., Chicago, Ill.; R. W. Augustine, Joy-Kelsey Corp., Chicago, Ill.; H. R. Rose, Shamrock Mfg. Co., Newark, N. J.; H. Chirelstein, Sonatron Tube Co., New York, N. Y.; Duane Wanamaker, Grigsby-Grunow-Hinds Co., Chicago, Ill.; L. Mandel, Metro Electric Co., Chicago, Ill.; J. Wiechers, Western Coil & Electrical Co., Racine, Wis.; Arthur D. Lord, Deforest Radio Co., Jersey City, N. J.; Alexander Weiss, Marti Electric Co., West Orange, N. J.; Ernest Kauer, C. E. Manufacturing Co., Providence, R. I. Mr. Armstrong remains treasurer of the Association and Oswald F. Schuette is executive secretary in charge of headquarters at 134 South La-Salle street, Chicago.

Referring to its recent meetings, Mr. Schuette stated that it was decided that the Association would undertake the defense of any member who may be sued for patent infringement by the Radio Corp. of America or its constituent companies, the American Telephone & Telegraph Co., the General Electric Co. and the Westinghouse Electric & Mfg. Co. During the latter part of October forty-six Eastern radio manufacturers attended a dinner given by members of the Radio Protective Association at the Hotel Astor, New York, at which plans were outlined for the utilization of the Association's resources, legal and patent counsel as well as the moral support of its members to defend any patent suits that may be instituted.

The directors of the Association announced recently the appointment of R. W. Augustine, of the Joy-Kelsey Corp., Chicago, as chairman of a special committee on patents and engineering and he will name the remaining members of the committee very shortly. It is planned to work out a program of co-operative research and engineering for the members of the Radio Protective Association and the personnel of this committee will be made up from engineering staffs of the companies represented in the Association as well as other engineers who are willing to co-operate with the Association's plans.

Algonquin Electric Co. Has New Radio Circuit

A new Algonquin kit, which is claimed to be something new in radio circuits, is being shown to the trade throughout the country by H. R. Fletcher, general sales manager of the Algonquin Electric Co., New York. The kit has been christened the "New Super-Hilodyne," and is said to employ a new vario-frequency of static reduction, with unusual distance-getting powers and selectivity combined with tone quality. It is a single-control instrument and the manufacturers claim that it does not infringe existing patents. Dealers who have examined the product have praised it highly.

Ben Selvin and Orchestra Exclusive Columbia Artists

Columbia Phonograph Co. Secures Three-year Contract for Exclusive Recordings of Famous Manhattan Dance Aggregation

The Columbia Phonograph Co. announces that it has secured a three-year contract with Ben Selvin and His Orchestra, by which this celebrated dance orchestra and its leader will



Ben Selvin

record exclusively for Columbia. The first release under the new contract is a coupling of "Playground in the Sky" and "Wherever You Are," both of which are from the new musical comedy success, "Sidewalks of New York."

Ben Selvin has the distinction of recording the famous phonograph record of "Dardanella" back in 1919, the record which sold more copies than any other up to the recent phenomenal success of Columbia's "Two Black Crows" records. Another early great hit of Mr. Selvin's was "Three o'Clock in the Morning."

Ben Selvin has recorded more than 3,000 selections for various phonograph companies in the past. He has been for fifteen years orchestral director in various Manhattan night clubs.

Vincennes Phonograph Line in Favor With Okeh Trade

L. E. Hilduser, manager of the Distributing Division of the Okeh Phonograph Corp., which recently secured the exclusive distributing rights for the Vincennes line of phonographs in the New England and Metropolitan territories, reports that satisfactory progress is being made in finding outlets for the Vincennes product. Five models comprise the line and there is a price range of from \$80 to \$225. The first shipment of Vincennes products was received at Okeh headquarters some few weeks ago and the instruments are now on display.

The Okeh-Odeon record line continues to show most satisfactory progress. For October sales increased more than 40 per cent and comparison with the same month of 1926 shows a doubling of volume. The Odeon 3000 and 5000 series of classical records is finding high favor with the trade and public.

G. J. Lewis in New Post

George J. Lewis is the new district representative for the Pittsburgh territory for the Brunswick-Balke-Collender Co. He succeeded H. R. Reynolds. Mr. Lewis was formerly connected with the Brunswick offices at Cleveland, O. Mr. Lewis stated that the outlook for the season was exceptionally bright. Dealers, he stated, were highly pleased with the new models of the Brunswick line, and found it a comparatively easy matter to make sales to interested persons.

GLEANINGS *from the* WORLD *of* MUSIC

Sam Fox Publishing Co. Prepares for Intensive Campaign on Theme Song "Wings"

The Sensational Theme Melody of the Record-Breaking Film Success, "Wings," Available in Fox-trot and Concert Versions—Company Preparing for Intensive Campaign

"Wings," the Paramount film showing the war in the air, is firmly established at the Criterion Theatre, on Broadway, and from all in-

every performance. While it is true that the story in itself is a great attraction, due credit must be given to the musical score composed

also entitled "Wings" and it is introduced, in whole or in part, some fifteen or twenty times during the presentation of the film. Lyrics have been written to the score by Ballard Macdonald and the number has been placed on the market by the Sam Fox Publishing Co., with which Mr. Zamecnik is connected. The Fox organization is planning an intensive drive on "Wings" and it is being featured in the firm's advertising.

The publicity and praise which the film is receiving is proving excellent advertising for the song and the house front display at the Criterion is proving no small attraction. It is by far the most eye-arresting on Broadway, and an idea of its effectiveness can be gleaned from the accompanying photograph. The sign is many colored with revolving propellers on the airplanes. The bodies of the planes have a glowing roll of fiery lights which make the sign particularly attractive at night. In the center of the display bursting shells are simulated.

Will Von Tilzer Clears Up Mystery of "Cot-Cot-Cotton"

You probably have seen some of the mysterious advertisements pertaining to the new fox-trot ballad, "Make My Cot Where the Cot-Cot-Cotton Grows." Quite a few of the boys in the song game tried to figure out who wrote the number, yet no one of them guessed correctly.

The little stunt was staged by Will Von Tilzer, president of the Broadway Music Corp., who wanted to introduce his new number in a novel manner—in a way that would attract more than passing notice. And he certainly succeeded. Will not only had professional folk talking and guessing, but he also induced dealers in various parts of the country to try to solve the musical problem.

Introducing stunts of this sort, however, is no novelty for Will Von Tilzer. He was the first music publisher to use a reverse plate to advertise songs to the profession, and it took him two years to talk the manager of the Old Clipper into accepting his copy. Will also was the first publisher to buy an entire page for songs and use not more than one inch of it in the center—leaving the rest white. Furthermore, Will ushered in the idea of placing little ads on a page next to reading matter.

As a result of his mysterious advertising on "Make My Cot Where the Cot-Cot-Cotton Grows," Will Von Tilzer is getting away to a better start on his number than any he has had in several years. One prominent orchestra leader told Will that if the number doesn't click with a big bang, he, the leader, will eat all the orchestrations Will happens to have left over.



dications will spend the entire Winter in its present location. This stirring story of the flying branch of the Army opened in August and at the present time is playing to capacity audiences with the S. R. O. sign out at practically

by J. S. Zamecnik, which in theme and melody synchronizes with the action of the film and which has won great praise from the public, the press and the moving picture distributors.

The sensational theme melody of the score is

FIVE RECORD RECORD BREAKERS



ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST

IRVING BERLIN INC., 1607 Broadway, New York

A Line or Two—of a Song or Two—of a Publisher or Two

An unusual tribute was paid Buddie De Sylva at the Paramount Theatre during the week of October 23 when Jesse Crawford, during his organ concert, playing "Just a Memory," introduced several of the selections for which Mr. De Sylva had written the lyrics. The words were thrown on the screen as were also a few words by Mr. Crawford acknowledging the genius of Broadway's celebrated lyricist. Among the selections interpolated by Mr. Crawford were "April Showers," "Memory Lane," "Just a Cottage Small by a Waterfall," "A Kiss in the Dark?" "When Day Is Done," "Birth of the Blues," "So Blue," and "Lucky Day."

Joe Davis, head of the Triangle Music Co., reports that he has three songs that are selling big. They are: "I Ain't Got Nobody and Nobody Cares for Me," "A Good Man Is Hard to Find" and "Egypt." Other songs in the Triangle catalog that are selling well are "My Blue Ridge Mountain Home," "My Carolina Home," "Lonely Nights in Hawaii," "I'm Only Another to You" and others.

Musical directors of theatres, broadcasting stations, hotels and colleges are showing unusual interest in the novel series of medley overtures for orchestras issued by M. Witmark & Sons. The present series includes two devoted to Southern ditties, "In the Land of Cotton" and "Old Plantation Days"; two to Irish tunes, "Dear Old Ireland" and "Irish Favorites"; patriotic airs are cared for in "The Land of the Free"; "On the Campus" has an appeal to colleges, and "Hits of Other Days" contains the song successes of days that are past.

M. Witmark & Sons, with whom the late Ernest R. Ball was associated for more than twenty-five years, report that initial sales on the album of fifteen of the famous composer's songs are beyond expectations. Many re-orders are

being received daily and the volume indicates the place which Ernie Ball held in the hearts of the music-loving public. The Witmark organization states that "Watching the World Go By," the last song written by Mr. Ball, is showing every sign of being one of the biggest ballad successes ever written by him.

The tour of John Philip Sousa and his band is bringing to the attention of the public several numbers from the catalog of Bibò, Bloedon & Lang. The Sousa aggregation is introducing and featuring Sousa's arrangement of the "March of the Blues," written by Irving Bibò, with a dance arrangement by Frank Skinner. The saxophone sextette is playing "Zulu Wail," and Miss Marjorie Moody, soprano with Sousa's band, is singing Sousa's ballad, "Forever and a Day," the lyric of which was written by Irving Bibò.

"Our American Girl," a song dedicated to Miss Ruth Elder, has been composed by Irving Mills and Jimmy McHough and is being published by Jack Mills, Inc.

"After You've Gone," one of the leaders of the Broadway Music Corp.'s catalog, which was a big "hit" many years ago and has again re-established itself in the public's favor, is being well received all over the country as is evidenced by the daily orders and re-orders from dealers. It is also in demand with orchestra leaders.

William Wiemann, traveler for the Edward B. Marks Music Co., returned November 10 from a trip which took him to the Pacific Coast. Mr. Wiemann concluded the best trip, according to reports, ever made by a Marks salesman from the standpoint of actual results. He sold many books and new orchestrations of old numbers, in addition to such new and

popular selections as "Slow River," "Just a Kiss Before the Dawn," "Sugar Foot Trust" and the new fox-trot version of "Down South." Except for short trips, Mr. Wiemann will be in New York until the first of the year.

Because of mechanical demands, the Edward B. Marks Music Co. is reviving five of its old blue numbers, namely, "Tishomingo Blues," "Schin-me-sha-wabble Blues," "Blues My Naughty Sweetie Gave to Me," "Has Anybody Seen My Chorine" and "There'll Be Some Changes Made." These numbers, which are from four to ten years old, are being recorded by such artists as Ted Lewis, Sophie Tucker, Fletcher Henderson, Willard Robinson and Red Nichols.

Irving Berlin, Inc., has announced the release of another new song by Irving Berlin, entitled "Together We Two," a typical Irving Berlin fox-trot ballad. Although but two weeks old, from the terrific play the song has received it shows every indication of surpassing any one of his previous successes.

Harry Von Tilzer's latest hit, "Whether It Rains—Whether It Shines," is being featured by a great many of the leading vaudeville and dance favorites, including Ted Lewis and His Band in "Artists and Models," at the Winter Garden; Paul Specht and His Orchestra in vaudeville; Al Moore and His Tar Babies, playing Keith vaudeville; Healy and Cross, popular singing comedians; B. A. Rolfe and His Palais d'Or Orchestra; Irwin Abrahms' Orchestra at the Manger Hotel and Al Friedman's aggregation at Yoeng's restaurant.

Shapiro, Bernstein & Co., whose catalog includes some of the most popular numbers of the day, such as "Side by Side," "Worryin'," "Bye-Bye, Pretty Baby," "Just Another Day Wasted Away," "Everybody Loves My Girl," "Clementine" and a host of others, recently added two new numbers, both potential hits. They are "There's a Rickety, Rackety Shack" (by a Rickety, Rackety Road), by the writers of "Just Another Day Wasted Away," and "How Long Has This Been Goin' On?" by Bennie Davis and Pete Wendling.

Harry Barris, young composer, formerly with Paul Whiteman, recently informed the Shapiro, Bernstein organization that he finds the Victor recording of "Mississippi Mud," by the Paul Whiteman Rhythm Boys, to be one of the most talked of and popular vocal novelties of the season. Mr. Barris composed "Brown Sugar," which was the rage of "hot" jazz bands all last season. Incidentally, Mr. Barris has renewed his contract with Shapiro, Bernstein & Co., to continue for another year.

Irving Berlin, Inc., reports the biggest selling catalog which it has had in years. Officials of the company pride themselves on having at least ten songs that are among the biggest sellers all over the country. Among the outstanding hits are: "Me and My Shadow," "What Do We Do on a Dew, Dew, Dewy Day?" "Russian Lullaby," "Are You Lonesome To-night?" "C'est Vous," "Miss Annabelle Lee," "Dawning," "Together We Two," "There Must Be Somebody Else" and "Mr. Aeroplane Man."

"Wings," the Paramount film, depicting the war in the air which has been playing to capacity houses at the Criterion Theatre, New York, was presented to Chicago audiences at the Erlanger Theatre, Chicago, on Sunday, October 30, and has duplicated its success. The score of this film, composed by J. S. Zamecnik, of the Sam Fox Publishing Co., plays no small part in its success, and the sensational theme song, "Wings," available in sheet music as a fox-trot and as a concert number, is continuing to be as popular with music lovers as is the film with theatregoers.

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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



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The Biggest
Revelation
the
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Today, when miles are measured in seconds—pushing a button brings instantly two-thirds of our needs—the turning of a dial brings music seemingly from nowhere—SPEED is everything.

ART SHEFTE, master musician, has made it possible to learn to play popular music in a few months instead of a few years.
A book for everything—from the beginning of music to the last "Z" in JAZZ: HOT BREAKS—BLUE BREAKS—JAZZ BREAKS—KEYBOARD HARMONY—JAZZ BASS—etc.

\$22,000.00 Being Spent in Advertising in the Mediums Mentioned Below:--

Saturday Evening Post
Liberty
Etude
Musical Leader
Musical Courier
Musical America
Music News

Musical Observer
Music and Musicians
Pacific Coast Musical Review
Musical Advance
Pacific Coast Musician
Musical Digest

The Metronome
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International Musician
Jacobs Orchestra Monthly
Jacobs Band Monthly
Melody
Musical Enterprise

Wire, Phone or Write for



Our Special Proposition!

dbh **SONGS**
THAT HIT THE MARK!

AMONG MY SOUVENIRS	
HERE AM I—BROKEN HEARTED	
BABY FEET GO PITTER, PATER	
PLENTY OF SUNSHINE	
TIN PAN PARADE	
SWEETHEART MEMORIES	
WHEN I WAS HIKIN' WITH YOU	
THERE'S ONE LITTLE GIRL WHO LOVES ME	
WHO'S THAT KNOCKIN' AT MY DOOR?	
MY HAWAIIAN SONG OF LOVE	
MAGNOLIA	
SO BLUE	
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 (2nd Edition)	
(Each containing fifteen great songs)	

DE SYLVA, BROWN AND HENDERSON, INC.
Music Publishers
745 SEVENTH AVENUE NEW YORK

Front Page Newspaper Ad
at \$7,000 for "Souvenirs"

DeSylva, Brown & Henderson, Inc., Secure American and Canadian Rights for Sensational English Song, "Among My Souvenirs"

A recent announcement of exceeding interest to music circles was that DeSylva, Brown & Henderson have secured the American and Canadian rights to the sensational English success, "Among My Souvenirs." This sensational "hit" by Horatio Nicholls, well-known English composer, with lyrics by Edgar Leslie, has made publishing history in British circles. So confident was the publisher, the Lawrence Wright Music Co., in its destined success that a full-page advertisement announcing it was placed on the front page of the London Daily Mail at a cost of £1,400, or \$7,000.

The executives of DeSylva, Brown & Henderson are confident that the number will be one of the largest sellers of this and many other seasons and are placing the biggest campaign behind it ever undertaken by the company. Although DeSylva, Brown & Henderson have owned the rights for but a short time, "Among My Souvenirs" was featured at the Capitol Theatre for two weeks in succession, being sung by Mort Downey, tenor, the last week in October, and by Grace La Rue the following week.

Berlin Issues Collections
of Negro Spirituals

The Irving Berlin Standard Music Corp. has just released four separate collections embodying fifteen of the outstanding Negro Spirituals, including such favorites as "Deep River," "I Want to Be Ready," "Swing Low, Sweet Chariot," "Roll, Jordan, Roll," etc.

These are published for violin and piano, tenor banjo and piano, Eb, Bb, C Melody saxophone and piano, and voice and piano. Each volume contains both words and music combined. This is the first time these famous spirituals have been arranged for these instruments, and the advance sale indicates that there is a very big demand for them in this form.

Feature "My Blue Heaven"
at Three Broadway Houses

Feist Number Is Featured Simultaneously at Paramount, Capitol and Strand Theatres—New Donaldson Song in Great Demand

"My Blue Heaven," the new ballad hit of Leo Feist, Inc., was tendered a tribute that speaks volumes for the merit of the song. During the last week of October it was featured in the programs of the Paramount, Capitol and Strand theatres, the three largest motion picture houses on Broadway.

At the Paramount "My Blue Heaven" opened the stage presentation and was played by Ben Black and the Paramount Stage Orchestra, with a vocal chorus sung twice by one of the members of the orchestra. At the Capitol the selection was programmed and played as an organ solo on the new Capitol organ, said to be the finest organ in any moving picture house, and at the Strand Waring's Pennsylvanians played the number in their inimitable fashion.

This triple exploitation of "My Blue Heaven" before audiences totaling many thousands, in conjunction with the countless number of times the song is broadcast over the air by singers, orchestras and soloists, and with the hundreds of vaudeville and night club entertainers including it in their routine, has given the number impetus which has placed it high up on the list of the season's best sellers, where it gives every indication of remaining for a long time to come. "My Blue Heaven" is a worthy successor to "At Sundown," which led the Feist catalog for an extended period.

Shapiro, Bernstein Publish "Ain't Love Grand?"

Shapiro, Bernstein & Co., whose production numbers include those of the highly successful "hit" shows, "Burlesque" and "Sidewalks of New York," are publishing the music of another musical comedy which, from all indications, will prove equally successful. This production is "Ain't Love Grand?" featuring Edna Leedom. It opened at the Majestic Theatre, in Brooklyn, N. Y., the last week of October and is now playing at Philadelphia for several weeks before its Broadway premiere. In both cities the show has played to capacity houses and the newspaper reviews have had nothing but the highest praise for the cast, the music and the book.

"Ain't Love Grand?" has been adapted from the French farce, "Breakfast Under the Sun." The music is by Dave Stamper and Harold Levey, and the numbers, which hold promise of joining the long list of Shapiro, Bernstein "hits," are "Lovely Lady," "Make Believe You're Happy" and "A Lost Step." It is a Schubert production.

"Cot-Cot-Cotton" Takes
an Immediate Hold

The growth of the admirers and boosters of "Cot-Cot-Cotton," the new ballad fox-trot and "find" of Will Von Tilzer, president of the Broadway Music Corp., New York, during the past week or two, has been as phenomenal as that enjoyed by any song of recent years. The number has already been recorded on Columbia, Brunswick, Pathé, Edison, Victor and others and new trials are being made every day. The "air" is crowded with singers, bands and specialty acts broadcasting the number, a list that seems almost like a "Who's Who in the Song World."

Among the artists using the number recently are Vaughn de Leath, Smith Brothers (Trade and Mark), Pauline Haggard over the Cavalcade Hour, the Happiness Boys, Don Marcotte and his Vagabonds, Giles O'Connor, Ada Ward and many others.

"You Can't Go Wrong With Any 'FEIST' Song!"

The Surprise Ballad Hit!
"MY BLUE HEAVEN"
GEORGE WHITING
WALTER DONALDSON

A New Mother Song
Beautifully Told In
"Lyric and Melody!"
"BABY YOUR MOTHER"
(LIKE SHE BABIED YOU)
DOLLY MORSE
ANDREW DONNELLY
JOE BURKE

The New Waltz Song by the
"Writers of 'Spanish Town'"
"CHEERIE BEERIE BE"
(FROM SUNNY ITALY)
MABEL WAYNE
LEWIS & YOUNG

Donaldson's
High-flying Dixie
SONG HIT!
"THERE AIN'T NO LAND LIKE DIXIELAND FOR ME!"
WALTER DONALDSON

Charmingly New
And Melodious!
"INDIAN CRADLE SONG"
GUS KAHN
MABEL WAYNE

The European Success!
"WHERE IS MY MEYER?"
Introduced by BALIEFF
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THE SENSATIONAL "THEME" MELODY OF THE RECORD BREAKING BROADWAY FILM SUCCESS

“WINGS”



An exquisite, beautiful number which appeals to both theatre and dance public

De Sylva, Brown, Henderson, Subjects of Feature Story

Interesting Article Under Caption, "Words and Music—Three Men Not Unknown in Tinpan Alley," Pays High Tribute to Writers

B. G. De Sylva, Lew Brown and Ray Henderson, comprising the music publishing firm which bears their surnames, were the subjects of an interesting article in the New York Times of Sunday, October 23. This article, which was captioned, "Words and Music—The Careers of Three Men, Not Unknown in Tinpan Alley," was a remarkable tribute to the three geniuses who, as a combination, have supplied Broadway with its greatest hits during the past year. In speaking of the success which the firm has won in less than a year the article states: "At present they are drawing royalties from 'Good News,' 'Manhattan Mary,' George White's 'Scandals' on tour—three shows that have a combined gross of about \$120,000 a week."

The career of each of the three is told in great detail in the article, at a length that is far too great to reproduce here, but extracts will give a very good idea of what each has meant to the lovers of musical comedies and "hit" songs. Of Buddie De Sylva and his song writing proclivities the following appears:

"Besides collaborating on productions like the 'Follies of 1921,' 'La La Lucille,' 'The Yankee Princess,' 'Sally,' some of the Century Roof shows, 'Orange Blossoms,' 'Tell Me More,' 'Sweet Little Devil,' 'Big Boy,' 'Queen High,' 'Manhattan Mary' and 'Good News,' he wrote popular songs. The best known of these are 'Avalon,' 'April Showers,' 'Just a Cottage Small by a Water Fall,' 'Alabamy Bound,' 'Memory Lane,' 'Keep Smiling at Trouble,' 'When Day is Done' and 'California, Here I Come.' De Sylva's part in his firm is that of balladist and writer of sophisticated songs, so called. To him also is left the job of preparing the book of whatever production the three may be working on."

Lew Brown, the "gag" man of the combination, is generally conceded to be one of the best writers of comic songs in America. Among his successes listed were:

"'Yes, We Have No Bananas,' 'Last Night on the Back Porch,' 'Collegiate,' 'Don't Bring Lulu,' 'Dapper Dan,' 'Why Did I Kiss That Girl?' 'I Want to Go Where You Go,' 'I'd Climb the Highest Mountain,' and others of that ilk."

Ray Henderson, the composer of the trio, is the only one who studied music in his early days. He attended the University of Buffalo and studied music, paying particular attention to piano, organ and counterpoint. He worked for several music publishing houses upon his arrival on Broadway and while with Harms his first song, "Humming," was published. To again quote:

"Then came 'Georgette,' 'That Old Gang of Mine,' 'Follow the Swallow,' 'Why Did I Kiss That Girl,' 'Alabamy Bound,' 'Bye, Bye, Blackbird,' and others. His first show was the 'Scandals of 1925.' Then he did the next year's 'Scandals,' 'Good News' and 'Manhattan Mary.'"

While not as much in the public eye as are the others, Robert Crawford, president of De Sylva, Brown & Henderson, is an important factor in the success of the firm. The article in closing gives due credit, saying: "The presiding genius of their publishing business is Robert Crawford, also in his early thirties, who, beginning as song plugger, rose to be business manager of Irving Berlin, Inc., and then president of the new corporation."

Harry Von Tilzer Old-Time Medley Is Sales Stimulant

Medley of Six of the Most Popular Harry Von Tilzer Old-Time Favorites Compiled and Arranged by Edward Kilenyi—Proves Popular

The Harry Von Tilzer Music Publishing Co., New York, reports a great demand for the recently issued Medley No. 1 of Harry Von Tilzer's Old-time Favorite Hits. This medley, which was compiled and arranged by Edward Kilenyi, introduces such old-time favorites as "On a Sunday Afternoon," "Down on the Farm," "Down Where the Wurzbürger Flows," "Please Go 'way and Let Me Sleep," "Last Night Was the End of the World" and "Wait Till the Sun Shines, Nellie." The medley is available for the piano, for small and large orchestras.

Harry Von Tilzer, head of the company, states that not only is the medley selling well, but it has had the effect of stimulating interest and sales of his collection of Old-Time Favorites, which includes thirty-two selections written by him. This booklet, which retails for fifty cents, has the words and music of numbers listed above and others equally popular.

Happiness Boys Featuring New Berlin Selections

Ernest Hare and Billy Jones Feature "There Must Be Somebody Else" and "I Love to Throw Brass Rings on a Merry-Go-Round"

During their recent appearance as the featured stage act at the Mark Strand Theatre, in Brooklyn, N. Y., the Happiness Boys, Ernest Hare and Billy Jones, received a tremendous reception from large audiences. The long popular radio and stage entertainers sang a large group of the latest numbers, interspersed with their usual line of comedy patter. Included in their repertory were two of the latest Irving Berlin, Inc., songs, "There Must Be Somebody Else" and "I Love to Throw Brass Rings on a Merry-Go-Round."

"Dreaming Alone in Hawaii" a Steele Number

Convinced that the trend of the popular song market is again pointing to Hawaiian melodies, what with the popularity of numerous Hawaiian teams over the radio and the like, Fred K. Steele, proprietor of the music publishing firm bearing his name, has just issued a new ballad of this type, called "Dreaming Alone in Hawaii." The number possesses an outstanding lyric and melody and a nation-wide campaign has been launched.

Berlin Standard Corp. Issues "Piano Recreations"

The Irving Berlin Standard Music Corp. has announced the release of a collection of twelve folios under the heading of "Piano Recreations," each folio consisting of six numbers suitable for motion pictures use, for school and for the home.

Irving Berlin, Inc., in addition to the strong list of numbers already released, has several new songs which will undoubtedly enter the list of big sellers. One novelty number, "It's in the Bag," although regular copies are not yet off the press, is being rehearsed by hundreds of acts. Among others soon to be released are two by Al Jolson, "Mother of Mine, I Still Have You" and "Hollywood Rose."

The Latest Record Bulletins

Victor Talking Machine Co.

- LIST FOR NOVEMBER 4**
- 20970 At the Theatre—Part I.....Phil Baker 10
 - At the Theatre—Part II.....Phil Baker 10
 - 20963 Baby Feet Go Pitter Patter ("Cross My Floor),
The Duncan Sisters 10
 - Dawning.....The Duncan Sisters 10
 - 20964 My Blue Heaven.....Gene Austin 10
 - Are You Thinking of Me To-night?.....Gene Austin 10
 - 20972 Dancing Tambourine—Fox-trot,
Paul Whiteman and His Orch. 10
 - A Shady Tree—Waltz,
Paul Whiteman and His Orch. 10
 - 20967 Baby Feet Go Pitter Patter ("Cross My Floor)
—Fox-trot.....The Troubadours 10
 - My Daddy—Fox-trot.....The Troubadours 10

- LIST FOR NOVEMBER 11**
- SELECTED LIST OF VICTOR RED SEAL RECORDS**
(Orthophonic Recording)
- 9110 Hungarian Fantasia—Part 1 (Liszt),
Arthur de Greef and The Royal Albert Hall Orch. 12
 - Hungarian Fantasia—Part 2 (Liszt),
Arthur de Greef and The Royal Albert Hall Orch. 12
 - 9111 Hungarian Fantasia—Part 3 (Liszt),
Arthur de Greef and The Royal Albert Hall Orch. 12
 - Hungarian Fantasia—Part 4 (Liszt),
Arthur de Greef and The Royal Albert Hall Orch. 12
 - 1268 By the Waters of Minnetonka—With Male
Quartet.....Frances Alda 10
 - Deep River (Arr. by La Forge)—With Male
Quartet.....Frances Alda 10
 - 1269 Meistofele—Ave Signori! (Hail, Sovereign Lord)
(Boito).....Feodor Chaliapin 10
 - Sonnambula—Vi ravviso (As I View These
Scenes) (Bellini).....Feodor Chaliapin 10
 - 6649 Fairy Tales—Folk Dance (Polka) (Suk, Op. 16,
No. 2),
Frederick Stock and Chicago Symphony Orch. 12
 - Slavonic Dance No. 1 in G Minor (Dvorak),
Frederick Stock and Chicago Symphony Orch. 12
 - 6699 Tales From the Vienna Woods, Storiella del
Bosco Viennese—In Italian.....Lucrezia Bori 12
 - Love-Tide of Spring (La Primmavera d'Or)—
In Italian.....Lucrezia Bori 12
 - 1270 Do You Know My Garden? (Haydn-Wood),
Renee Chemet 10
 - No One Knows (But the Red, Red Rose)
(Gordon).....Renee Chemet 10
 - 1271 Cradle Song (Brahms).....Alfred Cortot 10
 - Sous Le Palmier (Under the Palms) (Albeniz),
Alfred Cortot 10
 - 9109 The Rhinegold—Entrance of the Gods Into
Valhalla—Part 1,
Albert Coates and Symphony Orch. 12
 - The Rhinegold—Entrance of the Gods Into
Valhalla—Part 2,
Albert Coates and Symphony Orch. 12
 - 6700 Nocturne a Raguze—Part 1 (Schelling),
Ignace Jan Paderewski 12
 - Nocturne a Raguze—Part 2 (Schelling),
Ignace Jan Paderewski 12
 - 6703 Serenade (Schubert).....Louise Homer 12
 - Calm as the Night (Bohm).....Louise Homer 12
 - 1278 Noche Serena (Calm Night),
Emilio de Gogorza 10
 - Ay! (Serenata Andulaza) (From "Perlas Gadi-
tanaz").....Emilio de Gogorza 10
 - 1246 La Juive—Si la rigueur (Cavatine) (Although
Oppressed By Cruel Fate).....Ezio Pinza 10
 - La Juive—Vous qui du Dieu vivant (You Who
Have the Clemency).....Ezio Pinza 10
 - 6710 Le Caid—Air du Tambour Major (Thomas)—
In French.....Ezio Pinza 12
 - Roberto il Diavolo—Invocation—Suore che ripro-
sate (Ye Slumb'ring Nuns)—In Italian,
Ezio Pinza 12
 - 6601 Ay-Ay-Ay (Creole Song) (Perez-Freire),
Tito Schipa 12
 - Cancion Andaluza (A Granada) (Palacios),
Tito Schipa 12
 - 1180 Barbieri di Siviglia—Ecco ridente in cielo
(Dawn With Her Rosy Mantle) (Rossini),
Tito Schipa 10
 - Barbieri di Siviglia—Se il mio nome (If My
Name You Would Know) (Rossini),
Tito Schipa 10
 - 9112 L'Arlesienne—Part 1—Prelude (Bizet),
Eugene Goossens and Royal Opera Orch. 12
 - L'Arlesienne—Part 2—Prelude (Concluded)
(Bizet),
Eugene Goossens and Royal Opera Orch. 12
 - 9113 L'Arlesienne—Part 3—Farandole (Bizet),
Eugene Goossens and Royal Opera Orch. 12
 - L'Arlesienne—Part 4—Adagietto (Bizet),
Eugene Goossens and Royal Opera Orch. 12
 - 6706 Lotus Land (Scott).....Fritz Kreisler 12
 - Hungarian Dance No. 17 (Brahms-Kreisler),
Fritz Kreisler 12
 - 6704 Erlkonig (The Erl-King) (Schubert),
Maria Jeritza 12
 - Gretchen am Spinnrade (Margaret at the Spin-
ning Wheel) (Schubert).....Maria Jeritza 12
 - 6705 Der Freischutz—Overture—Part 1 (Weber),
Alfred Hertz and San Francisco Symphony Orch. 12
 - Der Freischutz—Overture—Part 2 (Weber),
Alfred Hertz and San Francisco Symphony Orch. 12
 - 6707 Andrea Chenier—Un di all' azzurro spazio
(Once O'er the Azure Fields),
Giovanni Martinelli 12
 - Andrea Chenier—Come un di di Maggio (As
Some Soft Day in May).....Giovanni Martinelli 12
 - 1272 Minnelied (Love Song)—German Folk Song;
in German.....John McCormack 10
 - Schlafendes Jesuskind (Sleeping Christ-Child)
(Morike-Wolf).....John McCormack 10
 - 1273 Tannhauser—Dich teure Halle (Oh, Hall of
Song).....Maria Jeritza 10
 - Der Tote Stadt—Lautenlied der Marietta (The
Dead City—Song of the Lute).....Maria Jeritza 10
 - 6701 Quartet in D—Part 1—First Movement—Allegro
(Haydn).....Elman String Quartet 12
 - Quartet in D—Part 2—Second Movement—And-
ante o piuttosto allegro (Haydn),
Elman String Quartet 12
 - 6702 Quartet in D—Part 3—Third Movement—
Menuetto allegro ma non troppo,
Elman String Quartet 12
 - Quartet in D—Part 4—Fourth Movement—
Finale—Vivace assai (Haydn),
Elman String Quartet 12
 - 1274 Tannhauser—Oh, tu, bell' astro incantador
(Evening Star)—In Italian.....Marcel Journet 10
 - Lohengrin—Konigs Gebet (King's Prayer)—In
German.....Marcel Journet 10
 - 1264 The Green Eyed Dragon (Newman-Charles),
Reinald Werrenrath 10

- Tavern Song (Watson-Fisher),
Reinald Werrenrath 10
 - 1277 Hungarian Rhapsody No. 11—Part 1,
Alfred Cortot 10
 - Hungarian Rhapsody No. 11—Part 2,
Alfred Cortot 10
 - 1275 I'll Take You Home Again, Kathleen (Westen-
dort).....Clarence Whitehill 10
 - In the Gloaming (Orred-Harrison),
Clarence Whitehill 10
 - 1279 Lead, Kindly Light (Newman-Dykes),
Reinald Werrenrath 10
 - Abide With Me (Lyte-Monk),
Reinald Werrenrath 10
- LIST FOR NOVEMBER 11**
- 20984 Give Me a Nig in June.....Johnny Marvin 10
 - After I've Called You Sweetheart,
Johnny Marvin-Ed Smalle 10
 - 20985 C'est Vous (Its You).....The Salon Group 10
 - Dawn of Tomorrow.....The Salon Group 10
 - 20976 Wherever You Are—Fox-trot,
Nat Shilkret and the Victor Orch. 10
 - Headin' for Harlem—Fox-trot,
Nat Shilkret and the Victor Orch. 10
 - 20978 Are You Lonesome to-night?—Waltz,
Jacques Renard and His Coconut Grove Orch. 10
 - Molly Malone—Waltz,
Nat Shilkret and the Victor Orch. 10
 - 20981 When the Morning Glories Wake Up in the
Morning—Fox-trot,
Jacques Renard and His Coconut Grove Orch. 10
 - Blue River—Fox-trot,
Jean Goldkette and His Orch. 10
- LIST FOR NOVEMBER 18**
- 20996 Up in the Clouds (From "The Five o'Clock
Girl")—Fox-trot,
Nat Shilkret and the Victor Orch. 10
 - Thinking of You (From "The Five o'Clock
Girl")—Fox-trot,
Nat Shilkret and the Victor Orch. 10
 - 21000 Diane (I'm in Heaven When I See You Smile)
—Waltz.....The Troubadours 10
 - Dream Kisses—Fox-trot.....The Troubadours 10
 - 20994 Baltimore—Fox-trot,
Jack Crawford and His Orch. 10
 - Clementine—Fox-trot,
Jean Goldkette and His Orch. 10
 - 20995 Silver Moon (From "My Maryland"),
Evelyn Herbert-Franklyn Baur 10
 - Mother (From "My Maryland"),
Evelyn Herbert 10
 - 20977 Are You Happy?.....Gene Austin 10
 - The Sweetheart of Sigma Chi.....Gene Austin 10

Columbia Phono. Co., Inc.

- CELEBRITIES SERIES**
- 7133-M Lucrezia Borgia: Brindisi (Drinking Song)
(Donizetti)—Contralto Solo.....Sophie Braslau 12
 - Come to Me O Beloved! (Cantata) (Bassani-
Mal Piero)—Contralto Solo.....Sophie Braslau 12
 - 2052-M The Sweetest Story Ever Told (Stults)—Con-
tralto Solo.....Sophie Braslau 10
 - Love's Old Sweet Song (Molloy)—Contralto
Solo.....Sophie Braslau 10
 - 7134-M Liebestraum (Dream of Love) (Liszt)—Piano
Solo.....Percy Grainger 12
 - (a) Sheep and Goat Walkin' to the Pasture
(Guion); (b) Gigue From First Partita
(Bach)—Piano Solo.....Percy Grainger 12
 - 2053-M Song of India (Sadko) (Rimsky-Korsakov)—
Soprano Solo.....Maria Kurenko 10
 - Coq d'Or: Hymn to the Sun (Rimsky-Korsak-
ov)—Soprano Solo.....Maria Kurenko 10
 - 7135-M Aida: Nel hero anelito (To Strife Once More
They Call) (Verdi)—Soprano and Tenor
Duet...G. Arangi-Lombardi-Francesco Merli 12
 - Aida: O terra addio (Farewell, Oh Earth)
(Verdi)—Soprano and Tenor Duet,
G. Arangi-Lombardi-Francesco Merli 12
- CHRISTMAS MUSIC**
- 50050-D Medley of Christmas Hymns—Parts 1 and 2
—Vocal.....Columbia Mixed Chorus 12
 - 1143-D Medley of Christmas Hymns—Parts 1 and 2
—Pipe Organ.....Milton Charles 10
 - 50049-D Christmas Waits—Parts 1 and 2—Instru-
mental...Band of H. M. Grenadier Guards 12
 - 1125-D Good Christian Men Rejoice—Mixed Quartet,
Temple Quartet 10
 - Come Ye Faithful People, Come—Mixed Quar-
tet.....Temple Quartet 10
 - 1128-D It Came Upon the Midnight Clear—Male
Quartet.....The American Singers 10
 - The First Nowell—Male Quartet,
The American Singers 10
 - 1153-D Jimmy and Mary's Christmas Eve—Parts 1
and 2.....Vaughn De Leath-Frank Harris 10
- INSTRUMENTAL MUSIC**
- 50051-D Wedding March (Mendelssohn) (From "Mid-
summer Night's Dream"),
Columbia Symphony Orch. (Dir. R.H. Bowers) 12
 - Bridal Chorus from Lohengrin (Wagner),
Columbia Symphony Orch. (Dir. R.H. Bowers) 12
 - 1127-D Banjokes—Novelty Instrumental,
Roy Smeck-Art Kahn 10
 - The Ghost of the Banjo—Novelty Instrumental,
Roy Smeck-Art Kahn 10

- DANCE MUSIC**
- 1133-D Playground in the Sky (From "Sidewalks
of New York")—Fox-trot, with Vocal
Chorus by Lewis James and Franklyn Baur,
Ben Selvin and His Orch. 10
 - Wherever You Are (From "Sidewalks of
New York")—Fox-trot, with Vocal Chorus
by Lewis James, Franklyn Baur and Elliott
Shaw.....Ben Selvin and His Orch. 10
 - 1138-D Manhattan Mary (From "Manhattan Mary")
Fox-trot, with Vocal Chorus by James,
Shaw and Luther,
Cass Hagan and His Park Central Hotel Orch. 10
 - Broadway (From "Manhattan Mary")—Fox-
trot, with Vocal Chorus by Lewis James,
Cass Hagan and His Park Central Hotel Orch. 10
 - 1150-D There's a Cradle in Caroline—Fox-trot, with
Vocal Chorus by Cyril Pitts,
The Radiolites 10
 - Everybody Loves My Girl—Fox-trot, with
Vocal Chorus by Seger Ellis, The Radiolites 10
 - 1120-D Sailin' On—Fox-trot, with Vocal Chorus by
Lewis James.....The Columbians 10
 - Moonlit Waters—Fox-trot, with Vocal Chorus
by Franklyn Baur.....The Columbians 10
 - 1135-D Broken Dreams—Waltz, with Vocal Chorus by
Franklyn Baur.....The Columbians 10
 - I Love No One But You—Waltz, with Vocal
Chorus by Lewis James.....The Columbians 10
 - 1148-D It Was Only a Sun Shower—Fox-trot, with
Vocal Chorus by Ed Kirkeby,
The California Ramblers 10
 - Nothin' Does-Does Like It Used to Do-Do-
Do—Fox-trot, with Vocal Chorus by Ed
Kirkeby.....California Ramblers 10
 - 1126-D Rain—Fox-trot, with Vocal Chorus by Vin-
cent Van Tuyl, D. Voorhees and His Orch. 10
 - That's What I Think of You—Fox-trot, with
Vocal Chorus by Frank Sylvano,
Al Handler and His Hotel Davis Orch. 10
 - 1121-D Slow River—Fox-trot,
Gerald Marks and His Hotel Tuller Orch. 10
 - Polly—Fox-trot, with Piano Solo by Nelson
Bitterman,
Gerald Marks and His Hotel Tuller Orch. 10
 - 1134-D Oh, Doris! Where Do You Live?—Fox-trot,
with Vocal Chorus, Al Lentz and His Orch. 10
 - When I Ring Your Front Door Bell—Fox-
trot, with Vocal Chorus,
Al Lentz and His Orch. 10
 - 1137-D Molly Malone (From "The Merry Malones")
—Waltz, with Vocal Chorus by William A.
Kennedy.....The Cavaliers (Waltz Artists) 10
 - Like the Wandering Minstrel (From "The
Merry Malones")—Waltz, with Vocal
Chorus by William A. Kennedy,
The Cavaliers (Waltz Artists) 10
 - 1123-D Baby's Blue (From "A La Carte")—Fox-rot,
with Vocal Chorus by Frank Harris,
Don Voorhees and His Orch. 10
 - The Calinda (From "A La Carte")—Fox-
trot, with Vocal Chorus by Scrappy Lam-
bert.....The Radiolites 10
 - 1129-D Soliloquy—Fox-trot,
Don Voorhees and His Orch. 10
 - My Blue Heaven—Fox-trot, with Vocal
Chorus by Lewis James,
Don Voorhees and His Orch. 10
 - 1124-D Highways Are Happy Ways (When They
Lead to Home)—Fox-trot, with Vocal
Chorus by Vincent Van Tuyl,
Don Voorhees and His Orch. 10
 - When the Morning Glories Wake Up in the
Morning (Then I'll Kiss Your Two Lips
Good-Night)—Fox-trot, with Vocal Chorus
by Vincent Van Tuyl,
Don Voorhees and His Orch. 10
 - 1136-D After I've Called You Sweetheart (How Can
I Call You Friend)—Waltz, with Vocal
Chorus by Frank Harris,
The Cavaliers (Waltz Artists) 10
 - You Only Want Me When You're Lonesome
(And Nobody Else Wants You)—Waltz,
with Vocal Chorus by Lewis James,
Eddie Thomas' Collegians 10
 - 1131-D Dawning—Fox-trot, with Vocal Chorus by
Billy Day.....Ideal Serenaders 10
 - A Shady Tree—Fox-trot, with Vocal Chorus
by Lewis James.....Ideal Serenaders 10
- VOCAL NUMBERS**
- 1149-D Dawning—Vocal.....Lee Morse 10
 - I've Looked All Over for a Girl Like You
—Vocal.....Lee Morse 10
 - 1152-D I Love You But I Don't Know Why,
Art Gillham and His Southland Syncopators 10
 - Just Before You Broke My Heart,
The Whispering Pianist (Art Gillham) 10
 - 1140-D Mister Aeroplane Man (Take Me Up to
Heaven), Kitty O'Connor (The Girl Baritone)
Dream Kisses,
Kitty O'Connor (The Girl Baritone) 10
 - 1139-D The Sweetheart of Sigma Chi—Vocal,
Charles Kaley 10
 - Moonlit Waters—Vocal.....Charles Kaley 10
 - 1132-D Just Another Day Wasted Away—Vocal,
Kate Smith 10
 - Clementine (From "New Orleans")—Vocal,
Kate Smith 10

(Continued on page 134)

HERE'S THAT MYSTERIOUS MELODY, BOYS — THAT EVERYBODY'S TALKING ABOUT!

WE TAKE GREAT PLEASURE IN PRESENTING

MAKE MY COT WHERE THE COT-COT-COTTON GROWS

by RAY DOLL — JACK LE SOIR AND SOL KLEIN



DANCE EDITION WILL BE LIMITED — GET YOURS NOW AND DON'T BE SORRY LATER
A NATURAL BLACK BOTTOM — HOT ENOUGH FOR ANY ACT OR SINGING ORCHESTRA.

BROADWAY MUSIC CORP. 1600 BROADWAY, NEW YORK.

THE LATEST RECORD BULLETINS—(Continued from page 133)

- 1130-D Here Am I—Broken Hearted—Vocal, Seger Ellis 10
- Kiss and Make Up—Vocal, Seger Ellis 10
- 1122-D Who's Wonderful, Who's Marvelous? Miss Annabelle Lee—Vocal, Little Jack Little 10
- Who Is Your Who?—Vocal, Little Jack Little 10
- 1142-D There's a Cradle in Caroline—Male Quartet, Goodrich Silvertown Quartet 10
- Roam On, My Little Gypsy Sweetheart—Male Quartet, Goodrich Silvertown Quartet 10
- 1141-D You Can't Walk Back From An Aeroplane (So What Are You Girls Gonna Do?)—Vocal Duet, Billy Jones-Ernest Hare (The Happiness Boys) 10
- Who's That Pretty Baby?—Vocal Duet, Billy Jones-Ernest Hare (The Happiness Boys) 10
- 1151-D Bye-Bye, Pretty Baby—Vocal, Billy "Uke" Carpenter 10
- The Spell o' the Moon—Novelty, Jack Major 10
- FAMILIAR TUNES—OLD AND NEW
- 15188-D The Darktown Strutters' Ball, Gid Tanner and His Skillet-Lickers, with Riley Puckett and Clayton McMichen 10
- Drink 'Er Down, Gid Tanner and His Skillet-Lickers, with Riley Puckett and Clayton McMichen 10
- 15190-D St. Louis Blues—Fiddle Solo, Clayton McMichen 10
- Fiddlin' Medley (Old Time Fiddlers' Medley)—Fiddle Solo, Clayton McMichen 10
- 15185-D Alabama Gal—Vocal, Riley Puckett 10
- Fire on the Mountain—Vocal, Riley Puckett 10
- 15183-D Pictures From Life's Other Side—Vocal, Benny Borg (The Singing Soldier) 10
- A Concert Hall on the Bowery—Vocal, Benny Borg (The Singing Soldier) 10
- 15184-D Don't Let Your Deal Go Down Medley—Banjo Solo, Charlie Poole 10
- Sunset March—Banjo Solo, Charlie Poole 10
- 15191-D A Wonderful Time—Sacred Music, The Deal Family 10
- The Sinless Summerland—Sacred Music, The Deal Family 10
- 15186-D Mother's Face I Long to See—Vocal, Walter Morris 10
- In the Time of Long Ago—Vocal, Walter Morris 10
- 15189-D Wednesday Night Waltz, Leake County Revelers 10
- Good Night Waltz, Leake County Revelers 10
- 15187-D Are You Happy or Lonesome?—Vocal Duet, Burnett-Rutherford 10
- My Sweetheart in Tennessee—Vocal Duet, Burnett-Rutherford 10

Brunswick Records

LIST FOR NOVEMBER 3

- 3631 Miss Annabelle Lee (Clare-Pollack)—Fox-trot, with Vocal Chorus, Ben Bernie and His Hotel Roosevelt Orch. 10
- Swanee Shore (Hesse-Borune)—Fox-trot, with Vocal Chorus, Ben Bernie and His Hotel Roosevelt Orch. 10
- 3638 Just Once Again (Donaldson-Ash)—Tenor, with Piano by William F. Wirges, Frank Sylvano 10
- A Night in June (Friend-Tenor), with Piano by William F. Wirges, Frank Sylvano 10
- 3591 When Day Is Done (DeSylva-Katscher)—Played on Kimball Organ; with Vocal Chorus; Recorded at Roxy Theatre, New York, Lew White 10
- Forgive Me (Yellen-Ager)—Played on Kimball Organ; with Vocal Chorus; Recorded at Roxy Theatre, New York, Lew White 10
- 3644 I'm Saving Saturday Night for You (Devoll-Mecum)—Fox-trot, with Vocal Chorus, The Morgan-Clark Music Masters 10
- Blue River (Bryan-Meyer)—Fox-trot, with Vocal Chorus, The Morgan-Clark Music Masters 10
- 3589 Ozark Blues (Rose)—Fox-trot, Fess Williams' Royal Flush Orch. 10
- Alligator Crawl (Waller)—Fox-trot, Fess Williams' Royal Flush Orch. 10
- 3547 Beale Street Blues (Handy)—Comedian, with Orch., Al. Bernard, with Carl Fenton's Orch. 10
- St. Louis Blues (Handy)—Comedian, with Orchestra, Al. Bernard, with Carl Fenton's Orchestra 10
- 146 Dixie Flyer Blues (Descriptive-Train)—Harmonica, De Ford Bailey 10
- Pan-American Blues—Harmonica, De Ford Bailey 10
- 154 Darling Cora—Voice and Banjo, Buell Kazee 10
- East Virginia—Voice and Banjo, Buell Kazee 10
- 10274 Smiling Eyes (Dyrenforth-Tours)—Baritone, with Orch., John Charles Thomas 10
- Roses of Picardy (Weatherly-John)—Baritone, with Orch., John Charles Thomas 10

LIST FOR NOVEMBER 10

- 3648 Did You Mean It? (Baker-Silvers-Lyman)—Fox-trot, with Vocal Chorus, Abe Lyman's California Orch. 10
- Charmaine (Rapee-Pollack)—Fox-trot, with Vocal Chorus, Abe Lyman's California Orch. 10
- 3637 Miss Annabelle Lee (Clare-Pollack)—Tenor and Banjo, with Orch., Banjo Buddy 10
- Oh, Doris; Where Do You Live? (Kahn)—Tenor and Banjo, with Orch., Banjo Buddy 10
- 3509 The Enchanted Garden Waltz (Sugraves-Clara)—For Dancing, with Hawaiian Guitars, Castlewood Marimba Band 10
- Path of Love (Monteros)—Waltz, for Dancing, with Hawaiian Guitars, Castlewood Marimba Band 10
- 3628 Waitin' for the Springtime (Messenheimer-Burton-Sacks)—Fox-trot, with Vocal Chorus, Colonial Club Orch. 10
- Dainty Miss (Barnes)—Fox-trot, with Vocal Chorus, Colonial Club Orch. 10
- 3636 I Call You Sugar (Baxter-Bowles)—Fox-trot, with Vocal Chorus, Ben Selvin and His Orch. 10
- Yes She Do (Trent-DeRose)—Fox-trot, with Vocal Chorus, Ben Selvin and His Orch. 10
- 3522 Moonlight Bay (Madden-Wenrich)—Male Quartet, with Lute, Guitar and Piano, Dixieland Four 10
- When You Wore a Tulip and I Wore a Big Red Rose (Mahoney-Wenrich)—Male Quartet, with Lute, Guitar and Piano, Dixieland Four 10
- 138 Cowboy's Herding Song (Lay Down, Dogies) (Robison)—Tenor, with Fiddle and Guitar, Vernon Dalhart 10
- Cowboy's Evening Song (Goin' Home) (Robison)—Tenor, with Harmonica, Fiddle and Guitar, Vernon Dalhart 10
- 10232 Just a-Wearyin' for You (Stanton-Jacobs-Bond)—Contralto, with String Quartet and Piano, Marie Morrisey 10
- Coming Home (Wilmot-Willeby)—Contralto, with String Quartet and Piano, Marie Morrisey 10

LIST FOR NOVEMBER 17

- 3654 Since Henry Ford Apologized to Me (Rose-MacDonald-Stamper)—Singing Comedian and Piano, Jimmy Hussey 10
- Rose of the Studio (MacDonald-Rose-Greer)—Singing Comedian and Piano, Jimmy Hussey 10

- 3655 Dancing Tambourine (Polla)—Fox-trot, Anglo Persians (Dir. Louis Katzman) 10
- A Siren Dream (Pollack-Sherman)—Fox-trot, Anglo-Persians (Dir. Louis Katzman) 10
- 3659 Rain (Ford)—Fox-trot, with Vocal Chorus, Harry Archer and His Orch. 10
- Way Back When (Meates-Robinson)—Fox-trot, with Vocal Chorus, Harry Archer and His Orch. 10
- 3641 Lucky in Love (From "Good News") (DeSylva-Brown-Henderson)—Fox-trot, with Vocal Chorus, Ben Selvin and His Orch. 10
- Good News (From "Good News") (DeSylva-Brown-Henderson)—Fox-trot, with Vocal Chorus, Ben Selvin and His Orch. 10
- 3657 The Varsity Drag (From "Good News") (DeSylva-Brown-Henderson)—Fox-trot, with Vocal Chorus, Frank Black and His Orch. 10
- The Best Things in Life Are Free (From "Good News") (DeSylva-Brown-Henderson)—Fox-trot, with Vocal Chorus, Frank Black and His Orch. 10
- 3653 The Vagabond King (Waltz Huguette) (Hooker-Friml)—Waltz, with Vocal Chorus, Regent Club Orch. 10
- The Sweetheart of Sigma Chi (Stokes-Vernor)—Waltz, with Vocal Chorus, Regent Club Orch. 10
- 3618 Broken Hearted (DeSylva-Brown-Henderson)—Played on Kimball Organ; Recorded at Roxy Theatre, New York, Lew White 10
- Just Like a Butterfly (That's Caught in the Rain) (Dixon-Woods)—Played on Kimball Organ; with Vocal Chorus; Recorded at Roxy Theatre, New York, Lew White 10
- 50086 Lohengrin—Elsa's Traum (Elsa's Dream) (Act I) (Wagner)—Soprano, with Orch., in German, Elisabeth Rethberg 10
- Tannhauser—Elizabeth's Gebet (Elizabeth's Prayer) (Act III) (Wagner)—Soprano, with Orch., in German, Elisabeth Rethberg 10
- 50110 Humoresque (Dvorak)—Violin, with Piano Accomp. by Isaiah Seligman, Max Rosen 10
- Thais—Meditation (Massenet)—Violin, with Piano Accomp. by Isaiah Seligman, Max Rosen 10
- 129 Huckleberry Blues—Fiddle, Guitar and Auto-harp, with Vocal Effects by Hub Mahaffey, Dykes' Magic City Trio 10
- Free Little Bird—Fiddle, Guitar and Auto-harp, with Vocal Effects by Hub Mahaffey, Dykes' Magic City Trio 10
- 50082 Jongleur de Notre Dame—Legende de la Sauge (Legend of the Sagebrush) (Massenet)—Baritone, with Orch., in French, Giuseppe Danise 10
- Roi de Lahore—Promesse (O Promise of a Joy Divine) (Massenet)—Baritone, with Orch., in French, Giuseppe Danise 10

LIST FOR NOVEMBER 23

- 3643 Are You Happy? (Yellen-Ager)—Fox-trot, with Vocal Chorus, Vincent Lopez and His Casa Lopez Orch. 10
- Kiss and Make Up (Miller-Bogate-Hoefle)—Fox-trot, with Vocal Chorus, Vincent Lopez and His Casa Lopez Orch. 10
- 3639 Ooh! Maybe Its You (From "Ziegfeld Follies of 1927") (Berlin)—Fox-trot, with Vocal Chorus by Franklyn Baur, Ben Selvin and His Orch. 10
- 3640 You Sing That Song to Somebody Else (Malie-Verges)—Fox-trot, with Vocal Chorus, Harry Archer and His Orch. 10
- Roam On, My Little Gypsy Sweetheart (Wheeler-Kahal-Snyder)—Fox-trot, with Vocal Chorus, Harry Archer and His Orch. 10
- 3494 Flower of My Garden (Mimi Bluette) (Garcia)—Waltz, with Hawaiian Guitars, Castlewood Marimba Band 10
- Jealous—Waltz, with Hawaiian Guitars, Castlewood Marimba Band 10
- 3661 Charmaine (Rapee-Pollack)—Popular Concert, Blackstone Trio 10
- Honolulu Moon (Lawrence)—Popular Concert, Blackstone Trio 10
- 3262 Souvenir (Drda)—Violin Solo, with Piano by Leo Rusotto, Frederic Fradkin 10
- Traumerei (Reverie) (Schumann)—Violin Solo, with Piano by Dan Lieberfeld, Frederic Fradkin 10
- 3666 Good News (From "Good News") (DeSylva-Brown-Henderson)—Comedienne, with Piano, Esther Walker 10
- I Left My Sugar Standing in the Rain (And She Melted Away) (Kahal-Fain)—Comedienne, with Piano, Esther Walker 10
- 182 Boatin' Up Sandy—Tennessee Hoe-Down, with Square Dance Calls; Fiddles by Charles Bowman and Elvis Alderman, Al Hopkins and His Buckle Busters 10
- Bug in the Taters—Fiddle by C. Bowman, Al Hopkins and His Buckle Busters 10
- 143 The Jealous Lover of Lone Green Valley—Tenor, with Harmonica, Fiddle and Guitar, Vernon Dalhart 10
- Nellie Dare and Charlie Brooks (Foster-King)—Tenor, with Harmonica, Fiddle and Guitar, Vernon Dalhart 10

Edison Disc Releases

SPECIALS

- 52104 Here Comes the Show Boat (Rose-Pinkard), Vaughn De Leath (The Radio Girl) and Her Buddies 10
- Blow, Blow, Blow (On Your Old Harmonica, Joe) (Tobias-Tobias-Robinson), Vaughn De Leath (The Radio Girl) and Her Buddies 10
- 52110 Who's That—Knockin' at My Door? (Kahn-Simons), Al Bernard (The Boy From Dixie) 10
- You Can't Walk Back From an Aeroplane (So What Are You Girls Gonna Do?) (Bibo-Friedlander), Jack Kaufman 10
- 52111 Will the Circle Be Unbroken (Habershon-Gabriel)—Mixed Voices, Metropolitan Quartet 10
- Sometimes We'll Understand (Cornelius-McGranahan)—Mixed Voices, Metropolitan Quartet 10
- 52112 Give Me a Night in June (Friend), Jack Parker-Will Donaldson 10
- Bye-Bye, Pretty Baby (Gardner-Hamilton), Jack Parker-Will Donaldson 10
- 52113 Hawaiian Rose (Armstrong-Klickmann), Palakiko's Hawaiian Orch. 10
- South Sea Isles (Ferera-Paaluhi)—Hawaiian Waltz, Palakiko's Hawaiian Orch. 10
- 52117 Me and My Shadow (Jolson-Rose-Dreyer), Frederick Kinsley on the Midmer-Losh Pipe Organ 10
- C'est Vous (It's You) (Green-Silver-Richman), Frederick Kinsley on the Midmer-Losh Pipe Organ 10
- 52115 Momy (Yellen-Roth-Ringle), Charles Harrison and Chorus 10
- I Told You I'd Never Forget You (Breen-DeRose-Hall), Theo Alhan 10

- 52118 Puttin' on the Style—Vocal and Instrumental, Vernon Dalhart 10
- The Little Black Mustache—Vocal and Instrumental, Vernon Dalhart 10
- 52120 Lonely Lights Along the Shore (Dixon-Woods), Vaughn De Leath (The Radio Girl) 10
- Make My Cot Where the Cot-Cot-Cotton Grows (Le Soir-Doll-Klein), Vaughn De Leath (The Radio Girl) 10
- FLASHES
- 52101 Dawning (Silver-Pinkard)—Fox-trot, Golden Gate Orch. 10
- Who Gives You All Your Kisses? (Elbel-Elbel)—Fox-trot, with Vocal Chorus by Arthur Fields, Al. Lynn's Music Masters 10
- 52102 Sailin' On (Kahn-Nathansen-Borgel-Dvorak)—Fox-trot, Fox-trot, with Vocal Chorus by Theo. Alban, Oreste and His Queensland Orch. 10
- I'm Coming, Virginia (Cook-Heywood)—Fox-trot, with Incidental Singing by The Rollickers, Al. Friedman and His Orch. 10
- 52103 Manhattan Mary (From "Manhattan Mary") (DeSylva-Brown-Henderson)—Fox-trot, with Incidental Singing by The Rollickers, Al. Friedman and His Orch. 10
- Moonlit Waters (Friend-Brown)—Fox-trot, with Vocal Chorus by Vaughn De Leath, Oreste and His Queensland Orch. 10
- 52105 Blue River (Bryan-Meyer)—Fox-trot, with Vocal Chorus, Golden Gate Orch. 10
- A Siren Dream (Pollack-Sherman), B. A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch. 10
- 52106 Good News (From "Good News") (DeSylva-Brown-Henderson)—Fox-trot, Dave Kaplan with His Happiness Orch. 10
- In An Oriental Garden (Hayes)—Fox-trot, Irwin Abrams, with His Orch. and The Manger Musical Messenger 10
- 52107 Are You Happy? (Yellen-Ager)—Fox-trot, Irwin Abrams, with His Orch. and The Manger Musical Messenger 10
- Just a Memory (DeSylva-Brown-Henderson)—Fox-trot, B. A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch. 10
- 52108 Barbara (Rose-Silver)—Fox-trot, with Vocal Chorus by Billy Jones, Dave Kaplan with His Happiness Orch. 10
- You'll Do It Someday (So Why Not Now) (Wrubel)—Fox-trot, with Vocal Trio, Yale Collegians (Dir. Les Laden) 10
- 52109 Clementine (From New Orleans) (Creamer-Warren)—With Vocal Chorus, Golden Gate Orch. 10
- The Varsity Drag (From "Good News") (DeSylva-Brown-Henderson)—Fox-trot, Ernie Golden and His Hotel McAlpin Orch. 10
- 52114 Baby Feet Go Pitter Patter (Kahn)—Fox-trot, Irwin Abrams, with His Orch. and The Manger Musical Messenger 10
- Heartaches and Dreams (Kahn-Alden-Curtis)—Irwin Abrams, with His Orch. and The Manger Musical Messenger 10
- 52116 A Kiss Before the Dawn (Perkins)—Waltz, Jack Stillman's Orch. 10
- I'm in Heaven When I See You Smile, Diane (Rapee-Pollack)—Waltz, with Vocal Chorus by Theo. Alban, Jack Stillman's Orch. 10

Okeh Records

LIST FOR OCTOBER 25

- DANCE MUSIC
- 40896 Rain (Ford)—Fox-trot, with Vocal Refrain by Stan Thompson, Arnold Frank and His Roger's Cafe Orch. 10
- Black Maria (Rose)—Fox-trot, Arnold Frank and His Roger's Cafe Orch. 10
- 40897 A Mug of Ale (Venuti-Lang)—Fox-trot, Joe Venuti's Blue Four 10
- Cheese and Crackers (Venuti-Lang)—Fox-trot, Joe Venuti's Blue Four 10
- 40898 My Blue Heaven (Whiting-Donaldson)—Fox-trot, with Vocal Refrain, The Okeh Melodians 10
- There Ain't No Land Like Dixieland to Me (Donaldson)—Fox-trot, with Vocal Refrain, The Okeh Melodians 10
- VOCAL RECORDS
- 40899 There Ain't No Land Like Dixieland to Me (Donaldson)—Vocal, with Piano, Sonia Meroff 10
- Gorgeous (Davis-Akst)—Vocal, with Piano, Beth Challis 10
- 40900 Are You Thinking of Me To-night? (Davis-Akst-Gilbert)—Vocal, with Justin Ring Trio, Seger Ellis 10
- 40900 There's One Little Girl Who Loves Me (One Little Girl Who Don't) (Kahn-Whiting)—Vocal, with Justin Ring Trio, Seger Ellis 10
- INSTRUMENTAL
- 40901 Dancing Tambourine (Polla)—Piano Solo, Rube Bloom 10
- Silhouette (Bloom)—Piano Solo, Rube Bloom 10
- RACE RECORDS
- 8505 Lonesome Ghost Blues (Razaf)—Guitar and Singing, Lonnie Johnson 10
- Fickle Mamma Blues (Woods)—Guitar and Singing, Lonnie Johnson 10
- 8506 Best Friend Blues (Davis)—Vocal, with Piano and Clarinet, Margaret Johnson 10
- Stinging Bee Blues (Grainger)—Vocal, with Piano and Clarinet, Margaret Johnson 10
- 8507 Fourteen Steps to Hell—Sermon, with Singing, Rev. Johnnie Blakey and Congregation 10
- Loose Him and Let Him Go—Sermon, with Singing, Rev. Johnnie Blakey and Congregation 10
- EUROPEAN RECORDINGS (Odeon Label)
- 3208 Soiree De Vienne—Part I (Viennese Airs of Johann Strauss)—Piano Solo, Karol Sztreter 10
- Soiree De Vienne—Part II (Viennese Airs of Johann Strauss)—Piano Solo, Karol Sztreter 10
- 5127 Aida—Second Act, Second Scene: "Gloria all' Egitto, ad Iside" I. (Verdi)—Symphony Orch., with Vocal Chorus; Emmy Bettendorf, Leading First Soprano, Berlin State Opera Chorus and Orch. (Dir. Eduard Moerike) 10
- Aida—Second Act, Second Scene: "Gloria all' Egitto, ad Iside" II. (Verdi)—Symphony Orch., with Vocal Chorus; Emmy Bettendorf, Leading First Soprano, Berlin State Opera Chorus and Orch. (Dir. Eduard Moerike) 10
- 5128 Cavalleria Rusticana: "Regina coeli, laetare" (Easter Hymn) I. (Mascagni)—Symphony Orch., with Soprano Solo and Chorus; Emmy Bettendorf, Soprano, with Berlin State Opera Chorus and Orch. (Dir. Eduard Moerike) 10
- Cavalleria Rusticana: "Regina coeli, laetare" (Easter Hymn) II. (Mascagni)—Symphony Orch., with Soprano Solo and Chorus; Emmy Bettendorf, Soprano, with Berlin State Opera Chorus and Orch. (Dir. Eduard Moerike) 10

LATEST RECORD BULLETINS—(Continued from page 134)

LIST FOR NOVEMBER 5

- DANCE RECORDS**
 40902 Somebody Lied About Me (Kahn-Elmer)—Waltz, with Vocal Refrain, Sam Lanin and His Famous Players
 I'm in Heaven When I See Your Smile, Diane (Rapee-Pollack)—Waltz, with Vocal Refrain, Sam Lanin and His Famous Players
 40903 Three Blind Mice (Trumbauer-Morehouse)—Fox-trot; with Bix and Lang, Frankie Trumbauer and His Orch.
 Krazy Kat (Morehouse-Trumbauer)—Fox-trot; with Bix and Lang, Frankie Trumbauer and His Orch.
 40905 A Shady Tree (Donaldson)—Fox-trot, with Vocal Refrain The Okeh Melodians
 When the Morning Glories Wake Up in the Morning (Then I'll Kiss Your Two Lips Good-Night) (Rose-Fisher)—Fox-trot, with Vocal Refrain The Okeh Melodians
 40908 She Don't Wanna! (Yellen-Ager)—Fox-trot, with Vocal Refrain The Jazz Pilots
 Pastafazoola (Clark-Sabini-Van Schenck)—Fox-trot, with Vocal Refrain The Jazz Pilots

VOCAL RECORDS

- 40906 Lonely Lights Along the Shore (Dixon-Woods)—Vocal, with Justin Ring Trio. Vaughn De Leath Old Names of Old Flames (Johnson-Bibo)—Vocal, with Justin Ring Trio. Vaughn De Leath
 40907 I Never Dreamed (Kahn-Shapiro)—Vocal, with Guitar and Piano Noel Taylor
 Mister Aeroplane Man (Take Me Up to Heaven) (Meskill-Conrad-Sherman)—Vocal, with Piano and Clarinet Noel Taylor
INSTRUMENTAL RECORDS
 40904 Indian Love Call (From "Rose Marie") (Friml)—Organ Solo Sigmund Krumgold
 Gypsy Love Song (Slumber On, My Little Gypsy Sweetheart) (From "The Fortune Teller") (Herbert)—Organ Solo, Sigmund Krumgold
 40909 Mari, Mari—Hawaiian Instrumental. Ferera-Paaluh
 La Paloma (The Dove) (Yradier)—Hawaiian Instrumental Ferera-Paaluh

RACE RECORDS

- 8509 I'm Going to Lay Down My Heavy Load—Sacred Kentucky Jubilee Four
 Do You Call That Religion—Sacred, Kentucky Jubilee Four
 8510 Baby Won't You Please Come Home (Williams-Warfield)—Fox-trot. Clarence Williams' Blue Seven
 Close Fit Blues (Williams)—Fox-trot, Clarence Williams' Blue Seven
 8511 Long Lonesome Day Blues (Alexander)—Vocal, with Guitar "Texas" Alexander
 Corn-Bread Blues (Alexander)—Vocal, with Guitar "Texas" Alexander
 8512 St. Louis Cyclone Blues (Grainger)—Vocal, with Guitar and Piano Lonnie Johnson
 Sweet Woman You Can't Go Wrong (Johnson)—Vocal, with Guitar Lonnie Johnson

EUROPEAN RECORDINGS

- 3209 La Boheme—Selections—Part I (Puccini)—Orchestra Edith Lorand and Her Orch.
 La Boheme—Selections—Part II (Puccini)—Orchestra Edith Lorand and Her Orch.
 3210 Mignon—Overture—Part I (Thomas)—Symphony Orch. Grand Symphony Orch.
 Mignon—Overture—Part II (Thomas)—Symphony Orch. Grand Symphony Orch.

SPECIAL RELEASES OF OLD-TIME TUNES

OLD-TIME TUNE RECORDS

- 45147 Home Town Rag—Instrumental, Homer Christopher-Raney Van Vink
 Drifting Back to Dreamland—Instrumental, Homer Christopher-Raney Van Vink
 45148 That Little Old Hut—Vocal Duet, with Mandolin and Guitar Matt Simmons-Frank Miller
 Childhood's Sweet Home—Vocal Duet, with Mandolin and Guitar Matt Simmons-Frank Miller
 45149 Memories—Vocal, with Guitar and Uke, Moore Sisters
 Daisies Won't Tell—Vocal, with Guitar and Uke, Moore Sisters
 45150 Western Union—Vocal, with Fiddle and Guitar, Doctor Lloyd-Howard Maxey
 The Girl I Left Behind Me—Vocal, with Fiddle and Guitar Doctor Lloyd-Howard Maxey
 45151 Ragged Ann—Instrumental, Vance's Tennessee Breakdowners
 Tennessee Breakdown—Instrumental, with Calls, Vance's Tennessee Breakdowners
 45152 Thinking of the Days I've Done Wrong (Davis-Layne)—Vocal, with Fiddles and Guitar, Jewell Davis
 When Maple Leaves Are Falling—Vocal, with Fiddle and Guitars Jewell Davis
 45153 Hard Times Breakdown—Instrumental, with Vocal Calls Aiken County String Band
 Carolina Stompdown—Instrumental, with Vocal Calls Aiken County String Band
 45154 Old Virginia Reel—Part I—Instrumental, Fiddlin' Powers and Family
 Old Virginia Reel—Part II—Instrumental, Fiddlin' Powers and Family
 45155 Blue Grass Twist—Instrumental, with Talk, South Georgia Highballers
 Bibb County Grind—Instrumental, with Talk, South Georgia Highballers
 45156 Earl Johnson's Arkansaw Traveler—Vocal, with Instrumental Earl Johnson and His Clodhoppers
 Twinkle Little Star—Instrumental, with Talk, Earl Johnson and His Clodhoppers
 45157 Kiss Me, Cindy—Vocal, with Instrumental, Ford Grace
 Down in the Old Home Town—Vocal, with Instrumental Ford Grace
 45158 Hiawatha Breakdown—Instrumental, Scottsdale String Band
 Hop Light, Ladies—Instrumental, Scottsdale String Band
 45159 Gonna Swing on the Golden Gate—Vocal, with Instrumental, Fiddlin' John Carson and His Virginia Reelers
 Hell Bound for Alabama—Vocal, with Instrumental, Fiddlin' John Carson and His Virginia Reelers
 45160 Death Is Only a Dream—Male Quartet, with Organ Simmons' Sacred Singers
 Bloom Brightly, Sweet Roses—Male Quartet, with Organ Simmons' Sacred Singers
 40904 Indian Love Call (Friml)—Organ Solo, Sigmund Krumgold
 Gypsy Love Song (Slumber On, My Little Gypsy Sweetheart) (Herbert)—Organ Solo, Sigmund Krumgold

Vocalion Records

LIST FOR NOVEMBER 3

- 15613 I'd Walk a Million Miles (To Be a Little Nearer to You) (Lewis-Marks)—Fox-trot, with Vocal Chorus Jay's Chelsea Orch.

- There's One Little Girl Who Loves Me (And One Little Girl Who Don't) (Kahn-Whiting)—Fox-trot, with Vocal Chorus. Jay's Chelsea Orch.
 15608 All By My Ownsome (Dublin-Kahn)—Fox-trot, with Vocal Duet The Bostonians
 Who Was the Lady? (Jaffe-Bonx)—Fox-trot, with Vocal Effects Cascades Orch.
 15618 Miss Annabelle Lee (Clare-Pollack)—Tenor and Banjo, with Orch. Teddy Gray
 Just Once Again (Donaldson-Ash)—Tenor, with Piano Jack Gordon
 5173 Golden Slippers—Male Voices, with Harmonica, Fiddle, Guitar and Banjo Kanawha Singers
 Hear Dem Bells The Hill Billies
 1128 Melancholy (Bloom-Melrose)—Fox-trot, Johnny Dodd's Black Bottom Stompers
 Bill Brown Blues (Brown)—Fox-trot, Bill Brown and His Brownies
 1126 My Soul Looked Back Pilgrim Jubilee Singers
 Good Night, the Lord's Coming, Pilgrim Jubilee Singers
 1125 It Is a Strange Thing to Me—Sermon, with Singing Rev. A. W. Nix and Congregation
 The Seven R's—Sermon, with Singing, Rev. A. W. Nix and Congregation
 13047 Oo La La (Gilrod-Secunda)—Tenor, with Orch.; in Yiddish Aaron Lehedeff
 In der South (In the South) (Jacobs-Olshtansky)—Tenor, with Orch.; in Yiddish, Aaron Lehedeff
 Yideschkeit (Yiddishness)—Jewish Comic Song! Comedian mit orkestra Begleitung Max Willner
 Male Vos Me Red? (Let Them Gossip)—Jewish Comic Song; Comedian mit orkestra Begleitung Max Willner
 8115 Besos y Cerezas (Misses and Cherries) (Amichatis-Sugranes-Clara)—Fox-trot, with Soprano, con orquesta Pilar Arcos Con the Castilians
 Volveras (You Will Return)—Tango, with Soprano con orquesta, Pilar Arcos Con the Castilians

LIST FOR NOVEMBER 10

- 15612 Highways Are Happy Ways (When They Lead the Way to Home) (Harris-Malie-Shay)—Fox-trot, with Vocal Chorus. Jay's Chelsea Orch.
 Blue River (Bryan-Meyer)—Fox-trot, with Vocal Chorus Jay's Chelsea Orch.
 15620 The Vagabond King Waltz (Waltz-Huguette) (Hooker-Friml)—Waltz, with Vocal Chorus, Night Club Orch.
 Cheerie-Berie-Be (From Sunny Italy) (Lewis-Young-Wayne)—Waltz, with Vocal Chorus, Kensington Serenaders
 15604 Are You Happy? (Yellen-Ager)—Comedienne, with Piano, Violin and Guitar Peggy English
 Swanee Shore (Hess-Bourne)—Comedienne, with Piano and Banjo Peggy English
 15614 Stars and Stripes Forever (Sousa)—March; Concert Band Vocalion Military Band
 Washington Post March (Sousa)—Concert Band Vocalion Military Band
 5174 The Bright Sherman Valley—Vocal Duet, with Harmonica, Mandolin and Guitar, McFarland-Gardner
 The East Bound Train—Vocal Duet, with Mandolin and Guitar McFarland-Gardner
 5156 The Rabbit in the Pea Patch—Singing, with Old-time Orch., Uncle Dave Macon and His Fruit-Jar Drinkers
 Sleepy Lou—Singing, with Old-time Orch., Uncle Dave Macon and His Fruit-Jar Drinkers
 1130 Carolina Bound (Squires-Williams)—Fox-trot, The Five Harmonicas
 Baltimore—Fox-trot, with Vocal Chorus, Clarence Williams' Blue Five Orch.
 1116 Sweet Papa Moan (Waller-Johnson-Lewis)—Voice and Guitar, with Mandolin Accomp., Furry Lewis
 C. & O. Blues (Amos)—Singing and Guitar, Blind Joe Amos
 1122 Jesus Is Sweeter Than Honey in the Comb—Voice and Guitar, Edward W. Clayhorn (The Guitar Evangelist)
 You Will Never Know Who Is Your Friend—Voice and Guitar, Edward W. Clayhorn (The Guitar Evangelist)
 8119 Si, Si, Como, No! (Why Certainly!) (Uranga)—Blues The Castilians
 Negro (Negro) (Solino-Mondino)—Tango Argentine The Castilians

LIST FOR NOVEMBER 17

- 15617 Roam On, My Little Gypsy Sweetheart (Wheeler-Kahal-Snyder)—Fox-trot, with Vocal Chorus, Vanderbilt Orch.
 Yes She Do (Trent-DeRose)—Fox-trot, with Vocal Chorus Kensington Serenaders
 15621 The Sweetheart of Sigma Chi (Stokes-Vernor)—Waltz, with Vocal Chorus Night Club Orch.
 I Could Waltz on Forever (With You, Sweetheart) (Baskette-Bennett)—Waltz, with Vocal Chorus Kensington Serenaders
 15619 A Night in June (Friend)—Tenor, with Piano, Jack Gordon
 Oh, Doris! Where Do You Live? (Kahn)—Tenor and Banjo, with Orch. Teddy Gray
 5176 Take the Name of Jesus With You (The Precious Name) (Baxter-Doane)—Male Voices, with Organ Smoky Mountain Sacred Singers
 Will There Be Any Stars in My Crown? (Hewitt-Sweeney)—Male Voices, with Organ, Smoky Mountain Sacred Singers
 5178 Sweet Bunch of Daisies (Owen) The Hill Billies
 Daisies Won't Tell (Owen) The Hill Billies
 1089 Christ's Baptism—Sermon, with Singing, Rev. S. J. Worell (Steamboat Bill), Assisted by Rev. Sister Worell and Sister McBride
 He 'Rose From the Dead, Sermon, with Singing, Rev. S. J. Worell (Steamboat Bill), Assisted by Rev. Sister Worell and Sister McBride
 1129 Joe Boy Blues (Johnson)—Comedienne, with Violin and Piano May Armstrong
 Nobody Can Take His Place—Comedienne, with Mandolin, Guitar and Piano May Armstrong
 8113 Medias de Seda (Silk Stockings) (Bohr-Carus)—Tango, with Soprano con orquesta, Pilar Arcos con the Castilians
 Tango Negro (The Black Tango) (Garcia)—Tango, with Soprano con orquesta, Pilar Arcos con the Castilians

LIST FOR NOVEMBER 23

- 15622 Felin' No Pain (Livingston)—Fox-trot, Red Nichols and His Five Pennies
 Ida! Sweet as Apple Cider (Leonard)—Fox-trot, Red Nichols and His Five Pennies
 15616 I Call You Sugar (Baxter-Bowles)—Fox-trot, with Vocal Chorus Kensington Serenaders
 You Sing That Song to Somebody Else (Maile-Verges)—Fox-trot, with Vocal Chorus, Vanderbilt Orch.
 15615 Broken Hearted (DeSylva-Brown-Henderson)—Comedienne, with Piano Peggy English
 A Good Man Is Hard to Find (Green)—Come-

(Continued on page 136)



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



LATEST RECORD BULLETINS—(Continued from page 135)



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

- dienne With Piano Peggy English
5177 Joe Turner's Blues—Voice and Guitar,
Lester McFarland
The Texas Ranger—Voice With Guitar and
Violin,
Lester McFarland & Robert A. Gardner
1061 Just Beyond Jordan—Voice and Guitar,
Blind Joe Taggart
Take Your Burden to the Lord—Voice and
Guitar Blind Joe Taggart
1110 The Seal of God (Nelson).....Rev. Sister Mary Nelson
Isaiah—LVRev. Sister Mary Nelson
1127 South Street Blues (Martin-Robert)—Harmonica
and GuitarMartin and Robert
Maxwell and Peoria Blues (Martin-Robert)
—Harmonica and GuitarMartin and Robert
5114 Alla En El Rancho Grande (Over the Big
Ranch)—Cancion Mexicana, arr. Emile D.
Uranga-acc. Orquesta Tipica—Soprano y
Baritone con Orquesta. Pilar Arcos y Juan Pulido
El Toro Bravo (The Wild Bull) Son Taba-
sueno, arr. Emile D. Uranga-acc. de Or-
questa Tipica—Soprano y Baritone con Or-
questaPilar Arcos y Juan Pulido

Gennett Records

- ELECTROBEAM (BLACK LABEL) RECORDS**
LIST FOR OCTOBER 15
- POPULAR DANCE RECORDS**
6232 The Weary Way Blues—Blues, with Washboard,
Clarinet, Cornet and Piano,
The State Street Ramblers
Cootie Stomp—Stomp, with Washboard, Clarinet,
Cornet and Piano The State Street Ramblers
6233 Me and My Shadow—Fox-trot, with Vocal
ChorusDunk Rendleman and The Alabamians
Hot Heels (From Texas Guinan's "Padlocks of
1927")—Fox-trot,
Dunk Rendleman and The Alabamians
6234 Hold Everything (Aguantate)—Fox-trot,
Bernie Schultz and Orch.
Somebody and Me (Alguna y yo)—Fox-trot,
Bernie Schultz and Orch.
6235 (What Do We Do) On a Dew, Dew, Dewy
Day—Fox-trot, with Vocal Chorus,
Lyst Reynolds' Logola Orch.
Show Me That Kind of a Girl—Fox-trot,
Bernie Schultz and Orch.
- POPULAR VOCAL RECORDS**
6236 (What Do We Do) On a Dew, Dew, Dewy
DayGene Carroll-Al Grady
Katy DidGene Carroll-Al Grady
6237 You Don't Like It—Not Much—Tenor, with
Guitar Accomp.Les Backer
I Hope You Don't Feel Hurt—Guitar and Uke
Accomp.Mose Sigler
- NOVELTY PIANO SOLO**
6242 Spirit of '49 Rag.....George H. Tremmer
Some of These Days.....George H. Tremmer
- SACRED RECORDS**
6241 Glory to God He's Come Home—Sacred Vocal
DuetRuth Donaldson-Helen Jepsen
Leave It There—Sacred Vocal Duet,
Ruth Donaldson-Helen Jepsen
- OLD-TIME SACRED SINGING**
6238 When the Roll Is Called Up Yonder,
The Woodlawn Quartet
Let the Lower Lights Be Burning,
The Woodlawn Quartet
6239 How Wonderful Heaven Must Be—Organ Ac-
comp.Eva Quartet, with W. J. Smith
You Can't Make a Monkey Out of Me—Organ
Accomp.Eva Quartet, with W. J. Smith
- RACE RECORDS**
6243 Tea-Rollin' Blues—Vocal BluesBertha Ross
Lost Man Blues—Vocal BluesBertha Ross
6245 Trunk Busted—Suitcase Full of Holes—Vocal
BluesJay Bird Coleman
Man Trouble Blues—Vocal Blues.....Jay Bird Coleman
6244 I'm Gonna Dance Wit De Guy Wot Brung
Me—Popular VocalFrankie Jaxon
She's Got "It!"—Popular Vocal.....Frankie Jaxon
- OLD-TIME PLAYIN'**
6240 Coal Creek March—Banjo, with Guitar Accomp.,
Marion Underwood
Evening Star Waltz,
Da Costa Woltz's Southern Broadcasters
- SPECIALS**
6246 My Favorite Schottish (International)—Accord-
ion and Fiddle.....John Strom and How
Polka (International)—Accordion, Concertina
and TubaJoseph Soukup-Joseph Peroutka
- LIST FOR NOVEMBER 1**
- POPULAR DANCE RECORDS**
6247 Is It Possible That She Loves Me?—Fox-trot,
with Vocal Chorus,
Eddie Miles and His Florentine Orch.
Give Me a Night in June—Fox-trot, with Vocal
ChorusEddie Miles and His Florentine Orch.
6248 No Wonder I'm Happy—Fox-trot, with Vocal
ChorusBob Deikman and His Orch.
Here Am I—Broken Hearted—Fox-trot, with
Vocal Chorus.....Bob Deikman and His Orch.
6249 There'll Come a Day—Blues, with Washboard,
Clarinet, Cornet and Piano,
The State Street Ramblers

- Jack Ass Blues—Blues,
Alex Jackson's Plantation Orch.
- POPULAR VOCAL**
6250 (Who's Wonderful—Who's Marvelous) Miss
Annabelle LeeIrving Kaufman
Just Another Day Wasted Away.....Irving Kaufman
6251 Bye-Bye, Pretty Baby.....The Radio Franks
Worryin'The Radio Franks
- ORGAN**
6252 Deep in My Heart (From "The Student
Prince")—Pipe Organ (Played on Wurlitzer
Organ in Studios of WENR, Chicago),
Cornelius Maffie
Kiss Me Again—Pipe Organ (Played on Wur-
litzer Organ in Studios of WENR, Chicago),
Cornelius Maffie
- HAWAIIAN**
6253 Cunha Medley—Hawaiian Guitars,
Lei's Royal Hawaiians
Uluwehi O. Kaala—Hawaiian Guitars,
Lei's Royal Hawaiians
- RACE RECORDS**
6259 Honey, Turn Your Dampier Down—Vocal Blues,
The Dunham Jazz Singers (Birmingham, Ala.)
Little Son of a Gun (Look What You Done
Done)—Vocal Blues; Guitars and Kazoos;
Accomp. by Arthur McClaine.....Joe Evans
6260 Pork Chop Blues—Vocal Blues; Guitar Accomp.,
Sam Collins
Dark Cloudy Blues—Vocal Blues; Guitar Ac-
comp.Sam Collins
6261 If You Want a Good Woman—Get One Long
and Tall—Vocal Blues, with Guitar and Piano
Accomp. by Will Jennings and Jimmy Allen,
Wiley Barner
My Gal Treats Me Mean (But I Can't Leave
Her Alone)—Vocal Blues, with Guitar and
Piano Accomp. by Will Jennings and Jimmy
AllenWiley Barner
6262 I'm on My Way to a Great City—Sermon, with
SingingRev. J. F. Forest
Sermon on Baptism—Sermon, with Singing,
Rev. J. F. Forest
- COMIC**
6254 Uncle Ezra's Funeral—Comic Monologue,
Harry Lawrence
Uncle Harry and Clarence—Comic Monologue,
Harry Lawrence
- OLD-TIME SACRED SINGING**
6255 I'm a Long Time Traveling Away From Home
—Organ Accomp.,
J. T. Allison's Sacred Harp Singers (Moody, Ala.)
I Belong to This Band-Hallelujah—Organ
Accomp.,
J. T. Allison's Sacred Harp Singers (Moody, Ala.)
6258 Rock of Ages,
Woodlawn Quartet (Woodlawn, Ala.)
Tell Mother I'll Be There,
Woodlawn Quartet (Woodlawn, Ala.)
- OLD-TIME PLAYIN'**
6257 Black Eyed Susie—Guitar Accomp.,
Fiddlin' Dock Roberts
Waynesboro—Guitar Accomp.,
Fiddlin' Dock Roberts
- OLD-TIME SINGIN' AND PLAYIN'**
6256 Little Birdie—Banjo Accomp.John Hammond
My Mamma Always Talked to Me—Banjo
Accomp.John Hammond

Regal Records

- DANCE RECORDS**
8415 Together We Two—Fox-trot,
Fred Rich's Dance Orch.
Blue Baby (Why Are You Blue)—Fox-trot,
Yoeng's Dance Orch.
8416 Highways Are Happy Ways—Fox-trot,
Harry Reser's Dance Orch.
Kiss and Make Up—Fox-trot,
Harry Reser's Dance Orch.
8417 My Blue Heaven—Fox-trot,
Fred Rich's Dance Orch.
Will You Be True?—Fox-trot,
Imperial Dance Orch.
8418 Are You Lonesome To-night?—Waltz,
Nathan Glantz and His Orch.
Old Names of Old Flames—Waltz,
Nathan Glantz and His Orch.
8419 Barbara—Fox-trotYoeng's Dance Orch.
Everybody Loves My Girl—Fox-trot,
Harry Reser's Dance Orch.
8420 There Must Be Somebody Else—Fox-trot,
Sam Lanin's Dance Orch.
Sugar—Fox-trotSam Lanin's Dance Orch.
8421 Where Is My Meyer (From "Chauve Souris")—
Fox-trotSam Lanin's Dance Orch.
Back Where the Daisies Grow—Fox-trot,
Imperial Dance Orch.
8422 There's a Cradle in Caroline—Fox-trot,
Fred Rich's Dance Orch.
Baltimore—Fox-trot.....Al Lynch and His Orch.
8423 Beneath Venetian Skies—Waltz,
Majestic Dance Orch.
Tired Hands—Waltz.....Majestic Dance Orch.
8424 Wherever You Are (From "Sidewalks of New
York")—Fox-trotFred Rich's Dance Orch.
Play-Ground in the Sky (From "Sidewalks of
New York")—Fox-trot.....Fred Rich's Dance Orch.
- VOCAL RECORDS**
8425 Just a Memory—Male Duet, with Novelty Ac-
comp.Radio Eddie-Harold Lambert
Charmaine—Tenor Solo, with Orch. Accomp.,
Charles Harrison
8426 Just Once Again—Tenor Solo, with Orch.
Accomp.Irving Kaufman
Dawning—Tenor Solo, with Orch. Accomp.,
Irving Kaufman
8427 Just Another Day Wasted Away—Male Duet,
with Novelty Accomp.,
Radio Eddie-Harold Lambert
Some Day, Sweetheart—Male Duet, with Novelty
Accomp.Radio Eddie-Harold Lambert
8428 My Blue Heaven—Tenor Solo, with Novelty Ac-
comp.Don Rogers
A Shady Tree—Tenor Solo, with Novelty Ac-
comp.Don Rogers
- NOVELTY RECORDS**
8429 Soldiers Song (Irish National Anthem)—Tenor
Solo, with Novelty Accomp.Matthew Haskins
My Irish Home (Hogan Leaves Ireland)—Tenor
Solo, with Novelty Accomp.Matthew Haskins
8430 I Know There Is Somebody Waiting—Male
Duet, with Novelty Accomp.Dalhart-Robison
My Boy's Voice—Tenor Solo, with Novelty Ac-
comp.Vernon Dalhart
8431 Little Rosewood Casket—Tenor Solo, with Nov-
elty Accomp.Vernon Dalhart
Mildred Doran's Last Flight—Tenor Solo, with
Novelty Accomp.Vernon Dalhart
8432 Hawaiian Rose—Hawaiian Guitars, with Vocal
RefrainFrank Ferera's Hawaiians
By the Calm Hawaiian Sea—Hawaiian Guitars,
with Vocal Refrain.....Frank Ferera's Hawaiians
8433 Mighty Lak' a Rose—Pipe Organ.Edmund Cromwell

- The Sweetest Story Ever Told—Pipe Organ,
Edmund Cromwell
- RACE RECORD**
8434 Hard Hearted Papa—Comedienne, with Novelty
Accomp.Miss Frankie
Mean Old Bed Bug Blues—Comedienne, with
Novelty Accomp.Lizzie Miles
- CHRISTMAS RECORDS**
960 Holy Night, Peaceful Night—Tenor Solo, with
Orch. Accomp.Billy Burton
Hark! The Herald Angels Sing—Male Trio,
Regal Male Trio
961 Adeste Fideles (Oh, Come All Ye Faithful),
Regal Male Quartet
Joy to the World—Male Quartet.Regal Male Quartet
9939 Star of the East—Tenor and Baritone, with
Orch. Accomp.Ballard-Wheeler
Silent Night—Male Quartet.....Stellar Male Quartet
9389 Kiddies' Patrol (Christmas Eve)—Descriptive,
with Orch. Accomp.Walter Rogers
Kiddies' Dance (Christmas Morn)—Descriptive,
with Orch. Accomp.Walter Rogers
8167 Hark! The Herald Angels Sing—Pipe Organ,
Norbert Ludwig
Silent Night, Holy Night—Pipe Organ,
Norbert Ludwig
8168 Adeste Fideles—Pipe OrganNorbert Ludwig
Holy Night—Pipe OrganNorbert Ludwig

Domino Records

- DANCE RECORDS**
4041 Everybody Loves My Girl—Fox-trot,
Yoeng's Dance Orch.
Barbara—Fox-trotHarry Reser's Dance Orch.
4042 Old Names of Old Flames—Waltz,
Nathan Glantz and His Orch.
Are You Lonesome To-night?—Waltz,
Nathan Glantz and His Orch.
4043 Sugar—Fox-trotSam Lanin's Dance Orch.
There Must Be Somebody Else—Fox-trot,
Sam Lanin's Dance Orch.
4044 Play-Ground in the Sky (From "Sidewalks of
New York")—Fox-trot.....Fred Rich's Dance Orch.
Wherever You Are (From "Sidewalks of New
York")—Fox-trotFred Rich's Dance Orch.
4045 Blue Baby (Why Are You Blue)—Fox-trot,
Yoeng's Dance Orch.
Together We Two—Fox-trot,
Fred Rich's Dance Orch.
4046 Baltimore—Fox-trotAl Lynch and His Orch.
There's a Cradle in Caroline—Fox-trot,
Fred Rich's Dance Orch.
4047 Will You Be True?—Fox-trot.Imperial Dance Orch.
My Blue Heaven—Fox-trot.Fred Rich's Dance Orch.
4048 Tired Hands—WaltzMajestic Dance Orch.
Beneath Venetian Skies—Waltz,
Majestic Dance Orch.
- 4049 Kiss and Make Up—Fox-trot,
Harry Reser's Dance Orch.
Highways Are Happy Ways—Fox-trot,
Harry Reser's Dance Orch.
4050 Back Where the Daisies Grow—Fox-trot,
Imperial Dance Orch.
Where Is My Meyer (From "Chauve Souris")
Fox-trotSam Lanin's Dance Orch.
- VOCAL RECORDS**
4051 A Shady Tree—Tenor Solo, with Novelty Ac-
comp.Don Rogers
My Blue Heaven—Tenor Solo, with Novelty
Accomp.Don Rogers
4052 Some Day Sweetheart—Male Duet, with Novelty
Accomp.Radio Eddie-Harold Lambert
Just Another Day Wasted Away—Male Duet,
with Novelty Accomp.,
Radio Eddie-Harold Lambert
4053 Charmaine—Tenor Solo, with Orch. Accomp.,
Charles Harrison
Just a Memory—Male Duet, with Novelty Ac-
comp.Radio Eddie-Harold Lambert
4054 Dawning—Tenor Solo, with Orch. Accomp.,
Irving Kaufman
Just Once Again—Tenor Solo, with Orch.
Accomp.Irving Kaufman
- NOVELTY RECORDS**
0197 My Irish Home (Hogan Leaves Ireland)—Tenor
Solo, with Novelty Accomp.Matthew Haskins
Soldier's Song (Irish National Anthem)—Tenor
Solo, with Novelty Accomp.Matthew Haskins
0198 My Boy's Voice—Tenor Solo, with Novelty
Accomp.Vernon Dalhart
I Know There Is Somebody Waiting—Male
Duet, with Novelty Accomp.Dalhart-Robison
0199 Mildred Doran's Last Flight—Tenor Solo, with
Novelty Accomp.Vernon Dalhart
Little Rosewood Casket—Tenor Solo, with Nov-
elty Accomp.Vernon Dalhart
0201 By the Calm Hawaiian Sea—Hawaiian Guitars,
with Vocal RefrainFrank Ferera's Hawaiians
Hawaiian Rose—Hawaiian Guitars, with Vocal
RefrainFrank Ferera's Hawaiians
0202 The Sweetest Story Ever Told—Pipe Organ,
Edmund Cromwell
Mighty Lak' a Rose—Pipe Organ.Edmund Cromwell
- RACE RECORD**
4055 Mean Old Bed Bug Blues—Comedienne, with
Novelty Accomp.Lizzie Miles
Hard Hearted Papa—Comedienne, with Novelty
Accomp.Miss Frankie
- CHRISTMAS RECORDS**
0128 Holy Night, Peaceful Night—Tenor Solo, with
Orch. Accomp.Charles Harrison
Hark! The Herald Angels Sing—Male Trio,
Domino Male Trio
0129 Adeste Fideles (Oh, Come All Ye Faithful)—
Male QuartetDomino Male Quartet
Joy to the World—Male Quartet,
Domino Male Quartet
0148 Star of the East—Tenor and Baritone, with
Orch. Accomp.Ballard-Wheeler
Silent Night—Male Quartet.....Domino Male Quartet
0149 Kiddies' Patrol (Christmas Eve)—Descriptive,
with Orch. Accomp.Walter Rogers
Kiddies' Patrol (Christmas Morn)—Descriptive,
with Orch. Accomp.Walter Rogers
0162 Silent Night, Holy Night—Pipe Organ,
Norbert Ludwig
Holy Night—Pipe Organ.....Norbert Ludwig
0163 Adeste Fideles—Pipe Organ.....Norbert Ludwig
Hark! The Herald Angels Sing—Pipe Organ,
Norbert Ludwig

Banner Records

- DANCE RECORDS**
6094 Baby Your Mother (Like She Babied You)—
Fox-trotSam Lanin's Dance Orch.
Who Do You Suppose?—Fox-trot,
Hollywood Dance Orch.
6095 Barbara—Fox-trotAl Friedman's Dance Orch.
Sick and Tired—Fox-trot.....Imperial Dance Orch.
6096 Together We Two—Fox-trot,
Fred Rich's Dance Orch.

Will You Be True?—Fox-trot,
Hollywood Dance Orch.

6097 My Blue Heaven—Fox-trot,
Fred Rich's Dance Orch.

I Wonder How You're Spending Your Evenings
Now—Fox-trot Imperial Dance Orch.

6098 Highways Are Happy Ways—Fox-trot,
Harry Reser's Dance Orch.

Back Where the Daisies Grow—Fox-trot,
Hollywood Dance Orch.

6099 Where Is My Meyer (From "Chauve Souris")
—Fox-trot Sam Lanin's Dance Orch.

Who's Got the Blues for You Now?—Fox-trot,
Missouri Jazz Band

6100 Everybody Loves My Girl—Fox-trot,
Harry Reser's Dance Orch.

That's When a Feller Needs a Sweetheart—
Fox-trot Missouri Jazz Band

6101 Diane (I'm in Heaven When I See You Smile)
—Waltz Nathan Glantz and His Orch.

Take Me Back to Your Heart—Waltz,
Nathan Glantz and His Orch.

6102 The Sweetheart of Sigma Chi—Fox-trot,
Al Lynch and His Orch.

Washington and Lee Swing—Fox-trot,
Al Lynch and His Orch.

6103 Are You Lonesome To-night?—Waltz,
Majestic Dance Orch.

Tired Hands—Waltz Majestic Dance Orch.

6104 There Must Be Somebody Else—Fox-trot,
Sam Lanin's Dance Orch.

There's Always Somebody Looking for Some-
body—Fox-trot Six Black Diamonds

6105 Baltimore—Fox-trot Sheridan Serenaders

That's Where I Live—Fox-trot, Six Black Diamonds

6106 Kiss and Make Up—Fox-trot,
Harry Reser's Dance Orch.

Let's Make Love in the Moonlight—Fox-trot,
Hollywood Dance Orch.

6118 There's a Cradle in Caroline—Fox-trot,
Fred Rich's Dance Orch.

Forgetting—Fox-trot Imperial Dance Orch.

(From "Ziegfeld Follies of 1927")

6119 Shaking the Blues Away—Fox-trot,
Harry Reser's Dance Orch.

Blue Baby (Why Are You Blue)—Fox-trot,
Al Friedman's Dance Orch.

VOCAL RECORDS

6107 Charmaine—Tenor Solo, with Orch. Accomp.,
Charles Harrison

Love Comes But Once in a Lifetime—Tenor
Solo, with Orch. Accomp. Charles Harrison

6108 Just a Memory—Male Duet, with Orch. Ac-
comp. Radio Eddie-Harold Lambert

Skies of Gray—Tenor Solo, with Novelty Ac-
comp. Mort Stanley

6109 Dawning—Tenor Solo, with Orch. Accomp.,
Irving Kaufman

Am I Happy—Tenor Solo, with Novelty Ac-
comp. Irving Kaufman

6110 Just Another Day Wasted Away—Male Duet,
with Orch. Accomp. Radio Eddie-Harold Lambert

Nobody Loves Me—Tenor Solo, with Orch.
Accomp. Mort Stanley

6111 My Blue Heaven—Tenor Solo, with Orch.
Accomp. Don Rogers

I'd Rather Be Blue—Tenor Solo, with Orch.
Accomp. Charles Harrison

6112 Just Once Again—Tenor Solo, with Orch. Ac-
comp. Irving Kaufman

Let's Try All Over Again—Baritone Solo, with
Orch. Accomp. Harold Lambert

6113 My Boy's Voice—Tenor Solo, with Novelty
Accomp. Vernon Dalhart

Wreck of the C. & O. No. 5—Tenor Solo, with
Novelty Accomp. Vernon Dalhart

6114 I Know There Is Somebody Waiting—Male
Duet, with Novelty Accomp. Dalhart-Robison

Mildred Doran's Last Flight—Tenor Solo, with
Novelty Accomp. Vernon Dalhart

2170 My Irish Home (Hogan Leaves Ireland)—
Tenor Solo, with Novelty Accomp.,
Matthew Haskins

Maloney's Christening—Irish Comic.
Matthew and Mary Haskins

NOVELTY RECORDS

2171 Hawaiian Rose—Hawaiian Guitars, with Vocal
Refrain Frank Ferera's Hawaiians

My Hawaiian Star—Hawaiian Guitars, with
Vocal Refrain Frank Ferera's Hawaiians

6115 Under the Moon—Pipe Organ. Edmund Cromwell

The Sweetest Story Ever Told—Pipe Organ,
Edmund Cromwell

6116 The Doll Dance—Piano Solo. Jimmy Andrews

Dancing Shadows—Piano Solo. Jimmy Andrews

RACE RECORD

6117 Mean Old Bed Bug Blues—Comedienne, with
Novelty Accomp. Lizzie Miles

You Can't Have It Unless I Give It to You—
Comedienne, with Novelty Accomp. Lizzie Miles

CHRISTMAS RECORDS

2063 Kiddies' Patrol (Christmas Eve)—Descriptive,
with Orch. Accomp. Walter Rogers

Kiddies' Patrol (Christmas Morn)—Descriptive,
with Orch. Accomp. Walter Rogers

2065 Adeste Fideles (Oh, Come, All Ye Faithful)—
Male Quartet Banner Male Quartet

Joy to the World—Male Quartet,
Banner Male Quartet

2066 Holy Night, Peaceful Night—Tenor Solo, with
Orch. Accomp. Billy Burton

Hark! The Herald Angels Sing—Male Trio,
Banner Male Quartet

2123 Star of the East—Tenor and Baritone, with
Orch. Accomp. Ballard-Wheeler

Silent Night—Male Quartet. Domino Male Quartet

2134 Adeste Fideles—Pipe Organ. Norbert Ludwig

Hark! The Herald Angels Sing—Pipe Organ,
Norbert Ludwig

2135 Silent Night, Holy Night—Pipe Organ,
Norbert Ludwig

Holy Night—Pipe Organ Norbert Ludwig

Harmony Records

DANCE RECORDS

520-H Together, We Two—Fox-trot, with Vocal
Chorus Lou Gold and His Orch. 10

Go Home and Tell Your Mother (That I
Love You)—Fox-trot, with Vocal Chorus,
Lou Gold and His Orch. 10

502-H Baby Your Mother (Like She Babied You)
—Fox-trot, with Vocal Chorus,
Lou Gold and His Orch. 10

Here Comes the Show Boat—Fox-trot, with
Vocal Chorus Lou Gold and His Orch. 10

503-H Where Is My Meyer?—Fox-trot, with Vocal
Chorus The Harmonians 10

Everybody Loves My Girl—Fox-trot, with
Vocal Chorus The Harmonians 10

523-H Up in the Clouds (From "The Five o'Clock
Girl")—Fox-trot, with Vocal Chorus,
Broadway Bell Hops 10

Thinking of You (From "The Five o'Clock
Girl")—Fox-trot, with Vocal Chorus,
Broadway Bell Hops 10

504-H There's a Cradle in Caroline—Fox-trot, with
Vocal Chorus Broadway Bell Hops 10

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508-H Lucky in Love (Intro.: He's a Ladies' Man,
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Rainbow of Love—Waltz, with Vocal Chorus,
Broadway Bell Hops 10

519-H Yesterday—Waltz, with Incidental Singing,
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Diane (From "Seventh Heaven")—Waltz,
with Incidental Singing,
Andy Sannella and His All-Star Trio 10

511-H Are You Lonesome To-night?—Fox-trot, with
Vocal Chorus Newport Society Orch. 10

I'm Walkin' on Air—Fox-trot, with Vocal
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521-H Headin' for Harlem (From "Sidewalks of
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Brown-Morris Orch. 10

I Left My Sugar Standing in the Rain (And
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Chorus Brown-Morris Orch. 10

509-H Sailin' On—Fox-trot, with Vocal Chorus,
The Harmonians 10

A Siren Dream—Fox-trot,
Lou Gold and His Orch. 10

510-H Zulu Wail—Fox-trot University Six 10

Clementine (From New Orleans)—Fox-trot,
Original Indiana Five 10

505-H I Ain't Got Nobody (And Nobody Cares for
Me)—Fox-trot The Arkansas Travelers 10

Birmingham Break-Down—Fox-trot,
The Arkansas Travelers 10

VOCAL RECORDS

512-H Together, We Two—Vocal... Irving Kaufman 10

Yesterday—Vocal Irving Kaufman 10

514-H Our American Girl—Vocal, with Accomp. by
Newport Society Orch. Irving Kaufman 10

White Wings, Carry Me Home—Vocal, with
Accomp. by Newport Society Orch.,
Irving Kaufman 10

507-H A Shady Tree—Novelty Singing Quartet,
The Harmonizers 10

I Told Them All About You—Novelty
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524-H My Blue Heaven—Vocal. Harold Rodman 10

The Beggar—Vocal Harold Rodman 10

506-H Can't Yo' Hear Me Callin', Caroline—Vocal,
Mack Allen 10

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