

The TALKING MACHINE WORLD

For dealers
wholesalers
& manufacturers
of phonograph
& radio products

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Good Selections

On Every Brunswick Record!

(Mention It)

Brunswick

ASK US

PRODUCTS shown here represent the newest developments in tone-arms and reproducers. Each product designed for a certain definite purpose. For instance—if you want a reproducer and tone-arm for a machine with a long horn, or a short air column—*just ask us!* The best possible product most recently developed will be sent you. Whatever are your needs, there is a Toman Product to do the job—well!

All Toman reproducers are made with a positive locking back—without a single screw to come loose and cause blasting. One of the most important advances in reproducer construction made in recent years. The No. 3 uses a triple suspended duraluminum diaphragm 10/1000 thick—four times as substantial as the ordinary 2½/1000 diaphragm. It is hand lacquered to protect it against climatic changes. Special double grip screws securely hold the reproducer to tone arm, always in proper position. These features combine to produce a reproducer with full, deep, rich tone quality as well as great beauty of design.

The Combination E-1 represents a wonderful value at a very moderate price. The tone arm has a full exponential taper and full S-curve. It does not infringe upon any existing patent. The new No. 1 reproducer is equipped with a 15/1000 duraluminum diaphragm. The combination produces a highly pleasing tone quality and is practically indestructible.



Duraluminum diaphragm—four times as thick as the ordinary diaphragm.



NO. 3.
Most beautiful reproducer ever designed.



MODEL E-1

A highly pleasing tone quality and practically indestructible.

These excellent new products are most favorably priced. Toman guaranteed quality inside and out. We invite inquiry from Manufacturers, Jobbers, and Dealers. Samples sent promptly upon request.

E. TOMAN & COMPANY

2621 West 21st Place

CHICAGO, ILL.

Sales Distributor

WONDERTONE PHONOGRAPH CO.
216 No. Michigan Ave.
Chicago, Ill.

Export Office

189 W. MADISON ST.
Chicago, Ill.
Cable SIVAD

The Talking Machine World

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The Road to Stabilization

WHERE is the radio industry heading? The speed of development of radio to one of the leading industries of the country has made individual and collective analysis impossible. Weaknesses have developed and, while corrective measures have been taken in some directions, there is a vital need to-day for co-ordination of effort to bring about a greater stabilization. The future of the radio industry depends upon co-operation within the industry. The manufacturer, wholesaler and dealer all should be concerned, because each is an important part of the fabric of this industry.

When a dealer does a volume business and finds himself at the end of the year with a loss in the radio department; when a wholesaler jeopardizes the healthy progress of his industry by selling at retail; when Mr. Consumer can get the usual discount given to a retail merchant; when a gyp can sell to the consumer at a price lower than that at which the average dealer can buy; when the public adopts an attitude of "waiting for improved models," there is, to put it mildly, room for improvement all along the line.

Eradication of costly merchandising "mistakes" and steps toward the general improvement of the industry must come from within. Concerted effort on the part of the three branches of the industry—manufacturer, wholesaler and retailer—in a careful study of the underlying causes of these conditions should result in ways and means of bringing about improvements that should develop healthy progress.

Fundamentally radio is sound. Anything that takes hold of the public imagination and becomes such an integral part of everyday life as has radio is essential to welfare and happiness. History repeats itself. Radio has grown too rapidly for its own good and the industry has reached the point where some definite action is necessary.

Many of the problems that face radio to-day have been successfully solved by other industries. The automobile business provides an excellent example. From production right down the line to consumer distribution the automobile

industry is much similar to radio. Cost, style, performance, service, trade-in, underselling, each of these came in for individual and collective attention, with the result that to-day the automobile merchandising plan is fairly standardized and the big fight of the industry is a fair competition for sales that has resulted in general progress and profit.

There is much talk of stabilization, but until the manufacturer can devote his entire energies to turning out the best possible product at the lowest possible cost; until the wholesaler can turn all his thoughts to the distribution of his radio lines and until the dealer can devote his time to actual selling and not to problems that are not only costly, but are really side issues, the radio industry cannot be said to be truly stabilized. Manufacturers, wholesalers and retailers are in business for one purpose—to make money. Any weakness in the chain of production and merchandising cuts down the profit, and retards to some extent the advancement of the industry.

Conditions in the industry that are most harmful are not the petty, individual worries. Nor does the so-called stabilization of the industry depend on the solution of individual problems. Improvement of radio merchandising in all of its

branches does, however, depend upon the successful solution of the broad problems of the industry. Thousands of dealers are finding hard sledding because of unfair competition. Service still eats into retail profits. Radio broadcasting has not entirely emerged from the chaotic state, although it has been vastly improved. Straightening the production curve is still of paramount importance from the standpoint of the manufacturer. The distributor's troubles are closely allied with those of both manufacturers and dealers. And because of this interlocking of important interests greater co-operation in providing remedies for the ills of the industry is imperative. The time has arrived when thought must be given to the elimination of harmful practices because only by such action can the industry continue to expand in a substantial manner.

Every Dealer Should Read These Articles

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Profits From Portables

A Money-Making Line for the Aggressive Retail Merchant

WHAT is the market for portables. Reports of retailers and wholesalers indicate that there is a profitable field for sales of portable phonographs in every city, town and hamlet throughout the country. From a small adjunct to the talking machine business these instruments have now taken their place in the first rank of products that bring profits to the retailer. The swelling production reported by the manufacturers and expanded sales volumes of wholesalers indicate that there is growing realization of this among dealers.

Cash Is the Vital Retail Need

The average talking machine merchant, in most cases, suffers from lack of cash, brought about by long-term selling, waiting very often a year or more before he receives the final few payments on a sale. Consider, too, that these last payments represent the profit on the transaction. The retailer must pay for his merchandise in the usual thirty days, this period being extended, of course, by giving notes. However, in view of the fact that the bulk of the dealer's sales is on the instalment plan, the time comes when every penny of capital is thoroughly tied up in outstanding accounts.

This is a serious condition. What is the dealer to do? Should he refuse to sell except on a cash basis until he collects enough money to pay his obligations, so that his credit will

again be good? This is exactly what some dealers are doing, but competition is keen and people expect the accommodation of buying on instalments. If one dealer refuses this favor a competitor will be glad to make the sale on the deferred payment plan.

Happily, there is another alternative and that is to strongly get behind lines that will bring in as much cash as possible. The portable phonograph not only is easy to sell, but, most important, it brings in the much-needed cash. Sales of records to purchasers of these instruments also keep the cash rolling in, thus making it possible for the dealer to do a greater volume of instalment business on the larger items and providing for a healthy expansion.

Portable Sales on "Main Street"

Within easy commuting distance of New York City, in New Rochelle, a retail store, which is the average type, because of the character of its clientele, is finding the portable market worthy of exploitation. This company, one of the most progressive retail concerns in Westchester County, sold in the past twelve months a total of approximately 500 portables, all cash sales, with an average record sale at the time of the purchase of the instrument of four recordings. This achievement is all the more remarkable because this concern is faced by more-than-average competition. Many New Ro-

chelle residents make their purchases in New York, the local dealers losing much potential business as a consequence.

Profits Versus Portables

All the argument or theory in the world pales beside the actual experiences of dealers who are finding the portable field a rich one. For example, there is a dealer on Fifth avenue, probably the most exclusive house in the world dedicated to merchandising phonographs, records and radio, located on the world's richest shopping street. The proprietor of this concern is authority for the statement that upwards of three hundred and fifty portables were sold by his establishment during the past year. The old argument that only the poor buy portables does not hold good here, because the clients of this store represent the wealthiest people throughout the country.

Who buys portables from this exclusive shop? Well, there are the people who go abroad. A good proportion of these three hundred and fifty portables last year were sent to travelers aboard various steamships. Then there are hotels. Many visitors to New York last year purchased portable phonographs from this retail house. The balance of sales was largely made up of shipments to private schools and the Summer camps and homes of wealthy people.

(Continued on page 11)

New Line of OUTING Portable Phonographs

*Latest Offering by the Makers
of Nyacco Products*



New Baby Outing
\$12.00 List



New Junior Outing
\$15.00 List



New Senior Outing
\$25.00 List

Jobbers—Write for Special Quantity Discount

NEW YORK ALBUM & CARD CO., Inc.

Established 1907

64-68 Wooster Street, New York



Brunswick Panatrope (electrical type)
Model P-14.

Cabinet in highly figured walnut.

Operates entirely from the light socket.
Radio jack in rear permits this model to
be used as a loud speaker for radio set.

Your Profit Opportunity

No Electrical-Type Brunswick Panatrope
Ever Before Sold for so Low a Price

\$365⁰⁰

Brunswick Panatrope Model P-14

THE Brunswick Panatrope first acquainted the world with the beauties of "music by electricity." This instrument set a new standard in music for the home.

Every purchaser of a reproducing musical instrument soon came to realize that *electrical* reproduction was the ultimate in music. It was the ideal which the music-lover longed for but which some, for financial reasons, had to forego.

So the fact that now it is possible to purchase an electrical-type Brunswick Panatrope for as low as \$365, greatly widens the market for this remarkable instrument.

Hundreds of prospects who "listened" but did not buy should be easily sold the P-14. Model P-14 is a magnificent instrument. From the standpoint both of music and of furniture it meets every standard set by the name "Brunswick Panatrope." A radio jack in the rear is a strong sales feature. For thus the purchaser's radio may be given a new and unequalled tone. And TONE, as we all know, is what people demand in radio today.

The alert Brunswick dealer will seize the big opportunity for profit offered by the P-14, and make this model his leader during the coming months.

NOTE: How is your supply of advertising matter on Brunswick Panatrope Model P-14? Write our Dealer Service Department for a full assortment.

Brunswick

Announces a New Record Exchange

Some 550 Mechanically Recorded Red Seal Records Included in New 20 Per Cent Record Exchange Plan Announced by the Victor Talking Machine Co.

The Victor Talking Machine Co. recently announced a new 20 per cent record exchange privilege on about 550 mechanically recorded Red Seal records. The terms of the exchange are: stocks to be shipped to Camden as soon as the dealer received definite shipping instructions, after which he will receive a certificate of credit from a designated wholesaler; dealers may use this credit at the rate of 20 per cent of their current Red Seal purchases; first credits will be applied as of April 1, 1928, in the amount of 20 per cent of their Red Seal

record purchases for the previous six months, thereafter credit will be applied monthly on the same 20 per cent basis.

Beginning with the current adjustment period, covering the six months ending March 31, 1928, electrically recorded Red Seal records will be included in Part II of the July, 1926, record exchange. This plan operates entirely different from the one described above, as no records may be returned until a credit has been earned, the amount of credit being determined by the dealers' selling activities. The rate of return on the Part II-July, 1926, record exchange has been increased from 3 to 3½ per cent. This rate applies to any desired combination of Red Seal Black Label and Blue Label records, returnable under the terms of the Victor exchange plan.

A new music store was recently opened at Delaware avenue and West Chippewa street, Buffalo, N. Y., by M. Lucas. The Victor line of Orthophonics and records is carried.

Aluminum Specialty Co. Toman Jobber

Will Cover Georgia, Florida, Alabama and the Carolinas—C. M. Jones Reports Enthusiastic Reception of Line by Dealers

ATLANTA, GA., March 7.—Charles Miller Jones, general manager of the Aluminum Specialty Co., of this city, distributor of Allen portables, made by the Allen-Hough Mfg. Co., recently announced that he had secured the distributing rights for Toman tone arms and reproducers in Georgia, Florida, Alabama and North and South Carolina. Mr. Jones reports that dealers in the territory covered by his company have received the Toman line enthusiastically and are making wide use of the attractive counter display cards and the circular material provided for consumer distribution by the Toman Co.

Peerless Master-phonics the Extraordinary Portable for 1928

The Ultimate in Portables at \$25.00 List

- A 4-foot concealed tone chamber
- Serpentine tone-arm
- Special matched reproducer
- Covered with genuine DuPont Fabrikoid of the heaviest quality
- Elaborately decorated in multi-color effects
- Genuine Heineman motor



Peerless Vanity Portable

List Price \$12.50

In Attractive Colors
3½ inches high



Peerless Master-Phonic Portable

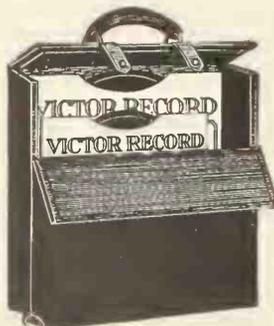
Appearance—Quality—Tone

- Peerless Vanity - - - - \$12.50 List
- Peerless Junior - - - - \$15.00 List
- Peerless Master-phonics - \$25.00 List

ALL LEADERS IN THEIR FIELD

Write for Samples and Prices

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



3 Months Old— and Going Strong!



GODOWSKY



RETHBERG



SPALDING



CHAMLEE



LUCAS



BERNIE



SIMS



LYMAN

*Brunswick's One-Price-for-All Record Policy
plus wide newspaper advertising, results in consistent
gains in record sales*

NOW three months old, Brunswick's "popular price" policy on Gold, Purple and Black Label Brunswick Electrical Records has proved to be one of the strongest merchandising moves in the history of the music industry.

In its first month, "popular prices" produced the biggest gain in record sales that Brunswick has ever known. And sales continue to climb.

Consistent use of newspapers to tell the big news of the change in Brunswick Record prices has been a potent factor in the success of the Brunswick plan. Brunswick has long been known in the industry as a large user of newspaper advertising—the kind of advertising the dealer likes and knows will bring results.

The announcements of popular prices for all Brunswick Records are appearing in more than one hundred cities throughout the country. Everywhere Brunswick dealers report big gains in record sales as a result.

The stimulus of "popular prices" has proved not to be a temporary one. Every Brunswick dealer who aligns himself with this merchandising effort is winning new customers who are made permanent by the high quality of Brunswick's merchandise.

Brunswick

Efficiency in the retail store can be increased by placing the salesmen where they will do the most good. Men who can sell talking machines best should be placed in that end of the business

Specialization Will Add to Your Sales Volume

ONE of the biggest mistakes a phonograph and radio business can make is to have no line drawn between the radio and phonograph sales force. Many sales managers will, doubtless, disagree with me on this point, but I want to point out that the radio and phonograph are two different and distinct instruments, and each one requires specialization.

Specialization by Salesmen

I do not mean to make the two organizations entirely separate and distinct, but there are some men who "lean" more to the radio, and others to the phonograph. Divide your organization up in this manner and let your radio men specialize on radio sets, and your phonograph men specialize on the phonographs and combinations. Turn over only radio prospects to your radio salesmen, and only phonograph and combination prospects to your phonograph men. This applies to floor men as well as outside men. Of course, a radio salesman should be privileged to sell a phonograph and receive the regular commission and a phonograph man can likewise sell a radio, but keep each organization specializing if you would get the greatest results from the entire organization. It is not necessary to have a large organization in order to divide the force into two separate organizations. Even though you have only two men, you can get the utmost from those men by having them each specialize. You'll find that by doing this each man's sales will increase, and consequently your total volume will be increased to a considerable extent.

Increasing Talking Machine Sales

Most stores that handle both phonographs and radios are doing a larger volume in radio than they are in phonographs and combinations.

By Clarence H. Mansfield
Fitzgerald Music Co., Los Angeles

If this is true of your store, then divide your organization and your phonograph volume will immediately increase, and your radio volume



C. H. Mansfield

will also show an increase. One reason that more radios are sold than phonographs is because Mr. Average Salesman thinks radios more than phonographs—and another reason is that the public is thinking radios more than phonographs. So phonograph specialists have to be

a little heavier as salesmen, for they have to either overcome or add to the radio desire which seems uppermost in the mind of the public at the present time.

When a customer does come into a store to see a phonograph the chances are ten to one that the average salesman will immediately suggest a combination—this for two reasons—the first is that the salesman's mind is naturally on radio, and the second is that he wants to make a larger sale. And nine out of ten salesmen in showing combinations demonstrate the radio considerably more than the phonograph, when the opposite should be the rule. I asked a salesman recently who had been doing this his reason. He said that people were more interested in the radio than in the phonograph. And this is the situation in most cases: The salesman rides along with the current—the old "path of least resistance"—and it never does make for high-class specialty selling.

Careful Salesmanship

When a customer asks to see a phonograph the worst thing a salesman can possibly do, at first, is to even suggest radio, even in a combination—if he does he automatically suggests that maybe radio is more desirable, and if the prospect already owns a radio no deal whatever may be consummated—or if he does not own a radio, the chances are that a radio only will be ultimately sold and not a combination or a phonograph. A great many customers come into the store and ask to see a phonograph, when all they are trying to do is to find out if they really want a phonograph or if, as they suspicious, a radio will entirely fulfill their musical needs, and most salesmen, by their attitude and actions, definitely confirm these suspicions during the first few moments of the customer's visit to the store.

Even if a customer asks to see a combination, the first thing to do is to convince him of the importance and desirability of the phonograph side of the combination. This can only be done by emphasizing the desirability of the phonograph, and touching upon the radio side later in the sales talk. Radio does not require the heavy end of the selling or demonstration; nearly everyone is more or less sold on the radio idea or at least is thinking about it.

That's why I say divide your sales force into a separate radio sales organization and a separate phonograph organization. A man thinking nothing but radio all the time can't very well emphasize the importance of the phonograph, and vice versa.

Up to the Salesman

It is up to the salesman to sell the phonograph or record idea to the prospect, and to sell it strong. Once you have sold your prospect on the record idea, then the selling of a combination is comparatively easy. But if the salesman himself thinks only radio, and has no strong sales arguments for the record, then the chances are ten to one that the customer will end up by purchasing the radio only. Result: One-half as large a sale, and less than one-half as much profit.

As before stated, since the phonograph and combination sale, as a rule, averages much

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Dulce-Tone

Radio Talking Machine Speaker

Get In On These
RADIO PROFITS

WITH radio almost universal, it's easy to include a Dulce-Tone in every talking machine sale—and you might as well get that extra profit. Or sell Dulce-Tone to former talking machine buyers.

Dulce-Tone makes an ideal loud speaker of any phonograph, and it fits any make and any radio set. Simply set the talking machine needle in the Dulce-Tone reed, plug in, and you have the full volume, the beautiful clear tone that only Dulce-Tone and a talking machine can give.

THE GENERAL INDUSTRIES CO.
Dulce-Tone Division
Formerly named
THE GENERAL PHONOGRAPH MFG. CO.
Elyria, Ohio

\$10, Retail
Fully guaranteed
Fits any radio



The "SELLING POWER" of TONE QUALITY

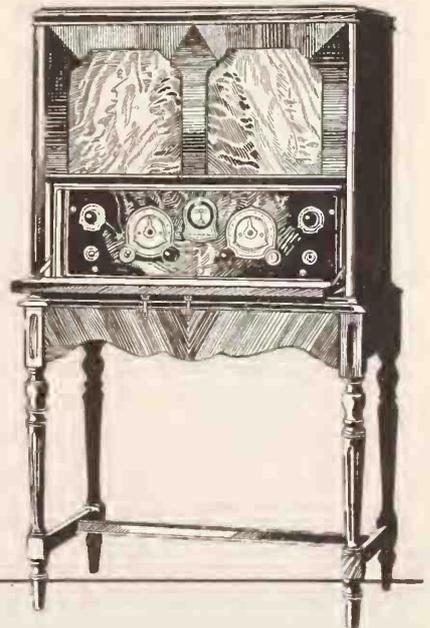
STROMBERG-CARLSON 1927-1928 sales increase shows that Radio buyers are learning that no radio set is any better than it sounds; no matter how it looks or what it costs. Stromberg-Carlson complete tonal range is what all radio buyers eventually want.

At prices ranging from the \$200 class to the \$1250 class, with phonograph reproduction thrown in, there is nothing more economical to own than a Stromberg-Carlson, and there is nothing finer.

Dealers who turn the most prospects into Stromberg-Carlson sales are those who thoroughly appreciate and can demonstrate these facts.

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

The Stromberg-Carlson Hour, Tuesday Evenings at 8 o'clock, Eastern Standard Time, through the NBC and Associated Stations: WJZ, WBZ-WBZA, KDKA, KYW, WJR, WBAL, KWK, WREN and WHAM.



No. 524
STROMBERG-CARLSON

Price, with Audio-Power unit and 8 R.C.A. tubes — but not including Cone Speaker, East of Rockies \$425; Rockies and West \$455; Canada \$565.

Stromberg-Carlson

MAKERS OF VOICE TRANSMISSION AND VOICE RECEPTION APPARATUS FOR MORE THAN THIRTY YEARS

Fox Makes No Trade-in Deals Because

1. *Too many sets have to be junked.*
2. *Too much time wasted in trading.*
3. *Increases risk of financial loss.*
4. *Endangers percentage of profit.*

How Two Live Dealers View the Problem of Radio Trade-ins

The Two Bridgeport Dealers Whose Ideas Regarding the Pro and Con of Radio Trade-ins Are Presented Here Are Both Successful With the Policies They Have Adopted

By Clarence J. O'Neil

Piquette Co. Favors the Trade-in Because

1. *Easier sales to present owners.*
2. *Have resale value of their own.*
3. *Wise allowance boosts the profit.*
4. *Pave way for sales of new radios.*

THE problem of second-hand radio sets turned in as part payment for a new receiver can never be settled by ignoring it or condemning it as bad business practice. It is a problem that is definitely at hand, and, like it or not, the dealer must face it. One of the leading radio trade associations has revealed that 75 per cent of the merchants favor reselling the trade-in. Despite this apparent majority favoring the trade-in policy, it is interesting to note the varied, yet logical, opinions, pro and con, of two veteran dealers located in the same community. One merchant is a staunch supporter of the trade-in question, and the second is just as determined in his objections to this method. Both have been in business since the introduction of the radio and both are equally satisfied with their sales volume of radio receivers.

Alfred Fox, of 174 Fairfield avenue, Bridgeport, Conn., frankly admits that he makes no allowances whatsoever on used sets and arbitrarily refuses them. To substantiate his idea for ignoring trade-ins Mr. Fox has set forth four concrete reasons why he holds to this practice. On the other hand, John I. Taylor, credit manager of the Piquette Music Co., Fox's next-door neighbor, of 183 Fairfield avenue, presents another four reasons why he believes in trade-ins. Before dissecting the business methods of these two dealers it may be well to visualize the situation; first, as to the demand for trade-ins; second, as to the ultimate profit

or loss to be had by encouraging or rejecting this form of merchandising radio receivers.

As to the demand, it is generally accepted that 25 to 30 per cent of the people buying sets at present have a set which they would like to trade in, or on which they would like an allowance. It is also probably a fair statement to say that the average radio merchant is appraising the trade-in set for its resale value, based upon a quick turnover, and is making an allowance of 40 to 50 per cent on such an appraisal, a plan that permits the dealer to profit.

With all these apparent alluring inducements and the immense resale demands offered in catering to the trade-in patron, Mr. Fox says "not interested," with the following objections. Too many sets have to be junked; too much time is wasted in "dickering"; too much of a financial risk; would rob himself of his normal percentage of profit.

To support his objections to handling trade-ins Mr. Fox said, "It is apparent that at least 50 per cent of trade-in sets would have to be junked because of obsolete parts and the general run-down condition of the outfit. The cost and labor to rejuvenate the set would, to

my mind, eat up the eventual resale profit. I also see a considerable loss of time in making trade-in transactions. I am convinced during the time wasted in first discussing the trade-in idea with the customer, and then the eventual consideration over the set, when the customer finally delivers it after a second or third interview, that in the meantime I could have worked up at least one new customer for a clear sale.

"Before reselling a second-hand set the dealer should check it thoroughly, should clean it up, and if necessary refinish the cabinet. These considerations are bound to affect the price allowance and profit to be made on the set. From an ethical standpoint, trading-in, I think, becomes pernicious when used by a dealer as a means of cutting prices to build sales volume."

WHETHER the retail talking machine dealer decides for or against the trade-in as applied to the radio department, some definite and sound policy must be worked out. In the accompanying article two concerns operating in the same city give the reasons which decided them in favor of and against radio trade-ins. Every retailer should read this informative dissertation on one of the most important phases of radio retailing that faces the trade in this day of intensely competitive merchandising.

Mr. Taylor, of the Piquette Music Co., in direct contrast to Mr. Fox, is so confident in the trade-in profits that he advertises extensively in the newspapers for the exchange of old sets. His four reasons for accepting trade-ins are as follows: Trade-ins make new sales to present owners easier; have resale value of their own; can be sold profitably if allowance is 50 per cent of resale price; pave way for later sale of new set to purchaser. Mr. Taylor's method of bidding on old sets is to examine the set and quickly make an estimate of its resale value, in most cases offering its owner one-half that figure. He claims this procedure calls for an eye appraisal made promptly and a statement of the exchange offered in a manner that does not leave room for bargaining. His next step is to convince the customer that the old set has greatly depreciated in value. This means that if a set is accepted for a trade-in, and if Mr. Taylor believes he can promptly resell it in his store for \$50, the owner of the set should be offered \$25, thus safeguarding the dealer against loss at time of resale.

"I am perfectly aware," said Mr. Taylor, "that in making such an appraisal of a

trade-in my profit will not be equivalent to a 50 per cent discount, because, after acquiring the set, I will be put through the expense of testing, of correcting any mechanical defects and of making it presentable. Furthermore, some merchants will say I am assuming a hazard more or less great in putting this old set into my stock. I realize that, but I am willing to stand by my judgment in not only making a little resale profit, but also pave the way for a new set sale. In closing a trade-in sale I always try to impress the customer that he is actually making a purchase, not a sale."

That there is danger in accepting trade-ins is testified to by the many warnings against allowing too much for such equipments, and having it left on the dealer's hands—that it may prove a valuable means of developing business if handled properly is generally acknowledged.

The experiences of these two dealers, situated in the same community and holding opposite views on the important subject of radio trade-ins, is proof positive of the assertion, many times repeated, that no hard and fast rule regarding such a policy can be made to apply to all dealers. Each member of the radio retail trade must study the situation and put into effect that policy which will produce the best results for his own business and will be in line with his method of dealing with his customers. Take for example a neighborhood dealer carrying a complete line of musical instruments and depending to some extent upon the repeat business of customers with whom he has been dealing for a number of years. They have at different times purchased high-priced pianos, phonographs and radio receivers, in addition to music rolls, records, sheet music and other accessories for the instruments. To refuse to accept a trade-in set as part of the purchase price of a new instrument, this dealer would be endangering the good will which he has built up over a span of years, which would, in many such cases, be a short-sighted policy. Let each dealer decide upon his own policy, remembering always, however, that each set taken in must be resold at a profit, and that to overlook or minimize this angle is to engage in a profitless transaction, or even worse, to lose money on the deal.

Crosley Dividend

The Crosley Radio Corp. has declared a stock dividend of 4 per cent and an initial dividend of \$1, payable in four quarterly instalments during 1928.

**A Radiotron
for every purpose**

- RADIOTRON UX-201-A**
Detector Amplifier
- RADIOTRON UV-199**
Detector Amplifier
- RADIOTRON UX-199**
Detector Amplifier
- RADIOTRON WX-11**
Detector Amplifier
- RADIOTRON WX-12**
Detector Amplifier
- RADIOTRON UX-200-A**
Detector Only
- RADIOTRON UX-120**
*Power Amplifier Last
Audio Stage Only*
- RADIOTRON UX-222**
*Screen Grid Radio
Frequency Amplifier*
- RADIOTRON UX-112-A**
Power Amplifier
- RADIOTRON UX-171-A**
*Power Amplifier Last
Audio Stage Only*
- RADIOTRON UX-210**
Power Amplifier Oscillator
- RADIOTRON UX-240**
*Detector Amplifier for
Resistance-coupled
Amplification*
- RADIOTRON UX-250**
Power Amplifier Oscillator
- 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

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 WX-11
Detector Amplifier

RADIOTRON WX-12
Detector Amplifier

RADIOTRON UX-200-A
Detector Only

RADIOTRON UX-120
Power Amplifier Last
Audio Stage Only

RADIOTRON UX-222
Screen Grid Radio
Frequency Amplifier

RADIOTRON UX-112-A
Power Amplifier

RADIOTRON UX-171-A
Power Amplifier Last
Audio Stage Only

RADIOTRON UX-210
Power Amplifier Oscillator

RADIOTRON UX-240
Detector Amplifier for
Resistance-coupled
Amplification

RADIOTRON UX-250
Power Amplifier Oscillator

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

The standard by
which other vacuum
tubes are rated



RCA Radiotrons have been imitated in appearance, shape and size—in everything but the main thing—dependable performance.

RCA HOUR
Every Sunday
Night

Through the following
stations connected with
the General Electric
and General
Electric

10:00 P.M.
Eastern Time

WJZ
WEEI
WFL
WIB
WJAG
WJAG
WJAG

7:10 P.M.
Central Time

KYW
WVBT
WGO
WGO
WGO
WGO

8:00 P.M.
Pacific Time

KPO
KPO
KPO
KPO

RCA Radiotron
MADE BY THE MAKERS OF THE RADIOLA

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

Every Radiotron is made and tested by the engineers of RCA, Westinghouse and General Electric, in the same great laboratories where the principles of modern broadcasting were developed. You can rely on Radiotrons. Never use new tubes with old ones that have been in use a year or more. See that your set is completely equipped with RCA Radiotrons once a year at least.

A larger and more impressive national advertising campaign than that back of any other vacuum tube is telling your customers about the quality of RCA Radiotrons. Forceful counter and window displays, folders, etc., help you get your share of sales.

Why experiment with your profits when RCA Radiotrons are recognized as standard by leading manufacturers of quality receiving sets? Millions of dollars and the patient skill of RCA radio engineers are back of their development and perfection. There is an RCA Radiotron for each socket in every set—tested tubes that will give finer and surer reception. It will pay you to carry the complete line.



RADIO CORPORATION OF AMERICA NEW YORK CHICAGO SAN FRANCISCO

RCA Radiotron

MADE BY THE MAKERS OF THE RADIOLA

Tried-Tested-Perfected-

Let Radiola 17 report for you
the great events of the year

*Plug it into the electric outlet
and you are in touch with the world*



A **RADIOLA 17** will take you to concert halls and theaters, to public platforms and political conventions, to the arenas of amateur and professional sport. It will report for you the great events of the year—just as if you were there.

The programs of the big broadcasting stations are yours to command at the touch of a finger.

Radiola 17—the wonderful broadcast receiver that has revolutionized the radio industry—is the culmination of years of research by the great staff of electrical and acoustical engineers in the laboratories of the Radio Corporation of America and its associated companies, General Electric and Westinghouse, the same engineers who designed and built the high-power broadcasting stations.

Because of its extreme simplicity of operation—combined with the fidelity of tone reproduction that has made Radiola famous—Radiola 17 is the most popular Radiola ever offered.

RADIO CORPORATION OF AMERICA
New York Chicago San Francisco

Then see other RCA Radiolas
Model No. 161 is \$29.95
Model No. 162 is \$34.95
Model No. 163 is \$39.95
Model No. 164 is \$44.95
Model No. 165 is \$49.95
Model No. 166 is \$54.95
Model No. 167 is \$59.95
Model No. 168 is \$64.95
Model No. 169 is \$69.95
Model No. 170 is \$74.95
Model No. 171 is \$79.95
Model No. 172 is \$84.95
Model No. 173 is \$89.95
Model No. 174 is \$94.95
Model No. 175 is \$99.95



RCA Radiola
MADE BY THE MAKERS OF THE RADIOTRON

The four great weeklies—*Collier's*, *Liberty*, *Literary Digest* and *Saturday Evening Post*—will carry page and double page RCA sales advertising through 1928. Newspaper advertising in all the leading cities of the country.

These Radiolas have set the standard
for realism in broadcast reception
—and simplicity in operation



Radiola 17's ruggedness and simplicity of operation are its chief features. It is the only Radiola that has been designed to operate on the standard 110 volt A.C. line current. It is the only Radiola that has been designed to operate on the standard 110 volt A.C. line current. It is the only Radiola that has been designed to operate on the standard 110 volt A.C. line current.

Radiola 17 is rugged and long-lasting because of its simple design. It is the only Radiola that has been designed to operate on the standard 110 volt A.C. line current. It is the only Radiola that has been designed to operate on the standard 110 volt A.C. line current. It is the only Radiola that has been designed to operate on the standard 110 volt A.C. line current.

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RCA Radiola
MADE BY THE MAKERS OF THE RADIOTRON

RADIOLA 17



expertly designed...ruggedly built
for fine performance and long life

More than 700,000 electrical engineers in the laboratories of the Radio Corporation of America and its associated companies, General Electric and Westinghouse, have cooperated in the designing and testing of Radiola 17.

Every line of material in the construction of Radiola 17 is ruggedly built to stand up to the most severe conditions of use. It is the only Radiola that has been designed to operate on the standard 110 volt A.C. line current. It is the only Radiola that has been designed to operate on the standard 110 volt A.C. line current. It is the only Radiola that has been designed to operate on the standard 110 volt A.C. line current.

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RCA Radiola
MADE BY THE MAKERS OF THE RADIOTRON

RADIOLA 17



Acclaimed the country over for its
marvelous simplicity and performance

A few months ago the Radio Corporation of America, chief manufacturer of the industry, introduced the features of a radically new design in radio receivers. It is the only Radiola that has been designed to operate on the standard 110 volt A.C. line current. It is the only Radiola that has been designed to operate on the standard 110 volt A.C. line current. It is the only Radiola that has been designed to operate on the standard 110 volt A.C. line current.

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RCA Radiola
MADE BY THE MAKERS OF THE RADIOTRON

This sign marks the leading

 dealer in every community

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

-and first in public favor



RADIOLA 17 — Pioneer of the new receivers employing the RCA alternating current Radiotrons. Most popular of all Radiolas. Equipped with Radiotrons \$157.50



RADIOLA 32 — Finest Radiola ever designed. The famous RCA Super-Heterodyne with the incomparable RCA Loudspeaker 104. For AC or DC operation from lighting circuit. Complete \$895



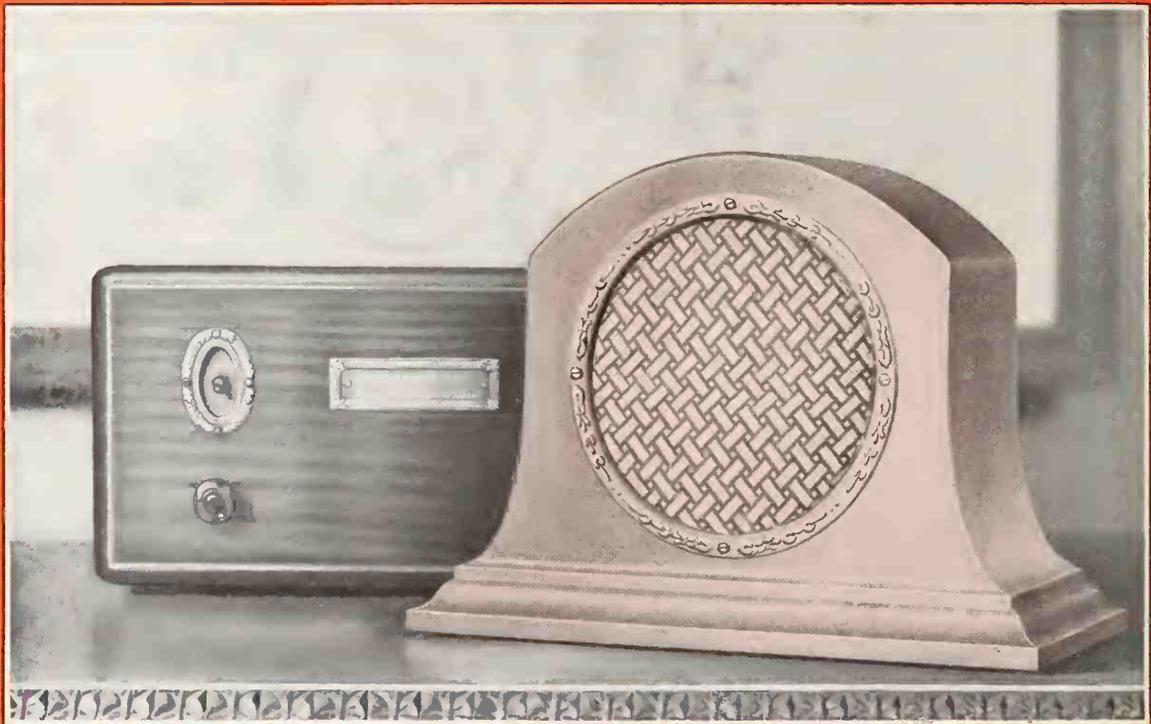
RADIOLA 30A — Custom-built cabinet model of the super-selective RCA Super-Heterodyne, with loudspeaker. For either AC or DC operation from lighting circuit. Complete \$495

RADIO CORPORATION OF AMERICA NEW YORK CHICAGO SAN FRANCISCO

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

Most popular of all
moderately-priced loudspeakers
because of its TONE
RANGE
RUGGEDNESS
PRICE



RCA LOUDSPEAKER 100A - \$35

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

Specialization Will Build Sales Volume

(Continued from page 8)

higher per unit—better salesmanship is required. A man thinking constantly in figures of around two hundred dollars has a difficult time jumping his thoughts up to a thousand dollars or more. Such a figure naturally seems frightfully large to him, and he shrinks from suggesting such a high-priced instrument to a customer. It is much easier to follow the beaten path and talk the lower-priced unit, and customers, as a rule, are always anxious to believe that they can get what they want for less money than they anticipated paying. "Specializing" is merely another word for "habit." A man can get into the habit of talking any type or price of instrument, but it is naturally harder to get into the habit of talking higher-priced units than lower-priced units. It is naturally harder to talk against popular opinion than with it. That is why I say it takes a little "heavier" salesman to sell the new type phonographs and combinations.

Now I don't mean to be foolish and pass up any radio deals—a \$200 radio sale to-day is worth more than a \$1,000 combination prospect for next week, but I do believe that many a two-hundred-dollar deal is consummated where, with a little phonograph specialization and salesmanship, a \$1,000 combination deal could have been made instead. There is no question but that a great deal more business and profits are lost to the dealer through the lack of ability on the part of a salesman to sell the phonograph idea than ever will be lost by overselling a prospect who can't afford the higher-priced instrument, and who puts off buying anything because he won't be satisfied with anything less than the better instrument.

Many a customer is mildly interested in a combination only to ultimately purchase a straight radio, simply because he was not sold on the "music from records" idea strong enough to make him see the wisdom of the extra investment. We have found by experience that by concentrating sales effort on the phonograph; by selling the record idea we are often able to sell a straight phonograph at, say, \$600 or \$700, whereas the customer might otherwise purchase only a \$200 or \$300 radio. These customers will buy a radio as well, but had we sold them a radio in the beginning possibly we would never be able to sell the phonograph, even later. Just think that over.

Another good way to increase phonograph business is to endeavor to demonstrate the new type of phonograph whenever possible to every customer who purchases a straight radio—or who comes in to see a straight radio—this to be done, of course, after the radio man has either closed the radio deal or finished his demonstration. Of course, you do not want it to appear to the prospect that you are going to try to sell him something, do it as if you merely wanted him to hear it and were only being courteous.

The higher-priced electric phonographs and combinations—those in the straight phonograph running in price from \$600 up and in the combination from \$1,150 up—is where the greatest volume and the greatest profits should come from. Do not overlook the lower-priced instruments, straight or in combinations, but build your sales efforts around the higher-priced units particularly, and the volume will come in the lower-priced units as well. But the rule does not work both ways, for sales effort concentrated on lower-priced units will not bring the higher-priced unit sales.

The whole future of the phonograph business lies in our ability to sell the record idea. I have said before that every music dealer should have two separate organizations, one specializing in phonographs and the other in radio. If, however, you do not wish to disturb your present radio organization, organize a complete new

force of phonograph specialists from new men. By all means do nothing that you think may cut down your radio volume—let's make the most of this wonderful new product that has been given us—but let's also get the phonograph volume in addition to the radio volume—let's do two or three dollars' worth of business where we are now doing one.

Profits From the Sale of Portables

(Continued from page 4)

Here is a remarkable feature of the portable business done by this store last year. In many cases records to the amount of \$100 were sold to the customer at the time of the purchase of a \$25 or \$50 instrument. In numerous other instances the record sale topped the \$50 mark. Never less than an even dozen records, the carrying capacity of the instrument, are sold with a machine. Another item that has swelled the income from the popularity of portables has been a fairly strong demand for extra record carrying cases. The foregoing concretely illustrates one side of the market for portable phonographs.

What is true of this concern is equally true on a smaller scale in every other community. Each city and town has its well-to-do people, its resorts, Summer homes, etc.

Another angle of this phase of the talking machine business is that this large number of instruments was moved to the consumers without any special effort at sales promotion. The New Rochelle concern occasionally devotes a whole window to portable display, but that is all. And a similar story could be told of many other dealers.

Distributors' orders calling for carload shipments, and then in a short time repeating the order shows how quickly the portables are being routed into the homes of consumers. That these orders are not confined to any one part of the country but come from all sections shows the scope of the demand. These are facts. If you are a retailer think about them and then get busy on sales of portables. If you need cash here is one way of getting it quickly. The portable business is the kind that may be considered ideal, because it supplements the sale of the larger instruments, because it aids the sales of records, needles, carrying cases, and because it brings in cash.

H. C. Goodrich With United Radio Corp.

Appointed District Representative in Middle West for United Radio Corp., Maker of Peerless Reproducers

To keep pace with the rapidly increasing number of its customers, the United Radio Corp., of Rochester, N. Y., maker of Peerless



H. C. Goodrich

reproducers, has announced the appointment of H. C. Goodrich, formerly field representative for the King Manufacturing Corp., as district representative in the Middle West, covering the States of Michigan, Ohio, Indiana and Iowa.

Milton C. Bickford, also of the Peerless sales staff, will be the district representative for the South Atlantic States. These men will work with wholesalers and retailers, assisting them in increasing their sales and merchandising radio. With these increases in its executive sales force, the United Radio Corp., maker of Peerless reproducers, plans to do its share to increase the volume of business in 1928.

The formal opening of the M. P. Scott new store at 205 Water street, Augusta, Me., was held recently. A complete line of Edison phonographs and records and well known makes of radio receivers is carried.

You Take Pride in Your Quality

But—What About That Shipping Case?

You have spared no expense or effort to make your goods the finest of their kind that the market affords. You do this from pride and for the business reason of making them so attractive to your customers that they will buy and continue to buy.

BUT—what about that important first impression on the buyer when he opens your shipping case?

We Take Pride in Our Quality

Birch and Maple plywood cases with Spruce cleats

carry your product to destination with complete protection. There is no weaving, all rough handling shocks are absorbed, and the smooth one piece panels protect your goods from chafing, dust and moisture. And in addition there is neatness in appearance and a distinct saving in weight.

Our excellent timber resources, new machinery equipment throughout and 18 years' experience in the manufacture of plywood cases enable us to produce a container of outstanding quality.

And these quality cases cost no more. A trial car will convince you.

Northern Maine Plywood Co.

Statler Building

Boston, Mass.

Brilliancy

Shrillest of strings, clarinets, tambourines—all with their side-bands or color tones—

Low Notes

Of the voice, of drums and other deep-toned pieces—

Chromatic Notes

Including delicate color-tones and shadings whose reproduction affects the entire rendition and makes it REAL—

Enunciation

Words containing s, t and other sounds difficult of reproduction for the average reproducer—

Special Features

Tinkling bells; cymbals and other secondary interpolations which the orchestra leader adds for "local color" and individuality.



These Five Acoustical



YOU are invited to select a few especially intricate records—records with many climbs and falls from the easy "middle register," with hissing sibilants spoken by the human voice, with complicated overtones and fine nuances of tone variation, with subdued "local color" accessories—and try AUDACHROME on *such* records, comparing its performance with that of any other reproducer. This is the test that wins the listener and the test that helps dealers win the public!

AUDACHROME

Interprets
Every Shade and
Chromatic Variation of
Voice and Instrument!
"Faithful to the Echo";
the Most Realistic
Interpreter
of Acoustical Values
Yet Developed!



Whenever you come across an AUDAK equipped machine—portable or cabinet—be assured that it is a QUALITY machine.

The AUDAK

565 Fifth Avenue

Makers of Acoustical and Electrical

"Hazards" of Reproduction

have all been
conquered
by

AUDACHROME

The Chromatic Reproducer

BUILT ON A NEW PRINCIPLE

HERE they are, at the left—the most difficult elements in all acoustics to reproduce accurately. No talking machine reproducer prior to AUDACHROME has been able to overcome three out of five of these natural stumbling-blocks. AUDACHROME has conquered them all, simply because it is built on a new principle that aims frankly at the roots of reproduction shortcomings. To hear a really difficult record played with this revolutionary new instrument, after you have heard it with an ordinary reproducer, is to have your eyes opened wide—and your mind closed forever to ordinary reproduction.

ACCEPT NO IMITATIONS

Every Audachrome and every other Audak instrument bears a protective tag like this—your guarantee!



COMPANY

New York, N. Y.

Apparatus for More Than 10 Years



The interest of your public in records may be passive, but that is because the trade has too long sat still and permitted such a state to exist. What is needed is a definite and sustained campaign to make your customers not only record-conscious but MUSIC-conscious:

♦ ♦ ♦

Let's look squarely at facts. A good radio program is more interesting than the average talking machine performance, and that is why most of your customers are not buying records regularly. But, set this down for truth; no listener can fail to be thrilled by AUDACHROME performance, or to realize that *this* kind of talking machine entertainment is far superior to the best radio reproduction.

♦ ♦ ♦

The best that is in those wonderful new electric records has never before been quite so fully appreciated as AUDACHROME now makes it appreciated. If you will let your trade listen to an AUDACHROME performance, selecting records that are difficult instead of those involving only the easy "middle register" or bass alone, you will find new stimulation for record sales. This is AUDACHROME'S biggest contribution to the trade!

♦ ♦ ♦

From all sides the evidence is pouring in to corroborate what we prophesied. AUDACHROME, by the simple "listening" test, has first shown the dealers what a splendid sales weapon AUDAK has contributed, and then gone right out and made new record sales to those dealers' customers.

♦ ♦ ♦

AUDACHROME production, despite our anticipations and preparations, is still behind the demand. This condition is working itself out, however, and we see no reason why any merchant interested in jacking up his 1928 sales and net profits should be without the assistance of AUDACHROME, the finest little star salesman that ever stepped into a music shop.

♦ ♦ ♦

Order from your jobber today—we will take care of everybody as promptly as possible.

♦ ♦ ♦

Above all, make the test with this new instrument yourself—on the smallest or the most expensive machine—so you'll know the pleasant surprise that's in store for your customers.

Maximilian Wolf

Profit Winning Sales Wrinkles

Builds Record Sales by Pushing Early Releases—Record Girls' Clubs a Step in Right Direction—Literature in Window Displays—Tie-up with Movie Themes—How Davega Builds Mailing Lists

The number of records released each month makes it impossible for the dealer to adequately bring each recording to the attention of potential purchasers. It often happens that a customer fails to study the monthly record bulletin, or some circumstance arises which makes it impossible to visit the store, and the new releases are overlooked even though several of them may have had a definite appeal to the customer. For these reasons it follows that it would prove profitable for the dealer who has a number of patrons who have been dealing with the store for a long period and whose tastes are known, to prepare a suggested list of records at regular intervals and send them to customers. Miss B. B. Steele, manager of the talking machine and record department of Stern Bros., New York City, recently used this method of stimulating record sales with most satisfactory results. She found that a great number of customers who had been dealing with her for years and were regular record buyers had overlooked many of the records which were suggested and were happy to have had them called to their attention. Try the plan and see if it is not successful.

Aiding Record Sales

The Victor Record Girls' Club that exists in Milwaukee and similar organizations in other cities are meeting regularly every month and from recent reports are constantly expanding. The formation of these groups is a movement that deserves only commendation and it is a movement that should be general throughout the country. Dealer associations and record distributors should take the organizing upon themselves and see that a similar body is formed in their territories, for there is a great need for education among the thousands of record salesmen and saleswomen. This is not written to imply that there are not record salespeople who have not a thorough knowledge of their business. There are, and scarcely an issue of this publication goes to press without mention being made of the outstanding success which such a well-equipped salesman or saleswoman is achieving. The trouble is that there are not enough record salespeople with a proper knowledge and appreciation of recorded music. Through the medium of radio broadcasts, through an ever-increasing number of musical events, through more thorough musical education in the schools, the musical taste of the American public is becoming better and better

and music is becoming a greater factor in the lives of the people. These conditions make it imperative that the record salesmen of to-day be better versed to render service than was the condition a few years ago, and the interchange of information between co-workers is one sure way of adding to the salesman's fund of knowledge.

Booklets in Displays

The public is still curious about radio developments and likes to keep abreast of all the improvements and refinements that are being made. The Atwater Kent Mfg. Co. recently sent a bulletin to its dealers suggesting that literature be shown in the forefront of window

Send in Ideas!!

Perhaps in conducting your business you make use of some unusual method in selling radio, talking machines, records or accessories, or perhaps your method of servicing is out of the ordinary. If these ideas have proved successful, send us a note telling of them. Photographs will add interest.

displays. The bulletin said in part: "In decorating a number of windows, our decorating staff tried out the plan of displaying literature in the extreme front of windows. It was found that passers-by, on seeing the literature, were prompted to enter and ask for it. This gave the salesman a good opportunity. By being courteous, he often could get the prospect's attention to the point of giving a demonstration, and in most instances he obtained the name and address so the prospect could be followed up later." The plan is well worth trying.

Movie Tie-ups

There can be no doubt but that within the past year or two the musical score has taken a more and more important part in making successful feature motion pictures. Composers of international reputation are engaged in California throughout the entire year, composing and synchronizing their compositions to the action

of the film. This development offers to the music dealer an opportunity of increasing both his record and sheet music sales. In the score of practically every film there has been a theme song that in itself has proved popular and which is released in sheet music and record form. Take for example, "Charmaine" from "What Price Glory?" "Diane" the theme of "Seventh Heaven," "Mother of Mine," from "The Jazz Singer," "Wings" from the film of the same name, and countless others.

Building Mail Lists

The Davega stores in New York City have a plan of building up their mailing lists in the various departments that is a winner. When, for example, a customer makes a purchase in the talking machine department the clerk makes out a sales slip. At the head of the slip is placed the name and address of the customer, who then pays the cashier and is given a receipt, a duplicate of the sales slip. This is a simple and inexpensive plan of securing the names and addresses of the customer. The request of the clerk for the name and address is a natural one and there never is any objection on the part of the patron in giving it, as there might be if the clerk requested this information for the "record mailing list." This procedure is, of course, duplicated in the various departments. Thus, when the day is ended the store not only has a complete and accurate record of the business done in each department, but has a list of the names and addresses of the customers as well as the type of merchandise in which they are interested.

Music Room Furniture

The well-known music house of Lyon & Healy, Chicago, Ill., a year or so ago, opened a new department that was more or less an innovation in the music business. This was a furniture department, carrying a full line of furniture for the music room. While with this great Mid-West music house the furniture is carried and advertised "to complement the piano" it offers an interesting subject for the talking machine and radio dealer to consider. Naturally every dealer is not in a position to engage in a line of business that would be more or less of an experiment but there are many establishments throughout the country which, undoubtedly, could start a similar department and make it pay profits. Many stores, for instance, have on their floors expensive floor lamps and period furniture in order to properly display phonograph and radio receivers that are housed in expensive cabinets. Could not these same stores carry a limited amount of this merchandise in stock and offer it for sale in the same manner and at the same time as are the instruments? It might be interesting to note here that the sales of lamps alone in the Lyon & Healy establishment gross \$35,000 annually.

AN IMPROVED RECORD ALBUM

FOR the past few years little improvement has been made in the design of albums to hold talking machine records.

NOW A NEW LOOSE LEAF ALBUM that will lie absolutely flat when opened, that has an

all-metal back with protecting end pieces, making it more durable than any album heretofore made. It is handsome in appearance and will add to the beauty of any cabinet.

Made in durable cloth or in Dupont Fabrikoid binding with super-finish design.

PATENT APPLIED FOR

Write for detailed information regarding this new loose-leaf album and other 1928 designs.

NATIONAL PUBLISHING CO.

Factory and Main Office
239-245 S. American Street
Philadelphia, Pa.

Sales Room
225 Fifth Avenue
New York City

Eye Value is as Essential as Performance --in Present Day Radio Selling

WITH the perfection of the Electric Radio, public demand is for design that has a definite meaning in the decorative plan of the home—something permanent—concealing all the mechanical aspects of radio.

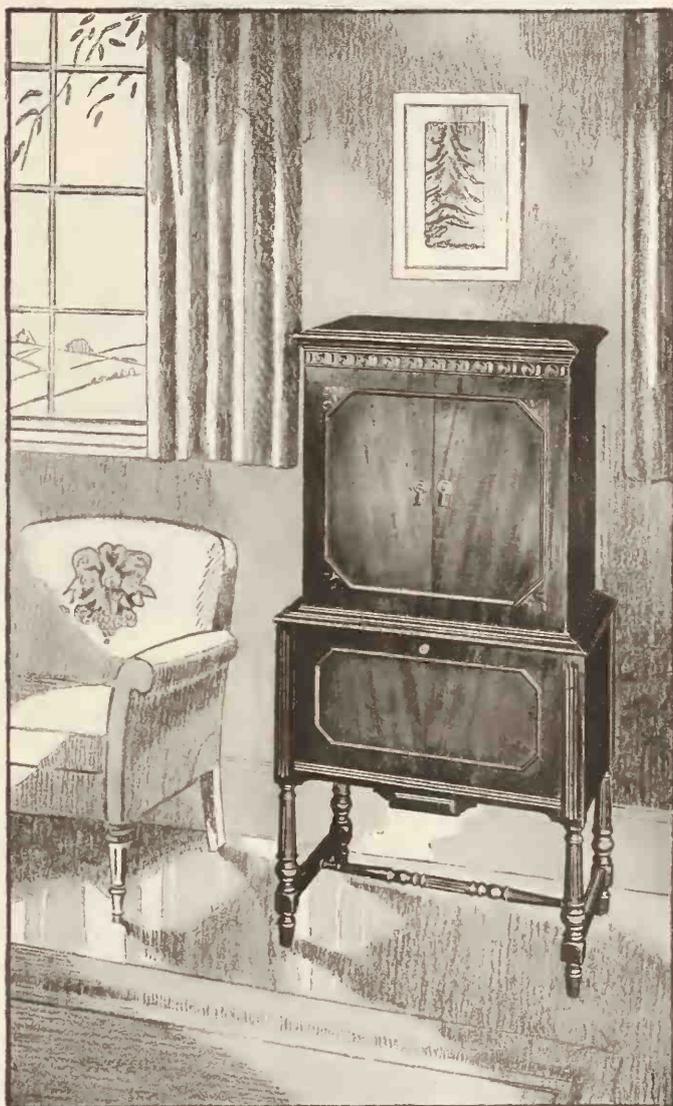
FRESHMAN EQUAPHASE ELECTRIC RADIOS

fulfill every current demand. The ever increasing sales of Authorized Freshman Dealers testify to that.

In scientific exactness and efficiency, the Equaphase Radio circuit is in a class by itself—simple to operate yet accurate and sensitive to a fine point of precision—*minimizing the necessity of service.*

A variety of cabinet designs adequately meet the requirements of present day home decoration.

Freshman Electric Radios are sold direct to Authorized Freshman Dealers—it will pay you to investigate our dealer franchise.



Model G-4, Freshman Equaphase Electric Radio, paneled in genuine mahogany, complete, ready to operate including the new RCA, AC Tubes

\$225⁰⁰

No { ACIDS
BATTERIES
WATER
TROUBLE

Manufactured by
CHAS. FRESHMAN CO., Inc.

NEW YORK

CHICAGO

LOS ANGELES

FRESHMAN ELECTRIC RADIOS

Theatre Tie-ups Aid Sales of Records



Jenkins Co.'s Ads Have a Double-Edged Appeal

By J. L. Simpson

his actual performances makes a sales appeal which is especially potent at the

That is the point of the Jenkins policy, to utilize, in this manner, at the psychological moment, every bit of theatre or popular interest publicity which can conveniently be connected up with their retail talking machine and record business.

In this instance, this celebrity's performance happens to connect up perfectly with a line of phonographs, as well as with certain records. But, in other instances, when such a fortunate condition does not exist, the Jenkins ad writers create by artful language and illustration the suggestion which is almost as potent in interesting folks in the machines themselves as is the present happy instance of real connection between artist and the instrument.

Exploiting Records

Again Jenkins method scores, this time in selling records, more records, most records. For, as Jenkins points out, records are a bit like eggs, most

MUCH of the prestige of the great Jenkins Music Co. of Kansas City, Mo., with four large stores there as well as others in surrounding cities, is built through the medium of advertising, and it is the type of this publicity, rather than its mere scope, which makes it so "humanly" effective in increasing the sales volume.

Many, even most, large music goods stores advertise liberally, but none advertise with that tremendous appeal to human interest, human sympathy, which makes Jenkins advertising stand out in a class by itself. The Jenkins type of publicity is just as effective in selling phonographs as in selling more records, since it is that double-edged type of appeal which makes the reader think of both these vital angles of the talking machine merchandise line in a single instant.

The Thought Behind the Ad

Perhaps the thought behind the Jenkins ads, in selling both phonographs and records, is to get away from presenting these lines as impersonal automatons, so to speak, and to make folks think of them as the living, breathing spirit of the music master who puts his soul into the records, and the phonograph itself as the instrumentality by which that soul of song and of music is reproduced, through its action upon the records. That this sort of advertising is effective, much more so than the kind which continually harps upon bargains and prices in phonographs and records, is amply obvious from the results of the advertising, the growth of this department and the tremendous volume of sales in all four stores.

The method used in presenting the musical wares along the talking machine line is one which is available to any dealer in phonographs in almost any large city in the United States. It is one which takes advantage of time and place and circumstance, which makes hay while the sun shines, and is effective because it hits the nail on the head at the propitious moment. It is a sales building idea.

Appearances of Artists

In any large city, as in Kansas City, for example, there is hardly a week but what some of the musical toppers of America appear at one theatre or another. In short, the people or the musical organizations which make the records are here in the flesh, usually for a week's stand at one of the theatres.

The Jenkins Co. simply capitalizes this fact, in the most effective manner, thereby heightening interest in the line of phonographs, as well as in the records made by this celebrity, band, or whatever the instance may be. The person or agency which made the records is here in the flesh, hence connecting up their line with



Art Gillham, Columbia Artist, in Cleveland

time, and may be converted into another equally potent method the next week, when some other musical celebrity is the center of attraction in this town. This method of promotion is a continual source of record business.

A Timely Tie-up

An actual example of how this end is accomplished is presented in the accompanying ad. At the moment Gene Austin, creator or maker of popular records, is a headliner at the Orpheum Theatre. Therefore, the records of Austin are exploited properly at this particular time—the ad is even of news value, and will perhaps draw the attention of more people than the actual dramatic write-ups given by various editors or reporters.

It will be noted in the ad that Jenkins do not utilize this opportunity merely to sell more records—especially the records made by Austin. Not at all. As may be seen, the largest part of the space is given over to exploiting phonographs themselves, though the suggestion of the records themselves is invariably present, a very important consideration.

In this particular case it is possible to connect up the line of phonographs with this celebrity in a very striking and unusual manner. In fact, they are introduced right into his programs, as the copy will reveal. It is a striking example of a particular instance where a current theatre program affords the very choicest copy for the phonograph ad writer, and Jenkins have lost no iota of this spectacular value, in presenting the associated sales ideas to the readers of this paper. And yet, while this is a "beautiful instance" of ideal publicity, it would neither be ideal nor publicity unless it was utilized, fully, correctly and at the moment.

Music IS Essential

Gene Austin

Calls on the Magical New

Orthophonic

To Make His Act a Sure Fire-Hit This Week at

THE ORPHEUM

SEE and hear how this magical instrument picks up the merest whisper of this great favorite, and sends it—clear and true—to every corner of the theater. Hear him sing the same selections that have made his records the biggest sellers in the Victor catalog—just as you can hear him in your home whenever you wish, if you have a New Orthophonic Victrola and these matchless Austin Records.

No. 21013—75c My Manoheli Baby There's a Gracie In Carolina	No. 20964—75c My Blue Heaven Are You Thinking of Me Tonight
No. 21098—75c The Loveless Road No. 20397—75c I've Got the Guit	No. 20977—75c The Sweetheart of Sigma Chi Are You Happy?

DON'T FAIL to hear Nat Shilkret's Victor Orchestra play "Nothing" with vocal chorus by Mr. Austin
A tremendous hit—No. 21030—75c.

1217 Walnut 3913 Main **WENNER'S** THE LARGEST IN DISC BUSINESS **SONO MUSIC CO.** 1013 Walnut 536 Minn.

Jenkins Tie-Up Advertising

salable when fresh, or new. Jenkins sell more and more records monthly, annually, by exploiting their new records while they are new, and at the special times when their human creators are in Kansas City, at theatres or on other engagements. Timeliness is important in securing turnover. As will be noted here,

(Continued on page 18)

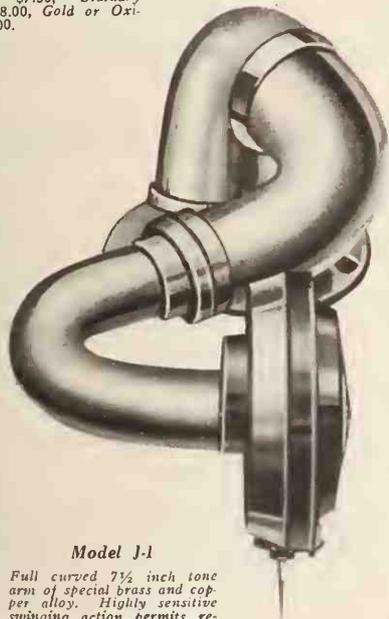
WORLD'S LARGEST EXCLUSIVE MAKERS of TONEARMS · REPRODUCERS

SOUND PRODUCTS MAKE SOUND PROFITS



Model 90 Military

Produces extreme volume of all instruments with excellent detail on high, medium, and lowest bass notes. Finest shadings on high notes and heavy overtones. List Prices—Nickel \$7.50, Statuary Bronze \$8.00, Gold or Oxidized \$9.00.



Model J-1

Full curved 7½ inch tone arm of special brass and copper alloy. Highly sensitive swinging action permits reproducer to follow record grooves without resistance. List Price—Nickel \$3.75, Statuary \$4.75, Gold or Oxidized \$5.75.



In all Oro-Tone Products you will note grace and symmetry of design. In use you will quickly distinguish them by the full rich tone quality — by their superior definition and volume.

Less apparent but fully as important is the soundness of construction — the permanence — the *lasting excellence* built into every Oro-Tone Reproducer and Tone Arm. It has been our unchanging policy never to cheapen materials or workmanship in order to “sell at a price.” To maintain this same high standard of quality, Oro-Tone Tone Arms and Reproducers are made, from the fabrication of raw materials to the last testing process, completely under one roof — our own.

This complete supervision and undivided responsibility is your guarantee of a thoroughly sound product. And production economies made possible by our large volume and by the elimination of extra profits enable us to offer Oro-Tone Tone Arms and Reproducers to the trade at no higher price than you must pay for assembled products.

We cheerfully cater to Manufacturers, Jobbers and Dealers. Send now for complete free catalog.



Oro-Tone Factory—Home of World's Largest Exclusive Makers of Tone Arms, Reproducers, and Amplifiers.

The Oro-Tone Co.
1000-1010 QUALITY FIRST GEORGE ST.
CHICAGO, ILL.

Paul Specht Opens at the Jardin Royal

Popular Orchestra Leader and Columbia Artist Appearing in New Chinese Restaurant on Broadway, New York

Paul Specht and His Orchestra, Columbia recording artists, are constantly increasing their New York following, with four units simultaneously in the field.

At the Jardin Royal, Chinese restaurant at 1600 Broadway, Specht opened a regular engagement February 15th, playing daily in person, and on four days of the week broadcasting these concerts over WOR: Monday afternoon 12:15-1, Wednesday evenings 6:05-7, Thursday evenings 11:05-12, Friday evenings 12-1. For last Thursday's broadcast, Specht played Schubert's Unfinished Symphony, of current interest through Columbia's sponsorship of the Schubert Centennial.

Besides this new engagement, Specht is making a ten-week tour of the Loew Theatre circuit in and about New York City, is featured at the Capitol theatre through his "Capitolians," and contributes a Specht unit to "Parisiana," the new musical revue at the Edythe Totten theatre.

Developing Radio Picture Receiver

A radio picture receiver, which can be plugged into any good radio set and intercept both visual and aural entertainment, is being developed by a group of manufacturers in association with the Radio Corp. of America and in collaboration with radio specialists, according to Dr. Alfred N. Goldsmith, chief broadcast engineer of the Radio Corp. The public's re-

action to the recent photo-radio experiments is the reason for this development in the General Electric and Westinghouse laboratories.

It is said that a complete receiver to intercept both pictures and voice, as well as a unit to be plugged into existing sets, is planned.

Diplomats Join the Schubert Committee

The Advisory Body of the Schubert Centennial celebration which is being organized by the Columbia Phonograph Co. now numbers among its members the following diplomatic representatives at Washington: Sir Esme Howard, Ambassador from England; Paul Claudel, Ambassador from France; G. de Martino, Italian Ambassador; Edgar Prochnik, Minister from Austria; Prince de Ligne, Belgian Ambassador; J. H. van Royen, Minister from the Netherlands; Jan Ciechanowski, Minister of Poland; Z. Fierlinger, Minister of Czechoslovakia; H. H. Bachke, Minister of Norway, and G. Gretziano, Roumanian Minister.

H. P. Manly in an Important Post

C. H. Thordarson, president, has just announced the appointment of H. P. Manly as sales manager of the Thordarson Electric Mfg. Co., Chicago, Ill. Mr. Manly entered the Thordarson organization in the early part of 1924. His services in directing sales of Thordarson transformers to manufacturers and the trade will begin immediately.

J. C. Fisher has purchased his partner's interest in Fisher & Zoll, and has opened the Fisher Music House, Norwalk, O

Theatre Tie-Ups Aid Record Sales

(Continued from page 16)

the records of Gene Austin are exploited specifically in connection with the publicity of the moment. While Austin is in town, unusual interest centers upon the records he has created, and this interest is made a means of added sales in the Jenkins stores by connecting up the event with his special products. Records are advertised both by name and number, with price, for the convenience of patrons, who can clip out the ad, and call for just what they want, without racking their memories.

Jenkins usually runs an ad twice a day in this particular newspaper, and almost invariably on the editorial page. The firm's belief is that upon the editorial page it will attract the widest interest of the best class of customers, that is, people sufficiently sophisticated and cultured to appreciate music. "Music is Essential" is the Jenkins slogan, and their customers number a large per cent of the entire population of both Kansas Cities. Advertising has made this achievement possible.

Purchases Store

George M. Heinze recently purchased Hafner's Music Store at 189 South Oak Park avenue, Oak Park, Ill., and will continue the business under the same name, carrying the same lines, which include Spartan and Crosley radio receivers and Brunswick Panatropes and records.

The United Band Instrument Co., 222 West Forty-sixth street, New York City, was visited by robbers last month who decamped with musical instruments valued at about \$3,000.



ROLA TABLE CABINET, Model 20 . . . \$35



ROLA Reproducer

Manufacturers: The new Rola Cone Reproducer Unit can be obtained for installation in your cabinets. . . Write or wire for samples and particulars.

Rola Table Cabinet

ROLA has built a new and finer loud-speaker with a truly remarkable performance . . . a speaker specially engineered to handle the greatest power and tone-range of the new socket-power sets.

This new Rola speaker reproduces all musical tones, from the lowest to the highest, at full volume without trace of rattle or blasting . . . even when using "210" type power tubes with maximum plate voltage.

This instrument may be installed with any radio set with complete assurance of perfect and permanent satisfaction to your customer.

Write for the name of the nearest Rola jobber

THE ROLA COMPANY

612 NORTH MICHIGAN AVENUE, CHICAGO, ILLINOIS
 FORTY-FIFTH & HOLLIS STREETS, OAKLAND, CALIFORNIA

WAGNER



Another Masterworks Triumph!

Wagner Bayreuth Festival Recordings

Masterworks Set No. 79, 11 Columbia New Process Records, by the World's Greatest Wagnerian Artists in selections from Parsifal, Siegfried, Rheingold, Walküre. Recorded in Wagner Theatre, Bayreuth. In leather album, complete: \$16.50 (*list price*).

Two precedents have been shattered at one stroke in this promotion by the Columbia Phonograph Company.

It was said: 1. That no *perfect* recording was yet possible.
2. That the general public would not buy Wagner.

First Triumph: These records were recorded in the Wagner Theatre, Bayreuth, Bavaria, the most perfect acoustical theatre in the world. Columbia's patented and exclusive scratchless recording registered *mechanical perfection*. When these records are played on the Columbia-Kolster Viva-tonal, The Electric Reproducing Phonograph, the effect is that of presence in the theatre—"like life itself."

Second Triumph: Even more gratifying has been public acceptance of these records. They appeal not only to Wagnerians, but to all music lovers. Sales have already astonished even optimists.

Put This Album On Your Record Counter Because People Want It!

Get This Business Because It Is Waiting For You!



Columbia



Praise from High Quarters!

LAWRENCE GILMAN

200 WEST 58TH ST.
NEW YORK CITY

Feb. 15, 1928

Columbia Phonograph Company,
1819 Broadway,
New York City.

Gentlemen:-

I wish to lose no time in congratulating you upon the extraordinary achievement represented by the really wonderful recordings in your Bayreuth Festival Album. As you may know, I am very familiar with the Wagner performances at Bayreuth, and remember well those that I heard under Dr. Muck, Balling, and others; so that I was able in listening to these recordings to compare them with my memory of the actual performances in Bayreuth. I am being quite conservative when I say that I was amazed at the success with which this difficult undertaking has been accomplished, and I heartily congratulate you. Aside from the immeasurable pleasure which these records will give to all lovers of Wagner—those who have been, and those who have not been in Bayreuth—their educational value for students is inestimable.

Faithfully yours,

Lawrence Gilman

The writer of the above letter, Mr. Lawrence Gilman, is the music critic of the New York Herald Tribune and a distinguished Wagnerian authority. His books on Wagner are widely known.



direct from the Bayreuth Wagner Festival



Siegfried Wagner approving the Authorized Columbia Records of the Wagner Festival.



Every Owner of Every Phonograph
will want to hear these amazing records

COLUMBIA has secured the exclusive privilege for all Wagner Festival Recordings, at Bayreuth, Germany, for a term of years. This year's recordings, just received, include selections from Parsifal, Siegfried, Rheingold and Walküre. The artists are: The Bayreuth Festival Orchestra conducted by Dr. Karl Muck, Siegfried Wagner and Franz von Hoesslin; vocal parts sung by Alexander Kipnis and Fritz Wolff, with Flower Maidens, Valkyries, Rhine-daughters and Bayreuth Festival Chorus. These artists are of the greatest

to be found anywhere in the world for the interpretation of Wagnerian music.

All records were submitted to and issued with the approval of Siegfried Wagner, son of the great composer and head of the Bayreuth Theatre.

No imagination is needed on the part of even the inexpert listener to recognize in these records the greatest effects ever yet achieved in recording and reproduction. They have been declared by experts throughout the world to "transcend anything previously attained in magnificence, beauty of tone, impressive singing, and absolute realism."

Stock, display, and play them

The series is enclosed in an eleven-pocket, handsome, gold embossed leather album suitably reinforced and is issued as Columbia Masterworks Set No. 79—\$16.50, list price. Individual records may be obtained separately, \$1.50 each, list price.



Viva-tonal Columbia Model \$10—\$300 (List Price)

Columbia Phonograph Company, 1819 Broadway, New York City

Canada: Columbia Phonograph Company, Ltd., Toronto

Schubert Centennial—Organized by Columbia Phonograph Company

- PARSIFAL: Transformation Scene, Act 1. In 2 Parts
By Dr. Karl Muck and Bayreuth Festival Orchestra
Columbia Record No. 673640
- PARSIFAL: Grail Scene, Act 1. Parts 1 and 2
By Dr. Karl Muck and Bayreuth Festival Orch. with Chorus (In German)
Columbia Record No. 673650
- PARSIFAL: Grail Scene, Act 1. Parts 3 and 4
By Dr. Karl Muck and Bayreuth Festival Orch. with Chorus (In German)
Columbia Record No. 673660
- PARSIFAL: Grail Scene, Act 1. Parts 5 and 6
By Dr. Karl Muck and Bayreuth Festival Orch. with Chorus (In German)
Columbia Record No. 673670
- PARSIFAL: Flower Maidens Scene, Act 2. In 2 Parts
By Dr. Karl Muck and Bayreuth Festival Orchestra, with Flower Maidens and Chorus (In German)
Columbia Record No. 673680
- PARSIFAL: Prelude, Act 3. In 2 Parts
By Siegfried Wagner and Bayreuth Festival Orchestra
Columbia Record No. 673690
- PARSIFAL: Good Friday Music, Act 3. Parts 1 and 2
By Alexander Kipnis; Fritz Wolff; Siegfried Wagner, conducting the Bayreuth Festival Orchestra (In German)
Columbia Record No. 673700
- PARSIFAL: Good Friday Music, Act 3. Part 3
By Alexander Kipnis, Siegfried Wagner, conducting the Bayreuth Festival Orchestra (In German)
- SIEGFRIED: Forest Murmurs, Act 2
By Franz von Hoesslin and Bayreuth Festival Orchestra
Columbia Record No. 673710
- SIEGFRIED: Prelude, Act 3
- SIEGFRIED: Fire Music
By Franz von Hoesslin and Bayreuth Festival Orchestra
Columbia Record No. 673720
- DAS RHEINGOLD: Entry of the Gods into Valhalla. Part 1
By Franz von Hoesslin and Bayreuth Festival Orchestra
- DAS RHEINGOLD: Entry of the Gods into Valhalla. Part 2
By Franz von Hoesslin and Bayreuth Festival Orchestra, with Rhinedaughters (In German)
Columbia Record No. 673730
- DIE WALKÜRE: Ride of the Valkyries. In 2 Parts
By Franz von Hoesslin and Bayreuth Festival Orchestra, with Valkyries (In German)
Columbia Record No. 673740

Columbia ^{"NEW PROCESS"} Records

Made the New Way—Electrically—Viva-tonal Recording—The Records without Scratch





Columbia Leadership

*The Library of Masterworks**

Pioneering in the field of the world's greatest music, completely recorded and bound in albums,

THE COLUMBIA FINE ARTS LIBRARY OF MUSICAL MASTERWORKS

now comprises SEVENTY-FIVE albums, representing major compositions of the masters—from Bach, Mozart, Beethoven, Schubert, Wagner, to the greatest living Composers.

Columbia's nearest competitor in the field has a catalogue of TWENTY-THREE albums.

Columbia's second nearest competitor has a catalogue of SEVEN albums.

In scope, variety, and smoothness of recording the Columbia Library of Masterworks* records is also pre-eminent. Played on the marvelous new Columbia-Kolster Viva-tonal, The Electric Reproducing Phonograph, these reproductions are on a par with concert performances.

The Beethoven Celebration

Columbia Leadership is likewise evidenced through the sponsorship of the recent Beethoven Week—a community enterprise in more than five hundred cities—establishing contacts for the dealer, not otherwise possible.

And Now—Schubert Year

Again Columbia Leadership is shown in the sponsorship and organization of the SCHUBERT CENTENNIAL, centering in the United States, but extending its influence over twenty-six countries throughout the world, where committees have been formed, supplementing the American Advisory Body, of which Mr. Otto H. Kahn is Chairman.

Again the dealer plays the dominant role in bringing the best music to the buyer.

The program of Schubert Year will be carried out in one thousand American cities and has already contributed the greatest news item in the history of music—the International Composers Contest, organized by the Columbia Phonograph Company, for symphonic works that will capture the spirit of Schubert's Unfinished Symphony.

*Write for full details
educational material, and sales helps*

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



Columbia "NEW PROCESS" Records

Made the New Way—Electrically—Viva-tonal Recording—The Records without Scratch



*All Trade Marks Reg. U. S. Pat. Off.
© 1928, by Columbia Phonograph Co., Inc.
New York, N. Y. Printed in U. S. A.

Schubert Centennial—Organized by Columbia Phonograph Company

*Reg. U. S. Pat. Off.

Talking Machine and Radio Patents

Picture Exhibitor for Talking Machines. Fred Adams, Merchantville, N. J. Patent No. 1,658,030.

Phonograph Needle Cup. Joseph Spring, Chicago, Ill., assignor to the Brunswick-Balke-Collender Co., Wilmington, Del. Patent No. 1,659,057.

Stopping Means Adapted to Talking Machines. Eric Newham Waterworth, West Hobart, Tasmania, Australia. Patent No. 1,659,847.

Sound Transmission for Phonographs. Harold D. Penney, Pelhamwood, N. Y. Patent No. 1,660,272.

Radio Receiving Apparatus. Arthur Atwater Kent, Ardmore, Pa. Patent No. 1,658,562.

Radioantenna. Willis Eugene Everette, San Rafael, Calif. Patent No. 1,658,592.

Radio Signaling Apparatus. Ralph H. Langley, Schenectady, N. Y., assignor to the General Electric Co., New York. Patent No. 1,658,643.

Radio Receiving System. Chester W. Rice, Schenectady, N. Y., assignor to the General Electric Co., New York. Patent No. 1,658,740.

Radioantenna. Joseph F. Crance, Fort Wayne, Ind. Patent No. 1,658,761.

Compression Rheostat. Aaron M. Levy, New York, N. Y. Patent No. 1,658,787.

Actuating Device for Loud Speaker. Clair L. Farrand, Forest Hills, N. Y., and Ernest Ross, East Orange, N. J., said Ross assignor to The Ferrand Mfg. Co., Long Island City, N. Y. Patent No. 1,658,802.

Radio Central-Station System. Donald L. Wolf and Roy G. Keil, Denison, Ia. Patent No. 1,658,825.

Directive Radio Repeating System. De Loss K. Martin, Orange, N. J., assignor to the American Tel. & Tel. Co., New York, N. Y. Patent No. 1,658,851.

Radiotrap. Guy S. Cornish, Cincinnati, O., assignor to the Cincinnati Patent Engineering Co. Patent No. 1,659,084.

Radiofrequency Transformer. Herbert C. Colburn, San Leandro, Cal. Patent No. 1,658,970.

Veneered Panel for Radio Cabinets. Frederick H. Auld, Columbus, O. Patent No. 1,659,309.

Radio Apparatus. Nicholas J. Vignolo, Alameda, Cal. Patent No. 1,660,108.

Control Device for Radio Sets. Edward P. Schwarze, Jr., Astoria, N. Y. Patent No. 1,660,278.

New Freed-Eisemann Model Well Received

A striking booklet entitled "A Unanimous Verdict" has been prepared by the Freed-Eisemann Radio Corp., Brooklyn, N. Y., filled with enthusiastic letters from distributors and dealers about the Freed-Eisemann NR-60, an all-electric radio receiver which was recently placed on the market. These letters were received from all sections of the country.

In New Home

The Continental Radio & Electric Corp., one of the oldest radio jobbing houses in New York City, has moved to more extensive quarters at 160 Varick street. The steady growth of Continental's business resulted in the need for greater floor space and more modern office, stock room and shipping facilities.

Ralph Pollock and His Orchestra, Columbia artists, headlined at the new Loew's State Theatre, Syracuse, N. Y., during the opening week of February 18.



PERRYMAN RADIO TUBES

Distance Without Distortion

**What
do
they
do
when
a
tube
goes
wrong
?**

They bring it back to you, of course. They bought it from you. They know you have a local reputation to maintain. They expect you to make good no matter what the manufacturer may do about it.

If the whole transaction of selling a radio tube centers around you, the dealer, and most of the responsibility is yours, why not get the extra profit that ought to go with such responsibility?

If you will only assert yourself with your customers and tell the truth, you can sell as many Perryman tubes as you can sell less profitable tubes and get the extra profit which should be yours. Just tell your customers, "This Perryman tube is as good as or better than any other tube you can buy anywhere else at any price. I stand behind this tube and if it doesn't make good, I will."

There are no better tubes than Perryman tubes. The guarantee is unlimited. And the extra profit for selling them is easily earned. Write in today for further information.

PERRYMAN ELECTRIC COMPANY, INC.

33 West 60th Street

New York, N. Y.

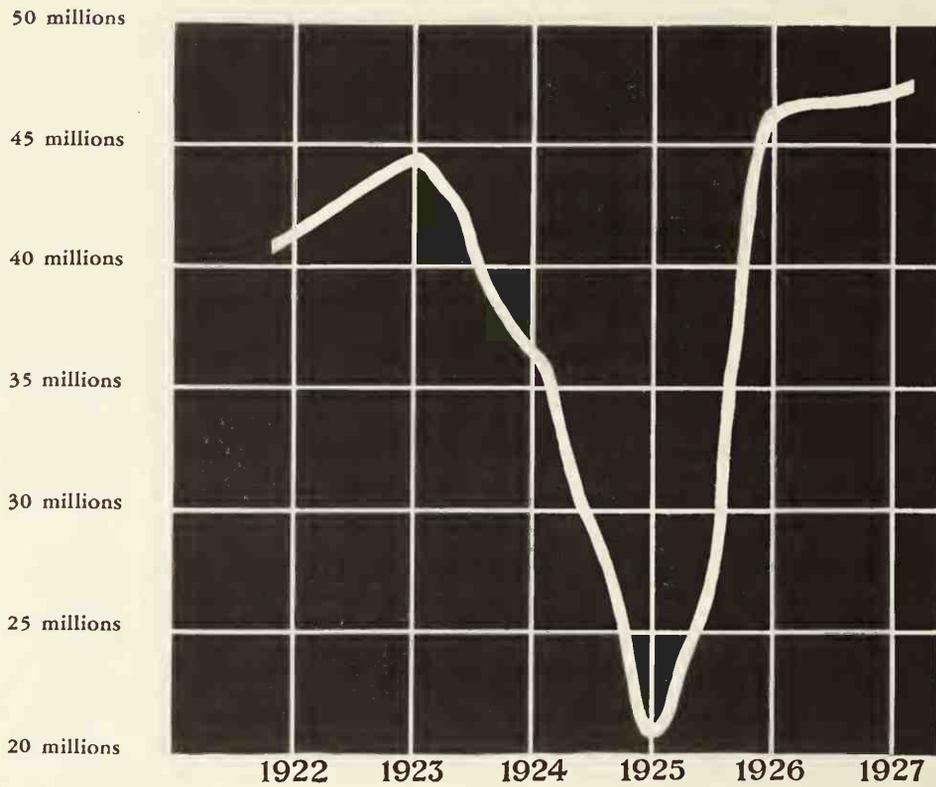
Plant: North Bergen, New Jersey

PERRYMAN RADIO TUBES

A Complete Line of Standard Equipment for every Radio Purpose

Here are

How a great



*The New
Orthophonic*

VICTOR TALKING MACHINE COMPANY, CAMDEN, N. J., U. S. A



the facts

industry came back

THE talking-machine industry is back. And by "back" we don't mean "in arrears." Look at the chart herewith. In 1922, Victor sales were \$41,577,067.23. In 1923, they reached the impressive total of \$44,160,210.97.

Next year, they tapered off to \$36,951,879.29 and in 1925 we hit bottom with sales amounting to \$20,857,955.76. In 1926, the Orthophonic Victrola was introduced and the sales-curve shot up again to \$46,662,103.73. Business for the year just ended is slightly under forty-seven million dollars!

Forty-seven million dollars! What an endorsement of Victor quality; of Victor performance. What powerful testimony to the American public's interest in good music, as provided by the Victrola and Victor Records!

And yet, the limitless market opened up by the Orthophonic Victrola, Electrola and combination instruments is scarcely touched. This nearly forty-seven-million-dollar business is only a beginning . . . a running start. The sales-curve is still going up.

There is still work to be done, but there can be no doubt of continued and increasing success. There is money to be made by dealers who have the vision, and the will to succeed.

Victrola



RECORDS can be made to accomplish two definite, constructive objects if the phonograph store manager will devote a little thought to the cooperation he can effect through selling the two lines of merchandise—phonographs and records. Records will, first of all, produce for themselves a reasonable net profit; and secondly, they will do a lot toward cinching the phonograph sale. That, at least, has been the experience of the Tulsa Music Shop, Tulsa, Okla., according to the manager, P. R. Chapman. The firm has been selling phonographs in Tulsa for more than ten years; and a concern that has been in business in Tulsa for ten years is a pioneer, because Tulsa is indeed a very new city.

"I think the average music store with a normal stock of records can depend upon selling records totaling about 15 per cent of the total phonograph business," explains Mr. Chapman. "That is, without special effort beyond diligence in keeping the stock up-to-date, the store can do about fifteen dollars' worth of record business for every hundred dollars' worth of phonographs sold. But we have found here that it is comparatively easy to step up the ratio of record sales to phonograph sales by 10 per cent and sometimes considerably more, especially if a little extra effort is exerted. That means selling twenty-five dollars' worth of records with every hundred dollars' of phonograph business. That, we find, represents an extra record profit that is well worth going after." That extra 10 per cent of record business is represented largely in the added effort to sell records at the time the customer buys a phonograph, Mr. Chapman declares.

"It is the natural inclination of the average person when buying a new machine to buy as few records as possible, because he feels that the machine is costing a lot—more perhaps than they had intended paying in the first place—and they do not want to spend so much money at once.

"Once the newness of the machine wears off,

it is a lot more difficult to sell additional records than when it still is interesting to the purchaser. The time to sell him a good assortment of records is when he still is highly enthused over the phonograph. So when we sell a machine, rather than permit the customer to select just a few of his most favored pieces, we help him to select an assortment that represents at least 10 per cent of the cost of the machine. If he buys a hundred dollar outfit, we select about ten or eleven dollars' worth of records; if it costs two hundred dollars, we select around twenty dollars' worth of records, believing that the more a man has invested in a phonograph the more records he needs in order to get his full money's worth out of it.

"We offer to add the cost of the records to the customer's account and permit him to pay for them along with his regular payments on the machine. That is, if the total cost of machine and records is one hundred and ten dollars, we take our usual cash payment, then divide the balance into a certain number of equal payments, the same as though the customer had bought only the machine.

"The average customer is willing to invest freely in records on this basis, because it does not materially increase his cash outlay, and he sees that it adds so little to his monthly pay-

ments that he will scarcely notice it; yet the plan gives him the pleasure of a good assortment of records. He knows, too, that if he comes back a little later to buy records he will be expected to pay cash for them, or at least he must buy them on open account and settle at the end of the month.

"After the average customer has bought his machine and has worn off his first flush of enthusiasm, his record purchases usually are limited to the new records that he especially likes, whether he buys two or three dozen records or just a half-dozen when he gets the machine. We find that selling a customer additional records at the time he purchases the phonograph does not reduce his buying in the months to come. Thus the sales are really extra. That normal 15 per cent that the music store can usually depend upon getting is represented primarily in the new records that customers buy. And they buy them, regardless of how many records they have at home."

Incidentally, in speaking of time-payment plans in the sale of phonographs, Mr. Chapman explained that his firm finds it much more satisfactory in the long run to add in the interest or carrying charge on the machine at the time the sale is made, and the contract is signed, explaining to the customer, however, that the charge is being added and telling him the amount. This charge is added to the principal and the total divided into the required number of equal payments. Thus the customer knows exactly the amount of his payment each month and there is no ground for misunderstandings over interest or carrying charges.

Another manner in which the firm increases its record sales, works in the same basic idea as to selling 10 per cent of the value of the machine in records, and at the same time boosting the stock of phonographs as well, is a novel sales appeal whereby the public is told that if it will buy a certain number of records and pay cash for them, the firm will deliver a choice

(Continued on page 24)

Tulsa Store Steps Up Record Sales

By Ruel McDaniel

**M'f'g. Radio & Phonograph
HARDWARE**

PERFECT
Portable Needle Cup
Open Stays Open
Closed Keeps Closed

Star Mach. & Nov. Co.
Bloomfield, N. J.



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.

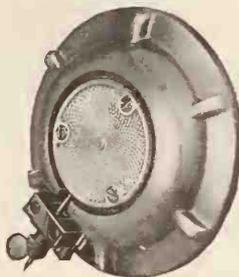
CLAREMONT WASTE MFG. CO.

Claremont, N. H.

An'acoustical gem in a magnificent setting—
Each SYMPHONIC and LOW-LOSS REPRO-
DUCER is beautifully encased in a gold em-
bossed silken container commanding attention
and bespeaking its quality.

SYMPHONIC *A* STANDARD PRODUCT

NICKEL
PLATED
\$10.00



GOLD
PLATED
\$12.00

LOW LOSS
Symphonic
PHONOGRAPH REPRODUCER

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

Symphonic
PHONOGRAPH REPRODUCER

Nickel Plated \$8.00
Gold Plated . . . 10.00



This is the \$8.00 number that
has been so popular with phono-
graph dealers everywhere. A
wonderful reproducer whose
performance is so unusual that
it sells immediately on demon-
stration.

Overture
PHONOGRAPH REPRODUCER
MADE BY SYMPHONIC

Nickel Plated \$5.00
Gold Plated . . . 7.00



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

Symphonic
RADIO REPRODUCER

. \$6.50



Try this on your Orthophonic
Victrola or other new type pho-
nograph, and you will be amazed.
Booming basses,—highest treb-
les,—marvelous detail

Bushings to fit SYMPHONIC RADIO REPRODUCER
to the old style Victrola, or to the Orthophonic Victrola.
List price, 50c.

(All prices slightly higher West of the Rockies.)

It is safer to BUY a stan-
dard product.
It is safer to SELL a stan-
dard product.
That is why the *Symphonic*
trade mark on a repro-
ducer is of *more importance*
than the price tag.

SYMPHONIC SALES CORPORATION

370 SEVENTH AVE.

*Pioneers and Leaders in the
Independent Reproducer Industry*

NEW YORK

Donnels Features Quality Line in Artistic Setting

LOS ANGELES, CAL., March 5.—Does the exterior of your store give a foretaste of what will be encountered upon entering and viewing the interior? In other words are your window displays as attractive to the passer-by as the interior is to the customer or prospective customer? Quality merchandise to make its greatest appeal to the eye should be displayed in a setting which is harmonious. It is not good merchandising to show an instrument that has artistry of design, and is a member of the musical instrument family, the aim and pur-

feature of the Donnels establishment, nor is it necessary. A homelike atmosphere depends not on elaborate fittings and fixtures but on



One of Donnels Fine Displays

pose of which is to reproduce the compositions of great artists by great artists, and which commands a good price, in an atmosphere that cannot help but detract from the value of the merchandise.

The accompanying photographs of the Donnels Music Co., of this city, authorized Stromberg-Carlson dealer, showing the window display and interior arrangement of the store, are excellent examples of the manner in which merchandise can be shown with eye appeal and with a dignity that is conducive to letting the Stromberg-Carlson receivers act as their own salesmen. A prospective customer seeing these models in this homelike setting has no difficulty in visualizing any of the various models in his own home.

It is not possible for every dealer to arrange his store in the luxurious manner which is a



Artistic Interior for a Quality Line

little touches that are not a matter of money but rather of good taste. And remember the exterior as well as the interior. There is nothing elaborate about the display pictured herewith. Merely a drape on the floor but an atmosphere of simplicity and richness is engendered by the side drapes and curtains with no detracting elements.

Tulsa Store Steps Up Record Sales

(Continued from page 22)

of any machine in stock without further cash payment, the price of the machine being covered in an installment purchase contract.

Although this is basically the same plan as outlined above, the appeal is just the other way around. The price of a phonograph seems terribly large to some people who would like to own one, and when they think of the cost they shy away. But surely a few records don't cost much. Anyone can afford to pay for a small assortment of records. The psychology of the thing makes the transaction seem a lot simpler, and as a consequence the appeal gets a lot of customers who would not come to the store otherwise.

During a dull period last summer the store had not sold a phonograph in several days. Then Mr. Chapman ran a modest advertisement, featuring this inverted appeal and as a consequence the shop sold 15 machines in 10 days, and the lowest-priced one of the lot went for \$68.50.

"We specify that the customer shall buy records amounting to about ten per cent of the price of the phonograph," explains Mr. Chapman. "We do not say that specifically in the advertising nor in the sales talk; but that is the basis upon which we determine how many records a customer shall buy in order to get delivery on the machine. If the phonograph costs seventy dollars, for example, we select for the customer a supply of records costing about seven dollars; or the customer may make the selections himself, so long as he buys seven dollars' worth of them.

"He pays us the cash for the records, then and there, and signs a purchase agreement covering the price of the machine, in which the carrying charge is added. The first payment comes due the following week or the following month, according to the way in which he wishes to pay for the machine.

"The plan does not differ materially from our method of selling ten per cent of the price of the machine in records, except that we get the cash for the records and defer the cash payment on the machine; but the appeal is different from the viewpoint of many customers, and the freshness of it is what brings in people who do not come in through the formal time-payment appeal."

Another plan by which the firm has been able to increase its record sales is through following up former phonograph sales and keeping the old machines modernized. It is not every person who can afford to trade in his old machine on a new one, but almost anyone can pay for having his old phonograph brought up-to-date by the installation of certain new features, Mr. Chapman finds. "When you can do anything to create new interest in a machine the owner is an excellent prospect for more records," Mr. Chapman emphasizes. "If he is newly interested in his instrument, he is not satisfied to play his old records over and over."

Annual Banquet of Davega Employees

The Employees' Association of Davega, Inc., held its third annual banquet and ball in the main ballroom of the Hotel Biltmore, New York City, on Sunday, February 19. About 500 members of the Association, their families, friends and prominent members of the music-radio industry attended.

A. Davega, president of the chain-store organization, made a brief address, thanking the employees for their splendid co-operation and attesting the success of Davega, Inc., to their work. Through the courtesy of H. Emerson Yorke, of the Brunswick recording laboratories, a number of Brunswick artists entertained. The event was broadcast over station WMCA.

New Phonograph Shop

LITTLE ROCK, ARK., March 7.—The Melody Shop, carrying a complete line of Victor Orthophonics, Atwater Kent radios and Victor, Columbia and Okeh records, was recently opened at 708 Main street, this city, by G. C. Moses and Mrs. Peyton Smith.

The interior of the shop is unique in design. The record demonstration booths are of French design, with sloping tile roofs lending a quaint air to the store. A color scheme of Chinese red and green has been followed throughout, resulting in an interior of unusual brightness and cheerfulness. A rest room and other features have been provided.

"Stand

by --

for WESTON
Announcement

A Complete Set Tester
for both A. C. and D. C. Sets

ONE of the most important radio instruments, and the most convenient and profitable for the dealer and service man, ever developed. It solves all the problems of radio set servicing—for both A. C. and D. C. receivers—without any other testing equipment being required. It is provided with two special 3/4" diameter instruments for both A. C. and D. C. readings. Connections are automatically made by an ingenious system of switches and binding posts. Complete with the necessary socket adaptors and instruction book.

WESTON ELECTRICAL INSTRUMENT CORPORATION
606 Frelinghuysen Ave., Newark, N. J.

Model 537
An indispensable Test Set for the radio service man, which increases the number of daily calls and—
PROFITS.

WESTON
RADIO
INSTRUMENTS

The complete A. C. and D. C. Radio Set Tester shown in the illustration, with all the necessary socket adaptors for testing every make of A. C. and D. C. set, solves every service problem. Contained in strong walnut carrying case, weight approximately 6 pounds.



An Ever Growing Industry

Congratulations to the company, the wholesalers and the dealers who sold a total, at list prices, of over \$100,000,000 worth of Victor products in 1927.

In these stupendous figures is represented the culmination of intelligent, forceful and aggressive effort on the part of the great host of Victor adherents.

The total gives conclusive and absolute evidence of Victor dominance—*ultra-superiority*—clearly indicating the high promise of future possibilities with Victor products through continuous and unified work.

As 1927 passed 1926 in point of sales, let history repeat itself in 1928. "Bruno" proposes to do its share.



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—1928

Money-Making Suggestions for Ambitious Merchants

Don't Spoil Your Sales Talk—How Not to Sell Records—Two New York Dealers Cleaned Up on Album Sets, and You?—Three Days Are Coming That Afford Tie-ups, St. Patrick's, Easter and Mother's Day

Tell your sales story; then stop. The long-winded sales talk or the ad that uses up a lot of valuable white space in useless verbiage both are ineffective. Some merchants jam more language into a small space ad than a sardine packer puts into the tins. Get "your money's worth" but cut out the "bunk." Barnum may have been right when he said that the public liked to be fooled, or words to that effect, but so was Abe Lincoln when he said: "You can fool some of the people some of the time, but you can't fool all of the people all of the time." There's a whale of a lot of sense in that last remark, as some retail merchants must realize when they stop to analyze complaints, repossessions, overdue accounts, etc. There's a reason for the dealer's troubles. Maybe it isn't his fault and, then again, maybe it is. Advertising and salesmanship turn a prospect into a customer, but too much talk and too many claims in selling and advertising have the same effect—enemies instead of friends, less business and not profitable volume.

Avoiding Good Will!

At regular intervals there appear in these columns items and articles relating the methods used by retail stores to build up good-will and suggestions to dealers that they use every possible method to have their stores regarded and used as the music centers of their localities. It would seem obvious that the more good-will a store attracted the more profitable would be its dealings and a wider scope and territory would be covered. Yet there are stores which, not content with sins of omission regarding this important item, go to the other extreme and deliberately institute policies which on the face of them would seem to destroy every vestige of good feeling toward the store and militate against a customer making repeat purchases. One of the instances in mind is a New York City store which does not have chairs in the record demonstration booths lest

customers make themselves too comfortable and stay too long. Experience may have taught this establishment that this is a good policy but it certainly does not seem like good merchandising. The majority of people wish to hear the records before they buy and it is difficult to picture customers standing around a booth listening to music and calling for more records about which they are undecided. It might be that a potential customer has heard a record or heard of it and knows exactly what he wishes but this type of selling does not make for large unit record sales. Compare this policy with that of the best type stores in this country where every device to make the customer feel at home is used and with the stores in England where record sales are considerably higher than those in this country, where merchants outfit their demonstration booths luxuriously and provide musical magazines and even cigarettes and ash trays for the greater comfort of customers.

Album Set Possibilities

In each issue of The Talking Machine World there appears at least one article by W. Braid White outlining the sales possibilities of music of the better class, the orchestral symphonies, arias from the operas, etc. Too often, dealers are inclined to overlook and neglect the market for this type of music, feeling that the demand is limited or segregated in sections not covered by their stores. That such an attitude is costly and untrue has been told many times in these columns. Perhaps two incidents of recent happening will best illustrate how live dealers are finding exploitation of high class records, and particularly album sets, profitable. Of comparatively recent date, the Columbia Phonograph Co. issued a special album set of eleven records of the Wagnerian Festival at Bayreuth, Germany, listing at \$16.50, and at approximately the same time, the Victor Talking Machine Co. issued a special album of five

records of Victor Herbert music. On the same day the writer visited a Columbia dealer and a Victor representative, and inquired as to the demands for the above-mentioned works. This was about ten days or two weeks after the release of the albums. In the first store, the Columbia dealer has sold upwards of twenty sets without any advertising or window displays but by simply sitting down and writing to a selected list of customers, informing them that the sets were available, adding a few words of praise for the recordings and inviting the customers to hear them. The Victor dealer reported that the Herbert sets had sold in a most satisfactory manner, hundreds of dollars' worth being sold within the first few days after customers had been told they were in stock. Cultivate and develop this market. It is profitable, not only in initial sales but when a customer shows a liking for this type of music, it means that future sales will be in order as album sets are released.

Push Irish Records

When this issue of The Talking Machine World is received by dealers but two days remain to make preparations to increase record business by featuring Irish records, taking advantage of the occasion of St. Patrick's Day. Of course, to secure the greatest benefits dealers should have started their campaigns to sell these records weeks before, but if, for some reason or other, this has been neglected, repair the damage as much as possible by dressing your window in an appropriate manner with records of Irish songs, by Irish artists, featured. That there is a tremendous market for music of Ireland is well evidenced by the fact that practically every record manufacturer has a special catalog of Irish recordings and that advertisements and display matter featuring this type of music are used regularly. The music of the Gael has an appeal that is international, for the lilting strains are known and loved not only by Irish-born and their descendants but by all races.

Prepare for Easter...

Appropos of featuring records that have a special significance on a special day of observance, let it be borne in mind that Easter Day is but a few short weeks away and this also affords dealers an opportunity of effecting tie-ups with a season that should help in increasing sales. Especially is this true of dealers whose patrons are inclined to observe the penitential season of Lent and to whom Easter Day is a real day of rejoicing and celebration. Then again, Easter Day is generally regarded as the unofficial start of the Spring season. Dress your windows in a manner that conveys this thought. Make them bright and colorful. The dull, drear days of Winter are over and the gay, lighthearted season has arrived. And what else can bring this spirit better than music. Let your windows and your mail matter tell the story.

... and Mother's Day

Dealers in practically every line of endeavor owe a debt of gratitude to the gift card industry, for through its efforts the entire year is interspersed with days of observance that are not patriotic holidays, saints' or feast days, yet which by clever exploitation work are as widely if not more widely, observed than the traditional ones and dealers in all lines benefit from them. Perhaps the most famous of such "days" is Mother's Day, observed on the second Sunday of May. Although the florists have in the past reaped the great harvest from Mother's Day, it offers unlimited opportunities to music dealers. Give a thought to the possibilities of increasing your sales volume by planning a campaign on this "day." Use advertising, direct mail letters and window displays. Although two months must pass before the second Sunday in May arrives, it is not too early to outline your campaign and have it in readiness.

SPLITDORF Radio Receivers

Twelve beautiful models
that meet every demand
of the modern market

Splitdorf offers the most beautiful models of radio receivers on the market today—the enduring beauty of fine furniture in instruments of superlative performance—giving the radio buyer at last a radio receiver that is an instrument of beautiful appearance as well as of perfect performance.

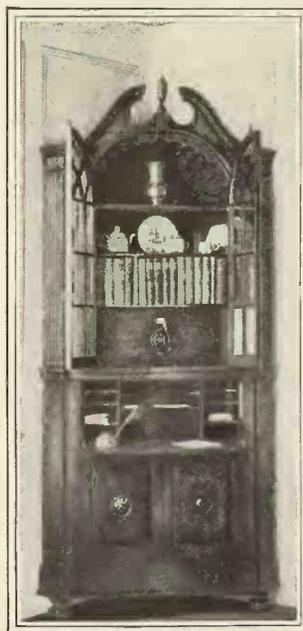
Splitdorf Radio Corporation

Subsidiary of SPLITDORF-BETHLEHEM ELECTRICAL COMPANY

NEWARK,

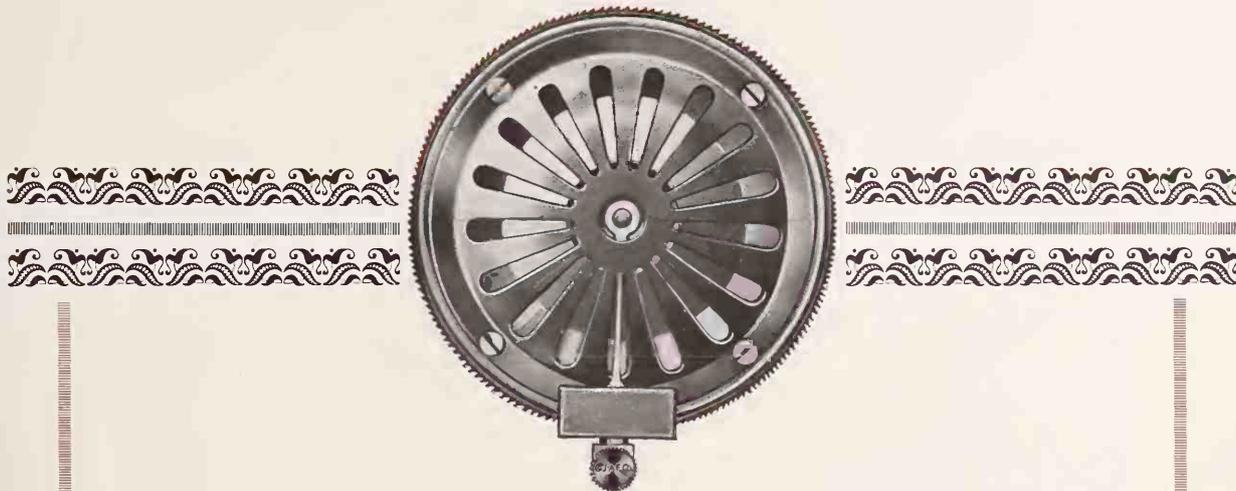


NEW JERSEY



THE WINTHROP—An Early American corner secretary—radio receiver, bookcase and writing desk combined. 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, \$600.

The Improved VAL-PHONIC Reproducer



DEMAND the Improved VAL-PHONIC Reproducer for any machine at all, and you hit the bull's eye! A safe and sure aim, with astoundingly pleasing results.

Since its evolution, the Improved VAL-PHONIC Reproducer has been very carefully watched, and every little improvement possible added. Result, the most perfect reproducer ever yet produced. Reasons can be listed endlessly, why this and none other should be featured, but all we ask is that you give this product its merited test, and you will soon vision it, praise it, push it, display it, sell it!

We are willing to convince you. Just afford us the opportunity

All the world knows a genuine VALLEY FORGE main spring. This is a branch of our line of which our organization is justly proud. Have you ordered your requirements of this non-jump, double polished, special wrapped, individually boxed product?



J.A. FISCHER COMPANY

PHILADELPHIA · U · S · A ·



PAL PORTABLES

Pacemakers for the Portable Field

PLAZA scores again! For eight years Pal portables have led in appearance, performance, and value—and now once more in our new line Pals step ahead and establish new marks for the industry to shoot at. Feature Pals—display them—advertise them—use them as “leaders” to bring people into your store! They will build business for you—and PROFITS!

Send today to your nearest jobber for samples—or write to us and we will send you jobber's address!

“PAL Standard—

The only portable in the field with a two-spring motor”



PLAZA MUSIC CO.

10 West 20th St.

New York

**“Nationally Recognized
as the Industry’s
Greatest”**

There is a wonderful business waiting for you on Pal Portable Phonographs—if you go after it aggressively. Write us today for our “Business Building Suggestions.”





Model 90-5
34" high—36" wide
21" deep

The Player-Tone

IT'S SIMPLY GREAT



Model 110
35" wide—34" high
22" deep

Outstanding Value

makes them the greatest Phonograph "buy" on the market today.

QUALITY that can be sold at a PRICE! Positive turnover. Positive PROFIT!

15 POPULAR SELLING MODELS. Consoles, Consolettes, Uprights. Beautifully designed, splendidly finished.

The New Phonic principle of sound reproduction at its BEST with the world renowned Audak Reproducer.



Model 75
36" high, 20" wide, 21" deep



The famous Audak Reproducer



Model 90
41" high, 21" wide, 21" deep

AGENTS WANTED
for choice territory
still available.
WRITE FOR
BOOKLET AND
PRICE LIST.

PLAYER-TONE TALKING MACHINE COMPANY
Office and Salesrooms: 632 GRANT ST. **PITTSBURGH, PA.**

Innovations in New Victor Record Catalog

New "Green Section" Is Devoted to Acoustically Recorded Records of Historical Interest—Other Changes

The 1928 edition of the Victor Talking Machine Co.'s record catalog is now being supplied to Victor dealers and is, in addition to being a complete listing of Victor records, an encyclopedia of music, with brief sketches of the artists, composers and musical works.

There are a number of innovations in the listing of many of the individual musical instruments, with artists' names alphabetically arranged beneath the classification. For instance, under "Organ Records" is given a list of the organists recording for the Victor catalog, with instructions to refer to these artists for the listing of the records. Other instruments are similarly treated. Furthermore, under "M" is listed the Musical Masterpieces, followed by the specially arranged programs for the Automatic Victrola. Dance Records are also listed under a new arrangement. Under the caption the records are given alphabetically under the names of the recording artists.

The 1928 catalog includes a new section printed on green paper stock and devoted to records which are retained for reasons of historic and personal interest. Most of these records have been made by the old "acoustic" method of recording and many of the records are the work of artists now dead. All of the records in the "Green Section" are of too distinguished a character to be sacrificed and the public demand for them still continues.

Behning Chairman Banquet Committee

C. J. Roberts, president of the National Association of Music Merchants, has appointed Albert Behning as chairman of the Banquet Committee for the annual dinner of the Association to be held Thursday, June 7, at the Hotel Commodore, New York, during the convention of the music industries.

John G. Wolfe, who had been associated with Sanford M. Bookec, metropolitan radio distributor, for several years in an executive capacity, recently resigned from the company. Mr. Wolfe, who is well known to the trade, has made no announcement of his business plans for the future.

THE INSIDE BACK COVER

OF

This issue of
The WORLD

has a very important message for phonograph manufacturers and dealers.

Read it
Carefully

Louisville Music & Radio Co. Expands

Well-Known Kentucky Retail Music House Acquires 3,300 Square Feet of Space—Meeting Place for Musicians

LOUISVILLE, KY., March 6.—The Louisville Music & Radio Co. has leased its present quarters at 57 South Fourth street, this city, and 3,300 square feet of additional space on the second floor for more than twenty years at a rental totaling \$264,000 and has arranged for immediate improvements. The additional space includes not only the floor above the store now occupied but also the floor over the adjoining store. Remodeling plans provide for improvements in the basement, first and second floors. Six more record demonstration booths will be added and the extension studio of WHAS will be moved to the second floor, the balance of which floor will be used for display rooms. An assembly room with seating capacity for fifty persons has been provided as a free meeting place for musical organizations.

Radio Considered Modern Necessity

Radio tax information, supplied by the United States Department of Commerce to the Radio Manufacturers' Association, shows that radio has become so necessary to public communication, entertainment and development that its tax classification as a necessity in modern life is almost unanimous. Of all the nations only two, France and Spain, classify radio as a luxury.

The Radio Manufacturers' Association is thoroughly investigating radio taxation of every kind and is prepared to oppose any efforts, national or local, to impose tax burdens on the radio public or industry.

New Victor Posters for Retail Dealers

The Victor Talking Machine Co. recently distributed to its dealers a number of attractive window and interior posters on recent record releases. One of the most attractive is that devoted to the new electric recording of "Solenne in quest' ora" (Swear in this hour), the famous duet from the opera "Forza del Destino," sung by Beniamino Gigli and Giuseppe de Luca. The poster contains a reproduction in colors of an original oil painting depicting the battle-field scene with some arresting text matter.

Other posters included in the same mailing are: one devoted to "The Fire Bird" suite, recorded by Stokowski and the Philadelphia Orchestra; the Concerto in A Minor, by Arthur De Greef and the Royal Albert Hall Orchestra, and the Symphony No. 5 of Tchaikowsky, played by Frederick Stock and the Chicago Symphony Orchestra; a many colored poster featuring "Diane" and one on Southern tunes.

A Big Industry

Last year, this country spent \$600,000,000 for radio products, machines and parts. 1928 will see the first radio presidential campaign. Radio employs 300,000 people, and broadcasting reaches 90,000,000.

Opens Store

A new and up-to-date music department has been opened at the Hopkins-Miles Music Co., 761 Main street, Riverside, Cal., under the management of Miss Alice White.

A Popular Priced Combination That's Going Over BIG!



Red Lion Cabinet

with

The New Atwater Kent Model 37 A. C.



Sales for the first two months of the year already prove that Red Lion-Atwater Kent combinations for A. C. operation are to be one of the best sellers for the year.

A Red Lion Cabinet and an Atwater Kent A.C. Set, at a price within the range of all your customers, has exceptional sales value—a big money maker for you.

Atwater Kent Distributors can supply you with desk, console and chest type Red Lion Cabinets to fit the new Atwater Kent Model 37 A.C. Radio. This will in no way, however, interfere with the regular line of cabinets for Atwater Kent Models 35, 30, 33.

Shown above is the Red Lion Cabinet Model 30, to accommodate Atwater Kent Model 37 A.C. Radio and Atwater Kent Model E Speaker. Combination retails for only \$152.

Send for further particulars about our complete line of models and our merchandising program.

**RED LION
CABINET COMPANY**

Red Lion, Pa.

Collecting From Delinquent Customers Without the Loss of Their Valuable Good-Will



R. J. Cassell

R. J. Cassell, formerly collection manager of Grinnell Bros., Detroit, the author of this interesting article on handling of open accounts, is the author of "The Art of Collecting." Other articles by him on various phases of the music business will appear in forthcoming issues of The Talking Machine World.—Editor.

"LOOK pleasant now," said the photographer. There! Now you may resume your natural expression." We in the radio and phonograph business must all look pleasant while on the job; after that we may resume our natural expression—if we can. It is apt to become a habit and become the smile that won't come off. Smile and the world smiles with you; the world likes optimism. We must not take life too seriously or we will be withholding success from ourselves. To leave optimism out of collecting would be as bad as Shakespeare's play of Hamlet with the Ghost omitted. Optimism, cheerfulness, courtesy are as potent in business building as any other qualities of a material nature. It has been said that a man who cannot smile should never be a merchant. So I believe that this article will be of distinct advantage to all radio and phonograph business men, in successful collecting.

Gains an Audience

When the collector calls upon the debtor if he has a cheery good morning and a pleasant smile he will at least get an opportunity to talk to the debtor. I knew a big Irishman who wished to interview a certain party, and when he arrived at his blacksmith shop he found him busily engaged at the anvil. The Irishman in a cheery way said "Good morning" and stepped up to the forge, took the horseshoe which the man was forming out of his hand in a pair of tongs and began to hammer the shoe out of the piece of molten steel, all the time talking about the object of his call. He thus allowed the blacksmith to rest without losing time and was able to complete his interview. This man gained a hearing through cheerfulness and by a somewhat unusual method of approach.

Holds the Attention

The collector who has a pleasing manner and who looks at life through the glass of the optimist can so interest his debtor as to make him feel friendly and really confidential. He will then reveal the true conditions, which he would not do if he was assailed in a harsh abrupt manner. Many debtors will then feel that they want to do all they can for a man

Sincere Optimism and a Pleasant Smile Often
More Effective Than Threats in Collecting

By R. J. Cassell

of this disposition. It is not necessary to weaken in the least your request for the money, but you can do it by employing tact and thus not only get the money, but also retain the friendship of the debtor. The bigger and broader the collector's viewpoint the more successful will he be in first getting an audience and then in holding the debtor's attention and in drawing out the necessary facts which are so important in forming his judgment.

Persuading the Debtor

It is very hard to refuse a request which is accompanied with a smile. The way to get this smile is to feel it, feel kindly towards the debtor. Most debtors are honest; their delay in payment is not from a motive to defraud, but often from a lack of good management. Your optimistic manner, your offer to aid will appeal to most debtors who desire to do the right thing. You must realize that the emotions do more towards affecting action with most debtors than cold, hard reasoning. It is of course necessary to furnish reasons and to be practical. But this can be done in a kindly, suggestive manner and the results will be much greater than if the request is made as a demand in cold, calculating manner. Remember it is your objective to persuade and thus induce action on the part of the customer.

Retaining the Good Will

Every business man spends thousands of dollars in advertising and years of patient toil to build up a clientele. This is the good will, the favor of the buying public, and no one will deny that it is absolutely essential to success to have this good will. It is the net result of all your dealings with the public. It comes to the employer through the smile of the employe, the spirit of service which is after all the only excuse which the business man has for being in business. "Courtesy pays." It pays employe; it pays employer, and it pays the customer. Discourtesy is friction, rust on the wheel. Courtesy makes you feel better, makes everybody else feel better.

Symbolizes Hospitality

The genuine smile is the beacon light of hospitality. The debtor feels that he is welcome and he warms up to the occasion. He feels that confidence which makes him burden his inner feelings and brings out the real cause of delay in payment. A soft answer turneth away wrath, so kindness and civility will knock the chip off the shoulder of the rough fellow who comes into your office in a fighting mood. True politeness comes of sincerity. It must be the outcome of the heart or it will make no lasting impression, for no amount of polish can dispense with truthfulness and sincere courtesy.

The Hypocritical Smile

There are people who smile as many actors smile upon the stage, simply to gain the applause of the audience. As Abe Lincoln said, "You can fool some of the people some of the time, you can fool all of the people some of the time, but you can't fool all of the people all of the time." Look out for this smile on the

lips of the debtor: it bespeaks insincerity and the promises of such a debtor will be as easily broken as they are made. The collection manager should build character so that his smile will not be hypocritical if he really wants to impress the debtor, gain his real confidence and thus secure results. Take the customers' viewpoint, imagine yourself in an interview with the collection manager in some other line of business with which you are not familiar; realize that many matters which are simple to you are

OPTIMISM

The man who wins is the man who does,
The man who makes things hum and buzz,
The man who works and the man who acts,
Who builds on a basis of solid facts;
Who doesn't sit down to mope and dream,
Who humps along with the force of steam,
Who hasn't the time to fuss and fret,
But gets there every time—you bet.

not so clear to the customer. Cultivate patience, be hospitable, be genial and watch results.

The Smile of Cordiality

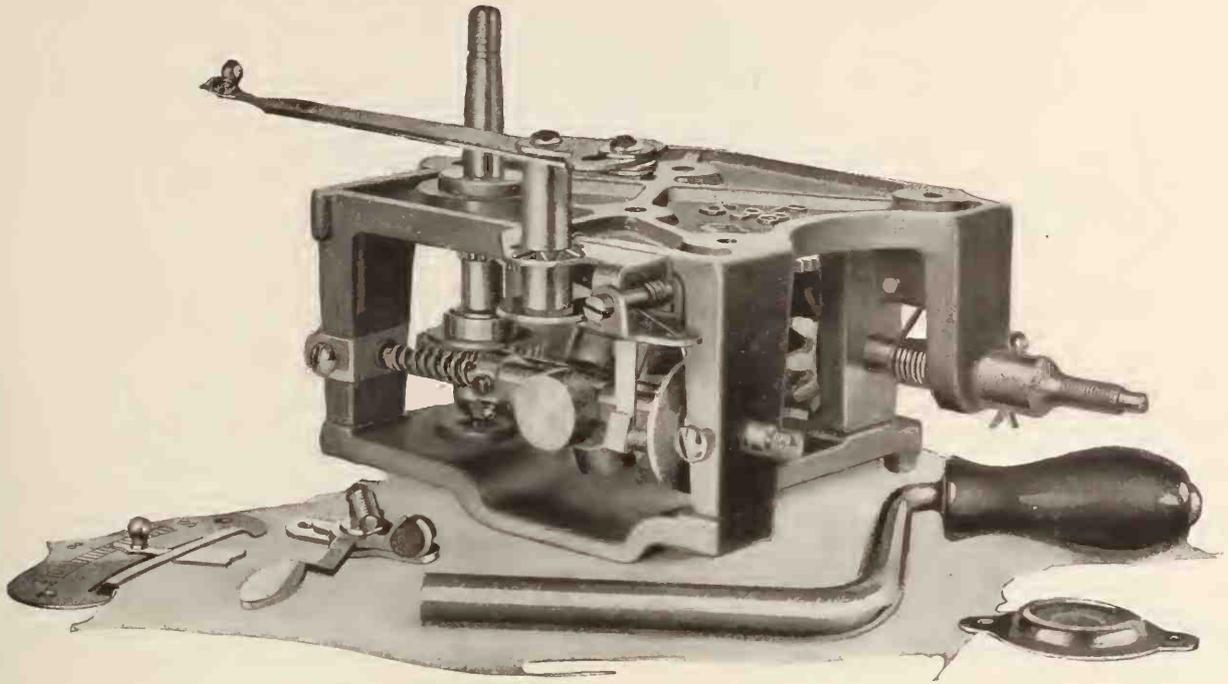
Contrast with the hypocritical smile the smile of sincerity. "The universe pays every man in his own coin. If you smile it smiles in return. If you frown, you will be frowned at. If you sing you will be invited to gay company. If you think you will be entertained by thinkers. If you love the world and earnestly seek the good therein, you will be surrounded by loving friends, and nature will pour into your lap the treasures of the earth." This has been termed the law of magnetic thought, it is the smile of cordiality and it is based on sincerity. The successful man is cheerful and hopeful. He has a smile on his face and meets everybody that comes in the same way.

Get the Magnetic Smile—Be an Optimistic Collector.

Federal Radio Corp. Adopts Slogan for Ads

The slogan "Built to Exceed your Expectation" has been adopted by the Federal Radio Corp., Buffalo, N. Y., for use in newspaper and magazine advertising. It was the result of a contest recently conducted over radio station WGR at Buffalo, and was selected from several thousand entries by L. E. Noble, president of the Federal Radio Corp. and two Buffalo newspaper editors as the best expression of Federal's manufacturing policies.

Backed by 77 Guarantees!



YOU'RE as safe as the Bank of England when you sell a portable phonograph equipped with a Flyer Motor. Every part and every operation—77 in all—in the making of the Flyer is inspected and guaranteed perfect by the inspector—every Flyer must be 100% perfect before it can come to you in any portable at any price.

Cast iron frame, sinewy, athletic spring, bronze bearings, specially cut precision governors and gears—every part of the Flyer is designed and made by experts to stand years of hard use and deliver years of satisfaction.

The Flyer plays two 10 inch selections, is absolutely noiseless, and weighs but 4¼ pounds. It improves the value and helps the sale of any portable, and portables equipped with the Flyer are the safe, profitable portables for you to sell.

The
GENERAL INDUSTRIES CO.
ELYRIA, OHIO
Formerly named The General Phonograph Mfg. Co.
Makers of Precision Products for 25 Years.

Vision Needed to Bring Radio Industry to Safe and Sane Basis

Roy S. Mowry, Sales Manager, Universal Battery Co., Advocates Bringing Out Models Once a Year and the Curtailment of Premature Announcements

THE rapid advancement of radio has made the merchandising end of the business very unprofitable from manufacturer down to dealer. Radio is no longer an infant. It has grown from nothing to one of the most gigantic industries in the world and after seven years of marketing greater headway should have been made in the merchandising of sets which in turn would also effect the accessory manufacturer.

In the early days of radio, six months—September to March—were considered the boom months for the sale of radio products, but with the rapid strides that have been made in the improvements of sets, and greater facilities for broadcasting, it has developed into an all year round business which can be made profitable in 1928 if good sane business methods are applied.

The set manufacturers are the most important factor in building up the radio market on a sound, practical basis. Their experiences in the past few years should bear fruit and impress upon them the fallacy of bringing out new models and improvements in the very height of the radio season. It would seem that they could profit by the practices of the automobile makers who come out with new models once a year and then center their efforts on the sale of these models until the new models are perfected, production schedules under control and above all in a position to make deliveries when the demand is created.

Vision Is Needed

Not so, however, in the radio industry. Shortsighted manufacturers start out with a line of sets and after a high pressure sales and advertising campaign succeed in stocking up the jobber, who in turn overloads the dealer. They then take it upon themselves to place on the market a supposedly improved set, again start a great advertising campaign, flaunting before the public in every conceivable advertising medium the advantages of this article over the other units.

What is the result? Curtailment of sales, due to the indecision of the consumer who is nat-

urally skeptical and consequently the potential market has been killed, and the jobber and dealer have been left with a large stock of old models which must be sold at a sacrifice to satisfy the poor and unwarranted merchandising policies of the set manufacturer. The Radio Manufacturers' Association now being active and the Dealers' Show assured each year, the above could be carried out to the betterment of the industry as a whole and with a saving of millions of dollars. Is not the thought worthy of a trial?

Premature Announcements

A second thought is the premature announcements of new developments; the desire of some leaders in the radio industry to be first in the field has encouraged them to announce new products before they have been perfected which, in turn, has worked a hardship on the dealer who has the burden of satisfying the customer, and by innumerable service calls, sacrifices his profit to help maintain the reputation of the manufacturer whose product he is distributing, as well as the invaluable asset—his own goodwill—which he has built up in his community by good honest efforts to succeed.

The manufacturers, being almost entirely dependent upon the jobber and dealer for sales distribution, can contribute much to their financial success by cutting down on the number of models—standardization would be of material benefit.

Untruthful Advertising

Untruthful advertising has also had its ill effects. Supposedly reputable manufacturers have by the nature of their advertisements been misleading the public. This is especially true of AC sets. It is an easy matter to name six or eight of our big manufacturers who are selling sets equipped with A and B socket power units using the regular tubes, yet leading the consumer to believe he is getting AC tubes.

Federal control of radio is another subject of vital interest to every one engaged in the manufacture of radio products. Very few people appear to realize the seriousness of this

situation. As things now stand, nobody knows what will happen to the Federal Control of radio after March 15th. If no action is taken by Congress before that date, it will revert to the Department of Commerce, which certainly under present circumstances is not able to handle it, and which would have to build up a new and very extensive regional organization in order to deal with the problems which are now pending. Here is another way in which the industry must act quickly to avoid collapse of the whole structure on which broadcasting and the radio industry has been developed.

True, the industry has been going through a severe "shaking down" and many have suffered, but like every new business it is bound to adjust itself. The industry is sound basically for it is founded upon a thing that the people will not do without, greater interest is shown every day and radio is serving the public better.

We have a permanent business out of which all of us can find lasting success and enduring prosperity if we set out in 1928 with definite policies and conduct the radio business along the lines that make for success in other and more settled trades.

Musical Activities in Playground Work

One Hundred Sixty-two Musical Activities Initiated in the Los Angeles Playgrounds During Year—1928 Program

LOS ANGELES, CAL., March 6.—Music is becoming more and more a part of the recreation and instruction activities of the modern playground system of this city. The annual statement, issued by the Music Division after being in operation for its first year, shows that 162 musical activities were initiated during the year. Thirty-four of these groups are harmonica bands and twenty-three are ukulele orchestras—instruments which are within the reach of almost every child who has the desire to make music for himself. Nine adult choruses and seventeen children's choruses provide for those who would rather sing than play. Twenty-one orchestras and nine bands have been formed at various playgrounds and community centers where children and adults assemble to express themselves through music.

The music program, which has been organized by Glenn M. Tindall, supervisor of Musical Activities for the Los Angeles Playground Department, calls for a total of 238 musical groups during the present calendar year.

Kenneth E. Reed on Long Tour of Trade

Kenneth E. Reed, sales manager of the Federal Radio Corp., Buffalo, N. Y., is now on an extended tour through the Western United States and Canada, visiting Federal Orthosonic wholesalers in over twenty cities. The purpose of his trip is to make a personal survey of radio conditions outside the metropolitan centers and to become acquainted with the personnel of wholesale organizations selling Federal radio west of the Mississippi.

Mr. Reed is very well known in the music industry, having been sales manager for one of the largest talking machine wholesalers in the East, as well as special representative for the Federal Radio Corp. before his appointment to his present position.

Incorporation

Klingman & Kelsall, Louisville, Ky., were recently incorporated with a capital of \$20,000 to deal in radios and phonographs.

CROSLEY



YOU'RE
there WITH
A CROSLEY

The radio leadership of 1928! Compare these amazing radios! Check them with any set! Learn for yourself, by comparison, their amazing reception qualities. Genuine neutrodyne AC receivers!

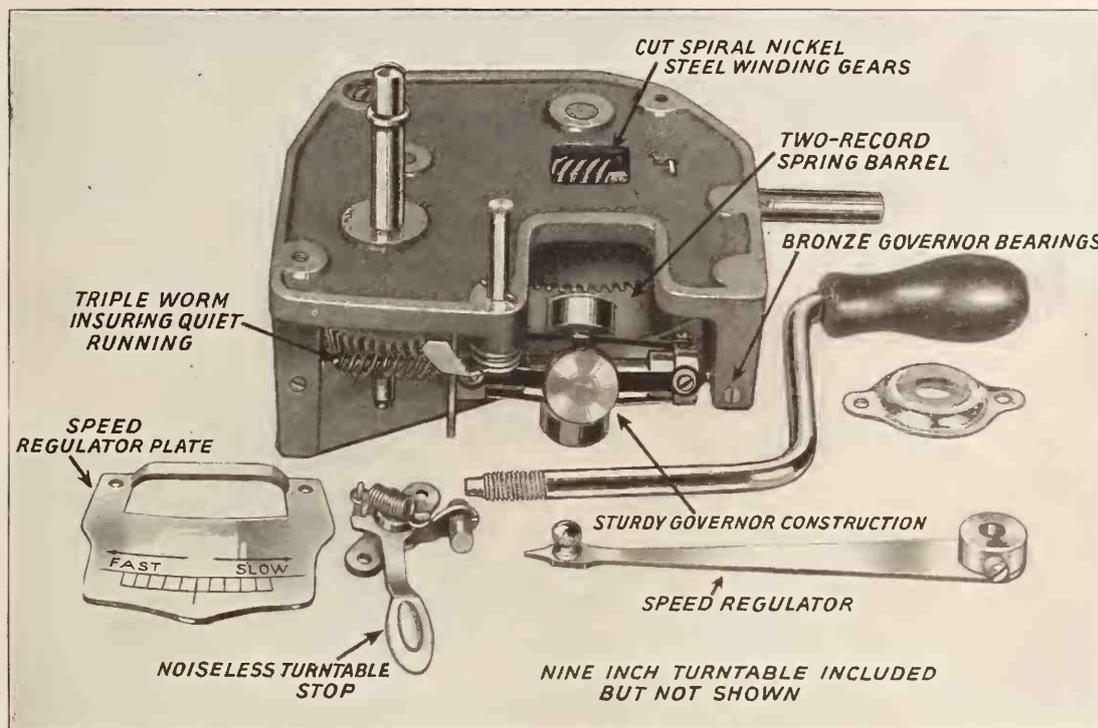
1. Single Unit AC Bandbox 704, \$95. Completely shielded and very selective.
2. Dry cell operated Bandbox Junior, \$35. Loud speaker volume—most economical.
3. Bandbox 601, \$55. Operates from batteries or power supply units. Splendid volume.
4. Double Unit AC Bandbox, \$90. For console installation. Adaptable to any installation.
5. New Type—D Musicone, \$15. Loud speaker leadership in popular price field since 1925.

Write Dept. 26 for descriptive information.

THE CROSLEY RADIO CORPORATION
Powel Crosley, Jr., Pres. Cincinnati, O.
Crosley is licensed only for Radio Amateur, Experimental and Broadcast Reception.
Montana, Wyoming, Colorado, New Mexico and West. prices slightly higher.

BANDBOX

Two Real Improvements In Portable Motors



You Will Want Them in Your New Machines

Here is the United answer to the growing demand for a Portable Motor of finer quality. The development of the Portable business justifies the installation of a motor that has, among others, these two improved features—

Easy, Smooth, Noiseless Worm Gear Wind Elevated Winding Shaft

The new cut spiral nickel steel winding gears glide into action noiselessly and with hardly more than a touch of the hand on the crank. The winding shaft is at top of the Motor—giving plenty of winding room so the hand does not strike the table. A comparison quickly demonstrates the superiority of this new



PORTABLE
MOTOR

It is a worthy companion to the famous United Motor No. 5—designed and built in the same factory. It is a Quality Motor throughout. Order one for testing today.

Phonograph Motor Division
UNITED AIR CLEANER CO.

9702 COTTAGE GROVE AVENUE

CHICAGO, ILL.

SLASHED

His Radio

SERVICE

90%

As a rule the music dealer handling radio is confronted with a wide variety of comebacks from customers after the instrument has been installed. The necessary amount of free service connected with radio merchandising seems to invite still more service until the selling cost becomes entirely out of proportion to the margin of profit.

Customers will insist that the salesman "promised" so and so—often beyond rhyme or reason; that "the aerial isn't just right," that "the radio never did function properly," that "the installation was carelessly made," etc.

The Liberty Music House, Seattle, Wash., has eliminated 90 per cent of after-delivery service expense by the use of a plan that is both simple and effective. E. R. Mitchell, proprietor, reports that after several months of operation, the system is working out splendidly.

"As soon as one of my salesmen has made a sale, he fills out, in the presence of the customer, an installation and demonstration report," he states. "This report is made in triplicate. It is given the same number as the contract for the sale on the ledgers, and is filed with the contract under its number. The duplicate goes to the service department; the triplicate becomes the property of the customer, not only assuring the firm of the customer's satisfaction, but over the customer's signature he acknowledges that every bit of the installation work was carried out by the store under its own contract.

The demonstrator takes the report to the home of the customer. He lists in the proper space the program brought in, giving the reception of each program, as voiced by the customer, as it is received. The service man, when he installs the instrument, notes every particular which may later have a bearing on the transaction, such as the length, direction and type of aerial and ground wires, the location, interferences, and so on. Should he be so unfortunate as to break a window, or otherwise damage the customer's property in even the slightest degree, he includes this in the report. The report is checked when it is turned into the office, and immediately steps are taken to remedy the difficulty, before the customer has an opportunity to complain.

The report also embodies a "test record." The test is made in the presence of the customer, who is carefully instructed in the care of batteries. Attention is called to that part of the contract which tells of the care of batteries and tubes, stating that replacements of these parts are at the customer's expense.

For the benefit of both consumer and demonstrator, who is thus able to make sure he has

overlooked nothing, one side of the report sheet which is shown with this article asks a series of questions, which must show satisfactory answers on the report. These questions follow:

"Instructed in care of set and accessories....
"Gave instruction book and all other helpful literature.....

"What instruction books were left?.....

"What members of the family heard program or were present when he gave instructions on how to operate and care for set?.....

"Does customer most desire long distance or good tone quality?.....

"Does customer understand that this set is not sold or guaranteed for distance reception outside of the city?.....

"Does customer understand that storage battery must be recharged every week to ten days, and that water must be added as often?.....

"Were tubes and batteries tested in presence of customer?.....

"Does customer understand that the life of dry 'A' and 'B' batteries is uncertain and must be renewed at their expense?.....

"Does customer understand that by reading his instruction books that he can avoid expensive service calls?.....

"Was copy of this agreement left with customer?.....

Finally there are lines for "Other Promises made." Usually the listing is "none." But the paragraphs that take the real "sting" out of complaints, read as follows:

"It is impossible for us to guarantee this set for distance, as results vary with different locations, atmospheric conditions, local disturbances and the ability of the operator.

"It is understood that should a service man be called to my home in the future for other than service on the bare radio set and speaker, I agree to pay for all such extra service at the rate of \$1.50 per hour—plus all renewals.

"Purchaser's signature on this report is evidence that the conditions of this sale are understood and that the set has been properly in-

stalled and is functioning properly, and agree that all representations made to him by any representative of the Liberty Music House are incorporated herein and that dealer will not be bound by any representation or agreement other than appears herein.

"An experienced service man will call at your home within 10 to 20 days from this date to thoroughly inspect the installation, answer all questions and help you in any possible manner."

When the customer signs his "John Henry" to this document, all chance of argument is eliminated.

"We will not accept the report as final until everything on it indicates that our part of the bargain has been completed to both our satisfaction and that of the purchaser," Mr. Mitchell points out.

In the event that any follow-up service calls are made, a report is attached to the original report, giving complete details. When the customer appears at the Liberty Music House to report trouble of any sort, the sales person excuses himself for a moment and goes to the files where he can quickly look up the report. With this in hand he has a comprehensive story of that customer's installation before him. The customer does not make false claims, and no guessing as to probable length of aerials, ground wires, types of batteries, tubes and so on, is possible. It is no longer possible to say, "the salesman promised that you would do so and so." Over the customer's signature the "promise" report states that no other promises were made than those embodied in the report itself.

"I have found that in 90 per cent of all transactions handled in this new way, it has been possible to adhere strictly to the letter of the report," Mr. Mitchell declared. "The other 10 per cent are policy adjustments, which we leave to the discretion of the service manager or store manager. Most of the customers appreciate the definiteness of the report. It is something to tie to. It eliminates a lot of mystery, and most of the guessing."

TRIPPLICATE		No 1152	
INSTALLATION AND DEMONSTRATION REPORT			
Name	Date		
Address	Phone		
Radio Make	Demonstrated by		
Model	Serial No.	Installed by	
PROGRAM RECEIVED			
By			
Aerial	Length		
	Direction		
	Type		
	Remarks:		
Ground	Length		
	Type		
	Connected to		
	Remarks:		
Location	High Power Wires.....	Note—List stations and quality of reception as "Excellent", "Good", "Faint", "Poor", "Noisy", etc.	
	Interference, etc.....		
	Other Remarks.....		
Did We install aerial?—Yes..... No.....			
<small>This Radio Receiver is fully guaranteed for 30 days against any mechanical defects and any part of the set itself proving defective will be replaced free of charge, providing set has not been tampered with. It is understood by the purchaser that no guarantee is made by the Liberty Music House as to the life of A, B & C batteries or tubes, and when exhausted must be renewed by the purchaser. Tubes are subject to burn out the same as the ordinary electric lights, although life is rated normally at 1,000 hours. Free service will be given to the purchaser for a period of 30 days from date of pure use, exclusive of batteries and tubes. This set and its accessories have been thoroughly tested under actual operating conditions and is O.K.</small>			
TEST RECORD			
Tubes O.K.	Name and Type		
"A" Battery Amperage, Voltage.....	"B" Battery Voltage.....		
Loud Speaker O.K.	"C" Battery Voltage.....		
"A" or "B" Eliminator O.K.	Make of Charger.....		
Quality O.K.	Volume O.K.	Selectivity O.K.	Number



Majestic Plants Nos. 1 and 2

Now, Six Great *Majestic*

Manufacturing Plants
are preparing new and
greater values in radio for
dealers and the public.

GRIGSBY-GRUNOW-HINDS CO.

General Offices at 4540 Armitage Ave., Chicago



Formerly the Yellow Cab Mfg. Plants

Brunswick Co. Has Many New Artists

New York Recording Studios Name List of Musical Comedy, Vaudeville and Radio Stars to Record for Brunswick

The popular record catalog of the Brunswick Co. has been considerably augmented by the addition of a number of the newer established artists, according to an announcement by H. Emerson Yorke, of the popular department of the Brunswick recording studios, located in New York City.

The following artists, prominent in various branches of the entertainment field, will in future be heard exclusively on Brunswick records: Belle Baker, singing comedienne, long a headline favorite with vaudeville audicnces; Zelma O'Neal, star of the musical comedy "Good News;" Arnold Johnson's Orchestra, now playing at the Park Central Hotel, New York; Eddy Thomas, tenor of the Yacht Club Boys; Royal Hawaiians, vocal and instrumental ensemble, a feature of the National Broadcasting Co. programs; Robert Chisholm, baritone, now being featured in the musical show "Golden Dawn;" Dave Rubinoff, novelty violinist; Jessica Dragonette, soprano of the National Broadcasting Co.; Joe Rines and His Orchestra, of the Elks Hotel, Boston, Mass.; Dr. Rockwell, comedy monologist; Herbert Gordon and His Adelpia Whispering Orchestra, Hotel Adelpia, Philadelphia, Pa.; Hanopi Trio, Hawaiian Instrumental Trio; Varsity Four, novelty dance combination; Galla-Rini, accordionist featured in Keith vaudeville; Libby Holman, star in musical show "Merry-Go-Round;" Kentucky Jubilee Choir, one of the fatures of the stage presentation at the Roxy Theatre, New York, and of the weekly radio broadcasts from this temple of entertainment,

and Banjo Buddy, radio and motion picture theatre favorite.

The announcement of the signing of these artists to record exclusively for Brunswick records is certain to be enthusiastically received by Brunswick dealers, for each of the artists has a wide following.

Columbia Firm Splitdorf Jobber

Exide Carolina Distributing Co. to Cover Georgia and Parts of North and South Carolina in Interest of Splitdorf Radio

Hal P. Shearer, general manager of the Splitdorf Radio Corp., Newark, N. J., has announced the appointment of the Exide Carolina Distributing Co., of Columbia, S. C., as wholesale distributor of the Splitdorf radio line. The negotiations were handled for the Columbia firm by Guy M. Tarrant, president of the company, who made a special trip to the Newark factory. The Exide Carolina Distributing Co. will cover for the Splitdorf line Georgia, southeastern counties of South Carolina and southern counties of North Carolina. This firm is also distributor for Exide batteries, made by the Electric Storage Battery Co., of Philadelphia, Pa.

A Unique Program

The New York Edison Co. in preparation for its fifth series of the music of many lands, to be broadcast over station WRNY, New York, has distributed an attractive booklet, entitled: "The Music Map of the World." This work lists the programs to be given, together with brief notes on the musical developments of the countries the music of which is being featured.

Golden Sun Line Gains Popularity

National Advertising and Interest-Arousing Dealer Helps Have Made the Golden Sun Line Widely Known

The modern fireproof plant, shown herewith, is the home of the Golden Sun Co., Louisville, Ky. The plant is completely equipped to take



Where Golden Sun Products Are Made care of the increased demand for Sun reproducers, tone arms and attachments.

National advertising and special dealer helps have placed the Sun reproducer in the front ranks. The Willett patent used in the type M-28 is fast becoming known as the most valuable contribution to the art of sound reproduction. The Golden Sun Co. has just prepared some very interesting sales literature which will be forwarded to any dealer on request.

Opens New Store

A new music store has been opened in Tuskegee, Ala., by A. & M. Gottlieb, featuring the Kimball phonograph line. F. M. Shelton is manager.

From Soup to Nuts in BRILLIANTONE STEEL NEEDLES



Get in on the feast of profits that progressive music store organizations are enjoying from the sale of Bagshaw needles.

You have the choice of every style and tone needle now used — JUMBO — GILTEDGE — BRILLIANTONE — REFLEXO — or we will prepare a private brand for you.

Bring the phonograph owning public to your shop and make money in your needle department.

Write us today for details, prices and discounts.

BRILLIANTONE STEEL NEEDLE COMPANY of AMERICA, Inc.

370 SEVENTH AVENUE

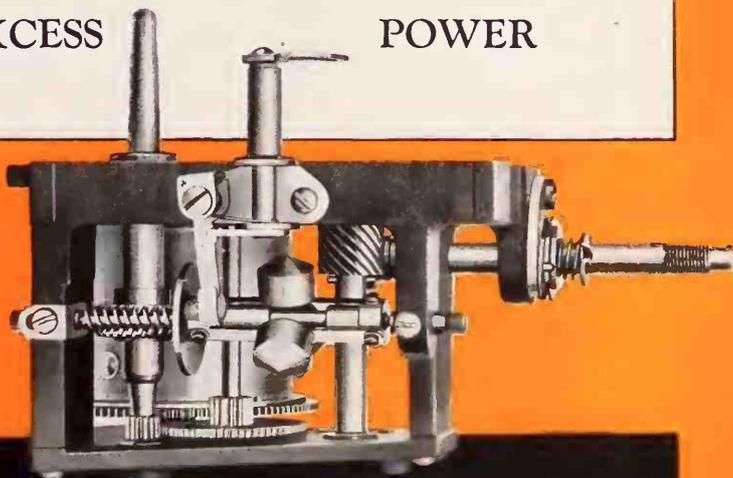
NEW YORK CITY

THE NEW "4+" MOTOR

At a low price WITH THE PULLING
POWER of the FAMOUS No. 77. The marvel
of it . . . starts *immediately* at high momentum
. . . after four full 10 in. selections it finishes with

EXCESS

POWER



HEINEMAN MOTOR

NO.

40

OKEH PHONOGRAPH CORPORATION

OTTO HEINEMAN, President and General Manager

25 West 45th Street

Sole Sales Agents

New York, N. Y.



Sam Lanin and His Famous Players

Billy Hays and His Orchestra

The Royal Music Makers

Justin Ring's Okeh Orchestra

The Gotham Troubadours

Music and musicians that make Okeh Records the best dance records . . .

40990
10 in. 75c

TOGETHER—Waltz
RAMONA—Waltz
Both played by Sam Lanin And His Famous Players with Vocal Refrains

40992
10 in. 75c

SUNSHINE—Fox Trot
CHLOE (Song of the Swamp) Fox Trot
Both played by The Gotham Troubadours with Vocal Refrains

40991
10 in. 75c

THERE MUST BE A SILVER LINING (That's Shining For Me) Fox Trot with Vocal Refrain . . . Justin Ring's Okeh Orchestra
I STILL LOVE YOU—Fox Trot with Vocal Refrain . . . Ted Wallace And His Orchestra

40996
10 in. 75c

MY MIAMI MOON—Fox Trot
I'M ALWAYS SMILING—Fox Trot
Both played by Billy Hays And His Orchestra with Vocal Refrains

40985
10 in. 75c

WHY DO I LOVE YOU? (From "The Show Boat") Fox Trot
CAN'T HELP LOVIN' DAT MAN (From "The Show Boat") Fox Trot
Both played by The Royal Music Makers with Vocal Refrains

OKEH PHONOGRAPH CORPORATION

OTTO HEINEMAN, President and General Manager

25 WEST 45TH STREET

NEW YORK, N. Y.

Europe's popular opera singer . . .



Emmy

Bettendorf

No. 5133—12 Inch, \$1.50

MONDNACHT, Moonnight (Schumann)

DER LINDENBAUM, The Lindentree (Schubert)

Sung by EMMY BETTENDORF. Soprano. Instrumental Accomp.

5138
12 inch
\$1.50

WILLIAM TELL Overture (Rossini)
Part 1 and 2

5139
12 inch
\$1.50

WILLIAM TELL. Overture (Rossini)
Part 3 and 4

PIETRO MASCAGNI, conducting the Orchestra of the
State Opera House, Berlin

3220
12 inch
\$1.25

TRAVIATA (Verdi), Selections.
Part 1 and 2
DAJOS BELA and his Orchestra

3221
12 inch
\$1.25

TALES FROM THE VIENNA
WOODS. (Joh. Strauss). Part 1
and 2
EDITH LORAND and her Orchestra



ODEON
ELECTRIC
RECORDS



OKEH PHONOGRAPH CORPORATION

OTTO HEINEMAN, President and General Manager

25 WEST 45TH STREET

NEW YORK, N. Y.

POINTS

'We have put to work the best
steel . . . the result is a
perfected needle . . . a
needle that keeps
faith with
music.

Okeh and Truetone Needles

OKEH PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President and General Manager*

25 West 45th Street

New York, N. Y.

Last-Minute News of the Trade

Symphonic Sales Co. Sole Agent for Wasmuth-Goodrich Radio Cabinets

Line Will Be Complete With New Ideas in Design and Construction Embodied—All Cabinets Will Be Equipped With Radiola 100 A Speaker

Lambert Friedl, president of the Symphonic Sales Co., New York, and prominent throughout the phonograph and radio industries, announced this week that his organization had been appointed sole sales representative for the radio cabinet division of the Wasmuth-Goodrich Co., Peru, Ind. This will be welcome news to jobbers and dealers throughout the country, for both of these organizations are thoroughly experienced in their respective activities and their personnel is exceptionally well qualified to give the industry manufacturing and merchandising service of the highest quality.

The Wasmuth-Goodrich line of radio cabinets will be complete in every detail, embodying new designs and construction, and arrangements have been completed with the Radio Corp. of America whereby all these cabinets will be equipped with the Radiola 100 A loud speaker, one of the outstanding successes in the radio industry. It is the intention of the Symphonic Sales Co. to market these radio cabinets through jobbers and dealers, giving the line efficient and adequate representation in every part of the country.

The Wasmuth-Goodrich Co. needs no introduction to either the phonograph or radio industries, for this organization has been prominent in manufacturing service for many years. It is affiliated with the Wasmuth-Endicott Co., maker of "Kitchen-Maid" kitchen equipment, which is one of the most successful lines in the kitchen equipment industry. The secretary and general manager of the Wasmuth-Goodrich Co. is Earl V. Hughes, who has been prominent in radio and phonograph activities for many years and who has been identified with the company's activities in this field for the past ten years. Mr. Hughes has been associated with the Wasmuth organization for fifteen

years. E. M. Wasmuth, president of the company as well as head of the Wasmuth-Endicott Co., has been active in manufacturing and



Lambert Friedl

political fields throughout the Middle West for many years, having been associated with J. P. Goodrich, former governor of Indiana, both in a business and political way.

C. DeWalt has been connected with the Wasmuth-Goodrich Co. for the past three years as plant superintendent and production manager and is largely responsible for the construction and new cabinet finishes and designs of the 1928 Wasmuth-Goodrich radio cabinet line. Mr.

(Continued on page 83)

duties and is now engaged in developing an efficient sales staff for Eastern territory.

H. B. Haring is well known throughout the phonograph industry, for he has been identified with the trade since 1918. For a number of years he was associated with the Sonora Phonograph Co., covering the metropolitan district, and more recently was sales manager of the Okeh record division of the Okeh Phonograph Corp. Prior to joining Sonora Mr. Haring was connected with the Columbia Phonograph Co. as branch manager at New Haven, Conn., and later branch manager at Buffalo, N. Y., subsequently serving as regional representative covering all territory east of Chicago.

RMA "Mardi Gras" for the Trade Show

The Radio Manufacturers' Association "Mardi Gras" will be the outstanding social event of the radio trade show and convention to be held in Chicago in June, and the affair, which promises to exceed in size and entertainment features anything of like nature held in the industry in the past, will take place at Fred Mann's Million-Dollar-Rainbo Gardens, on Chicago's North Side, on the evening of Flag Day, Thursday, June 14.

The Rainbo Gardens, which is famous throughout the world for its size and decorative beauty, will be completely equipped with amplifiers, and the program, which will feature celebrities of the music and the entertainment world, broadcast on a national chain of stations, will be audible in all parts of the gardens. The gardens, with seating arrangements for 3,500 persons, are to be closed to the public on that night, and the Mardi Gras will open with an elaborate dinner, followed by dancing by the guests to music by Isham Jones' orchestra. A Jai Alai game, which made its debut in Chicago two months ago has also been slated, as well as a gigantic revue. The Mardi Gras will supplant the annual banquet.

Columbia Sales Gain, Says L. S. Sterling

Bringing back with him splendid reports of Columbia business throughout the world, Louis S. Sterling, chairman of the board of directors of the Columbia Phonograph Co., Inc., New York City, and managing director of the Columbia Graphophone Co., Ltd., London, England, arrived in New York March 6th on the "Majestic." Mr. Sterling had been abroad since December, making his headquarters in London and spending quite some time at the Columbia offices in Berlin and Paris.

He states that Columbia business throughout the world is far ahead of any year in history, and in order to keep pace with trade requirements, new factories are being built in England and Germany. These extra facilities will provide for 250,000 additional square feet, devoted to the manufacture of Columbia records.

Otto Heineman Home From Rest in Havana

Otto Heineman, president of the Okeh Phonograph Corp., New York, returned to his desk this week after a fortnight's well-deserved rest in Havana. Mr. Heineman who was accompanied by Mrs. Heineman on this trip, is in the best of health and spirits.

Victor Co. Announces Price Reduction on Automatics

Automatic Victrolas Nos. 10-50, 10-51 and 10-70 Have Substantial Price Revisions—Dealers Will Receive Merchandise Rebates for Stock on Hand

The Victor Talking Machine Co. has announced, effective at once, the following reductions in list prices on Victrola automatic instruments:

Model	Old List Price	New List Price
10-50	\$ 600.00	\$500.00
10-51	1,050.00	975.00
10-70	1,100.00	975.00

At the same time all Victor dealers whose names are listed in the Victor trade service files are offered a merchandise rebate equal in list price terms to the combined list price reductions of the instruments in their retail stocks as of March 3, 1928, credit due under this rebate to be applied against the dealer's next purchase of any of the automatic instruments listed above.

Roy A. Forbes, manager of sales and merchandise, in his letter points out that "The Automatic Victrola represents the most revolutionary advance in talking machines since the announcement of the Orthophonic Victrola. It is exclu-

sively a Victor product and has no competition. The field for the sale of these splendid instruments is immense and almost untouched. Victor dealers should capitalize this price reduction to the limit by redoubling their efforts to sell this class of merchandise, which appeals so definitely to the discriminating buyer—the more substantial citizen—of every community."

H. B. Haring Sonora Eastern Sales Mgr.

A. J. Kendrick, vice-president and general sales manager of the Sonora Phonograph Co., Inc., New York City, has announced the appointment of H. B. Haring as Eastern district sales manager with headquarters at the Sonora Building, 50 West Fifty-seventh street, New York City. Mr. Haring has already assumed his new



(Registered in the U. S. Patent Office)

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NEW YORK, MARCH, 1928

Figures That Really Mean Something

DURING the past month there have been published figures covering 1927 sales of leading companies in the talking machine and radio field that established unquestionably the present success and stability of those two important industries. It is true that the figures have to do only with two companies of many, but it is to be admitted that the progress of these two companies is generally accepted as reflecting the status of the industries in which they are such important factors.

Of particular interest is the report of the Victor Talking Machine Co., that gross sales during 1927 amounted to \$46,886,842.11, with a net income of \$7,269,523.03. Sufficient to warrant the declaration of the first dividend on the common stock of the company and a rapid rise in quotations on the company's stock on the exchanges. The figures in themselves are impressive, but what they represent is even more impressive, for the volume of sales last year, coupled with the manner in which the orders have been piling up thus far this year, prove most conclusively that the public is thoroughly sold on the new and revolutionary type of talking machine and has not only accepted it but is buying it. This revival of an industry that, for a period, was decidedly in the dumps is regarded generally as one of the most remarkable developments in American business.

The Radio Corp. of America reported for its part that gross sales for 1927 amounted to \$56,651,658, representing the high point in the company's business, and resulting in a net income of \$8,472,320. The sales figures as given, of course, do not include the \$10,000,000 or more realized by the company through its other activities, such as the transmission of radiograms, etc.

When consideration is given to the numerous other substantial concerns that are engaged in the manufacturing and marketing of radio apparatus it is possible to conceive in some measure the steady progress that is being made by that industry.

The sum and substance of both reports is that when the industries as a whole are considered, the American public last year paid at retail close to a half-billion dollars for these two media

for the reproduction of music, and reflects an appreciation and demand for music that may be taken to insure a most substantial market for the future. In this particular case it is the language of dollars for the retailer who has a proper conception of the opportunities that are offered and the energy and willingness to realize on those opportunities.

Capitalizing the Local Tie-up

THE opportunities for the dealer tying up with the local appearances of prominent and popular record artists are continually on the increase as the result of an addition to recording lists of a host of those prominent in the orchestra, and vaudeville field. It is difficult, particularly in larger cities, to find a vaudeville program, for instance, without at least one recording artist represented upon it, and where prominent record makers appear the theatres are quick to capitalize the fact and to give it full prominence in the billing, for the following that has been built up through the records can be made to prove very profitable to the showmen.

A steadily increasing number of dealers realize the effectiveness of the local tie-up. It is a recognized fact that having seen an artist in person, on the stage or on the concert platform, the customer has a more distinct personal interest in that particular artist and his work. The tie-up can be effected through newspaper advertising, through direct mail channels, and through window displays, and in some cases all three media are used, generally with results in the way of record sales that more than offset the cost of any promotional effort.

The talking machine dealer in his home town tie-up has recently been offered increased opportunity through the medium of those artists who broadcast over the radio, as well as make records. Over the radio they have made themselves known to several million of the country's population at least, and the chance to have in record form examples of the singing or playing of the artist is often welcomed by talking machine owners for sentimental reasons if for no other. The dealer who attempts to build up a big record business cannot depend upon the price appeal but must find some other means for interesting the buyers. Campaigns that tie up with the artists themselves have the advantage of timeliness. They get away from a straight business routine, and if handled properly stimulate a record business greatly.

Important Facts on Distribution

THE retail distribution census conducted by the Department of Commerce in co-operation with the Bureau of the Census and the United States Chamber of Commerce, covering a score or more of the important cities in various sections of the country, is something worthy of study by every retail merchant. It is unfortunate that it would not be practical to expand the census to take in every city and town of 10,000 population or more, for the wealth of information that has been developed by the survey, limited though it has been of necessity, should prove distinctly profitable to those sufficiently interested in the distribution problem to study the figures and read between the lines.

Loyalty to one's city and to its industrial activities is most praiseworthy, but that loyalty should extend to the point of recognizing deficiencies as well as advantages, to the ultimate end of remedying conditions that compare unfavorably with those existing in other centers. There must be some reason, for instance, why the sales of musical instruments, excluding radios, in Baltimore should average only \$2.67 per capita, while in Denver, so situated that it cannot enjoy to the fullest scope the income that is derived from extensive industrial activities and shipping pursuits, reports annual sales of \$8.02 per capita, and San Francisco reported selling at the rate of \$6.71 per capita, and Chicago \$6.60.

It is interesting, too, to learn that the average annual sales per store in Denver is \$112,056, which, based on an average of 8.1 employes per store, represents \$27,052 in sales by each employe. Compare this with Baltimore with average sales per store of \$44,004, 7.1 employes per store, and \$16,020 annual sales by each employe. Kansas City comes next, with Baltimore for the low average, yet, in many respects it is more favorably situated than Denver.

One city reports only 39 per cent of its staff actually engaged

in selling, with 61 per cent listed as non-selling. Certainly a ratio that is calculated to increase the overhead to a dangerous point. It is significant, however, that with possibly a single exception, over 45 per cent of employes are of the non-selling class. This in itself lends emphasis to the suggestion that every employe be encouraged to make sales for his company whenever possible, and supports the logical stand of many concerns in the field who offer definite commissions to everyone in the organization from office boy up for prospects and sales, with results that stand out very plainly in the annual sales figures.

Then there is turnover. We find San Francisco, where stock is turned over at the rate of only three times annually, has a selling rate of \$6.71 per capita, while Chicago with a turnover of 4.32 sells only \$6.60 per capita. The question is whether this represents stronger competition and lower prices, or whether it represents a difference in the calibre of the sale. Even though the figures are based on averages, they, nevertheless, are of the sort that have real meaning for the individual who seeks to adjust his affairs so that they will measure up acceptably with those of his contemporaries in other localities.

It might be well for every music merchant to secure from the Bureau of Census or the United States Chamber of Commerce, complete copies of these various reports in connection with the census distribution, for he will find therein much food for thought. By striking averages in the various figures given relative to annual sales, inventory, number of employes, turnover, wages, etc., he will have at hand figures calculated to guide him in his business management. If national averages do not appeal then he can apply those that cover a city, which in location and population compares closely with the city in which he is located. The information is too valuable to be wasted, particularly in view of the fact that the attitude of certain governmental agencies relative to this type of survey is more or less unfavorable.

Again the Question of Copyright

HEARINGS are now being held before the Patents Committee of the House in Washington on the proposed new Copyright Bill in which members of the various divisions of the music industry are naturally evincing much concern, and are seeking to protect their particular interests as opposed to those of other factors. In a measure it may be said that the composers and music publishers and owners of copyrights are in direct opposition to makers of music rolls on a number of important points, and the present hearings are regarded as an opportunity for securing advantages for one side or the other such as are denied by the present copyright bill as passed in 1909.

Special hearings on the sections of the bill covering the mechanical reproduction of music are scheduled at an early date, and practically every manufacturer of records will be represented at those hearings in an effort to see that royalties and other questions are adjusted on a satisfactory basis. At the present time it appears as though there will be considerable heated discussion before any measure is passed that will prove generally satisfactory.

The average member of the retail trade may be inclined to regard the copyright situation as one that interests only the manu-

facturer, yet upon the scope of the bill depends the character of music he will be able to offer his customers and in some certain measure the price at which it is offered in record form. Those who watched the progress of the present bill through the Houses of Congress in 1909 will realize that any new measure cannot be passed for a considerable period, or until there have been finally ironed out the various disagreements that have developed over a period of nineteen years.

It is to be hoped that copyright owners and record makers will be able to adjust their various differences on a basis that will be fair and equitable to both sides. The record makers must depend upon the composers and publishers for their music, but on the other hand the copyright owners have in the past, and probably will in the future, realized a very substantial portion of their revenue from these same record royalties. Certainly it is no time for killing the goose that lays the golden egg.

To Trade-in or Not to Trade-in

TRADE-IN or not to trade-in, that is a question that is interesting a majority of dealers in radio to-day, particularly with the development of new receiving sets and the inclination of many worth-while customers to trade-in their old receivers for the newest outfits. Opinion is naturally divided. There are some who refuse absolutely to consider the trade-in, preferring to lose possible sales as a result of that stand while others are inclined to make certain allowances on old receivers in good condition and take a chance of making up that allowance on a resale.

Much has been said and written, of course, regarding the handling of trade-ins on a sound, businesslike basis, and it is not, therefore, necessary to discuss this phase of the question here. There will always be dealers with backbone enough to allow on a set only as much as it is worth, while there are still others also who in their anxiety to build sales volume lose all sense of proportion, and make allowances that kill any chance of profit. This situation will probably adjust itself more or less satisfactorily.

The question of whether or not to accept trade-ins, however, is one that is well worth debating. With the changes that have taken place in the radio industry and particularly in the introduction of the new types of receivers, there develops a question as to how out-of-date a set may be and still have resale value.

Elsewhere in The World this month is presented an unusually interesting article outlining the views of two competing dealers in the same city on this important question. One refuses trade-ins absolutely, while the other accepts them under certain conditions, and both tell their reasons. The article should prove interesting to other dealers who are in a quandary regarding what position to take, not to-day, perhaps, but in the very near future.

It is generally admitted that future business in radio will depend in no small measure upon the volume of replacements. There is, and still will be, a great amount of new business, but the real profitable turnover will depend upon the patronage of those who have purchased receivers in the earlier days and now seek to exchange them for something more modern. It is this tendency that will complicate the trade-in problem of the future, and it is just as well to decide upon the answer now as later.

**B
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WE START THE NEW YEAR BY GIVING YOU
A BETTER QUALITY, IMPROVED RECORDING,
GREATER VOLUME AND CLARITY IN THE

BELL RECORDS

*Let us assist you in merchandising these records and from
our long experience increase your selling*

THE BELL RECORD CORPORATION
38 CLINTON STREET NEWARK, N. J.

**R
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C
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S**

Last-Minute News of the Trade

T. E. Swann Co. and H. C. Schultz, Inc., Distribute Carryola Portables

Texas and Michigan Distributing Organizations Enthusiastic Over Sales Possibilities of Line—Both Well Known in Wholesale and Retail Trade Circles

The Carryola Co. of America, of Milwaukee, Wis., recognizes that its own elaborate expansion plans demand the support and backing of distributors having the same broad viewpoint and high ideals that the company itself has. Since this principle works both ways some of the largest jobbing houses in the phonograph and radio field are applying for the Carryola distribution franchise.

Two of the most recent outstanding additions to the imposing list of Carryola distributors are the T. E. Swann Co., covering the entire State of Texas and surrounding territory, and H. C. Schultz, Inc., operating in Michigan and northern Ohio. Both of these important houses are so well known to the trade as to require no comment in this connection.

In line with the determination of the Carryola Co. to place the portable phonograph business on a new and higher plane, T. E. Swann believes that there is a definite and sizable market for high-grade portables. And he is proving it with sales. Carryola, with the Swann

Co., is not just another side line. It is making this a featured line of merchandise and building up a large and profitable business on the Carryola products.

H. C. Schultz, likewise, is energetically backing the Carryola line. Mr. Schultz says, "I am particularly impressed with the sales possibilities of the Carryola Porto Pick-up during the next six months. I believe that any one of my dealers can canvass a list of old customers who have bought and paid for radio outfits, and can get these proved credit risks back on the books again by demonstrating the Porto Pick-up to them. Every live dealer will see the advantage of that. It will build up his income during the Summer months not only by the direct profit from the Carryola sale, but by stimulating the sale of records and increasing the number of hours that radio sets are used. If we can get people to using their radio equipment as much in the Summer as they do in the Winter it will mean just so much more business in replacement parts and accessories."

QRS Co. Manufacturing Amateur Motion Picture Camera Apparatus

H. H. Roemer, Formerly General Sales Manager of Bell & Howell, Is Manager of Camera Division—Charles E. Philimore Is Chief Engineer

The very successful career of the QRS Co. of Chicago as manufacturer and merchandiser of music rolls, radio tubes and rectifier tubes

tures and developments in that line, they proceeded to organize a division for that product.

Anyone knowing "Tom" Pletcher and "Albert" Page, president and vice-president and treasurer, respectively, readily understands why the various lines which they have entered into have been successful. With the financial resources of the organization and the aggressive thorough understanding of merchandise that



Thomas M. Pletcher

has influenced this company in deciding to broaden its scope to even wider fields. In casting about to find out just what lines would meet with the greatest public demand, and in which they could serve the public best, the QRS Co. investigated the potentialities of the amateur movie camera and projector industry. As a result, after acquiring certain novel fea-



QRS Camera, Front View

these men possess, in each line they have secured such men as have specialized and claim

(Continued on page 83)

A new feature of The Talking Machine World each month is a section devoted to "The Newest in Radio," which appears on page 89 in this issue. Latest products introduced by radio manufacturers are illustrated and described. This is a valuable directory for retail dealers.

Sonora Names Its Eastern Sales Staff

H. B. Haring, Eastern District Sales Manager of Sonora Phonograph Co., Announces Eastern Territory Sales Organization of Twelve Representatives

H. B. Haring, who on March 1 was appointed Eastern district sales manager of the Sonora Phonograph Co., Inc., has made rapid progress in the development of a sales organization in Eastern territory, having appointed twelve men during the past two weeks to co-operate with the Sonora dealers and jobbers throughout the Eastern territory.

These twelve new Sonora representatives and the territories they cover are as follows: H. M. Crane, Alabama; Charles J. Strahl, 125th street, Manhattan, north to Poughkeepsie; A. J. Allen, northern Georgia and the southern part of South Carolina; G. L. Bailey, eastern section of Pennsylvania, West to Pittsburgh; W. Von Brandt, New York City from the Battery to Forty-second street, east and west; A. H. Trotter, western New York State; Paul Herity, eastern New York State; Joseph Graham, Philadelphia and nearby; Eugene Friedenberg, Maryland, District of Columbia and Virginia; J. A. Woodard, North Carolina and northern part of South Carolina; Jay S. Woodruff, Brooklyn and Long Island; Charles J. Heneghan, the Forty-second street district, north to 125th street, east and west.

Empire Phonoparts Has New Products

W. J. McNamara Announces Two New Empire Tone Arms, Empire No. 5 Reproducer and New Premier Reproducer—Samples Distributed to Trade

CLEVELAND, O., March 7.—W. J. McNamara, president of the Empire Phonoparts Co., of this city, manufacturer of tone arms and sound boxes and widely known throughout the phonograph industry, announced on March 1 a series of new products which are presented in the company's advertising in this issue of The Talking Machine World. These new products comprise the No. 12 and No. 15 Empire tone arm, the Empire No. 5 reproducer and a new Premier reproducer.

The new tone arms are made in three lengths, six and one-half inches, seven and one-half inches and eight and one-half inches, and with the reproducer attached measure one inch longer. They are all adaptable for use on large or portable phonographs, and judging from the comments of manufacturers who have already tried out the new products the 1928 Empire line is going to be very successful.

In announcing his new products to the trade Mr. McNamara emphasizes the fact that his company has been making tone arms and sound boxes since 1914, and that every product in its new line represents careful and painstaking development in the Empire laboratories. Samples of the 1928 Empire tone arms and reproducers have already been forwarded to prominent manufacturers who are planning to specify these products in the lines of instruments for the coming season.

The wonderful *new* BOSCH AC line



BOSCH Model 136 consisting of 66 AC receiver complete with table and speaker, less AC tubes but with Raytheon tube \$195.00



BOSCH Model 146 consisting of No. 46 AC set with table speaker, less AC tubes but with Raytheon tube \$139.00

Seven new Bosch AC tube models, the best balanced, most popularly priced, finely designed line of AC tube Radio receivers available today. Bosch AC tube Radio is priced right and performs right for quick dealer to customer sales action.

The Bosch Dealer Franchise has definite advantages that no dealer should overlook. We can catalog these points to you by letter or personal call.

Increase your profits and expand your sales by offering your customers a selection in models to fit every home and every purse. If you are the right kind of a dealer we have something of interest to you. Write for details.



BOSCH Model 116—Completely self-contained 6-tube table type AC tube receiver, including B eliminator tube but less AC tubes . . . \$160.00

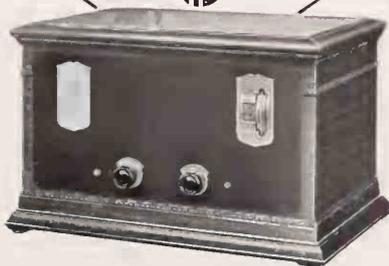


BOSCH Model 66 AC—Six tube AC operated two unit model—Receiver and A & B power—complete with B eliminator tube, but less AC tubes \$155.00



BOSCH Model 96—Completely self-contained 6-tube receiver, AC tube operated, with reproducer, all tubes—nothing else to buy \$295.00

BOSCH RADIO



BOSCH Model 166—Six tubes completely self-contained table type AC tube receiver with B eliminator tube, but less AC tubes . . . \$119.00



BOSCH Model 107—Completely self-contained 7-tube receiver, AC tube operated, with reproducer, all tubes, loop—nothing else to buy . . \$440.00

AMERICAN BOSCH MAGNETO CORPORATION

SPRINGFIELD, MASS.

Branches: New York Chicago Detroit San Francisco

your message to the millions

THROUGH the medium of the Saturday Evening Post and Liberty the message of Carryola quality will be told and retold to nearly five million people. A campaign starting with a page and a half in Liberty will be followed by full pages in Liberty and the Saturday Evening Post at frequent intervals.

This is your advertising—your message to the millions. It tells five million people to see and hear Carryola in your store. In creating a public confidence in Carryola, it is creating confidence in you as a Carryola dealer. More important—it is building sales—profits—for you!

Liberty



for those who love Fine Music



Carryola offers quality and the finest homes—at a price appearance in keeping with within reach of EVERYONE

You have only to look at a Carryola Master to realize that here is something new, something entirely different from the ordinary portable phonograph.

It's an instrument you'll be proud to show your friends. Its colors can be chosen to harmonize with your furnishings—to reflect your own good taste.

But the real thrill comes when you hear this marvelous little phonograph. Such TONE! Such

rich, mellow bass—clear ringing treble! You'll positively be astonished that such music can come from an instrument so small and so low in price.

By all means see and hear the Carryola Master! When you hear it and learn the price, you'll agree with us that there is no reason why any home should be denied the enjoyment of fine music.

If your dealer has not yet stocked the Carryola line, write us direct, giving us his name, and we'll see that you are supplied.

MADE BY THE WORLD'S LARGEST MANUFACTURERS

C a r r y
BEYOND THIS YOU BUY

THE SATURDAY EVENING POST



CARRYOLA LASSIE
—a fine portable phonograph, smaller than the Carryola Master but with quality features usually found only in instruments costing far more. Comes in choice of three beautiful colors.



The Carryola Master

for those who love Fine Music



Carryola offers quality and the finest homes—at a price

appearance in keeping with within reach of EVERYONE

CARRYOLA You have only to look at a Carryola Master to realize that here is something new, something entirely different from the ordinary portable phonograph. It's an instrument you'll be proud to show your friends. Its colors can be chosen to harmonize with your furnishings—to reflect your own good taste.

price, you'll agree with us that there is no reason why any home should be denied the enjoyment of fine music. If your dealer has not yet stocked the

Carryola line, write us direct, giving us his name, and we'll see that you are supplied. **THE CARRYOLA COMPANY OF AMERICA** 617 Clinton Street Milwaukee, Wisconsin

and if you have a radio here's how you can double your enjoyment of it . . .



Carryola Electric Pick-up
Play records through your radio. Have the kind of music you want when you want it. If you have a phonograph,

the Carryola Electric Pick-up is all you need to reproduce records electrically through your radio set with all its rich volume and tone. If you do not have a phonograph, you can get the same results with the Carryola Porto Pick-up. It is complete with turntable and motor to operate the record. Either Electric Pick-up or Porto Pick-up can be attached or detached without tools. You can have phonograph music one minute—radio reception the next. If your radio dealer doesn't yet have Carryola Pick-ups, write us for booklet.



Carryola Porto Pick-up

MADE BY THE WORLD'S LARGEST MANUFACTURERS OF PORTABLE PHONOGRAPHS

Carryola

BEYOND THIS YOU BUY FURNITURE

and if you have a radio

Here's how you can double your enjoyment of it

A marvelous new Carryola development—the Carryola Porto Pick-up—enables you to play phonograph records on any standard



Carryola Electric Pick-up

make of radio. Think of what that means! At very small cost you can have the kind of music that only the costliest electric phonograph could duplicate.

Nothing could be simpler than the Carryola Porto Pick-up. It picks up the sound waves from the revolving disc, amplifies them through your tubes and transmits them through your loud speaker. It is complete. Electric reproducer, volume control, spring motor, turntable, cord and adaptor socket, all come enclosed in a neat, portable case. Its operation is as simple as replacing a light bulb in a socket. And the price is low—low enough to bring the luxury of electrically reproduced music within the reach of every radio-equipped home.

give you the same results at even less cost. It is identical with the Porto Pick-up, except that instead of including a motor and a turntable for records, it attaches to the tone arm of your own phonograph.

Every radio-equipped home should have one or the other of these attachments. If your own radio dealer does not yet carry them, write to us direct, giving us his name and we'll see that you are supplied.

THE CARRYOLA COMPANY OF AMERICA Milwaukee, Wisconsin



Carryola Porto Pick-up

OF PORTABLE PHONOGRAPHS

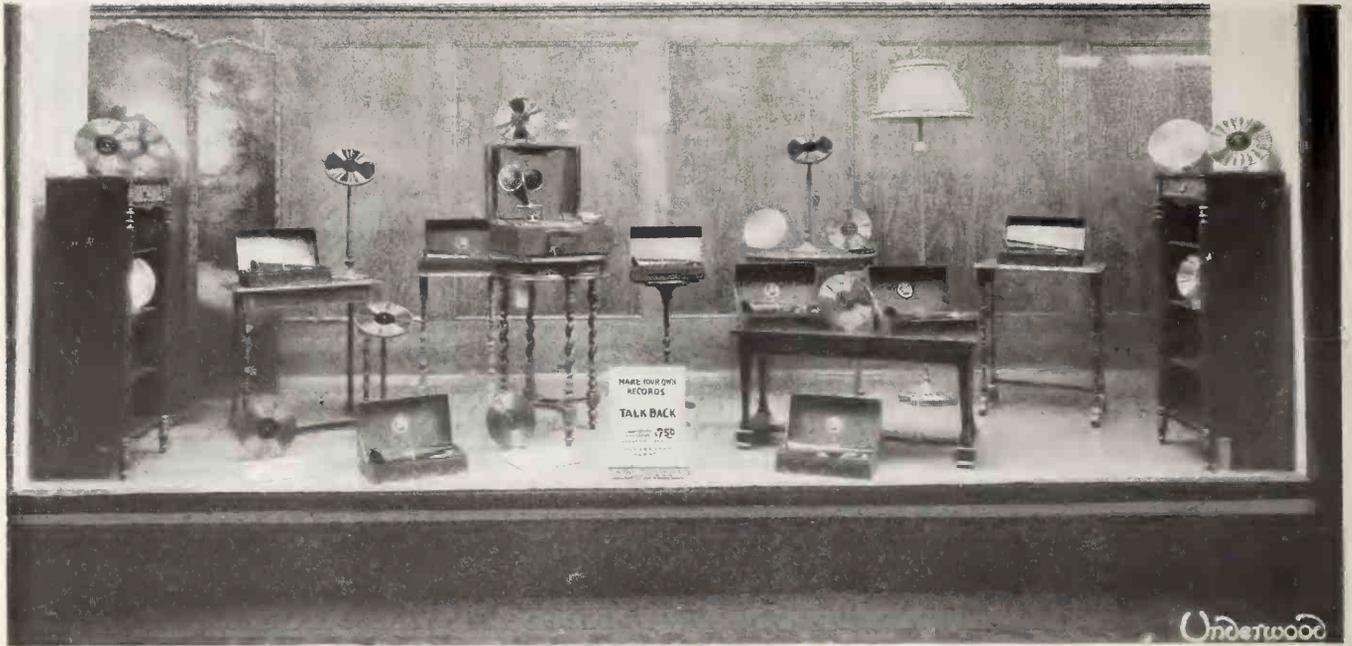
o l a FURNITURE



act now!

If you haven't already stocked the Carryola Line, now is the time for action! Write or wire us today for the name of the nearest Carryola Distributor, or, to save time, send your order direct and we will see that you are taken care of.

THE CARRYOLA CO. OF AMERICA Milwaukee Wisconsin



Lyon & Healy's display window devoted entirely to the "TALK-BACK" Phonographic Reproducer. This display sold many "TALK-BACKS," and actually boosted the popularity of the device with the public.

The "TALK-BACK"

New Phonographic Recorder A Cleanup for Dealers!



LYON & HEALY, Chicago's largest and the world's foremost retail music store, is not the only dealer taking advantage of the "cleanup" value of the "TALK-BACK."

The remarkable device, a result of five years' experimental work, enables every phonograph owner to make his own vocal, instrumental or speaking records at home. Dealers find that it not only sells heavily because of its variety of uses—but that it is an item of *real profit!*

A sensational device—it is the essence of simplicity. Any child can set it up. There are no mechanical parts to get out of order. Once made, the records can be played indefinitely.

Order your supply now—"TALK-BACK" is increasing in popularity daily!

List: Ready to Make Records.....\$7.50
3 Double Face Records..... 1.00

Cost to Dealer: "TALK-BACK,"
Complete Outfit..... 4.50
Set of 3 Records..... .60

Unlimited Uses for "TALK-BACK"



Musicians improve their technique.

Favorite radio programs can be recorded.



Singers and speakers will be greatly helped.



Record the voices of the family. Parents' and children's voices preserved for years.



The "TALK-BACK" doubles the pleasure of owning a phonograph

Consolidated Talking Machine Co.

CONSOLIDATED BUILDING

227-229 W. Washington Blvd., Chicago

Minneapolis: 1424 Washington Ave. S.

Detroit: 2949 Gratiot Ave.

J. E. Sampson Elected President of St. Louis Radio Trade Association

Association Elected New Body of Officers at Recent Meeting—Columbia Branch Opens Many New Accounts—Artists' Appearances Aid Sales

St. Louis, Mo., March 6.—At a recent meeting of the St. Louis Radio Trade Association held at the Claridge Hotel, here, **Julin E. Sampson**, vice-president of the dealer group, was elected president of the Association for 1928. He succeeds **Robert W. Bennett**, who has headed the organization for the past year. Other officers elected are **Walter E. Dyer**, **A. C. Brandt** and **George Van Sickle**, vice-presidents; **S. B. Singer**, secretary, and **W. A. Ward**, treasurer. The following were elected to the Board of Directors for a term of two years: **Roy Haeg**, **W. A. Ward**, **J. T. Sampson**, **A. C. Brandt**, **W. H. Dyer** and **E. A. Reutncr**. **Fred Wiebe**, **George Van Sickle**, **R. A. Kissell**, **Samuel B.**

Singer, **N. E. Hill** and **Franklin McDermott** were elected to the board for one year.

Virtually the entire radio fraternity was present at the meeting. Following the election of officers the members of the Association listened to an address by **Harold M. Wrape**, who was recently elected for a third term as president of the Federated Radio Trades Association. Mr. Wrape discussed the recent action of the Association at the Milwaukee convention in reorganizing the body into various groups, including the jobbers, dealers, factory agents and trades associations. **Robert E. Lee**, secretary of the Automobile Dealers' Association of St. Louis, also spoke, pointing out many of the

advantages to be derived from organizations.

The local branch of the Columbia Phonograph Co. reported that the demand for phonographs and records during the past month had been "exceptional," and that "sales records still continue to be shattered." Similar optimistic statements were issued by other companies in the city.

Additional stimulus to the big demand for the "Two Black Crows" was given by a full-page feature story which appeared in the St. Louis Post-Dispatch, February 19, detailing the gradual rise to stardom of **Moran and Mack**.

The local Columbia branch also reported the opening of several new accounts, including the **Hood-Johnson Co.**, of **Murray, Ky.**; **H. & R. Furniture Co.**, of **Granite City, Ill.**; and the **Elmer L. Landon store**, of **Overland, Mo.**, all of whom have installed a full line of Columbia phonographs and records.

Victor business in St. Louis is being aided considerably by the recent formation of a record club. The club recently held a dinner meeting at the Town Club, which was attended by **Frank Harkgrave** and **Walter Hiers**, Victor factory representatives. In brief addresses to the gathering they discussed ways and means of disposing of more machines and records. **E. C. Rauth**, vice-president of **Koerber-Brenner Co.**, local Victor distributor, discussed general business conditions.

Victor record sales in St. Louis were given additional impetus by the appearance of **Gene Austin**, Victor artist, at the St. Louis Theatre, while **Brunswick** record business was aided by the appearance of **Al Jolson** at **Loewe's State Theatre** in St. Louis.

The production of **Artophone** portables and other models has been virtually trebled by the formal beginning of operations in the corporation's new plant here. The step was necessitated by the increased demand for **Artophone** products, it was announced by **Herbert Schiele**, president of the corporation.

W. C. Fuhri, general sales manager of the Columbia Co.; **R. Hahn**, of the **Sterling Radio Co.**, Columbia distributor in **Kansas City**, and **Eli Oberstein**, treasurer of the **Okeh Phonograph Corp.**, were recent visitors to St. Louis. District Manager **N. B. Smith**, of the St. Louis-Kansas City branch of the Columbia Co., recently made an extensive tour through **Kansas**, **Oklahoma** and **Tennessee**, while **Ray C. Layer**, vice-president of the **Artophone Corp.**, visited **Oklahoma** and **Texas** in the interests of their companies.

In the radio field, announcement was made that **Robert W. Bennett**, retiring president of the St. Louis Radio Trades Association, has been appointed manager of the **A. C. Dayton Mfg. Co.**, of **Dayton, O.**, maker of the **A. C. Dayton** radio receivers. **Koehler Wrape**, his associate in the **R. W. Bennett Co.**, is to manage that firm, which will continue as a factory representative.

Announcement also was made that the **Barrett Electric Co.** of St. Louis has been appointed exclusive distributor of the **Freed-Eisemann** radio receivers and accessories, and that the **Union House Furnishing Co.** had added the **Kolster AC** receiver line.

More than fifty dealers attended a meeting of the **St. Louis Kolster Club** which was held at the **Coronado Hotel** here. **Eugene Strauss**, head of the **Strauss Co.**, discussed **Kolster** prospects for the coming year, while **E. C. Lowden**, district sales manager for the **Burgess Battery Co.**, discussed battery uses, possibilities and sales methods. Ways to increase **Kolster** set sales were detailed by **E. E. Bruns**, **Walter Rhein**, **C. Lurtz**, **V. Luts** and **L. J. Portell**.



Good News to Dealers Having Stocks of Battery Operated Sets!

Dealers can make their stocks of battery operated sets live merchandise by offering their customers the new **SENTINEL** model 32 A-B and C supply together with the new **EBY Adaptor Harness**. Model 32 is specially designed for use with the **EBY Harness** and the combination makes an efficient and compact **A.C. receiver**. List price of **SENTINEL** No. 32 with tube is \$32.00.

The **EBY Harness** is also a live number to sell present owners of battery operated sets. It enables them to protect their investment in sets and power supplies—at the same time getting **A.C. operation**.

Features of the **EBY A. C. Adaptor Harness**

No rewiring required on standard sets—easy hook-up of only eight leads—improved reception without change of set characteristics—designed for use with standard tubes and transformers—only ten minutes to do the job—are some of the unusual features of the **EBY A.C. Adaptor Harness**.

Only Two Universal Models

You need not carry a large stock, as there are only two universal models—

- EBY A.C. Adaptor Harness for Five Tube Sets . . \$ 9.00 List**
- EBY A.C. Adaptor Harness for Six Tube Sets . . 10.00 List**

Send for a copy of our instruction booklet to get the complete story about the **EBY A. C. Adaptor Harness**. You can make a good profit with this Harness in more ways than one.

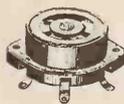


The H. H. EBY MFG. CO., Inc.

4710 Stenton Avenue

Philadelphia

Makers of **EBY Binding Posts and Sockets**



Bremer-Tully Jobber

Bremer-Tully Mfg. Co., Chicago, Ill., has recently appointed **Frank M. Brown Co.** of **Portland, Me.**, as distributor of **Counterphase** receivers for that territory.

In 1927
You Sold Radio
by uttering the
Magic Words
"ELECTRIC SET"

For
1928
You'll have to
Sell
Quality

Future of Radio Broadcasting—Untold Possibilities for Improvement

Ben Selvin, Program Director of Columbia Phonograph Hour, Discusses Radio Broadcasting in Relation to Commercial Programs—Program Director's Problem

NOTWITHSTANDING the fact that radio broadcasting in relation to commercial programs has taken rapid strides within the past two years, in my opinion the matter of direction and presentation of these programs is in its infancy. We have only scratched the surface of the untold possibilities that lie in this field of activity. Though many will consider it an exaggeration on my part, I freely predict, without fear of contradiction, that the broadcasting program director of to-morrow will come to be as important a figure in his line of endeavor as David Belasco is in the direction of drama, as Ziegfeld is to the presentation of musical comedy and revues and as Cecil DeMille is to the direction of the photoplay. While the program director's importance will vie with those mentioned above, the difficulties he will have to overcome will be greater and his task will be an exceedingly arduous one, to say the least.

It is an obvious and accepted fact that the future growth of radio will depend largely on the quality and nature of the programs that will be presented by commercial advertisers. The advertising man of to-morrow will not be the man who only creates eye-catching phrases for printed matter—but one who also evolves sufficient interest in his broadcasting to catch the ear, to please the ear and to hold the listener's attention—and here lies the greatest difficulty for the program director to surmount—to hold the attention of his unseen audience. There are so many factors influencing this phase which combine to harass the program director that I must mention them. First,

the advance publicity in connection with the program must be written and broadcast through the press, which in itself is no small ac-



Ben Selvin

complishment. The theatre advertises its wares through the same medium, but once it catches its buyer, that is, when the reader decides to go to see the play or photoplay advertised, he is in the theatre and does not walk out to some other theatre. The radio listener can by a simple turn of a dial jump away from your presentation to another. The theatre has only theatres offering competition, while the radio program director has not only the commercial

program to combat, but sporting events, lectures, religious discourses, political orations, and a multitude of other interesting features.

So, not only must the program director be an advertising man, but a showman, for showmanship is the requisite that is required above all to hold the attention of the listener. To be a radio showman he must have a thorough knowledge of music, for without music commercial broadcasting cannot hope to survive.

Quoting my own experience, as a program director for the Columbia Phonograph Co., after intensive study and observation I have arrived at several conclusions regarding the essential requirements for successful commercial programs. I have laid them down as fundamental rules for myself and perhaps they may be of interest.

I deem it most important to first establish a regular hour on the air, at a given time weekly, to be qualified by a name bearing the company's name or the article you are advertising. As an example, our first move was to instill through printed advertising and other forms of publicity, into millions of minds, as suggestive connection linking a certain hour every Wednesday evening with the name "Columbia Phonograph Hour." It is needless for me to explain the value of this. The three words "Columbia Phonograph Hour," I can truthfully say, are fast becoming a most familiar phrase from coast to coast.

Once this hour is established and becomes familiar to the radio audience, the programs given are beset with the danger of "familiarity breeding contempt,"—that is,—if an audience becomes so familiar with the hour as to almost know what to expect the resultant effect will likely be disastrous. Therefore, it behooves the director to make variety the keynote of his presentation. Not weekly variety alone, but to make each single program varied enough to prevent monotony. This means varying the methods of presentation, varying the artists



Kellogg

A-C Radio

—has the Quality that sells! Tone quality! Furniture quality! Mechanical quality, assured by being built complete in the Kellogg plant and equipped with Kellogg's own A-C tubes, proved by three years' success.

We will be able to supply new territories this year. Yours may be open. WRITE!

Kellogg Switchboard & Supply Co.

Dept. 25-93, Chicago



and varying the character of music presented.

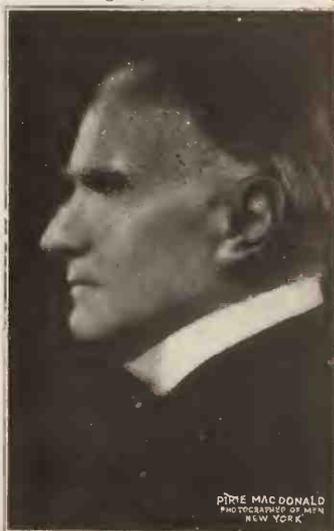
A very important factor that assists the director's efforts materially is the construction of the continuity of a program. Where a program is a sort of a continuous story instead of a number of individual performances, it greatly influences the listener to give his attention to your program until its conclusion. Of course, it is highly desirable for the program director to construct his own continuity, but if he creates the ideas it is a simple matter to have the actual continuity written by a writer; but do not overlook the importance of this feature, as good interesting continuity can make or mar your programs, and continuity also gives you the opportunity to do your advertising. However, this must be done subtly and not boldly and obviously. It is self-evident that in the middle of a group of beautiful musical numbers to suddenly blur out the virtues of an automobile tire or a brand of clothes is neither dignified nor effective. A repetition of the name you are attempting to sell is highly desirable, but it must be done in a manner that appeals to the subconscious mind of the listener, rather than the conscious. He must hear it without realizing that he is hearing it.

Of course, there are some things that the program director has no control over, and time alone will adjust these things. The quality of reception may be poor on the night he presents a most expensive program. The announcer may not always catch the spirit of the continuity that was written. The director's timing and that of the announcer and artists may not synchronize and so on. There are a thousand and one little details that are not important enough to dwell upon, always arising to thwart the director at every turn, but, as I said before, time will adjust these problems. In conclusion I wish to reiterate that I believe the program director of the future will be a most important cog in the wheel that eternally hums the song called "it pays to advertise."

Damrosch Records in Columbia Series

Conductor of New York Symphony Orchestra Makes First Complete Symphony for Columbia Masterworks

The Columbia Phonograph Co. recently announced the release of the first complete symphony recording by Walter Damrosch, con-



Walter Damrosch

ductor of the New York Symphony Orchestra, an exclusive Columbia recording artist. The recording has been issued as Masterworks Set, No. 82, and gives a finished interpretation of the Brahms Second Symphony. It is contained on five twelve-inch double-faced records, and lists, complete with album, for \$7.50.

Masterworks Set, No. 81, also of recent release, is devoted to Brahms Quintet in F Minor for piano and strings. It is played by the Lener String Quartet with Olga Loeser-Lebert, the Viennese pianist, playing the piano scores.

A rerecording of the Saint-Saens "Carnival of Animals," by the electrical process has been released as Set No. 80 of the Columbia Masterworks Series. The recording of this unusual and popular composition has been done under the baton of Georges Truc, noted Parisian conductor.

Peerless to Introduce New Portable

Portable Phonograph That Can Be Played With Lid Closed Is Latest Development of Peerless Album Co.—Trade Interested

A new portable phonograph, with a horn which makes it possible to play the machine with the lid closed, thus eliminating surface scratch and noise, has been developed by the Peerless Album Co., New York, under the direction of Phil Ravis, president. Full details of this new portable will be announced to the trade in the April issue of The Talking Machine World. Samples, which have been shown to a few dealers and distributors, have aroused such interest that production on the new model has already started in the Peerless factory.

"We are enjoying a wonderful business," Mr. Ravis said. "The success of the Peerless Vanity portable phonograph, introduced several months ago, has been beyond our expectations."

Harry Currie, Brunswick dealer of Louisville, Ky., capitalized on the appearance of the Vitaphone production, "The Jazz Singer," in his city, and featured the Brunswick record of the theme song, "Mother of Mine, I Still Have You."

Panatrope Price Cut Is Announced

Three Models, P-11, P-14 and Valencia Reduced in Price—Opens New Sales Possibilities for Brunswick Dealers

A recent notice from the general offices of the Brunswick-Balke-Collender Co., Chicago, announced that three models of the Brunswick Panatrope have been reduced in price. They are the P-11, reduced to \$550, list price; the P-14, reduced to \$365, list price; the Valencia (exponential type), reduced to \$175, list price. This price adjustment opens new sales opportunities for Brunswick dealers throughout the country who have already taken advantage of the possibilities of this price adjustment, and are working to develop an unusual amount of business for the first quarter.

Although the price guarantee on Brunswick Panatrope expires on December 31, Brunswick



*"Here's the best
aerial to use
with that set
you've bought*

Just connect it to your set and plug into the nearest light socket. This little device uses absolutely no current, requires no lightning arrester, and cuts static down to almost zero. You will get the same perfect reception as you've just listened to here—because we always demonstrate with the Dubilier Light Socket Aerial. Expensive? No, sir! Only \$1.50"

More dealers than you can count are showing off their receivers to best advantage with this unique aerial, and then selling them at good profit with every set. Others are including the Dubilier Light Socket Aerial in the purchase price of equipped sets as an added inducement. Have you tried out either of these plans? If you're not equipped to collect on this nationally advertised aerial, phone your jobber today for a trial supply. Packed individually in attractive counter display cartons of ten. They are available through any good radio distributor.

Dubilier Condenser Corp.

4377 Bronx Blvd. New York

Dubilier
LIGHT-SOCKET AERIAL

dealers have been offered credit adjustments on their current stocks. Brunswick national advertising has recently featured these adjusted prices on the various models, and attractive dealer advertisements were prepared for those who wished to co-operate with the national advertising.

J. E. Thorne With Trav-Ler Mfg. Corp.

Newly Appointed Sales Manager Has Had Wide Experience—New Trav-Ler Portable Radio Set Is Placed on the Market

J. E. Thorne was recently appointed sales manager of the Trav-Ler Mfg. Corp., Chicago, manufacturer of the Trav-Ler portable radio receiver. Mr. Thorne was associated for a period of seven years with the A-C Spark Plug Co. as territorial representative, handling the automotive and hardware distribution trade. At one time he was also connected with the Stewart-Warner Speedometer Corp. as a factory representative. His past experience covers fourteen years of contact with the distributing trade.

The Trav-Ler Mfg. Corp. has placed on the market a new portable receiver listing at \$77.15 complete. The receiver is equipped with an attachment for a Jones plug so that it may be used with larger batteries or a battery eliminator in the home. The Trav-Ler may also be used with an antenna and ground in case the owner so desires. The Trav-Ler Mfg. Corp., which is headed by F. A. Magee, president, is planning a unique advertising and publicity campaign to bring the new 1928 model portable receiver strikingly to the attention of distributors, dealers and the public.

Lee Morse Popular in Oklahoma Cities

Lee Morse, widely popular Columbia singer of blues and mammy ballads, was enthusiastically received in Oklahoma, her native State, on a tour to Oklahoma City and Tulsa. Miss Morse, whose father is a minister at Allen, Okla., made an airplane flight to her home town, between dates in Oklahoma City, to sing there. She was accompanied by her mother, whose first flight it was.

Incidentally, Miss Morse sang in Oklahoma City for the Chamber of Commerce, Rotary and that city's Advertising Club, besides filling regular dates at the Orpheum Theatre, and autographing records at various dealers' stores. Following her tour, N. B. Smith, Columbia branch manager at St. Louis, was the recipient of many enthusiastic letters about this exclusive Columbia record artist.

Foster & Waldo Ad. Features Freshman

Foster & Waldo, one of the largest radio stores in the Northwest, located at Minneapolis, Minn., recently featured the Freshman line of electric radios in a striking full-page advertisement in the Minneapolis Evening Tribune. This page pointed out that the Freshman Electric is featured by America's great music stores, and reproduced an advertisement appearing in many national magazines.

TYPE M RECORDING WAX

Developed for Electrical Recording. Works at 70° or Normal Room Temperature

F. W. MATTHEWS 126 Prospect Street E. ORANGE, N. J.

Harbour-Longmire Will Double Space

Half-Million-Dollar Addition to Be Made to Present Quarters of Oklahoma City Retail and Columbia Jobbing Firm

OKLAHOMA CITY, OKLA., March 6—Ground was recently broken for the construction of a \$500,000 addition to the Harbour-Longmire Co. Building on West Main street, this city. This



Harbour-Longmire Headquarters

organization, which is one of the leading retail establishments in this section of the country, is also a distributor of Columbia Viva-tonal phonographs and Columbia New Process records.

The new building is to be built in exact duplication of the present nine-story structure occupied by the company for the past three years and will join it on the West side. The West wall of the present store will be removed and the grand staircase and mezzanine floor will be extended, a second stairway duplicating the present one, the two stairs connecting.

The addition will allow the Harbour-Longmire organization 200,000 square feet of floor space, the largest and most modern plant devoted to music and furniture lines between Chicago and the Pacific Coast. The building will be ready for occupancy by December 1 of this year.

Make Records of Broadcast Programs

An innovation in radio hearings was introduced recently when phonograph records of broadcast programs were played before the Federal Radio Commission to give the commissioners an opportunity to pass on the merits of the actual programs.

New Store Opening

MIAMI, OKLA., March 6—The formal opening of Hoffman's Music Co., 26 North Main street, was held recently with appropriate ceremonies. Jimmy Collin's Orchestra entertained visitors throughout the day, and a souvenir was presented to every visitor. A complete line is carried, including phonographs, radio receivers, pianos, band instruments, records and an extensive stock of sheet music.

MICA DIAPHRAGMS

For Loud Speakers and Talking Machines
RADIO MICA

American Mica Works

47 West Street

New York

Two New Models

announced January 1st, 1928

HERE are two new leaders in the "Samuels" line — each an outstanding value. A popular low-priced Consolette and an ultra-beautiful Full Console type. You will recognize in these two numbers, style, beauty and quality that attracts. The performance of the instruments themselves and the extremely low prices at which you can retail them, assure a profitable business for you.

Model No. 404 Consolette Cabinet of genuine two-tone Mahogany or Walnut Veneer. Height, 38 inches. Width, 19½ inches. Depth, 20 inches. Equipped with United Motor and latest style "S" tone arm and reproducer. Cabinet has built-in double record compartment and new type horn of exceptional tone qualities. All metal parts heavily nicked. The Leon C. Samuels Corporation's price on No. 404 will surprise you.



Only high-grade equipment used including United Motor

MELLOWTONE PHONOGRAPHS



Finest equipment used including famous United Motor.

Model No. 923

Full Console type of unusual beauty. Height, 43 inches. Width, 31 inches. Depth, 21 inches. Cabinet of choicest matched two-tone Walnut veneers, with removable, silk-covered Grille in beautiful two-tone green lacquer finish. All metal parts heavy gold plated. Four record albums. Equipped with famous, silent winding, worm geared United Motor, "S" tone arm and the latest Audak Reproducer.

The price at which we are offering this new number will interest you. Write for it today.

New catalog folder of the complete L. C. Samuels Corporation line mailed Free to any dealer.

Leon C. Samuels Corporation 209 S. State St., Chicago, Ill.

EXECUTIVE OFFICES

Permanent Exhibit: American Furniture Mart, Chicago



Each month W. Braid White will suggest methods of stimulating retail sales of high-class music

Creating a Record Demand for Finest Music

Intelligent promotion of sales of good music means more substantial success for the retailer

By W. Braid White

WITH a pride quite understandable in the circumstances, the Columbia Phonograph Co. is announcing its issuance of a new album of records, containing electrically recorded excerpts from the Wagnerian music dramas, Parsifal, Siegfried, Valkyrie and the Rhinegold. When, however, I say that a tone of pride is quite understandable in the circumstances, the emphasis is on the last word. For

the circumstances in which these records were made were in every way unprecedented. It is not merely that the recording was done electrically, for that is to-day become the regular method. It is not that they were taken from an actual performance, for that too has been done over and over again. It is, in the present case, the fact that the recording was actually done at the Wagner Theatre, in Bayreuth, during the 1927 Wagner festival and under the direct superintendence of Siegfried Wagner, the composer's only son and the present custodian of the Wagner tradition. The event thus becomes unique, a tribute as much to the courage and farsightedness of the Columbia Co. as to the open-mindedness of the Wagner family.

Any man who can see that the phonograph business of the present and the future will stand or fall by the success or failure of the high-class record will find it worth his while to pay special attention to what I say here, for if only those who have on their hands the selling of high-class records will take the trouble to interest themselves in the knowledge necessary to their successful selling, all will be well. On the other hand, it is the merest insanity to decline to take the slightest interest in a high-class article which is given one to sell, and then to declare that it does not sell easily. Granted that a record of dance music or of a song which has been made popular overnight by Eddie Cantor is easier to sell, yet one low-priced record must be sold to many customers, many times over at the rate of one record per person, to match the profit on the sale of one album set of high-class music to one person. What is more, the buyer of one such set will tell his or her friends who are of like mind, will advertise the merits of the thing enthusiastically and so will bring around others who so far have been ignorant of the beauties of the modern phonograph. I wonder how many dealers are making the slightest effort to cultivate the very rich soil which is provided by the tens of thousands who make up that intelligent minority of music lovers, growing greater each year in point of numbers and still greater in point of taste and of willingness to gratify taste. I wonder how many dealers even know that this field for their talents exists. Until they do know and can honestly say that they have cultivated this field, they should not talk nonsense about the difficulty of selling high-class records. Most of the prospective buyers don't even know that the stuff is to be had!

Back to Bayreuth

But to go back to our Bayreuth. Let us first get a background. By far the most successful, powerful and thrilling operatic works ever composed by any man have been the operas and music dramas of Richard Wagner. The names of Tannhaeuser, Tristan, the Mastersingers, Lohengrin, The Ring and Parsifal are known all over the world. The operas have been performed in almost every corner of western civilization over and over again. No opera management would dream of a season without at least some Wagnerian performances. Such set pieces as the Overture to Tannhaeuser, the Magic Fire Scene and the Ride of the Valkyries from the third Opera of the Nibelung's Ring, the Overture, the Quintet from the third act and the Prize Song, from the Mastersingers, the Flower Maidens' Scene from Parsifal, etc., etc., have been performed separately in concert in-

numerable times, and have been arranged, simply on their merits as sheer music without words or action, for every imaginable instrument or combination of instruments, from symphony orchestras down to piano and cornet duos. For all I know some one has arranged the Prize Song for the mouth organ with banjo accompaniment, and I am sure it has been done for saxophone with piano on the side.

Best Sellers

If one examined the facts one would probably find that the music of Wagner's Operas and music dramas is in general more familiar than the music of any other man, classic or popular. It has been a standby for fifty years and as yet shows not the least sign of old age. To say that it will not sell is absurd. It does sell, and sell big. It has been selling big for fifty years, and is selling to-day as big as ever. Why should it not sell in the unique form of phonograph records, with all the power, the volume, the authority and the expression of the original performance? The answer simply is, that it will . . . and does . . . to the right people!

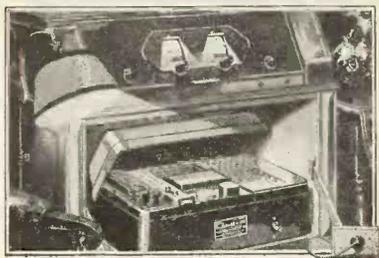
A Bit of History

Richard Wagner had about given up hope of ever obtaining due recognition and support for his gigantic work of producing an entirely new, highly organized, and powerful conception and embodiment of music and drama in operatic combination, when he received a sudden and unexpected invitation from the King of Bavaria, to come to Munich, and to carry out his vast plans in peace, with money, leisure and authority at his command. This was in 1868. The art-loving and eccentric King Ludwig had heard Wagner's music, had fallen in love with it and with the romantic ancient German legends which form the bases of the Operas, and had determined to provide the means to make the great treasure available to the world. Wagner accepted with joy. His benefactor soon found indeed that political and other intrigues against Wagner tended to become irritating, and he then consented to the composer's settling down in the little town of Bayreuth near Munich, where he might erect a theatre for himself, specially designed to carry out perfect performances of his works, and safely removed by distance from artistic, political or social jealousies.

The Festspielhaus

With the help of King Ludwig and through the generous aid of Wagner Societies which sprang up all over the continent of Europe, in Great Britain and in the United States, the great Festspielhaus (festival opera house) at the little village of Bayreuth was duly built, and was opened to the public for the first time forty-six years ago, with a performance of Parsifal (just completed) only a few months before Wagner's sudden death. Ever since then, each year has seen a repetition of the Wagner performances, before audiences coming from all over the world. The Wagner family has managed the business end of the great enterprise and Siegfried Wagner, the composer's only son, has been chief conductor for many years. Great artists from every country in the world have been happy to sing at Bayreuth for extremely moderate fees, knowing that the prestige of an appearance on that historic stage outweighs any matter of money. The standard of orchestra, chorus, rehearsal, scene painting and of every other accessory has been always extraordinarily

(Continued on page 42)



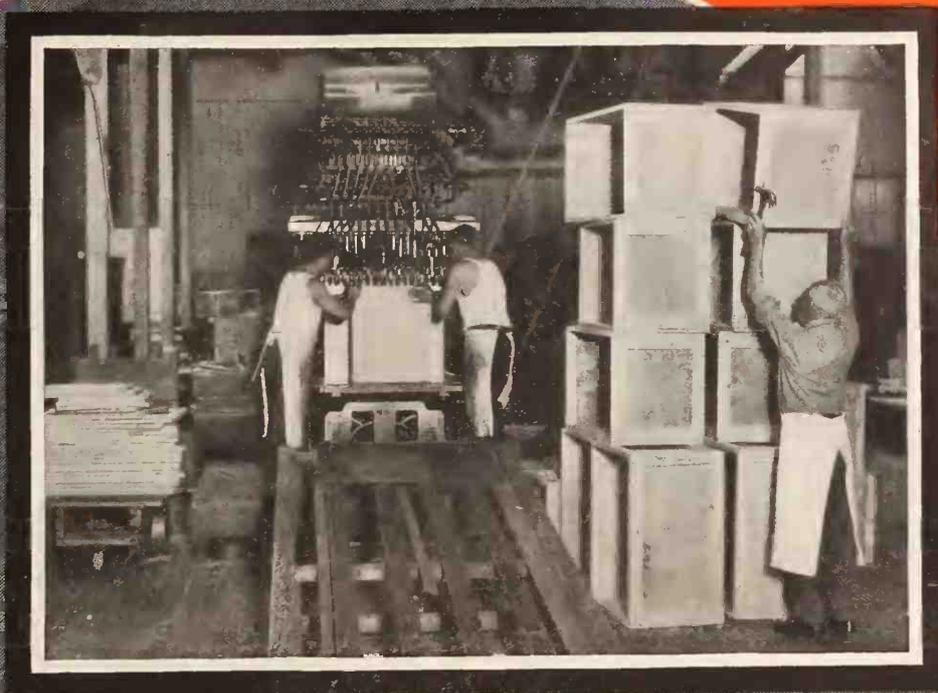
Licensed under Andrews-Hammond Patent

Every Owner of a battery-operated radio set is a Prospect

Containing no battery in any form, Balkite Electric "AB" converts any receiver into an AC set, without chargers, without "A" batteries, without "B" batteries, and operating only during reception. Instead of having been made obsolete by the demand for AC sets, it has been made more popular than ever before.

The demand for AC reception is so enormous that the volume of business Balkite Electric "AB" will bring you is entirely a question of how thoroughly you go after the market. Every owner of a good battery set is a prospect. Get before him the story that Balkite Electric "AB" will make his set a modern, up-to-date AC receiver, equal in performance to any receiver on the market. Work out a systematic method of getting in touch with set owners, and put into effect at once. It will produce sales and profits for you. Two models: \$64.50 and \$74.50. Ask your jobber. Fansteel Products Co., Inc., North Chicago, Illinois.

FANSTEEL
Balkite
Radio Power Units



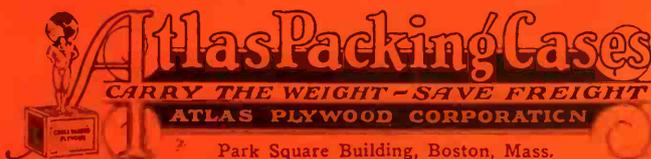
ATLAS

PLYWOOD PACKING CASES

A real economy for Phonograph and Radio Manufacturers

Quick, dependable deliveries direct from factory or assembling plant . . . a slashing of the usual assembling time if delivered in shook . . . a protection for radios and phonographs superior to that given by any other type

of container . . . a freight saving of surprising proportions . . . a handsome appearance that is a credit to any user—these are but a few of the advantages that make Atlas Cases a genuine economy for phonograph and radio shipments.



Park Square Building, Boston, Mass.
 New York Office: Chicago Office:
 90 West Broadway 649 McCormick Building

Braslau and String Quartet Broadcast

Sophie Braslau, Contralto, and Musical Art Quartet Heard During Columbia Co.'s Celebrity Hour on March 7

The Columbia Phonograph Co. Celebrity Radio Hour on March 7 brought before the microphone for the entertainment of the vast



Sophie Braslau

audience who listen-in on the programs broadcast over the stations comprising the network of the Columbia Broadcasting System two artists whose previous broadcast over the same chain last Fall brought a deluge of congratulatory messages from listeners-in. They were



Musical Art Quartet

Sophie Braslau, contralto, and the Musical Art Quartet, exponents of chamber music.

Miss Braslau, who since her last radio appearance has been engaged on an extensive and highly successful concert tour, was heard in a program which included two Schubert songs,

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

the first of Columbia's forthcoming extensive items from this composer's works, in commemoration of the hundredth anniversary of his death. The Musical Art Quartet played the Haydn Quartet, Opus 54, and a variety of old English and American compositions. The Columbia Symphony Orchestra, under the direction of Robert Hood Bowers, was also heard. All of the participants in the program record exclusively for the Columbia catalog.

Declares Radio Is a Public Service

Interesting Addresses Featured Luncheon Meeting of the Radio Manufacturers' Association in New York City

Radio will come to a "dead end" in its progress unless research engineers direct their attention upon new angles of development, John V. L. Hogan, past president of the Institute of Radio Engineers, warned the Radio Manufacturers' Association at their monthly luncheon meeting at the Hotel Commodore, February 24. He said that for the past five years the tendency had been to drift into the "easiest way channel."

"The first twenty-five years of radio's thirty-year life was marked by development of radical and new ideas. To-day it is not merely a business but a public service," said Mr. Hogan. "In any line of endeavor we frequently come to a dead end or rut, but we can dodge it in radio by stressing originality and not imitation. It is not enough merely to invent or get the idea on which the Patent Office will give a 'piece of paper.' Radio needs more of the men who furnish the stuff to make the idea workable—to put into practice and operation that which science has given."

Irwin Kurtz, president of the Talking Machine and Radio Men of New York, representing the Federated Radio Trades Association, whose convention in Milwaukee he had just attended, said the Federated Radio Trades Association had adopted a code of ethics similar to that of the Radio Manufacturers' Association.

Panatrope Exhibited to South Africans

The first Brunswick Panatrope to be exhibited in South Africa was demonstrated in the Assembly Hall of the City Hall at Bloemfontein, Union of South Africa, by means of a concert given by Messrs. C. Bothner & C. Anderson, sole agents for the Orange Free State. The demonstration was complete, in that records of all classes were used, including popular dance tunes, vocal solos, instrumental solos, symphonies and many other record releases of the Brunswick Co. The story of the Panatrope was told to the assembled audience by means of attractively worded signs distributed throughout the auditorium.

The O. K. Houck Piano Co., Nashville, Tenn., recently opened a new store at 611 Church street, carrying a full line of instruments.

Creating a Demand for Finest Music

(Continued from page 40)

high, as of course might in the circumstances be expected. The profits too have been vast and made the Wagner family very rich. During the world war, however, Mme. Wagner (still living at an age exceeding ninety) invested most of her fortune in German war bonds which today are virtually worthless. Nevertheless, the 1927 festival, at which were made the Columbia records, was a brilliant success.

The "Mystic Gulf"

The architectural features of the Bayreuth theatre deserve a word of description, for they explain in part the unusual quality and character of the recording. The orchestra at Bayreuth is sunk in a deep pit in front of the stage. This pit is provided with some six narrow ledges of platform, one above the other sloping backwards from the footlights. On the top platform stands the conductor, who thus can see the stage and be seen by those on it, but who cannot be seen by the audience. A canopy covers the orchestra pit over its whole width save for a narrow gap on the foot-lights side, through which the music pours out into the upper air. Thus, on the one hand the music obtains a certain veiled, mysterious and unearthly character, and on the other hand the audience does not have its attention distracted by the sight of waving arms and baton of a conductor, the rising and falling of violin bows or the rustlings and other noises inseparable from the ensemble when such an orchestra as is needed for a Wagnerian Opera sits up on a level with the front row of seats on the main floor.

It was in these unusually favorable conditions, under the baton of conductors trained thoroughly in the Wagnerian tradition, that the Columbia Co. recorded these selections from Parsifal and the Ring during the actual performances on the Bayreuth stage. The Bayreuth orchestra and the Bayreuth singers are here heard at their best. The achievement is unique and the results wonderful.

I should not say this, or anything like it, if I had not myself obtained and tried out the records at home under domestic conditions. Others, too, musician friends who knew the music, have heard them in the same circumstances and unite in declaring them marvelous. Others again, who would probably be annoyed at being mistaken for musicians, have listened, have been thrilled and have applauded. If these records won't sell, in album sets, too, no records will.

Gold Seal Assets Total \$1,770,945

Total assets of \$1,770,945 were shown in the balance sheet of the Gold Seal Electrical Co., Inc., manufacturer of Gold Seal radio tubes and subsidiaries for the year 1927. Current assets were \$629,886 and current liabilities \$80,895. Surplus was \$621,069.

The Lee S. Roberts Co., Zenith dealer, of Oakland, Cal., has increased its floor space.



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.

What radio will you be handling five years from now?

Many names have been born since the advent of radio. Some have grown to importance. And of those that have attained prominence, some already are on the decline or have passed entirely from the picture.

What radio will you be handling five years from now? Ten years? Fifteen years? . . . If you are a jobber, or if you are a dealer, this is something for you to think seriously about. Radio is here to stay. You, too, are in business to stay and prosper. Are you today laying a solid groundwork in radio on which you can build for the future?

The best answer to this question will be found on the name plates of the radios in your stock. Do they speak *unconditionally* as a guarantee of permanence?

Today more than ever before, the trade is looking to Stewart-Warner as the voice of authority in radio. Jobbers and dealers alike recognize that Stewart-Warner is in the business to stay. They know that the Stewart-Warner institution can be depended upon not only to keep *abreast*, but in *advance* of radio trends.

These same jobbers and dealers have well-grounded confidence in the fact that Stewart-Warner will be here five, ten, fifteen years hence. And they also know that Stewart-Warner *permanence*, Stewart-Warner *leadership* and Stewart-Warner *stability* are factors on which they can safely build, not only for *today's* profits but for the years to come.



A. C. is here! Stewart-Warner A. C.! You've been waiting for A. C.! Now the time is ripe to "cash-in"! Go out and sell the people in *your* community who are waiting to buy! 1928 is destined to be a big radio year!

What greater assurance of permanence could you ask than the long-established Stewart-Warner background—twenty years of manufacturing leadership? What greater assurance than the good will that is summed up in the name Stewart-Warner? Than the fifty million dollars of Stewart-Warner resources?

And this fact goes without saying: Stewart-Warner can be looked to with assurance to lead the way in aggressive radio advertising and merchandising. For twenty years, Stewart-Warner has stood forth pre-eminent in the advertising and merchandising of automotive products. And during the past four years the same progressive Stewart-Warner tendencies have been unmistakably impressed in the field of radio.

Today the Stewart-Warner Radio line comprises a complete, distinctive array of models—both A. C. and D. C.—correctly priced and representing the highest achievement in radio performance.

We want more dealers—good dealers—NOW. Stewart-Warner Radio production has been increased, and new opportunities for dealers are open in many territories. Write for details of our proposition. Don't wait, or you may be too late. Write or wire today.

STEWART-WARNER SPEEDOMETER COR'N
CHICAGO - U. S. A.

20 years in business 50 million dollars in resources
4th successful radio year

STEWART-WARNER

The voice of authority in radio



If you enjoy good lively parties in your home, with plenty of snappy dance music and fun that's real. Then, by all means, buy an Allen Portable today.

The cost is small but the pleasure it brings is big and lasting. For Allen Portables have all the new musical features. They play all records perfectly, and give you the snappiest music you've ever heard. Your choice of three fine models in attractive colors!

The Allen Portable is the modern musical instrument for the home, apartment, or hotel. And just right to take along for week ends, school or college!

HEAR AND SEE THE DIFFERENCE!

ALLEN
PORTABLES

ALLEN HOUGH MFG. CO.
MILWAUKEE, WIS.

Dealer

The most important thing in the world to any manufacturer is Dealer acceptance of his product. This comes only when the product steadily *pays* the Dealer a *real profit*, and stays sold.

We don't say that all Dealers have as yet accepted Allen Portables. But we do know that thousands have, and each day many others are beginning to take advantage of this profit opportunity.

There's *public acceptance* too behind Allen Portables. People are asking Dealers about them, and those Dealers displaying the line are getting *many new customers*.

ALLEN

PORTABLES

ALLEN-HOUGH MANUFACTURING COMPANY

Milwaukee

Wisconsin

FACTORIES—RACINE and NEW YORK

• • • HEAR AND SEE THE

Acceptance

The ad shown here is one of a series running regularly in the SATURDAY EVENING POST. Reaching 3,000,000 homes, many of them right in your own community. Creating actual demand, and profitable business for Dealers displaying Allen Portables.

Enjoy this ready business now with the one line of Portables built by experience to your measure. Just call upon the "Live-Wire" Distributor nearest you for samples and Allen Service Helps. Or write us direct for colorful free catalog and local Distributor's address.

Model 5



DIFFERENCE

NOW!

Farrand SPEAKERS

Especially designed for
CONSOLE CABINET
USE

AN ANNOUNCEMENT
OF UNUSUAL IMPORT TO
*Receiver Manufacturers, Furniture
Manufacturers, Radio Jobbers and Dealers*

AVAILABLE IN TWO
Attractively Priced MODELS

Complete information will
be furnished upon request.

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

Victor T. M. Co.'s 1927 Sales Total \$46,886,842

Annual Report of President E. E. Shumaker Shows Profit of \$7,269,523.03—Current Assets of Company Are \$29,740,664.63—Initial Dividend on Common Stock

The substantial growth of the business of the Victor Talking Machine Co. during the year 1927, the first year of operation under the new capitalization of the company, as indicated by the annual report just made public, is a tribute to the efficiency of the officials and executives of the company, as well as to the excellence of the line of Orthophonic instruments and records. E. E. Shumaker, president, pointed out that net sales were considerably in excess of those in the year preceding, and that the 1928 outlook is favorable, with the Victor Co.'s facilities amply prepared to make the most of the opportunity for maximum business in both the Victor Orthophonic line of instruments and records.

The official statement shows net income of the company for the fiscal year ended December 31, 1927, was \$7,269,523.03. The net profit of \$7,269,523.03, is equal, after deducting annual dividend requirements of the prior preference and convertible preferred stocks, to \$8.93 per share of common stock; and after deducting also the annual prior preference stock sinking fund appropriation, to \$7.83 per share of common stock.

In transmitting the report of the board of directors, E. E. Shumaker, president of the Victor Co., calls attention to the fact that net sales of \$46,886,842.11 for the year exceeded those of 1926 by \$224,738.38. He also states that direct export business of the company showed substantial growth during the year, and represented approximately 15 per cent of the total sales for 1927. Included in the item of "other income" (income not derived from net sales of

the company) are dividends of \$538,310.75 from shares owned by the Victor Co. in the Gramophone Co., Ltd., of England, and \$40,008 received on shares owned in the Victor Talking Machine Co. of Canada, Ltd.

The financial position of the company, as set forth on the consolidated balance sheet, shows



Edward E. Shumaker

current assets of \$29,740,664.63, against current liabilities of only \$4,860,378.83. The president also points out that the investment in foreign affiliated companies of \$7,714,205.98 is an increase of \$3,969,205.49 over December 31, 1926

This increased investment is represented by payments on stock owned in the Gramophone Co., Ltd., and the acquisition of additional shares in the Victor Talking Machine Co. of Canada, Ltd. It includes also an investment of \$317,299.04 in the Victor Talking Machine Co. of Japan, Ltd., which was organized late in 1927. The company also adjusted through surplus its investment in the Gramophone Co. and the Canadian Co. on a basis of their 1927 book values, this adjustment amounting to an increase of \$845,283.57. Against this is an appropriation for trade adjustments and contingencies, aggregating \$556,779.28. The consolidated statement of surplus shows a balance, as of December 31, 1927, of \$6,142,141.70. A cash investment of \$1,200,000 was made in three domestic wholesale distributing companies during the year. During 1927 the scientific research and development department of the company also was substantially strengthened.

"It is the settled policy of your management to make liberal appropriations for scientific research and development work," said Mr. Shumaker in transmitting the report. "During the year this department has been further strengthened and much important work has been undertaken. The outlook for 1928 is favorable, and your company is entering the new year with large manufacturing schedules, adequate facilities and a competent organization."

The board of directors of the Victor Talking Machine Co. on February 24 declared the following quarterly dividends to stockholders of record at the close of business on April 2, 1928: \$1.75 per share on preferred stock (sixty-nine shares old stock outstanding), payable April 15, 1928; \$1.75 per share on 7 per cent cumulative prior preference stock, payable May 1, 1928; \$1.50 per share on \$6 cumulative convertible preferred stock, payable May 1, 1928; \$1 per share on the common stock, payable May 1, 1928. This is an initial dividend on the common stock, placing it on a dividend basis of \$4 per year



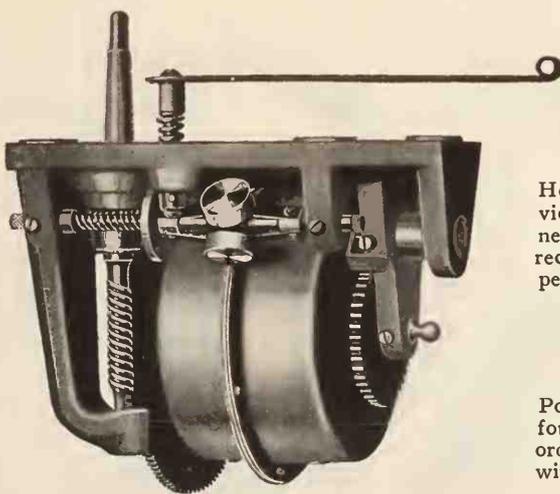
Helycon Motors

Precision Built

The use of the Helycon Motor has proven profitable to makers of phonographs because of:

- ease of installation
- its few parts
- the interchangeability of parts
- absence of trouble when installed.

No dimension of any Helycon Motor has ever been changed. Helycon Motors are precision built to furnish smooth, silent, dependable power.



No. 102



Power!

Helycon Motor No. 102 provides ample power for the new electrically recorded records. Smooth, silent, dependable power.

Power!

Power to play from four to four and a half 10-inch records with unvarying speed with one winding.

Illustrated catalogue of Helycon Motors, Tone Arms and Reproducers sent on request

POLLOCK-WELKER, Limited

Kitchener, Ontario, Canada

Established 1907

Cable Address: Polwel, Kitchener.

Code: A.B.C., 5th Edition, Bentley's

Qua

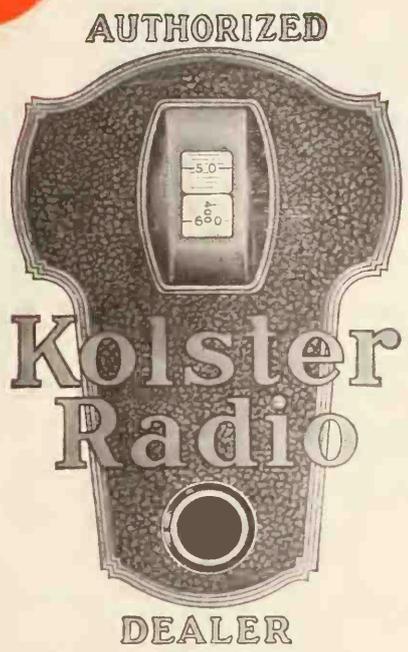
Price means nothing by itself . . . no radio store can make good permanently with cheap merchandise . . . there are far more people trading up than trading down . . . *sell something when you sell something!*

KOLSTER

Enjoy the KOLSTER FAMOUS COMPOSERS HOUR
over the nation-wide Columbia Broadcasting System.
Every Wednesday 9 to 10 P. M. Eastern Time

lity!

When 1928 is over Kolster dealers will have a story to tell about the success of quality radio that will make others wish they too had foreseen the trend of the industry. Use the coupon and let us tell you more about it.



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

Unusual Window Displays Bring Trade to Two Retail Merchants

Dorn Music Co., of West New York, N. J., and Innes Music Co., Wichita, Kans., Feature Stromberg-Carlson Radio Sets in Manner That Arouses Interest

One of the mediums which Stromberg-Carlson radio dealers throughout the country have been using with great success in stimulating



Window Display of Dorn Music Co.

sales is that of presenting the radio products in attractive settings in window displays. The Stromberg-Carlson Tel. Mfg. Co., of Rochester, N. Y., manufacturer of this popular radio line, has fostered this method of business building and has prepared and distributed among its representatives artistic aids to assist dealers in preparing window dressings that are in harmony with the beauty and quality of this increasingly popular product.

The two photographs reproduced herewith are typical of the manner in which Stromberg-Carlson radio receivers and loud speakers are being presented to the public. The display of the Dorn Music Co., of West New York, N. J., presents a single Treasure Chest receiver and the entire display stresses the atmosphere of a successful treasure hunt. The floor of the window is covered with sand and with a miscellany of articles, including broken bottles and

other items which had been unearthed in the search, grouped about the receiver. To one side a spade rests against the side of the display and a tree stump occupies the other side.

The second display pictured occupied the show window of the Innes Music Co., Wichita, Kan., and emphasized the home atmosphere. Officials of the retail firm state actual observation showed that nine out of every ten persons who passed this window stopped. The extremely lifelike figure of the lady of the house listening to a program in a pose of ease and relaxation, the pillows grouped carelessly on the floor, the simple yet elegant furnishings of a



Innes Music Co.'s Fine Display

room in a home of refinement, all tended to create an atmosphere that attracted.

These photographs were selected from a great number that were received at the Stromberg-Carlson Tel. Mfg. Co. offices. While the manner of display was decidedly different, the effect remained the same, that is, an effective, eye-arresting presentation of the Stromberg-Carlson receiver as an instrument of quality and distinction.

Sherman, Clay Stores Add Kolster Line of Receivers

Sherman, Clay & Co., operating a chain of forty retail stores on the Pacific Coast, with headquarters in San Francisco, have been franchised by Federal-Brandes, Inc., as authorized Kolster dealers and will in future carry a complete line of Kolster radio sets and power speakers in each of their stores. They are also retail representatives of the Columbia Phonograph Co., and handle Columbia-Kolster electric phonographs employing the electric pick-up and reproducer made by Federal-Brandes, Inc.

"This is an event of importance," said Ellery

W. Stone, president of Federal-Brandes, Inc., in commenting upon the new alliance. "To have Sherman, Clay & Co. endorse Kolster radio is a source of great pride to us because it means that one of the greatest houses of America, maintaining a high standard in the selection of its goods, is recommending Kolster to its friends in forty different communities. This prominent chain of stores, developed under the personal management of the founding family for two generations and which has built an enviable reputation for musical merchandise over a period of fifty-seven years, is adding a significant guarantee to the quality of Kolster Radio which should be reflected in increased activity

MICA DIAPHRAGMS

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

INTERNATIONAL MICA CO.

Phone
Barling 930 PHILADELPHIA, PA. Cable
Filasam. Phila.

for Federal-Brandes. Kolster sales now rank third in volume in the American market and the outlook for the new year is particularly bright."

Freshman Co. Host to Representatives

Eighteen Philadelphia Dealers Attend Luncheon Sponsored by Freshman Co.—Sales Policies for 1928 Discussed

Eighteen Philadelphia dealers were recently entertained at luncheon in the Ben Franklin Hotel by the Charles Freshman Co., Inc., manufacturer of the Freshman all-electric radio receivers. H. N. McMenimen, Pennsylvania representative, presided and addresses were made by James C. Frye, assistant sales manager, and W. S. Taussig, production executive. Mr. Frye spoke on the Freshman sales policies and made many suggestions as to ways and means whereby the assembled dealers can increase sales in 1928. Mr. Taussig explained the organization's factory methods and answered technical questions asked by those present.

Appoints Merchants' Convention Group

C. J. Roberts, president of the National Association of Music Merchants, has appointed the following as members of the Convention Committee: Louis Schoenewald, chairman; Alex McDonald, Frank J. Bayley, C. B. Amorous, Shirley Walker and E. Paul Hamilton. The function of this committee will be to discuss and prepare plans for the business sessions of the Merchants' Association to be held during the annual convention beginning June 4, 1928, at the Hotel Commodore, New York.

Libby's Music Shop to Open March 12

INDIANAPOLIS, IND., March 6.—The formal opening of Libby's Music Shop, Fountain Square Theatre Building, this city, will take place on March 12. The Orthophonic Victor talking machine line will be carried as will Allen portables and Victor, Brunswick and Columbia records. The store is owned by Miss Elizabeth Luthmeos, formerly with the record department of the Wilson Stewart Co., and Arthur G. Gresham, who has been connected with the Brunswick Co. for the past seven years.

The Columbia Phonograph Co., New York City, recently issued a booklet containing a complete listing of Hawaiian selections on Columbia New Process records. All of the selections listed have been recorded electrically.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY
NONE LOWER IN PRICE

The Rene Manufacturing Co.

Montvale, New Jersey

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 ST., BALTIMORE MD.

COTTON FLOCKS

Air floated, all injurious foreign matter eliminated
for

Record and Radio Manufacturing

THE PECKHAM MFG. CO.

238 South Street
Newark, N.J.

SUN

Phonograph Reproducers

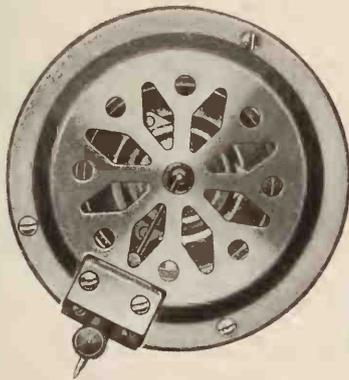
"With the Golden Tone"

More Profits Under the Sun—

For the dealer who knows the type M-28 Sun Reproducer with its Willett patented diaphragm is the most valuable contribution to the art of sound reproduction. This quality reproducer is guaranteed to eliminate excessive surface noise, blasting and metallic shrill and yet gives a powerful volume, with a tone quality that is full throated and real as life itself. Nothing made will surpass this performance. Regardless of price or claims.

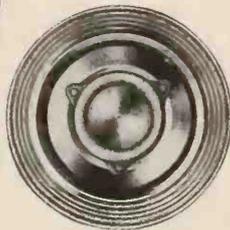
Sun Reproducers are real trade stimulators, they help increase record sales and secure prospects for new phonographs as well as other musical merchandise and yet the profit on the sale of the Sun Reproducer makes it well worth the effort expended.

Our Service Department will help you to get started and will gladly supply you with advertising literature, Dealer-helps and display material. Special selling plans are outlined for individual requirements without cost.



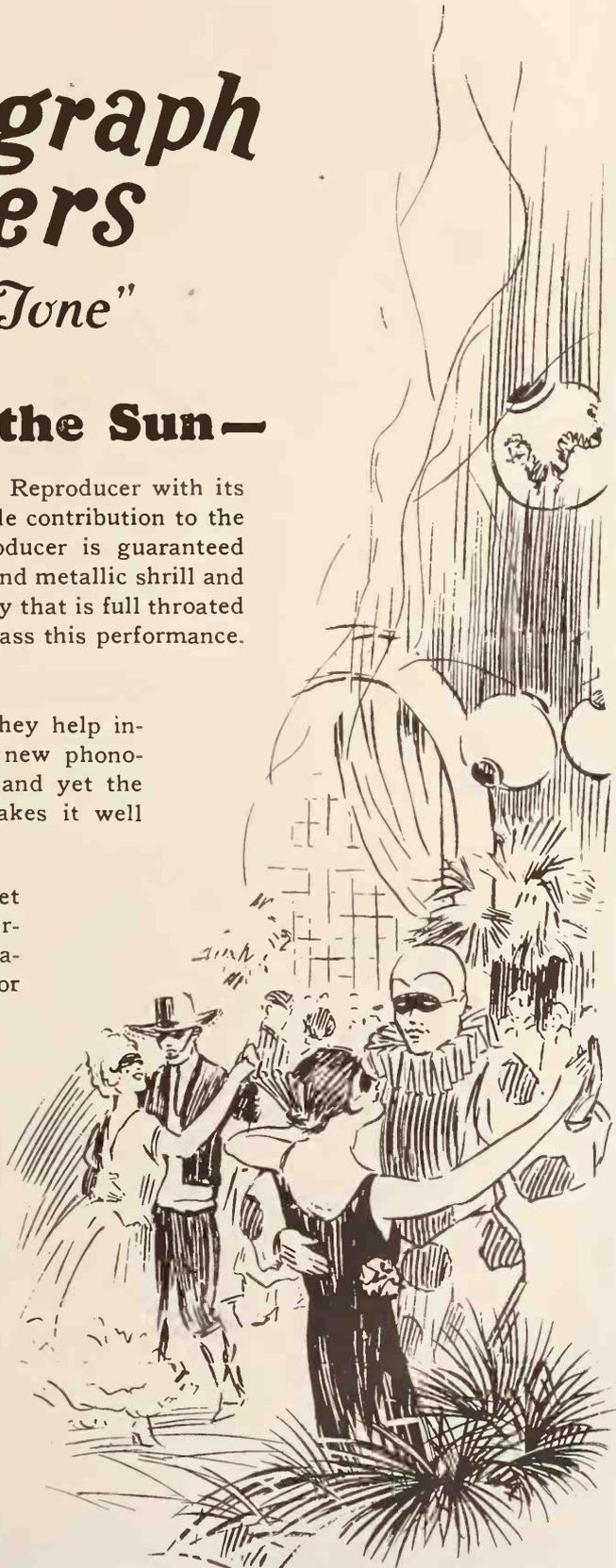
Type M-28

This reproducer, when applied to any old or new phonograph, will change your mind of all you thought about the reproduction of records. Every note is faithfully reproduced. No longer is recorded music indistinct and unreal.
 Price Finished in Nickel \$8.00
 Gold or Oxidized 9.00



Willett Patented Diaphragm
 This scientifically developed pure aluminum diaphragm, with its spring bronze spider, securely riveted at three points, is covered by the Willett patent.

Write Today
 For Catalog
 and Details



THE GOLDEN SUN CO.

2829-31 Grand Avenue
 Louisville, Ky.

OkeH
ELEC RIC

A

Complete List

of

OkeH
ELEC RIC

Distributors

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

THE ARTOPHONE CORPORATION
McCall Building
Memphis, Tennessee

THE ARTOPHONE CORPORATION
203 Central Exchange Building,
804 Grand Avenue, Kansas City, Mo.

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

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

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

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

HAWAII MUSIC COMPANY
1021 Fort Street, Honolulu, Hawaii

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

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

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

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

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

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

JAMES K. POLK, INC.
217 Whitehall St., S. W., Atlanta, Ga.

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

JAMES K. POLK, INC.
803-05 West Broad St., Richmond, Va.

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

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

OkeH
ELEC RIC

Herbert H. Frost Elected Vice- President Federal-Brandes, Inc.

New Connection Is the Climax to a Career of Remarkable Progress From a Poor Boy
to One of the Best Known Men in the Entire Radio Industry

The election of Major Herbert H. Frost as vice-president of Federal-Brandes, Inc., an organization representing two of the oldest radio firms in the country and rapidly increasing in prominence through Kolster radio products and affiliations with the Columbia Phonograph Co. and Postal Telegraph, brings to light the story of remarkable progress made by a young lad who left a small Alabama town fourteen years ago to seek his fortune, and arrived in Chicago with \$2 and a telescope suitcase filled with home-made clothing.

His rise in so short a time from the obscurity of a poor unknown stranger looking for a job to the vice-presidency of a \$10,000,000 corporation, in charge of marketing its products over the entire country, is a romance of business marked by a series of frequent upward steps.

Herbert Frost was born on a Dakota ranch. He began his travels early. When only three weeks old he went to Nashville, Tenn., with his family to make his home. There he attended the public schools. His family moved to Huntsville, Ala., and he took up the study of electrical engineering at Butler Institute.

It was in 1914 that he began his business career by leaving the Alabama home and striking out to Chicago. His first job was with the Illinois Public Service Co. A year later he became electrical buyer for Sears, Roebuck & Co. In 1916 he saw army service on the Mexican border as a cavalry officer. When war was declared in 1917 he immediately joined the Signal Corps. His ability was recognized and he was made a captain, assigned to radio research work in France. He was especially charged with testing and analyzing radio equipment captured from the German army. He prepared a "Manual for Radio Companies of the Signal Corps," which became recognized as standard army practice.

At the close of the war he was awarded a majority in the reserve corps. He is now vice-president of the American Signal Corps Association and an active member of the U. S. Cavalry Association.

Soon after his return to civilian life he organized the firm of Herbert H. Frost, Inc., for the manufacture of wireless apparatus, and he was one of the few exhibitors in the first wireless exhibit in Chicago, held at the Broadway Armory, in the Fall of 1921.

With a few other Chicago manufacturers he organized the Radio Manufacturers' Association in 1922, and was made its first president. The aim of the group was "to promote the best interests of the radio trade and listening public by the enforcement of higher standards in radio manufacture, the elimination of unfair and dishonest merchandising practices, and the establishment and maintenance of fair price levels." Those were Major Frost's ideals and he has been fighting for them ever since. To-day the RMA is a real power in the industry.

When in 1925 Congress threatened to tax radio apparatus, Major Frost took a leading part in the opposition, leading the protests of the RMA and of thousands of radio fans.

The City of Chicago called upon Major Frost to represent it as a member of Hoover's Radio Conference at Washington, and as a member of the Mayor's Radio Committee in Chicago in 1924 and 1925, where he helped bring about radio reforms. When the Dill and White bills clashed in Congress in trying to solve the tangle of Federal control over broadcasting, Major Frost as a representative of the RMA, was influential in bringing about a compromise which was favorably reported by the Congressional committee.

At the First Radio World's Fair, in New

York, in 1924, he was awarded a trophy for the year's greatest development in loud-speaker construction. He had produced a horn with a die-cast aluminum throat and a molded bakelite bell, the first time that bakelite had been used in loud-speaker construction.

As the next step into greater prominence he accepted the Eastern sales management of E. T. Cunningham, Inc., makers of radio tubes. Now, after a successful year selling Cunningham tubes, his ability has been further recognized, and he has accepted the office of vice-



Major Herbert H. Frost
president of Federal-Brandes, Inc. He will have supervision of the merchandising division.

Hobbies? Yes, he has them. One is a collection of vacuum tubes dating back to the two-element Fleming valve and including the developments of every nation up to the present time. Another collection is of military weapons, beginning with the fifteenth century. Among his favorite sports are hunting and fishing in different parts of the country, and especially stalking big game. A mountain lion hunt is one of his favorite vacation trips.

He is a member of the Kenilworth Riding Club, Lake Shore Athletic Club in Chicago, the Sons of the American Revolution, the U. S. Cavalry Association and the American Signal Corps Association. He is an associate member of the Institute of Electrical Engineers and still continues his duties as committee chairman for the RMA. He has been chairman of the speakers' committee of the Radio Industries Banquet for three years, and he is in charge of the National Radio Trade Show held in Chicago early each Summer.

H. B. Foster Sails for Bermuda Holiday

H. B. Foster, sales manager of the Perryman Electric Co., New York, manufacturer of Perryman radio tubes, sailed with Mrs. Foster on March 3 for a well-earned rest in Bermuda. They will be away for two or three weeks.

Mr. Foster's vacation followed an extensive trip through the West in the interest of Perryman products, during which he visited many of the important distribution and merchandising centers, closing several satisfactory deals and opening a number of new connections. Mr. Foster states that the Perryman organization enjoyed a splendid business in 1927, and sales prospects for 1928 are bright.

Localized for Economy

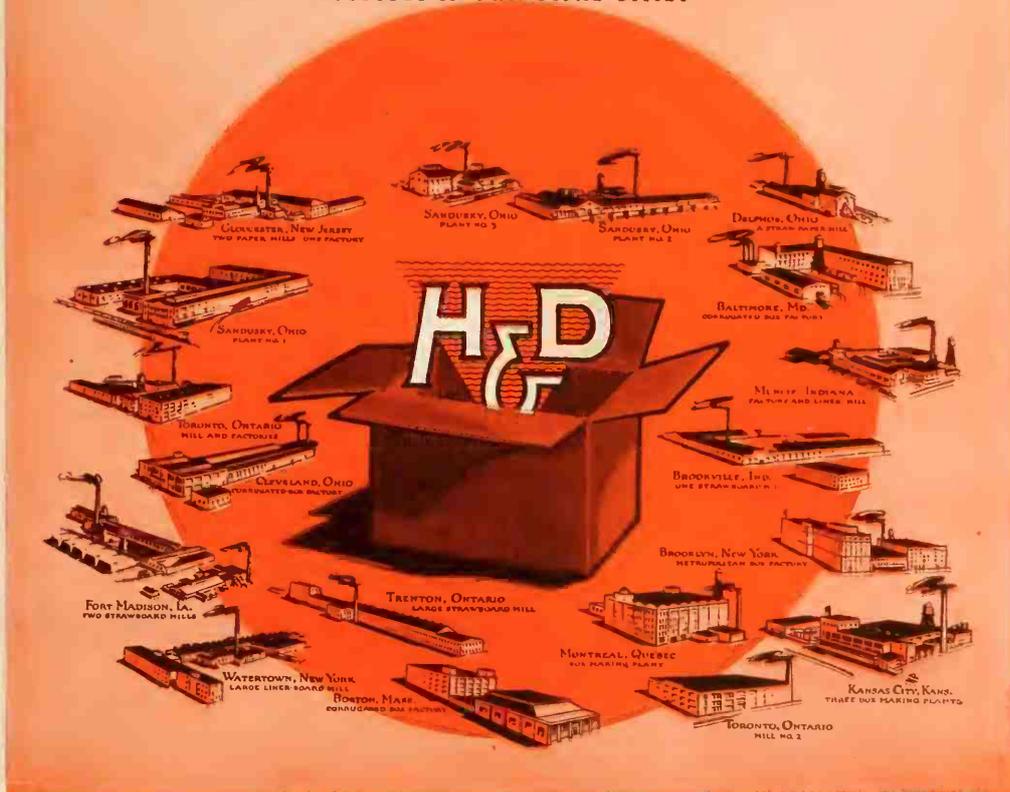
In your Packing and Shipping

BEFORE your product can leave your factory it must be packed to reach its last destination in perfect condition. The successful packaging of thousands of products for shipment requires a service that can be furnished only by specialists backed by long experience, ample manufacturing facilities and adequate financial resources. H & D have kept faith and pace with the shipping demands of modern business. Their facilities have expanded with the growth of the industries they serve.

Through the amalgamation of H & D with Thompson & Norris and J. M. Raffel Companies there are now 28 factories and mills grouped in twenty plants and located at 15 strategic points throughout the United States and Canada.

The twenty plants of H & D are located to bring a source of box supply nearer to your factory. This results in reduced transportation cost, a considerable saving in money and a faster delivery service.

THE HINDE & DAUCH PAPER CO. - 280 Decatur St. Sandusky, Ohio
OFFICES IN PRINCIPAL CITIES



Radio Corp.'s Gross Income Was \$65,082,074.48 in 1927

Annual Report of Corporation Shows Net Income for 1927 of \$11,799,650.28. Gain in Current Assets of \$6,595,185—Assets Exceed Liabilities by \$22,469,297

Gross income from operations of \$65,082,074.48 and net income of \$11,799,650.28 for the year 1927 were shown in the annual report of the Radio Corp. of America recently made public. Of the net income from operations, \$2,371,330 has been set aside as reserve for Federal income taxes and amortization of patents, and \$950,000 as general reserve and as reserve against foreign investments and for the employees' pension fund, leaving a net sum of \$8,478,320 to be transferred to surplus account.

The report shows that current assets have increased \$6,595,185 and exceed current liabilities by \$22,469,297, the ratio of current assets to current liabilities being slightly more than 3 to 1. The corporation has no bonded debt or notes outstanding. Plant and equipment, less reserves amounting to \$7,683,634, now stands at \$6,541,612. This is after the provision of a special additional reserve of \$4,500,000 for this year out of surplus account. The reserve for amortization of patents, after charging off patents expired and an additional reserve of \$1,000,000 provided out of surplus account, amounts to \$7,155,641, reducing the book value of the patents to \$5,515,543. The policy of the partly owned subsidiaries of the corporation, the report declared, is to avoid either the accumulation of an excessive surplus or the payment of excessive dividends.

The conspicuous radio development of the year has been directive, high-speed transmission by low-power, short-wave installations, according to the report, now in operation on several circuits.

The granting of licenses under the tuned radio frequency patents of the Radio Corp. to twenty-five manufacturers of radio receiving sets has done much to stabilize the radio industry and to put it on a sound and permanent basis, the report points out. No licenses have been granted under the superheterodyne patents, the exclusive right to produce and sell this type of receiver having been retained by the RCA.

The two outstanding achievements of the year in the merchandise sales field were the introduction of the new AC Radiotrons, the filaments of which operate from the alternating electric current, and the Radiola Model 17, operating directly from the electric light circuit without batteries. The report states that these products met with an active public demand.

It is stated that the regulations of the Federal Radio Commission have materially improved the reception of broadcasting in all sections of the country, and this has a marked

stimulating effect upon the radio industry.

In the field of international communication the year 1927 witnessed a substantial enlargement of the world-wide facilities of the Radio Corp., according to the report. New direct radio services were inaugurated with a number of foreign countries and additional radio circuits, it is expected, will be established in 1928. In the marine field RCA extended its activities and completed its program of converting radio apparatus from ship-spark transmitters to vacuum tube continuous-wave apparatus, thereby reducing interference to radio broadcasting and greatly increasing the range of marine communication.

A substantial stock interest was acquired in the FBO Pictures Corp. in connection with RCA'S development of a system for the recording and reproduction of sound in synchronization with motion pictures.

The report mentions the death of two directors, Honorable John W. Griggs and General Guy E. Tripp in 1927, and states that Paul D. Cravath, Cornelius N. Bliss, David Sarnoff and James R. Sheffield were elected to the board.

Gulbransen Co. Has Two New Directors

John S. Gorman Elected to Vice-Presidency and Directorate—Walter Kiehn, Ad Manager, Is Also Made a Director

At a special meeting of stockholders and directors of the Gulbransen Co., Chicago, held Tuesday, February 21, the number of directors was increased from seven to nine and one additional vice-president was elected. John S. Gorman, sales manager, was elected to the newly created office of vice-president and also as a director. Walter Kiehn, advertising manager, is the other new director. President A. G. Gulbransen, commenting on the moves, stated that they reflect the aggressive merchandising policy of the company, which will be along even more vigorous lines than in past years.

"With the greater resistance that is being encountered by the selling end of business in every line," said Mr. Gulbransen, "it is increasingly important that the selling and advertising divisions have proper representation in the official family of the company." Mr. Gorman has been engaged in a very extensive survey of the retail piano situation, and under his direction the Gulbransen wholesale salesmen are

carrying forward the policies of the company. Mr. Kiehn has been advertising manager of the company for the past eight years, and under his direction this department of the business has extended into the many different ramifications of a modern advertising department, and to-day covers the entire range of wholesale and retail advertising activity.

Another matter of business concluded at the special meeting was the taking over of the Gulbransen Music Roll Corp., a New York company, by the Gulbransen Co. This legally carries out the action of the company, announced some time ago, in moving the music roll business to the Chicago factory. The manufacturing, purchasing, selling, advertising, credit and other departments of the roll business have been assumed by the various departments of the Gulbransen Co.

Prominent Dealers Add Freshman Line

Grinnell Bros., Detroit; Jordan Piano Co. and Kitts Piano Co., Washington, and Burk Hume Co., Norfolk, Franchised

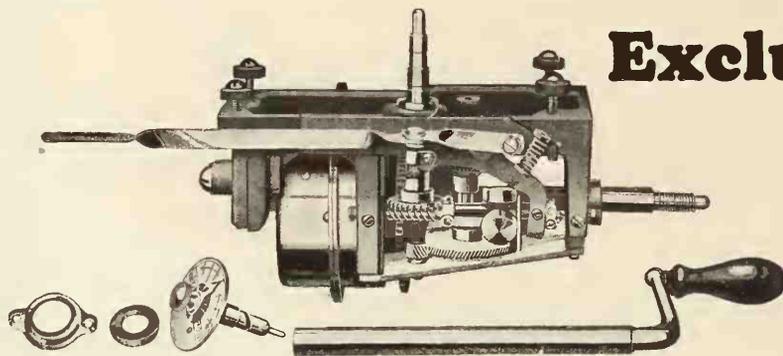
A number of prominent music houses have been added to the imposing roster of Freshman authorized dealers, which is being organized by the Charles Freshman Co., Inc., New York, under direction of Harry A. Beach, sales manager.

Grinnell Bros., Detroit, Mich., well-known Victor distributors and one of the largest retailers of radio and musical instruments in that section of the country, operating twenty-eight stores, have taken on the complete Freshman Electric line. Mr. Beach closed the details of this transaction personally on a recent trip to Detroit. Among other houses of prominence which have become Freshman dealers are the Arthur Jordan Piano Co., Washington, D. C.; Homer Kitts Piano Co., Washington, D. C., and Burk Hume Co., Norfolk, Va.

Columbia Phono. Co. Adds to Space

The Columbia Phonograph Co., New York City, has, in the past year, added floor space equivalent to an entire floor to its executive offices at 1819 Broadway. Recent enlargements of the research, general sales, distribution, sales promotion, advertising and export departments have brought the space occupied to a total of five floors in the Manufacturers Trust Co. Building on Columbus Circle, overlooking Central Park.

Harry Roehm has joined the sales staff of the Hollywood Phonograph Shop, which is located in Hollywood, Cal.



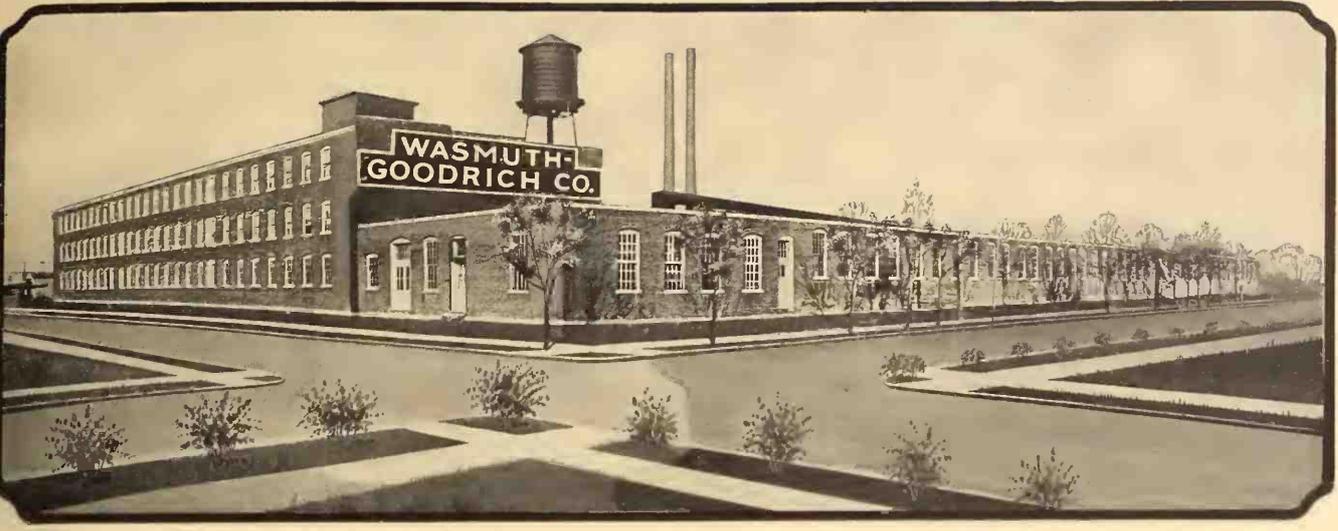
Exclusive Features

which will increase the sales value of your phonographs are incorporated in the superior line of

**KRASCO silent
MOTORS**

Ask for a copy of catalog illustrating and describing motors with 1, 2, 3 and 4 springs, playing 2 to 10 records with one winding.

Krasco Phonograph Motor Co.
Elkhart, Indiana, U. S. A.



Wasmuth-Goodrich Company plant, Peru, Indiana, now in production on the new perfected line of Wasmuth-Goodrich Radio Cabinets

Announcing
THE APPOINTMENT OF
Symphonic Sales Corporation
AS NATIONAL SALES REPRESENTATIVE FOR
WASMUTH-GOODRICH
Radio Cabinets

A new and highly perfected line of Radio Cabinets, manufactured by this Company, is being put upon the market by the Symphonic Sales Corporation.

The line, especially adapted for A. C. operated receivers, will include a wide variety of modern styles of distinguished beauty and rich finish and will strike a distinctly new note in cabinet construction.

R. C. A. 100-A Speakers will be used as standard equipment.

We feel that the high standards which have governed the operations of this Company in the past, coupled with the merchandising experience and integrity of the executives of the Symphonic Sales Corporation, will prove a double guarantee of Radio Cabinet Service to the Radio Industry.

EARL V. HUGHES
Secretary and General Manager
WASMUTH-GOODRICH CO.
PERU • • INDIANA

Wholesalers of proved standing are invited to write us for details of this profit-promoting merchandising plan. The coupon is for your convenience.

LAMBERT FRIEDL
President

E. H. McCARTHY
Vice-President

SYMPHONIC SALES CORPORATION
370 Seventh Avenue New York

SYMPHONIC SALES CORPORATION
370 SEVENTH AVENUE, NEW YORK
Please give us full information on Wasmuth-Goodrich Radio Cabinets and your cooperation with jobber and dealer.
Name
Address
City

No annoying hum-m-m-m-m-m

Improved Johnson-Gordon Motor *Guaranteed Quiet* for electric reproduction

Now is announced a development of great importance to all manufacturers of radio-phonograph combinations, as well as to makers of phonographs:

An improved electric motor that will not hum-m-m-m-m when used in machines having electrical reproduction and amplification; a quiet motor that briskly goes about its job of driving the turntable without fuss or "interference," a fool-proof and almost care-proof motor that serves well and lasts long. All proved, not only by laboratory tests,

but by actual performance in the homes of thousands of users.

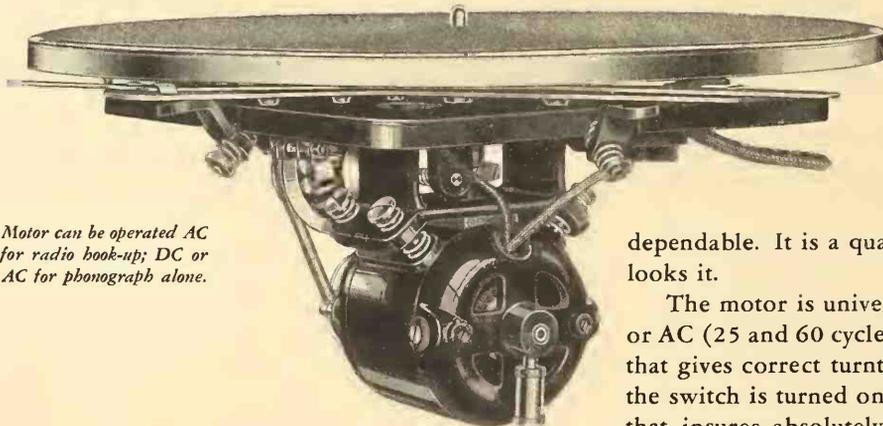
Every manufacturing precaution and craftsman's precision make the *Improved Johnson-Gordon Motor* sweet-running and

dependable. It is a quality job clear through—and looks it.

The motor is universal, operating on either DC or AC (25 and 60 cycles), with high starting torque that gives correct turntable speed from the second the switch is turned on, with a wonderful governor that insures absolutely no change or variation in

turntable r. p. m. even when the line voltage fluctuates.

As illustrated, the motor is supplied complete with turntable, speed regulator, and automatic stop. Write for detailed specifications, prices, and discounts.

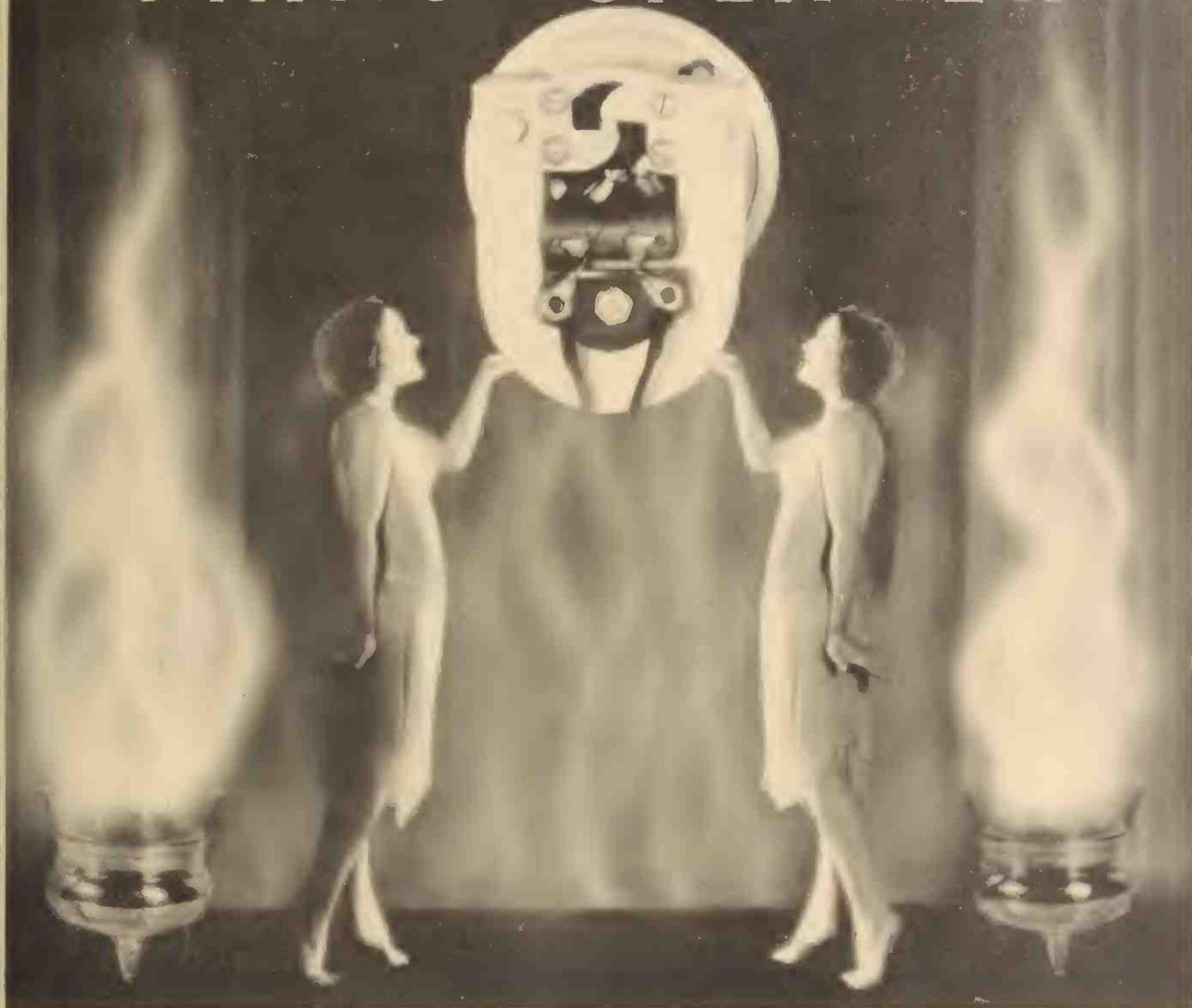


Motor can be operated AC for radio hook-up; DC or AC for phonograph alone.

NOTE: *We are now in position to furnish turntables for all types of electric-drive motors. Manufacturers are invited to investigate the facilities of our turntable department.*

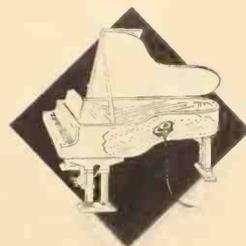
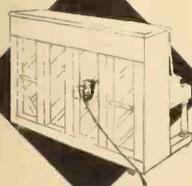
SAAL COMPANY
1800 MONTROSE AVENUE, CHICAGO, ILL.

UTAH PIANO SPEAKER



PERFECTLY formed notes, unblemished, natural—anywhere in the complete tonal range—now are re-created for you through the new Utah Piano Speaker. Whether from voice or instrument, you hear them in all their full, rich beauty. ☞ It is this realism—this fidelity to original tone values, that you get from the sounding board of your piano. No horn nor other speaker needed. Easily installed without danger to piano. ☞ Sold by all better dealers!

UTAH RADIO PRODUCTS CO., 1615 S. Michigan Ave., CHICAGO



ANNOUNCING Improved 1928 Model of Trav-ler

The Original "ONE-MAN" Portable Radio

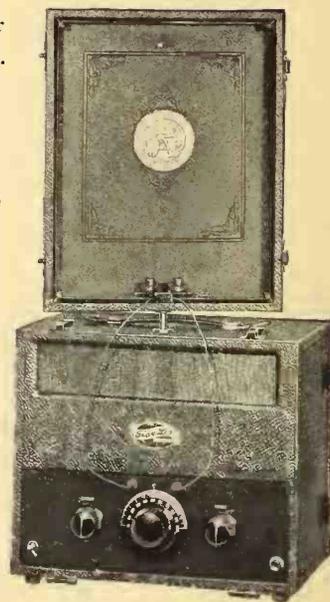
The Trav-ler has already created a new standard in portable radio receivers and is universally accepted by the trade as a profitable item. With its new features and our sound merchandising policy the Trav-ler Portable Radio will go over even bigger in 1928 as an all-season seller.

Old Features in NEW Model

Weights only 23½ pounds ^ ^ All in one small case—loop aerial, 5 tubes, batteries, loud speaker ^ ^ Standard parts ^ ^ Sweet tone—strong volume.

New Features

Improved appearance—rounded corners—beautiful black and gold color scheme ^ ^ Jones plug—permitting use of Trav-ler with larger batteries or eliminator ^ ^ Special attachment—permitting use of either the Trav-ler's loop aerial or antenna and ground ^ ^ Rearranged construction eliminates service ^ ^ Lower price.



Weights only 23½ pounds complete



Write for complete information about the Trav-ler Portable Radio. Trav-ler Manufacturing Corporation, Dept. L, 3401 North Halsted Street, Chicago.

NOW only \$57.50
without tubes and batteries,
east of Rockies
\$60.00, west of Rockies

Trav-ler Manufacturing Corporation, 3401 N. Halsted St., Dept. L, Chicago, Ill.

Please send me complete information about the Trav-ler Portable Radio Receiver.

Name _____ Business concern _____

Address _____ My jobber's name and address _____



Portable Radio

Talking Machine and Radio Sales in Milwaukee Area Show Increase

Expensive Type Instruments in Greatest Demand—Wisconsin Radio Trade Association Seeking a Suitable Slogan—Sparton Dealers Hold Meeting

MILWAUKEE, Wis., March 6.—Unit sales on the Victor machine are showing up splendidly at this time at the Badger Talking Machine Co., according to Harry Goldsmith, of that concern. Mr. Goldsmith reports that volume, too, is keeping up nicely, and that altogether business on talking machines is quite good for this time of the year. The tendency in machines, as well as in radios, is toward the better type of instrument, according to Mr. Goldsmith. Victor model 1070 is being featured successfully in moving picture theatres in the city, the Badger Talking Machine Co. having made a special play for this business some time ago. There have been a number of them sold, and each sale has helped to advertise the machine, as they are nearly always prominently displayed and featured by the small moving picture houses in outlying sections.

The Standard Radio Co., of Milwaukee, equaled its total January sales by the middle of February on AC radio sets, according to I. R. Witthuhn, secretary of the concern.

Business at the George C. Beckwith Co., Milwaukee distributor of Federal and Mohawk radios, has picked up during the past week, according to G. K. Purdy, of that concern. Mr. Purdy believes that the additional spurt is largely because of the new Federal merchandising plan which seems to be taking exceptionally well with the trade. There has also been quite an increase in Mohawk sales since the decrease in prices, Mr. Purdy states.

The Interstate Sales Co. finds business "going very nicely," according to Richard Zinke, manager of the concern. The company has taken on the agency for the Slagle radio in addition to the Freed-Eisemann and Bosch sets.

Radio dealers of Milwaukee who belong to the Wisconsin Radio Trade Association are taking part in the slogan contest of the Association offering \$1,925 in prizes for the best slogan on radio. Music houses featuring radio sets are also in on the contest.

Harry Goldsmith, of the Badger Talking Machine Co., is sponsoring a contest among members of the Victor Record Girls' Club, to see who can sell the most Victor Herbert albums.

Miss Lela Hepp has been put in charge of the foreign record department of the Boston Store, and reports fine results.

The Neutrowound Radio Mfg. Co. has just established a service station in Milwaukee, which will serve as headquarters for Wisconsin. Herman Sinaiko, of Chicago, is in charge.

Two new Fada receivers were heralded loudly at a meeting of State dealers here in the show-rooms of the Shadbolt-Boyd Co., Wisconsin Fada distributor. The sets are the new six and seven-tube AC receivers. Besides an address by R. S. Knudson, factory representative, vaudeville and other entertainment followed.

At a meeting of the Sparton dealers of Wisconsin recently L. Gruen, of the sales department of the Sparks-Withington Co., Jackson, Mich., and F. J. Davey, service manager of the same company, addressed more than 100 merchants present. The meeting was held under the auspices of the J. J. Dougherty Co.

James Miller, of the Victor Talking Machine Co. foreign department, has been spending some time at the Badger Talking Machine Co., local Victor jobber, looking over the foreign accounts. Lee Smith, of the Victor Talking Machine Co., Chicago district, has also been spending some time with the Badger concern looking over the accounts carried by the company in the colored section of the city.

Ralph O'Neill and Walter J. Reisse have opened up a new business in Milwaukee to be

known as the Tower Radio & Electric Co.

Re-elected for the third time, despite his protests, Harold J. Wrape, of St. Louis, again took the chair as president of the Federated Radio Trade Association, following the annual convention held here February 14 and 15.

Art Gillham Makes Continuity Record

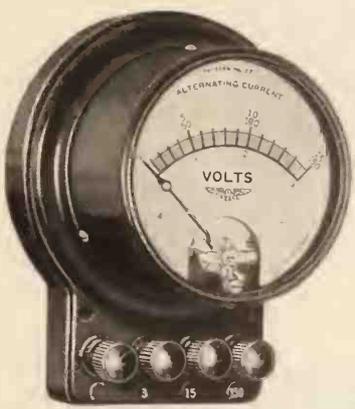
Art Gillham's recent double-disc record for Columbia entitled "So Tired" and "You'd Rather Forget Than Forgive" is the first in-

stance, Gillham claims, of putting out a continuity record with separate titles for the individual sides. "Two Black Crows" Parts 1, 2, 3, 4, 5 and 6 are familiar to the public, but Art's stunt is new. His two selections form parts of a continued story of a jilted lover.

Radio Corp.'s Purpose Stated at Hearing

Declaring that the Radio Corp. of America was organized with the sole purpose and intention of creating and stimulating trade in the radio industry, as opposed to the claim that it operates as a trust and in restraint of trade, Colonel Manton Davis, general attorney for the Radio Corp., recently appeared before the Patent Committee of the Senate in connection with its hearing on a bill recently introduced, which would declare void the patents held by corporations found to be operating in restraint of trade or in violation of anti-trust laws.





*An
Instrument
That Will Give
Accurate and
Reliable Service*

*Pattern
No. 77
Triple Range
A. C. Voltmeter*

Find A. C. Trouble Quickly

For locating trouble in the new A. C. operated radio sets the Jewell Pattern No. 77 triple range voltmeter is the best addition that can be made to any service man's kit of service equipment.

One of the chief troubles in the new A. C. sets, using D. C. tubes in series, is paralysis of the tubes due to improper filament voltage. Another source of trouble is traced to line voltage, which varies considerably in some localities. Most sets have some means of compensating for variations in line voltage, but some method of knowing definitely what values are being obtained is quite essential. In sets using the new A. C. four and five prong tubes, it is often more important that the filament voltage is right than in sets employing D. C. tubes, as it is found that a particular setting of the filament is sometimes necessary to eliminate hum.

Primaries and secondaries in charging transformers also need occasional checking to determine cause of trouble.

Any of the above conditions may be quickly located with the Jewell Pattern No. 77 A. C. voltmeter. The 0-3, 0-15 and 0-150 volt ranges are ample for all ordinary A. C. testing. The Pattern No. 77 is a quality instrument throughout and holds forth the usual Jewell assurance of years of satisfactory use. The size is such that it can be easily handled and arrangement is made for either bench or wall mounting.

Write for descriptive circular No. 1145.

Jewell Electrical Instrument Co.

1650 Walnut St., Chicago

"28 Years Making Good Instruments"

Carryola Appoints a Service Manager

W. H. Meneilley Joins Manufacturer of Popular Line of Portable Phonographs to Handle Sales Service Problems

W. H. Meneilley has recently joined the Carryola Co. of America, at its home office in Milwaukee, in the capacity of service manager.



W. H. Meneilley

Mr. Meneilley will be responsible for all deliveries, adjustments and other service activities. While he is a newcomer in the music world, Mr. Meneilley brings to this new con-

nection a wealth of experience in service and sales work in other lines. His proved abilities in the efficient handling of distribution matters are an assurance to all Carryola dealers of prompt and satisfactory service.

The present elaborate expansion program of the Carryola Co. is rapidly getting under way. Already sales are forcing production to the limit of the capacity of the several Carryola plants. With the full force of the present activities yet to be felt it is apparent why Carryola had the foresight to obtain a man of Mr. Meneilley's caliber to handle the increasing problems of sales service.

Columbia to Observe Schubert's Concert

The only concert which Franz Schubert gave in his lifetime will be duplicated and broadcast one hundred years after its performance during the Columbia Phonograph Co. Hour on March 21, 10 to 11 p. m., from station WOR to the seventeen stations of the Columbia Broadcasting System. It was during the last week in March, 1828, at the Musikverein, Vienna, that Schubert gave the recital of his own works. In commemoration of this concert and to inaugurate the Schubert Centennial the program will be broadcast over the country. The order in which Schubert arranged his concert one hundred years ago will be substantially followed in the radio concert sponsored by the Columbia Co.

Dr. John H. Finley, educator and editor, will deliver an address upon the significance of Schubert's work for the world to-day. The artists participating will include the Columbia Symphony Orchestra, conducted by Robert Hood Bowers; the Malkin Trio, comprising Jacques Malkin, violin; Manfred Malkin, piano, and Josef Malkin, 'cello, and Charles Harrison, tenor.

Howard Baker Joins American Bosch Corp.

Well-Known Executive, Music Industry, Now Assistant to Frank V. Goodman, General Sales Manager, Radio Division

Howard Baker, who has been associated with the music industry for many years, has been appointed assistant to Frank V. Goodman, who



Howard Baker

recently joined the American Bosch Magneto Corp. as general sales manager of the radio division. His new connection enables Mr. Baker to continue a close association with Mr. Goodman, which began in the Sonora Phonograph Co., when the latter was general sales manager of the Sonora organization and Mr. Baker was his assistant.

Mr. Baker joined the Sonora Phonograph Co. in 1923 as manager of the Brooklyn, N. Y., office and was appointed district sales manager in the Eastern territory in 1926. The following year he became assistant to Mr. Goodman, who had been appointed general sales manager. Prior to his affiliation with Sonora, Mr. Baker was with the Columbia Phonograph Co. for eight years, engaged in selling activities in various territories.

Mr. Baker brings to the American Bosch Magneto Corp. a wide and thorough experience in sales and merchandising, and an intimate acquaintance with distributors and dealers which particularly fits him for his new responsibilities. He is now on a trip to Chicago and other Middle Western centers.

Fitzgerald Profits From Billboard Ads

Los Angeles Brunswick Dealer Places Attractive Billboards at Prominent Spots on All Roads Leading to the City

The Fitzgerald Music Co., Brunswick dealer of Los Angeles, directs the attention of tourists and pedestrians to the store at 727 Hill street,



One of Fitzgerald's Billboards

by the use of large billboards, displaying a Brunswick Panatrope, at the most prominent spots on all roads leading into and out of Los Angeles. The signs are of the utmost simplicity, and yet tell their story to the thousands of passers-by. This type of publicity has been found very effective.



No. 7401-16. With Newcombe-Hawley horn, 35 inch air column and panel cut for Radiola 16.

H. 43. W. 27½. D. 17½. Shipped in antique mahogany. Average weight crated 102 pounds. Battery compartment 24 inches wide, 11 inches high, 14¾ inches deep inside.

Radio Cabinets

by

UDELL

A beautiful new 32 page catalog illustrating and describing the greatest line of Radio Cabinets in the country is ready.

Cabinets and Tables for Radiola 17 and Atwater Kent 37.

Write for your copy today.

The UDELL WORKS

28th St. at Barnes Ave.
Indianapolis, Ind.

Look

DEALERS!

The Remarkable
Electro-Phonic NEEDLES
in the
Fastest Sellers Industry!

**Biggest
Phonograph Needle
Improvement in Years**

"Electro-Phonic" Needles are made especially for playing the new electrical records. Made of specially tempered composition, they carry the tremendous volume of electrically recorded records without the slightest suggestion of a blast or shiver.

"Electro-Phonic" Needles produce a full, rich tone. They play the highest or lowest tones of the reproducing scale exactly as they are sung or played. "Electro-Phonic" Needles fill an overwhelming public demand for new needles for the new records. That's why "Electro-Phonic" Needles are a sensation—the fastest selling needle on the market.

Electro-Phonic Needles Sell Themselves on This Beautiful Revolving Display Stand

The Revolving "Electro-Phonic" Needle Display Stand keeps these new needles before the eyes of the public. It is a permanent sales stimulator—the finest needle display stand ever offered to the music trades. Revolves. Made of attractively colored heavy metal. Very compact—occupies only 5 inches of counter space. Measures 16 3/4 inches high, 4 3/4 inches wide, 4 3/4 inches deep. Each stand contains complete assortment of three tones. *Electro-Phonic* Needles are packed in envelopes (50 needles), each envelope in a separate box, differently colored for each tone.

LOUD—EXTRA LOUD—MEDIUM

This Needle Stand is a knock-out!



Complete Stand Outfit

\$6.00
Retail Value
\$15.00



**Refill Cartons of
100 Pkgs.
\$5.00 PER
CARTON**

JOBBERS! WRITE FOR PROPOSITION

ELECTRO-PHONIC NEEDLE COMPANY
06 SOUTH WABASH AVENUE CHICAGO, ILLINOIS

C. B. Smith, Stewart-Warner Head, Sees Stabilization Era

President of Stewart-Warner Speedometer Corp. Predicts Current Year Will Be One of Stabilization Similar to Former Motor Car Experience

C. B. Smith, president of the Stewart-Warner Speedometer Corp., predicts that the current year will be one of stabilization in the radio in-



C. B. Smith

dustry. He likens it to a period some years back in the motor car industry when an elimination of manufacturers took place that brought a number of the most aggressive companies with most acceptable products into the favor of the public while others not so efficiently organized passed out. Mr. Smith credits the invention and perfection of the AC radio set with this tendency toward standardization.

"The fundamentals in radio manufacturing are now firmly established," said Mr. Smith. "We have the two kinds of radio equipment for the home—one, the recent AC set and the other the so-called DC set. The AC set unquestionably, because of the spread of electric current throughout the country into many small towns as well as large centers, will continue in the as-

pendency. For farm areas and localities where the alternating current is not available, the so-called DC set will continue to be in demand.

"With the convenience of electric current, unquestionably the AC set will be preferred to the exclusion of the DC set, because dependable volume, especially with the chain program so universally available, is now assured, and volume, of course, where it is easily controlled with the latest equipment in radio apparatus means the rendition of those notes and tones which were obscured in the older apparatus.

"Quite naturally, during the latter part of 1927 there was considerable chaos in radio. So many claims were made relative to the electrically operated set that the public became confused and the dealers, too, were left in a state of concern and wonder. At times it was almost impossible to differentiate between the real AC equipment and the sets equipped with the so-called eliminators. If the public will bear in mind that only the radio set is actually AC that is supplied with AC tubes designed and made for actual hook-up with the alternating current as against the other type tubes, there will be an understanding of the essential difference between these two products.

"With proper shielding, of course, DX reception is quite practical and enjoyable on AC sets, though the tendency to-day, whether a family resides in a large center or not, is to secure reception from one of the chain stations close at hand. Entertainment is thus assured without the disturbing influences that sometimes come with long distance hunting on the dial.

"Between the new radio industry and the motor car industry which is a veteran compared with the former, there is quite a parallel. Just a decade ago some 270 motor car manufacturers were competing for public favor. Both in New York and Chicago it was necessary to engage more than one building in order to provide exhibition space for these contending manufacturers. The number of motor car makers in that short period of time has shrunk from 270 to 34 on exhibition in the Grand Cen-

tral Palace, N. Y., and the Coliseum, Chicago.

"Following the history of the motor car industry, and for that matter the life line of all great manufacturing enterprises, the number of radio set makers will drop sharply from year to year with the inevitable result that there will be just a percentage in five years of the present manufacturers engaged in the radio business. More and more sets from year to year will be sold, but they will bear the names of fewer manufacturers, just as the history of the motor car industry has demonstrated.

"It is of vital importance, therefore, that wholesale and retail dealers in radio should make certain that their source of supply will be dependable and among the survivors five to ten years from the present time. It is our counsel, therefore, that dealers considering makes of radio to sell to the public be certain that the manufacturer measures up to certain reasonable expectations.

"It is the responsibility of the dealer to the public he serves that the manufactured article must carry with it a history of quality production in this or allied lines, together with a definite assurance that safe and sane policies will be pursued in the years to come. Only those manufacturers, therefore, that are financially and productively sound should be considered by dealers who hope to be a factor in the distribution of radio sets.

"In all new industries there has been a period of chaos and this was precisely the condition in 1927, but with the fundamentals established, it is certain that this year will mark a period of standardization that will make for real permanency in the youngest and most interesting field of manufacturing."

Jobber Exhibits at South Florida Fair

One entire building was devoted to radio exhibits at the South Florida Fair held in Tampa



Florida Elec. Supply Co.'s Exhibit

from January 31 to February 11. Southern business enterprise is reflected in the booth of the Florida Electric Supply Co., pictured herewith. This company is said to cover Florida "like the sunshine" in its distribution of radio products, including RCA products and the Newcombe-Hawley long-air column reproducers. Factory representatives from Newcombe-Hawley, Inc., and the Radio Corp. of America assisted at the exhibit shown above and, according to reports, enthusiastic public acceptance was the answer to this display.

Suggest "Home Night" During Music Week

A new feature for Music Week, which is being nationally observed during the period from May 6 to 12, is being suggested in "Home Night," the activities of which may include group singing, family instrumental ensembles, the learning of new instruments, the inviting of neighbors to listening hours over the radio, the interchange of records for special phonograph programs, musical games, simplified music memory contests and a number of other interesting ways in which to enjoy music.



The Tubes That Sell!

Gold Seal provides you with all the advantages—the popularity of the product has been built up by quality in manufacture and by effective national and local advertising—the dealer and jobber are given every up-to-date selling aid that they may profit to the fullest from the public acceptance of Gold Seal as "the brand they want when they want tubes."

The Gold Seal Policy is "the Square Deal and co-operate to the limit."

It will pay you to write for particulars

GOLD SEAL ELECTRICAL CO., INC.
250 Park Ave. NEW YORK

Gold Seal
Radio Tubes



GSY 227
For detection and
amplifier heater
type
List Price, \$6.00

GSX 280
Full Wave
Rectifier
List Price, \$5.00



GOLD SEAL
A. C. TUBES CAN
BE USED WITH
ALL STANDARD
A. C. HARNESSES

All Standard
Types

The New SONORA Building

is set on Musical Row
50 West 57th St.

SONORA's general headquarters are now placed in a commanding building close to Fifth Avenue on 57th Street, that wide and beautiful thoroughfare upon which are gathered so many historic and famous names of the musical trades.

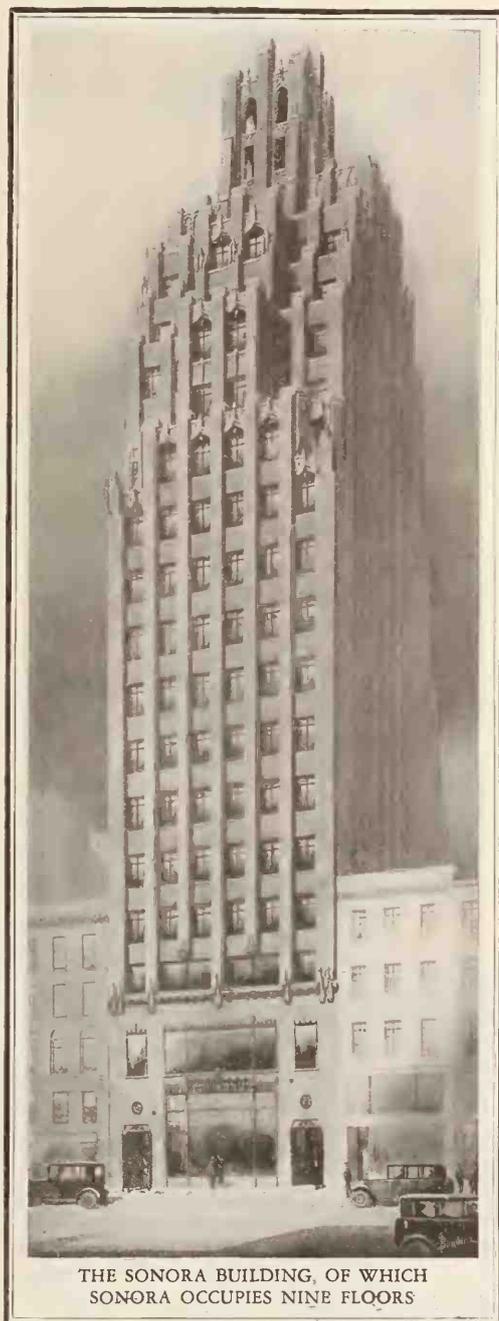
Steinway Hall is but a few steps away. The new Ampico Building is almost directly opposite. Sohmer, Chickering and others are clustered close around and that famous scene of so many musical triumphs—Carnegie Hall—is within a stone's throw.

This new Sonora Building is just one more step in the accomplishment of the Sonora plans. It is another pledge of the pre-eminent position Sonora is about to assume in the radio and phonograph field.

The Sonora developments are far-reaching. New products . . . new performance . . . new men . . . new policies. Every day brings nearer the accomplishment of achievements that are in the making.

The music trades expect—and rightly—great things of Sonora. The closely guarded new products and new plans have inspired a tidal wave of fantastic rumors and conjectures. Yet these rumors are no more extraordinary or revolutionary than the new facts will prove when the time is ripe to reveal them.

If you are a Sonora dealer already, keep steadily behind Sonora's present line—seven of the finest A.C. radio models on the market—the largest, finest and most com-



plete A. C. line of 1928—the Sonora Phonograph, one of the world's greatest instruments set in the most beautiful cases ever produced.

You still have time to take part in Sonora's new sales' promotion program for radio and earn Sonora's new and generous discounts on many a sale. Plenty of time, too, to get your decks stripped for action when Sonora's revolutionary new products shall be ready.

If you are not yet a Sonora dealer, register your desire as soon as possible. An avalanche of requests for information and franchises already is pouring in. Preference will necessarily be given in the distribution of new machines to established Sonora dealers when the new products appear upon the market.

This new building, dedicated to a standard of musical excellence in radios and phonographs which has never before been achieved, stands as a pledge of the position that Sonora is to assume in the musical trades. For the new Sonora will most profoundly affect the business and the financial success of every dealer in the land. Your business will be affected. You cannot help that—neither can we.

But you can request further information and so be ready for the greatest forward step ever made in the reproduction of music. Address applications to the Sonora Co., 50 West 57th Street, New York, 64 East Jackson Blvd., Chicago, or 63 Minna Street, San Francisco.

Sonora

CLEAR AS A BELL

Talking Machine Sales Normal— Radio Demand Brisk in Pittsburgh

Esenbe Co., Atwater Kent Jobber, Is Host to 150 Dealers—Thomas E. McCausland, Trade Veteran, Dead—Frederick Co. Store to Move May 1

PITTSBURGH, PA., March 10.—Talking machine sales are reported to be about normal, with sales of records much better than for the same period a year ago, while business in radio sets is very brisk.

Nearly 150 members of the dealers' organization associated with the Esenbe Co., local Atwater Kent distributor, were guests of the latter concern at a dinner meeting at the William Penn Hotel, when the details of a new Spring sales campaign were outlined. The speakers were A. A. Buehn, president, and H. M. Swartz, secretary-treasurer of the Esenbe Co., and Harry Humphries, special representative of the Pooley Cabinet Co.

Thomas E. McCausland, one of the best-known music dealers of Pittsburgh, engaged in the piano and talking machine trade here for more than thirty-five years, died at a local hospital on February 24 after a long illness.

Chas. M. Stieff, Inc., Victor dealer, has announced that the local store at 819 Liberty avenue will be discontinued very shortly, as the policy of the company hereafter is to devote its business entirely to the wholesale trade.

D. L. Aaron, piano and talking machine dealer, will locate in his new place of business in the new Loew-Penn Building, corner of Sixth street and Penn avenue, on March 10.

The Reliable Home Furnishing Co., Inc., at 1213-1215 State street, Erie, Pa., has added the Atwater Kent radio line.

The Lake Erie Radio Service at 1304 State street, Erie, reports a brisk demand for the Sparton, Bosch and Freed-Eisemann radio sets.

The Joseph Horne Co., the last week of February, observed the seventy-ninth anniversary of the founding of the store.

With the close approach of Easter the local talking machine dealers are stressing the suitability of presenting as an Easter gift a talking machine and a number of records. Brunswick, Columbia, Victor, Sonora and Edison dealers are circularizing their patrons.

The W. F. Frederick Piano Co., Victor distributor and dealer, is to move to a new loca-

tion about May 1, according to E. B. Heyser, vice-president of the company. The firm is the owner of a large business building on Liberty avenue, but will not be able to obtain possession of it for a year. In the meantime an effort is being made to obtain a suitable location in the downtown section.

I. Goldsmith, president and general manager of the Player-Tone Talking Machine Co., with offices and salesrooms at 632 Grant street, reports a decided increase in business last month, with the outlook for Spring sales of the Player-Tone line as "exceptionally good." Fifteen popular-selling models, consoles, consolettes, and uprights, are manufactured and distributed to practically every State in the Union. A number of the models are equipped with a motor that has a playing capacity of five records.

Trade Activities in Cincinnati District

Increase in Demand for All Lines Creates
Optimism Throughout the Territory

CINCINNATI, O., March 8.—Talking machine dealers in the city and suburbs report a substantial increase in the demand in the past two weeks and state that sales are at a higher level than they were in the corresponding period of last year, good reason for optimism.

The store of the George P. Gross Co. has been rearranged under the direction of Carl J. Rist, who recently became manager of the business, in order to display the different lines to better advantage. Besides rearranging the Gross store, Manager Rist has entirely reorganized the sales department, eliminating men who could not or did not produce business, and adding a number of new salesmen.

Among the changes just made by the Starr Piano Co. is the removal of its record and roll department to the third floor of its building,

where it has installed a number of fine booths for demonstration purposes. In this store there are two separate talking machine stores, the Starr controlling the Gennett line, and Biddle's Brunswick Shop, which has the Brunswick line and the RCA radio.

The C. H. DeVine Co., dealer in pianos and talking machines, which occupied a portion of the second floor of the Starr Piano Sales Corp Building, has retired from business.

The William R. Graul Co. has resumed the sale of talking machines and is now energetically pushing the Columbia-Kolster electric reproducing line of instruments.

"Put me down as a most decided optimist," said Morris Fantle, head of the M. W. Fantle Co. "At the end of our fiscal year, March 1, the closing of our books showed that we had done two and one-half times as much business as in the previous year. We are making plans to add some new lines, but we cannot give details at this time." A recent visitor to the Fantle establishment was Don Allen, who was in the city in the interest of the Allen-Hough Mfg. Co., of New York City, maker of portable phonographs.

A voluntary petition in bankruptcy has been filed in the U. S. Court by C. L. Mullinix, who formerly did business as the Norwood Radio Shop. Assets are placed at \$150 and liabilities are stated to be \$1,661.

"Just now the demand for portables is exceptionally good, it being so great that we find it difficult to supply the demand," stated H. H. Sellers, assistant to E. B. Daulton, local Brunswick branch manager. "The Valencia console, which has been offered at a new price, is also moving rapidly, and the more expensive models and combinations are moving well."

At the local branch of the Columbia Phonograph Co. it was reported by Miss Rose Helberg, manager, that they are having a truly wonderful demand for the new Columbia-Kolster electric reproducing machine. Records, it was stated, are moving exceptionally well.

"The Victor 420 continues to be in good demand, and all of our line is moving well, especially the more expensive instruments," said C. H. North, vice-president of the Ohio Talking Machine Co. "Records are in fine demand, and business seems to be on the up-grade."

F. D. Williams on an Extensive Tour

Fred D. Williams, president of the Dubilier Condenser Corp., is on an extensive tour, visiting many sections of the United States from the Atlantic to the Pacific. The main purpose of the tour is to study radio conditions with a view to gauging the growing interest in socket-power operation and preparing for the condenser requirements of the near future. Mr. Williams will be away from his desk for at least a month and a half on the present tour.

William Dubilier, who needs no introduction to the radio industry, is at present in Europe on his usual annual trip. Mr. Dubilier is studying the radio situation in the leading European countries, and, as usual, it is expected he will return with many ideas, observations and samples of what European radio men are doing.

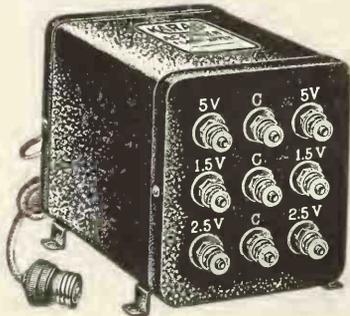
After every European visit Mr. Dubilier's laboratory is virtually a museum of international radio affairs. He generally returns with various types of radio receivers, loud speakers, tubes and other devices, which he takes pleasure in demonstrating and comparing with our American equipment.

Opens New Offices

The Doehler Die Casting Co. has rented the entire nineteenth floor at 386 Fourth avenue, New York City, for executive offices. The present offices of the company are in Brooklyn.

CHECK these FEATURES!

TYPE 12
Supplies up to
8-226, 2-227 and
2-171 tubes.



\$875
List Price

- 1—No Separate Center Tap Device Necessary.
- 2—"B" Eliminator Plug-In.
- 3—Wire to Panel Switch.
- 4—Absolutely Correct Voltage.
- 5—Compact Size.

—and you'll choose
the

KARAS A-C-FORMER to CONVERT to AC!

Check these features—note the amazingly low price made possible by volume orders—and you will choose the KARAS A-C-FORMER to convert your customer's bat-

tery sets—and your own—to AC tube operation! Operates in conjunction with Carter, Eby and other makes of cable harness for 4, 5, 6 and 7 tube sets. No rewiring necessary.

Write for Complete Details to

KARAS ELECTRIC COMPANY, 4041C N. Rockwell St., Chicago

Here's Why the Junior Makes Any Portable Better—

THE new improved Junior Motor is the smaller edition of the famous Flyer Motor. It is the ideal motor for smaller, lighter portable phonographs because—

Made Like a Watch

Every part is made of the finest materials, as precisely made and as carefully inspected as though it were for a fine watch. Gears are cut on special gear-hobbing machines. These machines make gears so much better, so much more true than has ever before been possible that large concerns in many lines are asking us to cut gears for them. This is cited only as an example—every part of the Junior is made with the same unusual care and precision.

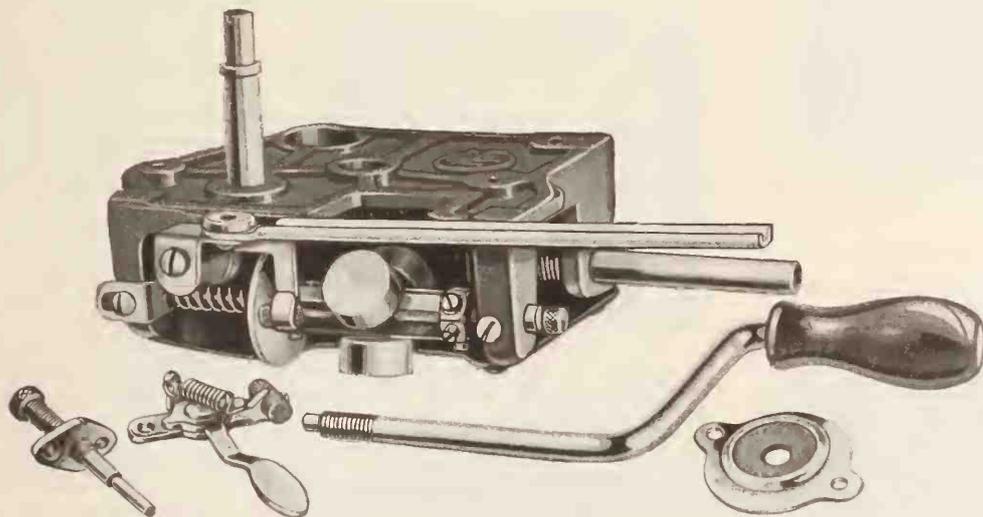
Noiseless

Before it can come to you in a portable, a Junior must pass the Listening Test. It is run without a record, on a special sound box which magnifies any sound many times. If either of two experts can notice the slightest sound, the entire motor is rejected.

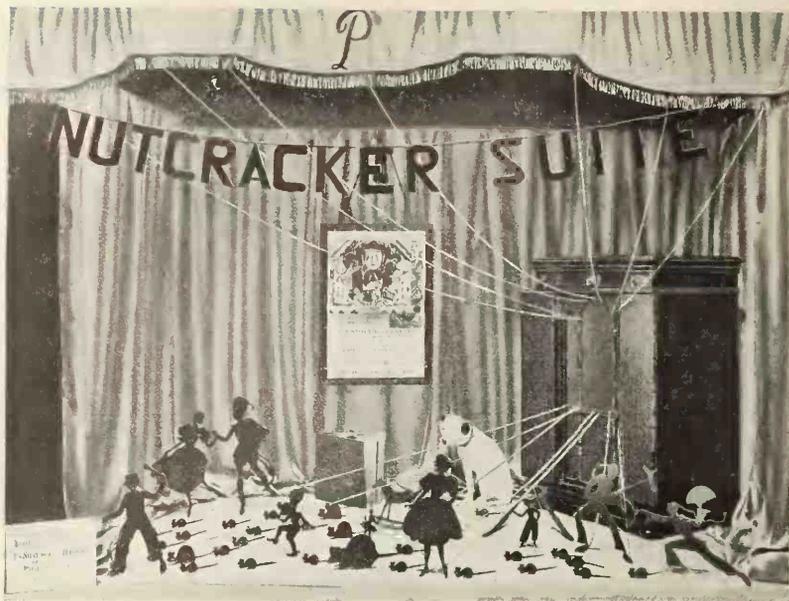
Exclusive Design

The Junior is the result of 12 years' experience in motor design and manufacture. Only the Junior (and its bigger brother, the Flyer) can offer the sturdy construction, the freedom from vibration and noise, the long life which these motors assure.

No wonder the great majority of all portables sold are equipped with Junior or Flyer Motors. Dealers know that these motors mean easier sales, more satisfied customers and no returns.



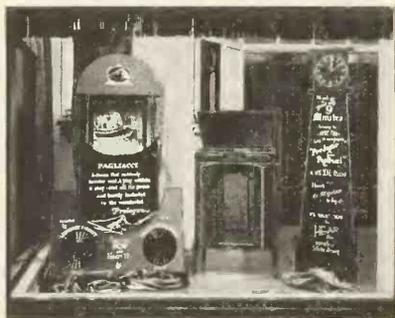
The
GENERAL INDUSTRIES CO.
ELYRIA, OHIO
Formerly named The General Phonograph Mfg. Co.
Makers of Precision Products for a Quarter of a Century



Packard Music House Wins Victor Display Contest

Dealers From Coast to Coast Participated
—Emerson Piano Co. Awarded Second Prize

THE window display contest conducted among its dealers by the Victor Talking Machine Co. in conjunction with the S. R. O. Red Seal record campaign was most



Display of Emerson Piano Co.

successful, with entries received from dealers from coast to coast. Many of the dealers sent in two, three and even four entries. The high standard of excellence made the judging a difficult matter, but the first award was finally decided to have been won by the Packard Music Co., Fort Wayne, Ind., the window prepared by Miss Olga Wiesmer, manager of the record



Grinnell Bros.' Display

department, being selected as best. This window, featuring the "Nutcracker Suite," while simple in construction, possessed the qualities that attracted attention and interest. The window is reproduced at the top of the page.

The cut-outs are characters from the child's fairy tale on which the composition is based. Miss Wiesmer, in commenting on the window, wrote: "The window was composed of practically every color on the Musical Galaxy, carrying out the thought that 'Music has Color.' The background being of rose, gold and green satin cloth with base of gold. Silver ribbons running from the tone chamber of the Orthophonic Victrola to the black silhouettes were suggestive of the figures prancing from the



University Music House Window

music of the Victrola. The card in front was an invitation to step inside and receive a copy of the Musical Galaxy."

The second prize of \$150 was awarded to the Emerson Piano House of Decatur, Ill., for its display submitted by W. Curtis Busher. This display was built about the "Pagliacci Prologue." A poster prepared by the Victor Co. was used on a miniature stage with an attractively lettered sales message explaining the story of the "Prologue" occupying the space beneath the stage. An invitation to visit the store and hear the record was prominently featured.

Ned Douglas, proprietor of the University Music Store, of Seattle, Wash., was the winner of the third prize of \$100 for his splendid window featuring both the "Nutcracker Suite" and the "Pagliacci Prologue." This display was most effective in arresting attention, being full of color and with original ideas of construction.

A mammoth book in the center of the window contained the opening measures of both of the selections featured, together with appropriate sales messages.

The "Nutcracker Suite" was the subject of a lovely display which occupied the show window of Grinnell Bros., Detroit, Mich., and which won the fourth prize of \$75. This display was submitted by Ralph W. E. Smith. The background had depth as does the scenery of a stage and figure crackers from the "Suite" were shown.

Novelty was the keynote of the display submitted by Kenneth Lord, of the Columbia Furniture Co., Inc., Richmond, Va., which was awarded the fifth prize of \$50. This display, which is pictured here, contained an ingenious device for attracting attention. The Victrola was made of cardboard and behind its grille a turntable was placed with several of the Victor Red Seal posters arranged on it. A spotlight behind the posters brought them out prominently through the grille as the turntable revolved.

The following additional prize awards were made. Ten sixth prizes of \$25 each: Heim's Music Store, Danbury, Conn.; Kellogg Drake & Co., Galesburg, Ill.; The Buescher Co., Cleveland, O.; North Avenue Music Shop, Milwaukee, Wis.; The J. R. Wilson Co., Philadelphia, Pa.; Young & Chaffee Furniture Co., Grand Rapids, Mich.; O. K. Houck Piano Co., Little Rock, Ark.; Norman B. Kurzenkabe,



Columbia Furniture Co.'s Novel Exhibit

manager, the Talking Machine Shop, Hagerstown, Md.; Louis Lobel, Schenectady, N. Y.; Emerson Piano House, Decatur, Ill.

Twenty-two seventh prizes of \$10 each: Christenson & Dempster Co., Sioux Falls, South Dakota; Rice & Co., Vicksburg, Miss.; Kirk, Johnson & Co., Inc., Lancaster, Pa.; O. K. Houck Piano Co., Memphis, Tenn.; the Kieselhorst Piano Co., St. Louis, Mo.; the J. R. Wilson Co., Philadelphia, Pa.; Weaver Piano Co., York, Pa.; McCoy's, Inc., Waterbury, Conn.; John Herr Music Shop, Lancaster, Pa.; Miller Hardware Co., Olean, N. Y.; Morrison & Putman, Amsterdam, N. Y.; James K. O'Dea, Paterson, N. J.; Emerson Piano House, Decatur, Ill.; Fouratt Music House, Inc., Trenton, N. J.; North Avenue Music Shop, Milwaukee, Wis.; C. C. Colyear, Los Angeles, Cal.; Lipstreu's Music Store, Cleveland, O.; Emerson Piano House, Decatur, Ill.; Harvey's Music Parlors, St. Johnsbury, Vt.; F. A. North Co., Philadelphia, Pa.

New York State Convention in Syracuse

SYRACUSE, N. Y., February 27.—Glenn L. Chesbro, secretary of the New York State Music Merchants' Association, announces that the annual meeting of that organization will be held in Syracuse on Tuesday and Wednesday, May 1 and 2. The officers of the Association are now working on the program, the details of which will soon be made public.

The Pittsburgh Transformer Co., Pittsburgh, Pa., has been taken over by the Allis-Chalmers Mfg. Co., of Milwaukee, Wis.

Millions of battery-operated sets need General Electric Chargers

TRICKLE TUNGAR \$10⁰⁰

2-AMP TUNGAR \$14⁰⁰

5-AMP TUNGAR \$24⁰⁰

NEW LOW PRICES (East of Rockies)

The market for General Electric Chargers [called Tungars] is limited only by the number of battery-operated sets in use. Since this figure is well in the millions, the market for this profitable product is still large. Show your prospect how easy

it is to use Tungar. How he can have fully charged batteries always. No fuss or bother at all. It's easy and convenient.

Tungars are real profit builders. Once sold they stay sold. Every one you sell usually sells others for you.



Merchandise Department
General Electric Company
Bridgeport, Connecticut

Tungar—a registered trademark—is found only on the genuine. Look for it on the name plate.

GENERAL ELECTRIC

Co-operative National Publicity Needed in Radio, Says Harlan

Advertising Manager of Kellogg Switchboard & Supply Co. Makes Interesting Analysis of One of the Outstanding Needs of the Radio Industry

"During the past five years we have seen the rapid development and increasing use of group advertising. Some of these group or association campaigns have been notably successful, while others have been of little value to the industries which they were supposed to benefit," declared Mac Harlan, advertising manager of the Kellogg Switchboard & Supply Co., of Chicago, in an interesting analysis of the needs of the radio industry.

"Without doubt the outstanding co-operative advertising campaign has been that of the California Fruit Growers. Campaigns of the Lumber Association, the Brick Manufacturers, the Sauerkraut Makers, the Paint Manufacturers, the Oil Burner Industry, et al., have been more or less successful. Generally speaking, association advertising has proved very beneficial to the industries it has served.

"But none of these various associations has ever had a greater need for co-operative national advertising than has the radio industry at this time. Right now the public of the nation is hungry for facts about the radio business, especially the kind of facts that will give them confidence in their radio purchases.

"Radio manufacturers must remember that their chief competition does not come from other radio manufacturers. The whole radio industry is in competition with dozens of other industries for a share of the consumer's luxury dollar. Manufacturers of all luxuries and near-luxuries are giving radio manufacturers the stiffest kind of competition. Therefore, if radio manufacturers are to present a solid front in this battle for the consumer's luxury dollar, it is high time that they get into co-operative advertising action. Certainly much good will result from radio association advertising, provided it is intelligently planned and efficiently administered.

"In the beginning any industry having as wide a popular appeal as radio finds the demand greater than can be supplied. No outstanding sales ability is required to satisfy this spontaneous demand. The chief problem of producers is to keep up with orders. In the radio industry it is safe to assume that by this time the "spontaneous" demand has been practically satisfied. So producers are planning more intensive selling which, of course, includes more and better advertising. Such intensive sales and advertising effort necessarily must be directed toward that group of radio prospects whose desire for radio is lukewarm, or who may even be opposed to the use of radio in their homes. This group of radio prospects

represents a vast section of the market. Most of the people in this group are ultra conservative in their purchases. They are the ones who never try anything when it is new.

"Most of the people in such a group are confused by the various claims of radio manufacturers. Their natural conservativeness is heightened because of this confusion, so they do not buy. A campaign of association advertising setting forth, in a straightforward manner, the benefits of radio will do more to sell this group than all the advertising of individual manufacturers put together.

"In addition to advertising the benefits of owning a radio set, there is a real opportunity for broadcasters to advertise their outstanding programs. Since the success of both broadcasters and set manufacturers is interdependent, it is logical to suggest that any campaign of group advertising should be financed by both. So it may be advisable for radio manufacturers and leading broadcasters to get together. We suggest a combination of the brains and resources of these two groups for the purpose of financing a campaign of national advertising to include national magazines, newspapers and various outdoor media."

New Freed-Eisemann Jobbers Appointed

D. W. May, Inc., Newark; Horrock-Ibbotson Co., Utica, and Barrett Electric Supply Co., St. Louis, Feature Line

Three prominent distributors were recently added to the Freed-Eisemann merchandising organization, according to an announcement by Arthur Freed, vice-president of the Freed-Eisemann Radio Corp., Brooklyn, N. Y. They are D. W. May, Inc., Newark, N. J.; the Horrock-Ibbotson Co., Utica, N. Y., and the Barrett Electric Supply Co., St. Louis, Mo.

Freed-Eisemann production is being maintained on a large scale, Mr. Freed states, since the introduction of the new AC and DC and 25-cycle electric sets. It is said that the Freed-Eisemann dealer organization is constantly expanding, and sales prospects for 1928 are very encouraging.

Vern Calder, formerly with the Daynes-Beebe Music Co., Salt Lake City, Utah, has joined the sales staff of the Consolidated Music Co. of the same city.

Bessie Brown Makes Brunswick Recording

"Cleveland's Queen of the Blues" Sings "Chloe" (the Song of the Swamp), Blues Number, for Brunswick Catalog

"Chloe" (the Song of the Swamp), an original blues number, was chosen as the first Brunswick record by Bessie Brown, "Cleveland's



Bessie Brown

Queen of the Blues," because of the sensational success she has created with that number. Bessie Brown was discovered by one of the foremost American critics, George Davis, in "The Sixty Club," one of the exclusive night clubs of Cleveland, where she has scored tremendous success. The Brunswick record has been released as a special by the Brunswick Co.

Earle V. Hennecke, Inc., Is Organized

Earle V. Hennecke, Inc., has been organized in New York City to furnish sales and advertising counsel to manufacturers of radio, automotive and electrical products and to act as a sales organization handling distribution for several well-known manufacturers. In addition to these activities, it is announced that the company will develop its own manufacturing facilities and will shortly market a new form of phonograph of portable design.

The organization is headed by E. V. Hennecke, formerly vice-president and general manager of the Moto Meter Co., and a prominent figure in the Automotive Equipment Association and the Motor and Accessory Manufacturers' Association, as well as the National Hardware Association.



The most rigidly constructed reproducer on the market. Beautiful in appearance and practically "fool-proof." Costs more but worth it.

FOR YEARS THE JEWEL PRODUCTS

have been known to the trade for their quality, and the *Jewel Reproducer No. 33* adds to their reputation.

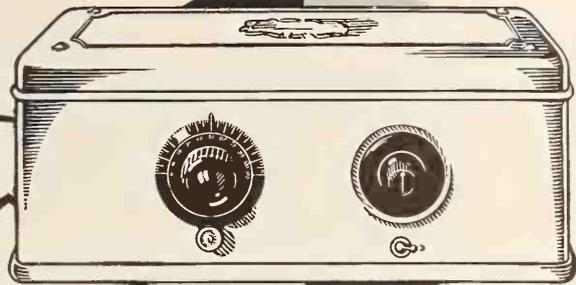
This reproducer is the result of several years' experimental research and there are certain principles included in its construction which are not to be found in any other phonograph reproducer. The size and weight are scientifically correct to bring out all tones of the electrically recorded records with that wonderful solidity of tone which has great carrying power and eliminates the metallic twang and shrillness which some call volume. There is no jangling—distortion—no tin-canny noise—nothing but perfect harmony from the rumble of the kettledrums to the high, tremulous tones of the violin and flute; every instrument is distinctly heard yet combined in one glorious, harmonious whole.

Prices: Nickel Plate, \$7.50; Gold Plate, \$8.50.

JEWEL PHONOPARTS CO.

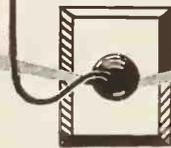
510 N. Dearborn St.
CHICAGO, ILL.

ATWATER KENT RADIO



the
new A • C SET

smashes an old tradition



Model 37

The astonishing price of the new, six-tube, FULL-VISION Dial, self-contained A. C. set includes everything except tubes and a speaker. No power accessories required—no batteries, no charger. For use with 110-115 volt, 60-cycle, Alternating Current. Uses six A. C. amplifying tubes, and one rectifying tube.

\$88
without tubes

February we had made and sold more than 100,000.

For spring and summer profits

Dealers who push this phenomenal set—dealers who, through local advertising, tell people where to buy it and how good the broadcast programs are RIGHT NOW—and how good they will continue to be—should find their busi-

YOU used to hear that radio's "intensive selling season" ended just before the Christmas holidays.

The new Atwater Kent A. C. set has knocked this tradition into a cocked hat.

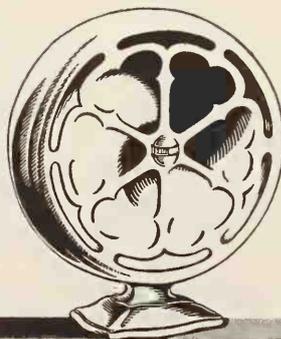
Introduced *after* Christmas, this set has caused more favorable talk and eager buying than anything else we have ever produced.

From week to week the demand has grown until we have had to increase production to more than 3,000 A. C. sets a day. By the middle of

ness this spring and summer the largest and most profitable they have ever known.

Model E Radio Speaker \$24

Radio's truest voice. All parts protected against moisture. Comes in a variety of beautiful color combinations.



Atwater Kent Radio Hour every Sunday night on 23 associated stations

One Dial Receiver licensed under U. S. Patent 1,014,002
Prices slightly higher West of the Rockies

ATWATER KENT MANUFACTURING CO.

A. Atwater Kent, President

4725 Wissahickon Ave.

Philadelphia, Pa.

New England Music-Radio Jobbers Report Increase in February Sales

Improvement in Both Talking Machine and Radio Sales Reported by Wholesalers and Retailers—Charles F. Shaw Is New Brunswick Branch Manager

Boston, Mass., March 7.—Business throughout the New England field in talking machines showed something of an improvement in February and there is a renewed feeling that the Spring demand may be quite satisfactory. Jobbers are making a better report for the second month than they did for the first one of 1928, which is a good omen. Then there is the radio business, for which an encouraging word can properly be said, for this has taken quite a spurt during the past few weeks.

Kellogg Set Arouses Enthusiasm

Francis D. Pitts, head of the F. D. Pitts Co., who has just been out to Chicago, waxes most enthusiastic over the new Kellogg model which is to be ready in June. It is to be known as the Majestic. It is a three-tube set and will be shown in several patterns. The samples are expected here in about three weeks and already dealers are making inquiries about it. President Pitts reports that the February business in Kellogg goods was nearly 25 per cent higher than in the previous month.

Modernistic A. K. Set

At the J. H. Burke Co.'s Columbus avenue headquarters one learns of a new set of the Atwater Kent line to be known as Modernistic Model 37. It is an AC set intended primarily for dealer's display. It will be known as the "black and white," and the first samples were received at the Boston warerooms a few days ago. The speaker is of the same finish and will be shown with the set. Business with the Burke Co. has grown so rapidly that another salesman has been added to the staff, Jack Walton, of this city, who formerly was radio manager for the Morgan Furniture Co.

H. L. Spencer in New Office

It seems that Harry L. Spencer, late of the Brunswick Co., who has joined the ranks of the Sonora Co., is to have an office in the J. H.

Burke Co.'s Columbus avenue quarters, at least for the present; and to be associated with him are Platt R. Spencer, E. C. Nelson and E. S. Humphrey, all three lately with the Brunswick. Joe Burke of the J. H. Burke Company is back home from a quick business trip taken to several cities, Albany, New York City, Philadelphia and Chicago among them.

Good Business at Columbia Co.

District Manager Bill Parks of the Columbia Co., who went over to New York the first of the month for a sales conference, was able to find satisfaction in the February business ere he started, for it showed an aggregate of sales that was considerably beyond the business of the same month a year ago and much better than the previous month of January. The demand for records has been particularly large and the new series of Bayreuth recordings has become very popular. It is of special interest, speaking of the business, that the entire stock of the Columbia-Kolster electric reproducing model has been sold out and a new invoice is being eagerly awaited. The New England department has added a new representation in the field, the Adams Music Store, popular retail concern, at Burlington, Vt.

Changes Completed at Eastern Co.

Changes and rearrangements mentioned as in the making last month at the Essex street quarters of the Eastern Co. have now been completed and facilities for the despatch of Victor business are now better than ever. The February business in the Victor line was considerably ahead of the same month a year ago.

Additions to Brunswick Staff

With the advent of Charles F. Shaw as branch manager of the New England territory for the Brunswick Co., succeeding Harry L. Spencer, several additions have been made to the staff with the end in view of largely de-

veloping the company's business in this field. Ray Storms is now in charge of the territory included in the city proper; Gilbert Stoner has central Massachusetts, Robert Devlin, formerly of Chicago, has Rhode Island and southern Massachusetts; A. J. Shuffer will continue in his old field, which is Maine and Essex county, the latter the northern section of Massachusetts; and E. R. Richardson has New Hampshire, Vermont and western Massachusetts. William H. Stevens, who has been with the Brunswick Co. in another capacity, has been advanced to the important post of record promotion manager.

The new branch manager, Mr. Shaw, comes to Boston with a good record in Brunswick service. He was in Baltimore for eight years where he was sales manager for the Brunswick, and prior to going to Baltimore he was located in St. Louis, Mo., where for four years he was assistant sales manager for the same company.

News Gleanings

R. F. Bolton, manager of the foreign record department of the Columbia Co., was in town the first of the month, remaining here for nearly a week and of course making his headquarters at 1000 Washington street, the New England offices of the Columbia Phonograph Co.

Winthrop A. Harvey, of the C. C. Harvey Co., of Boylston street, is at this writing enjoying the climate of Africa, he and Mrs. Harvey having sailed for that country several weeks ago. They plan to be away until April.

William Arms Fisher, of the Oliver Ditson Co., Victor distributor, has been in Florida, recuperating from a severe cold with which he was seized several weeks ago.

P. A. Bartley, of New York, manager of the Victor business for the Northeastern district, has been a local visitor, dividing his time among the various distributors of this product.

Alan Steinert, head of the Eastern Talking Machine Co.'s headquarters in Essex street, paid a flying visit to the Camden factory of the Victor Company a short time ago.

Herbert A. Brennan, of Gross-Brennan, Inc., New York City, Stromberg-Carlson representative, has been elected to the Lambs Club.



THE SEASON FOR VICTOR SALES IS OF THE DEALER'S OWN MAKING

Every month of the twelve is one of opportunity for the dealer who has a representative stock of Orthophonic Victrolas, Records and Combinations, for public interest and demand is constantly on the increase.

Ditson Service Will Keep Your Stock Complete

Oliver Ditson Co.
BOSTON

Chas. H. Ditson & Co.
NEW YORK

BERG
Artone
 PORTABLE
 PHONO



ARTONE No. 228, \$25
 Rich appearance and
 remarkable perform-
 ance, 14" tone column.

—Listen!

Artone Portables have been designed to sell on TONE (with long horns) and EYE VALUE!

These features have been studiously designed to help our customers GET THEIR FULL PROFIT.

There are so many points to talk about in selling Artones that price-cutting is unnecessary!

Seven  Models
PORTABLE
 PHONOCRAPHS
Reg. U. S. Pat. Off.

No. 14	- - -	\$12.50 List
No. 828	- - -	15.00 List
No. 728	- - -	16.50 List
No. 528	- - -	20.00 List
No. 228	- - -	25.00 List
Grand	- - -	35.00 List

and Electric Pick-up
 No. 30 - - - 32.50 List
 Write for new circular

Berg A. T. & S. Co. Inc., Long Island City, N. Y.

W. H. Lyon Sales Manager of Amrad

New Executive Has Had Wide Experience
—Was Radio Operator Prior to War and
Later With Federal Tel. & Tel. Co.

MEDFORD HILLSIDE, MASS., March 8—The impressive record of W. H. Lyon, new general sales manager of the Amrad Corp., was set forth in a recent communication from the Am-



W. H. Lyon

rad Corp., of this city. "Bill" Lyon, as he is familiarly known in radio circles, was recently appointed general sales manager to succeed A. B. Ayers, who was promoted to the important post of general manager of the company. Mr. Lyon began his radio career in 1910 and at the age of fourteen was said to be the youngest possessor of a first-grade commercial radio operator's license. He spent three years as radio operator on board the United Fruit Co. ships and later was connected with the Marconi Co. During the war he was in charge of radio installation equipment for the United States Navy and on French decoy vessels.

In 1920 Mr. Lyon took over the branch office in Boston for the Independent Wireless Telegraph Co. and in 1922 he joined the sales staff of the Federal Telephone & Telegraph Co., later becoming Boston branch manager and later a special representative traveling throughout the United States.

"Bill" is said to take to the air in more ways than one, being a lieutenant in the Air Service Reserve, and his favorite recreation is to go over to the East Boston Airport and take a hop. Sales Manager Lyon has proceeded to take charge of his new duties in an extremely vigorous way and the outlook for the Amrad Corp. is prosperous.

Arcturus Conducts Tests of AC Tubes

What is said to be a record life for alternating current tubes has been announced by the Arcturus Radio Co., Newark, N. J., following laboratory tests. On June 1, 1927, 100 tubes were placed in test racks. The heaters were lighted and turned on and off every two days. At the end of 2,500 operating hours all tubes, with the exception of eight which had been mechanically damaged in handling, were said to be functioning efficiently. At 3,300 hours 75 per cent of the tubes still passed requisite tests. At the 4,600-hour mark 40 tubes performed satisfactorily, according to the announcement, which states that the next reading on the remaining tubes will be taken at 5,200 hours of operation.

A. K. Ad Drive Wins

OKLAHOMA CITY, OKLA., March 8.—Through a campaign planned by Harrison Smith, radio distributor of this city, the new Atwater Kent AC receiving set No. 37 was accorded State-wide publicity. Within a week full-page ads over the signatures of local dealers appeared in the newspapers of thirty-six different cities of Oklahoma. This hearty co-operation of the dealers made possible a campaign that is estimated to have brought the new model before the attention of every resident of the State, developing a profitable interest in it.

Salesman, a Wonderful Opportunity
for the right party, selling Mel-O-Tone
Phonograph Needles. Liberal Commission.

For particulars, write

Mel-O-Tone Phonograph Co.
1324 West Lake St. Minneapolis, Minn.

Oscar Grogan on Columbia Release

New Tenor From Tennessee Has Wide
Following Among Radio Audiences in
the South—Discovery by Art Gillham

Oscar Grogan, new and exclusive Columbia recording tenor, is, despite his first name, straight Irish, via, as he puts it, "four generations of Tennessee." Mr. Grogan was discov-



Oscar Grogan

ered and sponsored by Art Gillham, the "Whispering Pianist," who also records exclusively for the Columbia catalog. Grogan comes from Memphis, where he sang with Warner's Seven Aces. He has a wide following among radio listeners-in in the South.

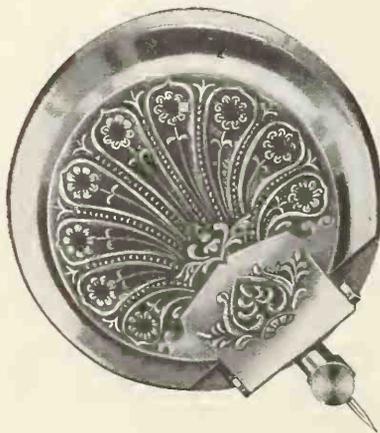
The new tenor's records reveal an attractive voice, melodious and unforced. He has been singing the vocal choruses for Ben Selvin's orchestral recordings, and his second solo coupling was recently released. This record includes: "Somebody Lied About Me" and "Who Knows?"

Dismisses Case Against Crosley

U. S. District Court Decides That the
Crosley Musicone Does Not Infringe on
Patents of the Lektophone Corp.

That the Crosley Musicone, a radio loud speaker, does not infringe upon the patents of the Lektophone Corp., New York City, was the finding of U. S. District Court Judge Smith Hickenlooper in Cincinnati, Monday, February 27. As a result of the opinion the case against the Crosley Radio Corp. was dismissed, the court ordering that the Lektophone Corp.'s bill of complaint be dismissed on the ground of non-infringement.

In its petition the Lektophone Corp charged infringement of the Marcus A. Hopkins patent, leased by it, and sought an accounting of the profits and damages for the infringement. The Crosley Radio Corp. in its defense contended that the Musicone was not an infringement, but constituted an improvement on the Hopkins and other patents. Judge Hickenlooper held that as there were no substitutions for the mechanical parts there was no infringement. The Suit was brought in the U. S. District Court in January, 1926.



Toman No. 3 Reproducer
Most beautiful reproducer ever
designed.

TOMAN PRODUCTS

In line with our policy of bringing to Dealers the finest profit opportunities the market affords, we now offer the complete line of Toman Reproducers and Tone-Arms.

Our representatives regularly cover Alabama, Florida, Georgia, North and South Carolina.

The line of Toman Products is absolutely complete. Offering you greater value, more profit, and finer merchandise than you have ever seen before.

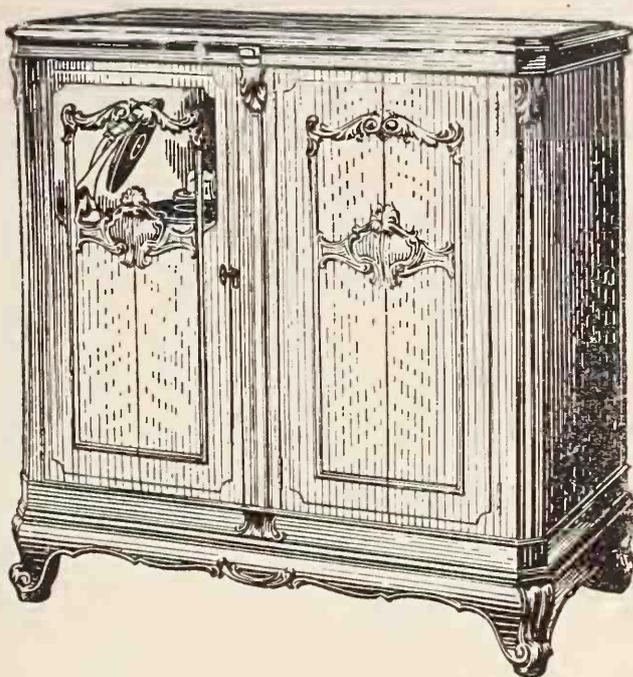
Write now for samples and complete catalog of Toman Products.

ALUMINUM SPECIALTY CO.

168 Trinity Avenue, S.W.

ATLANTA, GA.

Automatic
Orthophonic
Victrola
Reduced



Badger Coin
Operated
Attachment
Reduced

Reduced!

The Badger Coin Operated AUTOMATIC Orthophonic Victrola

With Glass Panel in Door for Visual Observation

THE Automatic Orthophonic Victrola 10-50 has been reduced in price from \$600.00 to \$500.00. . . . This, together with our reduced price for the coin-operated installation with the glass door (write for new prices and descriptive folder), puts this instrument within reach of every Ice Cream Parlor, Summer Resort, Restaurant, as well as Hotel, etc. Among the many features that make this an unusual instrument are:

When coin has been deposited an electric light illuminates the record changing mechanism.

Inconspicuous coin receptacle rejects slugs and small coins.

Loud buzzer indicates when record supply is exhausted.

Concealed coin box.

Tamper-proof lock on door.

Concealed push button permits playing without use of coin.

May be operated by additional remote control coin boxes.

All mechanical parts easily accessible.

Can be equipped to operate with either nickels or dimes.

NOW! With warm weather coming on your most profitable season is at hand. Dozens of prospects in your immediate community. Good profits for the dealer—and the income pays for the instrument for the owner. Write for detailed information.

Badger Talking Machine Co.

MILWAUKEE

C. E. Siegesmund, General Manager, C. N. Andrews, Buffalo, Passes Away

Deceased Was One of the Most Widely Known Talking Machine Men in Western New York—Optimism Spreads as Business Gains Throughout Territory

BUFFALO, N. Y., March 8.—Charles E. Siegesmund, former retail Victor dealer in Buffalo and for the past six years general manager of the C. N. Andrews Victor wholesale house in that city, died March 2 in his home in Ashland avenue after an illness of two weeks. Mr. Siegesmund was one of the most widely known talking machine men in western New York, having been president of the Buffalo Victor Dealers' Association for several years and being active in promoting the interests of the industry at all times. He was fifty-six years old.

Buffalo talking machine and radio dealers generally report business improving after a rather

slow start, as is usual just after the holidays. The Buffalo Talking Machine Co. reports opening many new Bosch radio accounts and regards this as an especially good line.

Columbia's Buffalo branch reports the Masterworks Series moving well. There has been a tremendous sale of the sets of the Bayreuth Wagner festival series in the Buffalo district. Dealers are also receiving the new Columbia-Kolster with special favor. Portable model 160 is moving well and nearly all Columbia dealers report that their 1927 business showed pronounced improvement over 1926.

The Siegrist Co., one of Buffalo's largest de-

partment stores, is putting in the complete Brunswick line, this being its first entry into the music field.

Iroquois Sales Co. reports Polish record sales, which established a new volume of business in 1927 and early 1928, are slowing up a little because of the Lenten season, but are expected to get back to normal after Easter. Crosley Model 704 is moving very well for the season, it is reported, also the Carryola Porto Pick-up.

Harry Svendsen has opened a radio store at 251 Triangle street, Buffalo. He is specializing in Kolster and King radio.

The Buffalo Radiophone Co. has been forced to seek much larger quarters because of its increased business and is moving this month from 266 Main street two doors south to 262 Main street.

Members of the Buffalo radio trade are much pleased with the decision of the Federated Radio Trades Association to hold its 1929 convention in Buffalo and already are planning to make next year's gathering the greatest in history.

Fire caused \$3,500 damage in the souvenir and record store of E. E. Nicklis, well-known dealer in Niagara Falls, recently.

Elmer C. Metzger was elected president of the Buffalo Radio Trades Association at the annual meeting of directors. Other new officers are Edward Young, vice-president; Howard P. Funk, treasurer, and Benjamin E. Neal, secretary.

William Hess has opened a new radio store and service station at 317 South Park avenue, Buffalo. He is specializing in Philco units, batteries and tubes, as well as various sets.

Roth & Zillig, Buffalo distributors of Atwater Kent, arranged with their retailers for full-page co-operative advertising in the Buffalo press to get Model 37 before the public in a manner designed to stimulate interest in it.

Liabilities of the Universal Electric Shops of Jamestown, radio dealers, who recently went into bankruptcy, are estimated at \$19,227 and assets at \$4,247. Bert H. Ruhland has been appointed trustee for the bankrupt.

Howard J. Smith was elected president of the Buffalo Radio Council at an organization meeting in the Hotel Lafayette. The council is composed of representatives of broadcasting stations, the Radio Trades Association, the Listeners' League, the Institute of Radio Engineers and the Amateur Radio Association, and is formed to improve radio reception in this vicinity.

Demand for completely electrified sets is now 95 per cent of the total in regions where dependable electric current is available, Lester E. Noble, president of the Federal Radio Corp., reports. The company looks forward to the best Spring and Summer trade in history.

Dayton Radio Trade Show Is Successful

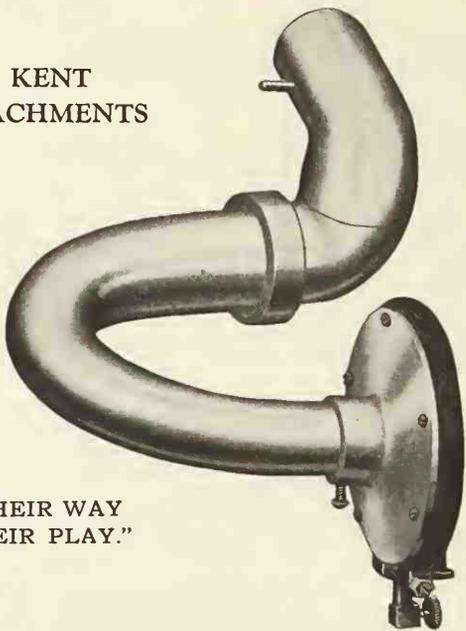
DAYTON, O., March 6.—The radio show held in February at the Van Cleve Hotel and sponsored by the Dayton Radio Trade Association was most successful in that it attracted thousands of prospective purchasers and has already had its effect in making sales for dealers. The exposition, which was held on February 9, 10 and 11, was staged at the hotel for a number of reasons. First, the hotel, being a new one, would be more likely to attract visitors than would a well-known hall. That this reasoning was correct was evidenced by the fact that 20,000 visited the show. Secondly, demonstration in hotel rooms was much more effective than it would be under other circumstances.

Thirty-four exhibitors occupied more than forty rooms, displaying and demonstrating the latest models, including practically every make of AC receiver. A number of dealers have made sales which they declare are a direct result of the show.

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

Made by

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

Manufacturers of Tone Arms and Sound Boxes

Victor Herbert Album Sets in Demand in Cleveland Territory

Co-operation Between Dealers and Distributors Resulting in Excellent Volume of Sales
—Wolfe Music Co. Moves to New Home—Other News

CLEVELAND, O., March 8.—The Cleveland Talking Machine Co., Victor distributor, has had a most unusual demand for the Victor Herbert selections in album form. The effort being put behind the sale of this album by dealers and distributors is producing excellent results.

Miss Ethel Hiscox, of the Educational Department of the Victor Talking Machine Co., has been spending considerable time in this territory in connection with arousing interest in music appreciation work. She has received a great deal of co-operation from the various Parent-Teachers Associations of the schools.

The monthly meeting of the record sales promotion group, which consists of Victor dealers' sales women, was held at the Business Women's Club and was in charge of Miss Yates, of the Cleveland Talking Machine Co. The speaker of the evening was Miss Josephine McKeough, who has charge of the Chicago district sales promotion work for the Victor Co. Her talk was on the new Victor Herbert selections, and she explained the various compositions and demonstrated with the aid of the new Victor model No. 12-15.

The Cuyahoga Court of Appeals handed down a decision this month that is of considerable interest to every dealer handling radio. The case was the Rudolph Wurlitzer Co., of Cleveland, versus Sol Taubman, also of Cleveland. The action was brought in the Municipal Court of Cleveland and arose over the refusal of the defendant to keep up his payments on a radio set purchased from the plaintiff because he alleged it would not operate properly because of static and prevented him from getting reception from distant stations. The balance due on the set was \$96.20. The Municipal Court rendered a decision in favor of the Wurlitzer Co., and Taubman carried the case to the Court of Appeals. This Court also rendered an adverse decision against him and said in part: "The radio is a recent invention and this so-called static has not been eliminated in even the best of sets. No person is justified in believing what is generally known to be impossible." Had the court allowed Taubman to sidestep his payments on the grounds of interference it would have caused a great hardship to every dealer selling on time, but with the

favorable decision to the trade by the higher court this matter is settled once and for all.

The Cleveland Ignition Co., Atwater Kent distributor for northern Ohio, has been busy shipping out a large volume of orders on the new AC set, and also on other models as well. R. A. Bechtol, general manager of the company, points to a large number of prominent dealers in Cleveland who have recently taken the Atwater Kent agency. Among these dealers are: Frank Cerne, 6003 St. Clair avenue; S. J. Basta, 6032 Buckeye road; Henke Furniture Co., 3001 Lorain avenue, and Wolfe Music Co., 641 Prospect avenue.

An event that aroused considerable interest in trade circles during the month was the installation of radio receivers in each of the thousand rooms of the Hotel Statler by the management, and of two powerful superheterodyne sets on the roof of the building. In making the announcement through the newspapers, the management stressed the point that radio in the rooms tended to make them more home-like, which incidentally was good advertising for the trade at large.

The Cleveland branch of the Brunswick Co. has received many compliments on the appearance of the new display and demonstration studio recently completed at the branch warehouses on St. Clair avenue, N. W. All the new models are on display. A number of new dealer accounts have been opened in this territory. E. S. Germain, district manager, says, and 1928 has started off in fine shape. The big event of the month in the record department was the Brunswick Co. signing the well-known and popular blues singer, Bessie Brown, who went to Chicago and recorded "Chloe" and "Someone Else." Upon their release here there was an immediate big demand for these records by all dealers in the territory. Miss Brown is appearing nightly at the "60" Club on Euclid avenue and drawing big crowds.

The Schultz Co., Seventeenth and Chester avenue, distributor of the Sonora line, had a busy month, according to C. C. Price, general manager. Both radio and phonograph models have been moving well.

The Sterling A battery eliminator manufactured by the Sterling Mfg. Co., of Cleveland, is

enjoying increased popularity and keeping the factory busy. Battery owners are purchasing these eliminators, dealers report, because of their many desirable features and because in many instances they feel they cannot afford to relinquish their old set for one of the new model AC operated receivers.

The finishing touches to the Wolfe Music Co.'s new store on Euclid avenue and East Twenty-second street are now being made and the company expects to be settled in its new home early this month.

United Motor No. 2 Popular With Trade

Recently Introduced Product of United Air Cleaner Co. Has Met With Gratifying Reception—Company Is Growing

United Motor No. 2, introduced in January by the United Air Cleaner Co., Chicago, has met with a gratifying reception from the trade, according to F. F. Paul, general sales manager of the company, and the factory is now in heavy production on this product. The executives of the company feel that Motor No. 2 will gain as wide an acceptance in 1928 as the United Motor No. 5, for cabinet phonographs, did in 1927, which was the most successful year in the history of the company.

The firm is using 50,000 square feet of manufacturing space for the making of phonograph motors and plans are now under way for a new addition to the present building. The firm owns seven acres of vacant property east of the plant on Cottage Grove avenue and if the volume of business continues to increase in 1928, as it did in 1927, executives of the company report that they may find it necessary to utilize a part of the vacant property. As a result of the increase of business, production has been speeded up during the past year and the firm has purchased a considerable quantity of new motor-making equipment.

Fyffe, Columbia Artist, Starts Tour

Will Fyffe, exclusive Columbia record artist and famous Scotch comedian, opened at the Palace Theatre, New York City, recently, starting on the first lap of a three-year headline tour of the Keith-Albee circuit.

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.



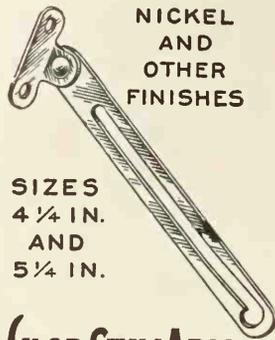
STYLE 2
Gum Mahogany, Golden or Fumed Oak.



Excel phonographs, radio cabinets and combination instruments have been designed to meet every exacting taste. They are produced in all popular finishes and styles, including Upright, Console and Wall Cabinets—a complete line. Our centrally located factory and excellent shipping facilities insure prompt deliveries and attractive trade prices.

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



**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

Brunswick Shop Lays Claim to a Record

Phonograph Shop of Wichita Falls, Tex., Claims Largest Sales Per Capita on Panatropes and Panatrope-Radiolas

The largest sales per capita on electrical Panatropes and Panatrope-Radiolas of any Brunswick dealer in that section of the country, is the claim of the Phonograph Shop, Brunswick dealer, at Wichita Falls, Tex. Their slogan, "No Hill Too Steep for a Stepper,"



Interior of Brunswick Shop

seems to spur them on, and defines the sales ability of Roy C. Coffee, manager of the concern, who, perhaps, has sold individually as many Brunswick Panatropes as any one salesman operating in a Brunswick retailer's store. One of the iron-clad rules of the Phonograph Shop is a liberal advertising program, which, together with artistic show-window display, and a liberal home demonstrating policy, has brought Brunswick products strikingly before the people of Wichita Falls and vicinity. The store carries a complete stock of Brunswick products, and another of the slogans, "Service With a Smile and Service After the Sale," best explains the efforts of the Phonograph Shop to provide for the wants of its customers.

The store is well arranged and designed to obtain the maximum display value, and at the same time provide the speedy and convenient handling of all customers.

Columbia Master- Works at Town Hall

Felix Salmond, 'cellist, and Simeon Rumschisky, pianist, Columbia Masterworks artists, will include the Grieg Sonata in A Minor, Opus 36 (Columbia Masterworks Set No. 78), in their recital scheduled for Town Hall, New York City, March 11. Mr. Salmond is

a faculty member of both the Curtis and Juilliard Foundations for Music and plays upon the 'cello once owned by Paganini.

Dr. Rumschisky, European pianist and conductor, has been for some time known to New York as one of the most sympathetic accompanists of the day. The comparative rarity of 'cello and piano sonata recitals and the distinction of these two artists promise a treat for music lovers.

Hazeltine Earnings in 1927 \$198,055.42

Annual Report of Licensing Corporation Shows That Licensees Did Net Business of \$12,582,334 on Sets During 1927

Net earnings of \$198,055.42, before providing for amortization of patents, were shown in the annual report of the Hazeltine Corp. for 1927. There are 175,000 shares of stock outstanding, according to the report. The company owns the patents and trade-marks covering the inventions of Prof. L. A. Hazeltine used in the manufacture of Neutrodyne radio receivers and also owns the controlling interest in the Latour Corp., which owns the American patents covering the inventions of Prof. Marius C. A. Latour, of France.

As an indication of the development of the radio industry, the report to stockholders shows that during 1927 the licensees operating under the patents of the Hazeltine Corp. did a total net business of \$12,582,334 on receiving sets, exclusive of accessories, as compared with \$8,743,861 for the year 1926.

New Tube in Demand

Production of the new GSX-112A, a quarter-ampere power tube, recently placed on the market by the Gold Seal Electrical Co., Inc., New York, is being speeded up in response to increasing orders, according to a recent announcement. Shipments to dealers are expected to go out in sufficient quantity within thirty days to provide adequate stocks to meet normal consumer demand.

Cuban A. K. Dealers

J. F. McCoy, of the Atwater Kent sales staff, recently spent some time in Cuba and found Cuban interest in radio very strong. Upon his return to Atwater Kent headquarters Mr. McCoy reported the appointment of two new Atwater Kent dealers in Havana, Vda de Carreras, Paeo de Mart, and Roberto Karmen, O'Reilly 87.

Carryola Portable on 8,000 Mile Trip

Twenty Officials of Frigidaire Corp. on Convention Trip Entertained by a Carryola Master Portable

When twenty officials of the Frigidaire Corp. made an 8,000 mile convention trip through all sections of the country in February, one piece of equipment in their special car was a portable phonograph. It was a Carryola Master, and it probably covered more ground in a short space of time than any other portable ever built. On the long trip across the continent



Enjoying the Carryola Portable

and back the Carryola was kept busy throughout the day and far into each night. It accompanied the Frigidaire officials from their headquarters at Dayton, O., to Chicago, Omaha, San Francisco, Los Angeles, El Paso, Dallas, Atlanta, New York, Boston and back to Dayton again.

J. A. Harlan, Frigidaire household sales manager (left), and R. F. Callaway, assistant to the president of Frigidaire Corp., are shown above listening to the Carryola. They say that it provided them and the accompanying officials with real entertainment between the strenuous convention sessions. In these sales meetings Frigidaire salesmen turned in cash orders for \$8,000,000 worth of business and pledged \$36,000,000 in sales during the first three months of the year.

Daven Changes Name

The Daven Radio Corp., Newark, N. J., has changed its name to the Daven Corp., it has been announced by W. H. Frasse, president of the organization. Mr. Frasse is now in the South on a six months' vacation.

DECA-DISC

An Electric Phonograph, With Electrically Amplified Tone, That Changes Its Own Records



The big demand for automatic phonographs is met by this full toned, fool-proof automatic phonograph now at a price practically the same as others playing only one record.



45" high, 23" wide, 22" deep.

The Deca-Disc plays any predetermined number of selections, or optionally plays and replays 10 records until stopped.

The same current that operates the turn table and changes the record amplifies the tone

to that remarkable full, rich volume that marks the latest development in the phonograph.

Automatic phonographs will sell bigger than ever this year. If you do not carry an automatic in your line—

Write to-day to

DECA-DISC PHONOGRAPH CO.

WAYNESBORO, PA.

F. R. T. A. Convention in Milwaukee

250 Delegates Present Discuss Problems of Industry and Take Important Action—Harold J. Wrape Is Again Elected President

The Federated Radio Trade Association Convention held in Milwaukee on February 14 and 15 was said to be the most important and most successful convention ever held by the Federated group. Visitors and delegates attending the convention reported that they had never known of so much actual business to have been accomplished in such a short period of time. The Wisconsin Radio Trade Association was an admirable host and provided lavish entertainment throughout the convention. There was an attendance of over 250 delegates present from all parts of the United States.

H. J. Wrape Reviews Activities

Harold J. Wrape, president of the Association, in his opening address, reviewed briefly the past activities of the organization and the important position which it had assumed in the radio industry during its existence. He requested further co-operation from all jobbers and dealers in attendance to help in perfecting a stronger group which could better fit into its rightful place among the leaders in radio. He pointed out that the plans for the future were such that the Association group should take far more active interest in national affairs and would prove itself as a stabilizing influence so necessary to the trade at the present time.

Address by Bond P. Geddes

Bond P. Geddes, executive vice-president of the Radio Manufacturers' Association, gave a very comprehensive address on dealer, jobber and manufacturer relations which was enthusiastically received by the entire assemblage. Mr. Geddes stated that the radio industry must and will stand on its own feet, and should not be considered as a part or division of another industry. His address in part follows:

"In the RMA there has ever been a deep sense of interest in the Federated Radio Trade Association. It is fortunate that this radio triangle, the three great groups which comprise the framework of the industry—the Federated Radio Trade Association, the National Association of Broadcasters, represented here to-day by my good friend, Mr. Baker, its managing director, and the Radio Manufacturers' Association—is thus established. These Associations, from their mutual interests, form the three aids of the industrial triangle which may be taken to represent the entire radio business, the well-linked, closely allied and, we hope, truly fraternal elements of the radio structure.

"American industry to-day is organized on a new scale. It is a battle, for the consumers' dollars, of one industry against another. You dealers and jobbers probably often think that your worst competitor is your rival radio dealer down the street, while in fact your hardest adversary is the dealer, representative of another organized industry, competing with an automobile, furniture, refrigerator, sewing or washing machine, or some other necessity or luxury for the dollars of your radio prospect. His industry is strongly fortified and organized; ours can and must be also if we are to maintain, let alone develop, the position of radio as a necessity in American life. And let me remark in passing that radio certainly is a necessary, not a luxury, in the high standards of living it has helped to establish.

Close Co-operation Required

"The great common interest of the broadcasters, you dealers and jobbers, and we manufacturers in the radio industry never required closer co-operation and stronger organization than to-day when the young radio industry, as an industry, is meeting new challenges and new competition, not only from new, but from old, strongly entrenched and organized industries. Not only for your self-interest and pro-

tection against rapacious and greedy manufacturers, and to work not for but with us and endeavor to adjust our problems and trade practices in a spirit of friendly co-operation, and also build a real radio industry which will be impregnable in its protection of our mutual industry do we wish your development and seek your friendly hand.

"Without efficient and organized distribution (and this can best be effected with the expansion of your Association) our manufacturing interests could not progress as they have and will. While there are many problems of merchandising and manufacturing (necessarily so from the comparative youth of our industry) to be adjusted and solved, the radio manufacturers, as individuals and through the RMA, have had in mind, and sought to improve, the position of you dealers and jobbers.

"In developing markets for you to sell radio



Harold J. Wrape

in, the RMA has just undertaken, through its Merchandising Committee, with the approval of our Board of Directors, a nation-wide survey to facilitate distribution, by finding and cultivating proper markets for the proper type of radio products. The RMA also is engaged in a new enterprise to make the radio a greater agency in education, through equipment of schools and colleges, and also is developing through contacts with women's clubs and other organizations, campaigns to open new American homes to modern radio.

RMA Activities

"To aid you in selling radio, the RMA also is preparing, through its well-equipped engineering division, to give new and wider services to the public, as well as the trade. One of these, which is to be presented at our next board meeting, is to establish definitions of "socket-power" operation, in which you are all interested. The radio patent problem also is being met by the RMA in a constructive effort to establish a patent interchange plan. Reduction of freight and express rates (in which you as distributors also have a direct interest) with the prospect of increasing the size of the radio consumer's dollar, is another new RMA effort. Another RMA enterprise from which you will directly benefit, is a new plan being evolved for the financing of instalment paper. Also we have just arranged to have our manufacturers provide you with uniform catalogs.

"The service problem also is being constructively dealt with by the RMA. Service to the radio purchaser is an outstanding problem and probably everlasting, although now reduced

to a minimum with manufacturing improvements. As individuals and through our Association we are taking many steps to help you in its solution. Realizing its importance, the RMA has embarked upon a national enterprise looking to developing a supply of trained service men, not for ourselves, but for you jobbers and dealers. The RMA is encouraging and sponsoring the establishment of vocational training courses for radio service men. Its initial effort, made recently in Newark, N. J., with the co-operation of the Essex County, New Jersey, Board of Education, has already met with success.

A Large Industry

"The radio industry is an industry. One of the factors in the measurement of an industry is its service to the public, efficient and economical service, in its manufacturing and distribution, volume and efficiency. Surely measured by these standards we have demonstrated our right to regard ourselves and remain a distinct industry. Throughout the world it is estimated that 90,000,000 people are served by radio. There are broadcasting stations in fifty-seven countries, with America at the top of the list in numbers, and way ahead in quality of programs. Over \$20,000,000 alone are invested in broadcast stations in this country. Our industry gives employment, it is estimated, to more than 300,000 persons. There are between 40,000 and 50,000 radio dealers and jobbers in our country, and probably 3,000 manufacturers, large and small. In 1927 it is estimated that radio products valued at close to \$600,000,000 were produced in the United States, with exports of around \$60,000,000."

Other Speakers

Richard M. McClure, a prominent trade association executive, gave a comprehensive talk on organization and its importance, stressing the fact that it is necessary to co-operate in order to further promote the best interests of the industry. L. S. Baker, managing director of the National Association of Broadcasters, presented a very complete paper on broadcasting and the radio trend.

M. F. Flanagan, executive secretary of the Radio Manufacturers' Association, presented a paper on the need of a jobber organization. Mr. Flanagan pointed out that the jobber who has been engaged in the radio business from the start has lost many opportunities to help himself and his trade, which could have been avoided through definite organized co-operation. He said in part:

"Economic conditions make strange bedfellows, and in the radio industry, those forces that were antagonistically competitive a short time ago are to-day faced with the pertinent situation of protecting their mutual interests, because of the fact that the rapid evolution of this trade has actually made their future progress dependent upon working together.

"Nowhere in radio is this so glaringly evident as in the jobbing or wholesale division. The process of evolution among the retailers has reduced the number of outlets that can be truthfully called radio stores from approximately 45,000 in 1925 to approximately 30,000 in 1927, and it is reliably predicted that it will perhaps dwindle to 25,000 in 1929, has drawn the jobbing interests from a competitive standpoint so close together that they cannot well afford to work at variance with each other."

Short talks were made by Arthur Haugh and Herbert H. Frost, past-presidents of the Radio Manufacturers' Association, and Ernest Reichmann, of the Radio Protective Association. Alfred Waller, of the National Electrical

(Continued on page 72)

ABOX

"A" BATTERY ELIMINATOR

A. C. OPERATION!

The Question Facing Three Million Set Owners

Answer it with ABOX and balance your 1928 business with profitable *cash* sales!

THERE are two definite sides to the A. C. market. To think of it only in terms of selling A. C. receivers to everyone, will result in turning customers away whose trade will represent in the aggregate, millions of dollars this year—in cash at time of purchase!

Reliable figures show that there are approximately 7,500,000 receivers of all kinds in the hands of the public. Of this total, there are at present approximately 550,000 A. C. tube sets and 2,000,000 users of other forms of current supply. This leaves, not counting farm owned sets, almost 3,000,000 radio set owners for whom ABOX is the logical and only practical method of conversion to power direct from the light socket.

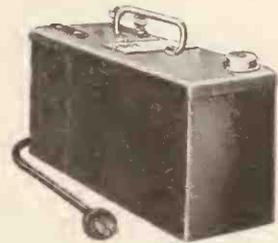
\$32.50 will solve their problem permanently and with the utmost satisfaction. There is no reason for them to pay more or to sacrifice their present radio investment to get the results they want.

Be prepared to serve the set owners in your community who are waiting to pay you a cash profit for ABOX. Be in position to make a sale to everyone who comes to your store for the answer to the A. C. question.

The ABOX Company

215 North Michigan Avenue

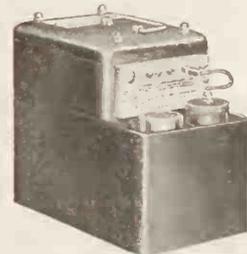
Chicago, Illinois



4-Volt ABOX Eliminator

A new model for sets using 4-volt tubes. Fits Radiola battery compartment. Size 8¾ in. long, 4 in. wide, 6⅞ in. high. Output 6 amperes, 4 volts D. C.

\$27⁵⁰



6-Volt ABOX Eliminator

This model will operate any set using eight or less standard 6-volt tubes. Not necessary to change set wiring. Over 100,000 of this type in use.

\$32⁵⁰

All Prices Slightly Higher on West Coast

Federated Radio Trade Association Convention Staged in Milwaukee

(Continued from page 70)

Manufacturers' Association, presented a paper describing the aims and work of the N. E. M. A.

The Federated Radio Trade Association went on record as approving the Radio Trade-in Book published by the Radio Trade-in Book Co., Memphis, Tenn. There was also adopted a complete set of advertising standards prepared through the efforts of the Mid-west Radio Trade Association of Chicago.

Irwin Kurtz, president of the Talking Machine and Radio Men, New York City, reported the need of concerted action throughout the entire country on matters of legislative importance, and urged the entire assembly to cooperate immediately with the legislative committee of the Association.

The Federated Radio Trade Association made a very important decision at the convention in that it resolved into four individual member sections, and there is now established

an individual member section for local radio trade associations, one for distributors, and one for dealers and one for manufacturers' agents.

Harold J. Wrape Re-elected President

The annual election of officers took place February 15 with Harold J. Wrape unanimously re-elected as president for the coming year. Vice-presidents are Thomas White, Buffalo, chairman of the jobbers' section; Michael Ert, Milwaukee, chairman of the Association section; Julian Sampson, St. Louis, chairman of the dealers' section; George Riebeth, Minneapolis, chairman of the manufacturers' agents' section; H. H. Cory, honorary secretary, and Harry Alter, Chicago, honorary treasurer. The official organ of the Association, the Federated Radio Trade Journal, has been discontinued, and in its place will be instituted a monthly news bulletin, published at the office of the executive secretary in Chicago.

Radio Distributors' Organization Formed at F. R. T. A. Conclave

Jobbers' Association Includes Individual Wholesalers From All Parts of the 'Country and Becomes Part of the Federated—Committees Appointed

One of the most outstanding features of the bi-annual convention of the Federated Radio Trade Association in Milwaukee was the foundation of a national organization of radio distributors. This organization includes individual jobber members throughout the entire country, and becomes a part of the Federated Trade Association. The jobbers' section will act individually and of its own accord, and is planned to build a strong foundation for the Association. They will solve their own individual problems for the good of the entire industry, but will not attempt to dominate the sections of the Federated as a group.

The chairman of the jobbers' section automatically becomes a vice-president of the Federated Radio Trade Association, and the jobbers' section is governed by an executive committee composed of two representatives from

each of the nine zones, eight of which comprise the entire United States and the ninth the Dominion of Canada. This executive committee will act as the board of directors of the jobbers' section and will govern it.

There have been appointed five major committees which are now functioning and which made a report of their activities at a meeting of the executive committee held late in February. The executive committee is composed of the following: Thomas White, chairman, Wholesale Radio Equipment Co., Buffalo, N. Y.; R. C. Coleman, Geo. C. Beckwith Co., Minneapolis, Minn.; Martin Wolf, Electric Appliance Co., Chicago, Ill.; Harry Alter, the Harry Alter Co., Chicago, Ill.; Fred Wiebe, Brown-Hall Supply Co., St. Louis, Mo.; J. F. Connell, Kruse-Connell Co., Indianapolis, and W. H. Roth, Radio Specialty Co., Milwaukee, Wis.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

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

Put up in 1, 5, 10, 25 and 50-pound cans for dealers. This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers

ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

The finance committee is automatically headed by Thomas White as chairman. The manufacturers' relations committee is headed by Harry Alter, chairman, with G. K. Purdy, Geo. C. Beckwith Co., Milwaukee, and H. E. Richardson, Young, Lorish & Richardson Co., Chicago, with one advisory member from each of the zones.

The dealer relations committee is headed by F. A. Wiebe with Martin Wolf and E. W. Pfleger, of the General Ignition Co., Milwaukee, with one advisory member from each of the zones. The membership committee is headed by J. F. Connell, and Martin Wolf is chairman of the publicity committee.

On admission for membership the following rule applies: "A jobber shall become eligible for membership in the jobbers' section of the Federated Radio Trade Association if he conducts business on a substantial wholesale basis and passes the requirements of the membership committee."

Many wholesale radio firms throughout the entire country have signified their intention of joining this national movement

Capehart Automatic Phono. Corp. Formed

Huntington, Ind., Firm to Market Automatic Phonograph Known as Orchestrope—J. W. Caswell, President

The Capehart Automatic Phonograph Corp., Huntington, Ind., has been organized to market a phonograph known as the Orchestrope, which automatically turns the records over and plays them on both sides. It has a capacity of twenty-eight records. One of the features is its simple construction, which enables the operator to arrange a program while the machine is playing, or when idle. Records can be repeated or if one cares they can play it the same as they do a common phonograph. The present cabinets are designed for commercial purposes only. The cabinets are built by the Caswell-Runyan Co., Huntington, Ind.

The officers of the company are: J. W. Caswell, president; Winifred Runyan, secretary and treasurer; H. E. Capehart, vice-president and general manager; J. E. Broyles, general sales manager, and W. C. Peterson, sales promotion and advertising manager. The inventor, T. W. Small, will be factory superintendent.

Eighteen branch offices are being organized in the United States, and the company will have a selling force of over three hundred representatives. It is the intention of the company to appoint exclusive dealers in each county.

Columbia Records La Scala Artists

The Columbia Phonograph Co. has just made contracts that give exclusive recording rights with seventeen of the Italian vocal stars at La Scala, Milan, Italy, world-famed cradle of opera. Sixteen other singers at La Scala have non-exclusive contracts with Columbia. This Winter Columbia's American releases have included several new Celebrity records by members of this group and considerable interest has been aroused by this chance to hear Italian opera as interpreted in Italy.

The Silver Electro-plated Needle

THE HUMAN VOICE

Especially adapted for electrically
recorded records

Attractive prices for jobbers

WALL-KANE NEEDLE MFG. CO., Inc.

3922—14th Avenue, Brooklyn, N. Y.

Wall-Kane, Jazz, Concert, Best Tone, and Petmecky Phonograph Needles.

ONE DAY'S MAIL

in the offices of



Included, among numerous others, inquiries from WORLD subscribers for the following products from all parts of the globe:

- 1 Electrical Pick-up (*New Zealand*)
- 2 Phonograph Cabinets (*China*)
- 3 Recording Apparatus (*Central America*)
- 4 Phonograph and Radio Accessories (*New Zealand*)
- 5 Electrical Pick-up (*Great Britain*)
- 6 Record Machinery (*Canada*)

For over twenty-three years The Talking Machine World has retained the confidence of its readers the world over, a record that cannot be equalled by any other trade publication serving the phonograph and radio industries.

Consistent advertising in The Talking Machine World reaches each month the buying power of these two industries—phonograph and radio—who read every issue of THE WORLD from cover to cover, and who regard its advertising and editorial columns with confidence and respect.

“In the Federated Business Publications Group”

Graybar Building, New York City





 SYMBOL OF QUALITY
 Adaptable for
 Portables and
 Upright Machines

Lyrephonic
 Tone Arm No. 2

LYREPHONIC PRODUCTS
 Will provide increased profits for 1928
 Write for full details
ANDREW P. FRANGIPANE & CO., Inc.
 Factory and offices: 261 Warren St., Lyndhurst, N. J.
 Western factory representative: Max Targ, 229 W. Randolph St., Chicago, Ill.

Lyrephonic
Junior

Kansas City Trade Reports Business Improving Throughout Territory

Sterling Radio Co. Reports Heavy Demand for Kolsters—Brunswick Branch Holds a Sales Meeting—O. P. Harris From Chicago Headquarters Present at Meeting

KANSAS CITY, Mo., March 12.—Dealers and distributors are finding business conditions in talking machines and radios very satisfactory at this time, although there is no exceptional demand in any one line. However, the period since the first of the year has shown a nice increase over the same period last year in both phonograph and radio lines, and demand for records is better than it has ever been, according to the statements of trade leaders.

The Sterling Radio Co. reports that it is still back-ordering Kolsters and is running from 50 per cent to 75 per cent ahead of last year. During the past two weeks, according to C. M. Willis, sales manager, they have installed ten 6-M Kolsters, priced at \$800, in theatres in this territory, where they are installed on the stage with an extra power cone and connected with two record tables, serving instead of an orchestra. The Zenith line is moving nicely with the Sterling Co.

The Columbia line is going fine, according to Mr. Willis. During the past few months they have nearly doubled each month's volume over the month previous, and they are opening up many dealers. The Baldwin Music Co., McPherson, Kan., is a new Columbia dealer.

The Jones store radio department is having a fine radio business. The Atwater Kent 37, electrically operated, is the outstanding number at this time, and when they sell out of all samples they sell from the picture and fill the orders as fast as they come in. Kolster is active with the Jones store. Phonograph activity with Jones was normal during February, according to Miss J. M. Poynter, who reports good response to the Columbia-Kolster.

The Kansas City branch of the Brunswick-Balke-Collender Co. held a sales meeting for its representatives in this territory on February 10 and 11. O. P. Harris, special Chicago representative of the company, was in Kansas City for the meeting. The theme of the meeting was "more efficient service to the dealers from the point of view of selling." Mr. Harris covered Kansas, Missouri and Oklahoma during the past three weeks, holding dealer meetings with all the Brunswick dealers in the Kansas City territory.

T. H. Condon, of the Brunswick-Balke-Collender branch here, reports that they are showing a nice increase over last year and have been since the first of January. It is not a large increase, but it shows that the business is there. Mr. Condon says they can't keep

a sufficient stock of portables on hand and states that he believes this is going to be a great portable year.

A. A. Weisner, of Hays, and Mr. States, of the Palace Drug Co., of Dodge City, Kan., Brunswick dealers, recently visited the Kansas City branch and reported that the prospects for a good wheat crop in Kansas were fine.

H. H. Dickson, of the record department of the Brunswick branch, says they are maintaining a nice increase over last year and expect an even greater increase since the dealers are beginning to realize the possibilities of Summer record business.

O. D. Standke reports very good business during February. Radio activity continues brisk and portables are moving in fine volume. In his new store at 1210A Main street Mr. Standke has recently installed four new Victor electric demonstration machines, giving him nine of these machines, and he reports very satisfactory record business.

Outlook Bright in Toledo Territory

Demonstrations Win Sales for the Lion Store Music Rooms—News and Activities of the Month

TOLEDO, O., March 9.—February among phonograph and radio retailers here was a good month—on the whole above a year ago. The Spring outlook is bright. Also the near future, on account of the improved industrial situation, shows much promise.

The Lion Store Music Rooms & Radio Shop experienced a gratifying increase in sales during the past month and during early March. Lawson S. Talbert, manager, stated demonstrations in Maternity Hospital, Commodore Perry Hotel, El Pinto Soda Grill, Palmetto Restaurant, Upton Avenue Church resulted in two sales. A drive on Atwater Kent, Sparton and other electric sets resulted in putting over the largest radio day's business in the history of the department recently. Victor Herbert albums are moving briskly, nearly 200 of the sets being sold during the drive here.

The J. W. Greene Co. created much favorable comment on the Automatic Electrola-Radiola through a window display of the machine. The instrument was shown in action.

The month closed with an increase of about 25 per cent. The house is constantly carrying on a plan of courtesy demonstrating. Recently an RCA 28 and a 104 loud speaker were used with excellent results in receiving the Walter Damosch Friday morning music hour at Waite High School. Six hundred and twenty-four students attended the session. Jones and Glenwood School were favored with similar demonstrations. The result is that two school machines and two radios have been sold.

T. M. Cook Co., until recently retailers of radio sets, are expanding. Recently the Victor talking machine line was added. The concern lately moved into the new State Theatre building on Collingwood avenue.

Frank Flightner, Cherry street, Columbia dealer, on April 1 will move to 2134 Ashland avenue. The new location is a growing section of the west end of the city. The new Columbia-Kolster machine, Mr. Flightner reported, is making many friends.

The United Music Store, according to H. L. Wasserman, proprietor, experienced a good Victor and Brunswick trade during the first months of the year. Victor Basil, manager of the radio section, reported increased demand for Sparton, Atwater Kent and Radiola sets.

Grinnell Bros. are featuring six Victor models, ranging from \$95 to \$385, in March Melody, the store publication. The new Victor school machine is proving a favorite with educational institutions. Fred. N. Goosman, formerly head of the Goosman Piano Co., has joined forces with the house. Elmer Warner is now in charge of the small goods department of the store.

The Whitney-Blaine-Wildermuth Co., in addition to the regular Victor and Brunswick sales effort, is featuring portables. Many of these machines are sold to people who live in small quarters. The Honest Quaker machine has been added.

The Toledo Radio Co., Sparton jobber, according to Charles H. Womeldorff, president, has closed a greater volume the first two months of the year than was obtained the first six months of last year. Stanley Ball, vice-president; E. A. Kopf and Mr. Womeldorff made a trip to the Sparton factory at Jackson the past week. Frederick Frederickson, representative of the Sparks-Withington Co., was in the city recently calling on retailers.

The Frazelle Piano Co. has started a Spring Victor and radio drive. Outside salesmen are soliciting in the city and nearby communities. Atwater Kent and Zenith radios are featured.

The Roberts-Toledo Co., retailer of Bosch and other radio sets, has moved into new quarters at Jackson and Adams streets. Stanley Roberts, head of the concern, stated an active sales campaign will be launched shortly.

Union Music Co., retailer of small goods, recently added the Sonora portable to its line.

RMA Directors Meet in Buffalo

Board of Directors and Patent Interchange Committee Hold Two-Day Meeting to Consider Important Problems

BUFFALO, N. Y., March 10.—A two-day meeting of directors and committee members of the Radio Manufacturers' Association was held at the Hotel Statler here on Thursday and Friday, March 8 and 9, to consider a number of important problems dealing with the industry.

On Thursday the RMA Patent Interchange Committee, specially organized to attempt formation of a radio patent cross-licensing plan, met with A. J. Carter, chairman, presiding. This committee worked on a final draft on the cross-licensing plan which will be presented to the membership of the Association at the RMA convention in June.

The board of directors met on Friday and discussed many problems of immediate importance, chief of which was the consideration of the radio matters pending in Washington. Bond P. Geddes, executive vice-president of the Association, who recently went to Washington to co-operate with the National Association of Broadcasters and the Federated Radio Trade Association, told of the decisions reached at a meeting of the Joint Legislative Committee of the three industry associations held on March 2. The directors also considered a commercial definition of "socket-power" operation, which was submitted by the RMA Engineering Division, the object of which is to clarify advertising and the public understanding of "socket-power" products. Plans for the annual convention and trade show to be held in Chicago in June were also discussed by the board.

Ozark Motor Supply Is Sonora Jobber

Will Cover Oklahoma and Parts of Missouri and Kansas on Behalf of Sonora Products—Lester Cox, Well Known to the Trade, Is Head of Organization

The Ozark Motor Supply Co., of Springfield, Mo., was recently appointed a distributor of Sonora phonographs and radio products. This concern, which has for a number of years been an active figure in wholesale circles in this territory, will cover Oklahoma and portions of Missouri and Kansas in behalf of Sonora phonograph and radio products.

Lester Cox, who for many years had been a leading factor in music circles throughout Missouri, recently purchased control of the Ozark Motor Supply Co., and is now president of the organization. He will personally supervise the music-radio activities of his company, and his keen enthusiasm regarding Sonora products insures the success of this line in his territory.

Two Chicago Radio Parts Makers Merge

CHICAGO, ILL., March 7.—Announcement was recently made of the consolidation of the Jefferson Electric Mfg. Co. and the Chicago Fuse Co., the new organization to be known as the Chicago-Jefferson Fuse & Electric Co. The Jefferson organization is well known for its line of radio transformers, rejuvenators and testers and sundry other products, and the Chicago Fuse Mfg. Co has a big following on its Union renewable and non-renewable fuses, Gem powerlets and Gem switch and outlet boxes.

The following are officers of the new organization: President, J. A. Bennan, formerly of the

Jefferson Electric Mfg. Co.; vice-president, A. R. Johnson, formerly secretary of Jefferson Electric Mfg. Co.; vice-president, A. E. Tregenza, formerly vice-president of Chicago Fuse Mfg. Co., and treasurer, J. C. Daley, formerly treasurer of the Jefferson Electric Mfg. Co.

Samuels Corp. Has Several New Models

Business of Leon C. Samuels Corp. Is Being Operated on Much Larger Scale—New Talking Machines Are Introduced

The Leon C. Samuels Corp., which has been prominent in the phonograph field for many years and was incorporated after the death of its founder in April, 1927, with Mrs. L. C. Samuels as president, is conducting its business on a larger scale than ever before, according to reports from the firm's headquarters in Chicago.

Recently several new model talking machines were introduced by the firm, which are shown elsewhere in this issue. The firm covers the entire United States through sales representatives, and W. A. Ferguson, secretary and treasurer, recently returned from a trip through the South upon which he visited a number of important trade centers in the interest of the firm's products.

Pete Sampson Is Honored by Dealers

CHICAGO, ILL., March 5.—Thirty-three Atwater Kent dealers of this city reversed the usual order of social proceedings and, instead of being the guests of their radio distributor, were hosts to Pete Sampson, president of the Sampson Electric Co., Atwater Kent distributor, at a dinner on February 15 at the Rendezvous Cafe. The dinner was given in recognition of the service given by the Sampson organization and as a tribute to Mr. Sampson.

The distributor was presented with a loving cup, forty-two inches high, bearing the inscription, "To Pete Sampson, a Regular 'Fellow' on one side, with the names of the dealers participating on the other.

Now Vice-President of Lyon & Healy

Walter P. Roche, a Leading Figure in Phonograph and Radio Fields, Elected to Important Post in Chicago Firm

At a meeting of the board of directors of Lyon & Healy, held February 28 in Chicago, Walter P. Roche was elected to the office of vice-president, in charge of wholesale and re-



Walter P. Roche

tail radio and phonograph departments, and all wholesale departments except sheet music. Mr. Roche, who is one of the outstanding figures in the radio and phonograph merchandising fields, was appointed a director of the company in 1926.

Twenty-two years ago Mr. Roche became associated with Lyon & Healy as a stock and errand boy in the wholesale talking machine department. His progress through the ranks of stock man, order filler, city salesman, traveling representative, managerial posts and on up to the post which he now occupies, is a tribute to his ability, merchandising experience and aggressiveness. Mr. Roche's background of experience covers both the wholesale and retail angles of the talking machine and radio business, and he has devoted practically his entire career to the music business. His many friends in the trade will be glad to learn of his appointment as vice-president, and he has already received many congratulatory messages from his wide list of acquaintances.

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.

Model A-27
14½ in.

Seamless Burtex conoidal diaphragm—substantial sounding board—Jasper brown mahogany and bronze finish with "Golden Chime"

Price
\$18.50

Made by the Pioneers in Cone Speakers

STEVENS & COMPANY, Inc.

46-48 East Houston St., New York

H. Curtiss Abbott Crosley Executive

New General Sales Manager Was Formerly With Lyon & Healy, Inc., and the Kellogg Switchboard & Supply Co.

H. Curtiss Abbott, of Chicago, nationally known in the fields of radio and music, has accepted the position of general sales manager of the Crosley Radio Corp. Mr. Abbott, a Yale graduate, has had many years of experi-



H. Curtiss Abbott

ence in the radio business, and has made an enviable record in the selling end of the industry. For a number of years he was an executive of Lyon & Healy, Inc., Chicago, one of the foremost music concerns of the country, and as one of the sales executives of the Kellogg Switchboard & Supply Co., Chicago, for the past two years he became widely known in the radio distribution field.

With the Crosley Radio Corp., Mr. Abbott has a working organization of 166 distributors and more than 18,000 dealers, representing every community in the United States. "While there probably will be an ever-present demand for battery-operated sets, the public is being thoroughly sold on the advantages of the one-unit sets, which are operated from light sockets," Mr. Abbott said, "and the future is very

bright for this product. It has been on the market long enough to have proved its worth, and there is no reason why a company with the reputation of the Crosley Radio Corp. for manufacturing the best radio sets at the lowest possible price should not do a tremendous business throughout 1928."

Proves Phonograph Quality by a Test

W. W. Kimball Co. Encourages Comparison Demonstration to Prove Quality of Its Reproducing Phonograph

Proving by actual test instead of by argument is the method chosen by the W. W. Kimball Co., Chicago, for demonstrating its new Reproducing phonograph. The W. W. Kimball Co. found, by carefully checking over records made by all of the leading manufacturers, that there are a number which appear to be difficult for perfect reproduction on any type of a phonograph. Five were found which appear to be most difficult and these, made by three different companies, have been selected with the idea that they will reveal the weakness in any phonograph.

One of the records is a piano solo which runs the entire keyboard, another is an orchestra and chorus ensemble of tremendous proportions, and another, a vocal solo, etc. The W. W. Kimball Co. not only encourages the use of these difficult records in demonstrating its new machine, but includes the set of records with the initial shipment of Kimball Reproducing phonographs to each new dealer to prove to him beyond any question that the new Kimball instrument will play each of these unusually difficult records with perfect results.

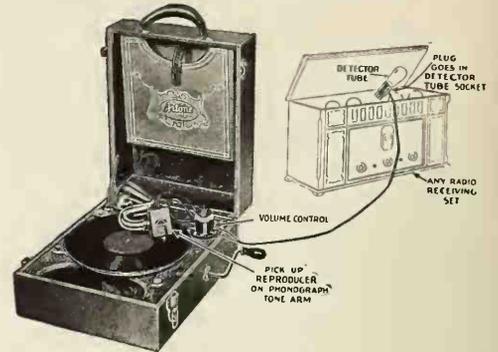
The most enthusiastic comments from the dealers have followed this demonstration together with a volume of repeat orders which is very gratifying. The new Kimball phonograph, Style 275, introduced in the February issue of *The Talking Machine World*, has met with a tremendous following among the dealers. The Kimball sales headquarters in Chicago have received countless letters from dealers who have received shipments of the new instrument and have enthusiastically praised its design and reproducing qualities. Growing sales are indicated by repeat orders.

New Portables With Electrical Pick-Up

Two New Models Announced by the Berg A. T. & S. Co.—E. R. Manning on Trip—Business Outlook Is Bright

The Berg A. T. & S. Co., Long Island City, N. Y., has placed on the market two models of the Artone portable which are equipped with an electrical pick-up whereby a radio set may be used to electrically amplify the record which is being played on the portable.

The device is very simple, consisting of only three parts, two of which are attached to the



Berg Portable and Electrical Pick-up

portable and one plugged into the radio set. These three parts are a pick-up reproducer, which is attached to the regular phonograph tone arm, a volume control and a plug which may be inserted in the detector tube of any radio set. Thus the audio division of the radio set electrically amplifies the sound reproduced from the record.

E. R. Manning, treasurer and general manager of the company, left during the early part of the month on a business trip which is expected to carry him as far as the Pacific Coast. Mr. Manning will stop at Chicago en route and spend some time in the Middle West. Good business is reported at the Berg factory, and the first few months of the new year have begun in a very auspicious manner.

Brunswick Artist Opens Station KOA

Allen McQuhae, Record Artist and Radio Favorite, Officially Opens New Denver Broadcasting Station on Tour

According to advices received from the offices of the Brunswick-Balke-Collender Co., Chicago, Allen McQuhae, the popular Brunswick recording artist and radio broadcast favorite, had the honor of officially opening the new radio station KOA at Denver, Colorado, on March 9. While on his Western tour, Mr. McQuhae will sing eight recitals during March, and opened the new station between his recitals at Boulder and Provo.

Mr. McQuhae is becoming even more popular through his extensive concert tours and radio broadcasts. He is adding to his record repertoire a number of the new popular songs of the day, including such favorites as "Charmaine," "To-morrow," "Girl of My Dreams," "Sweetheart of Sigma Chi" and others.

Radio Ass'n Elects

BUFFALO, N. Y., March 5.—Buffalo Radio Trades Association announces the election of the following directors to serve two year terms: Elmer Metzger, Benjamin Neal and Edward Young. They succeed Edward T. Ball, Emil Sommer and Thomas A. White.



For Talking Machines

It's only first-quality felt, properly and particularly made, that keeps on the job longer . . . that always proves most economical in the final test. You can look to American Felt Company's Felts for these "built-in" qualities—and get them!

For American Felt Company's Felts are made by an organization as particular as its most exacting customers—an organization backed by many years of sound experience in advising talking machine manufacturers . . . in recommending the grade of felt best suited to each requirement. Our customers profit by all this. *Write us for quotations.*

AMERICAN FELT COMPANY

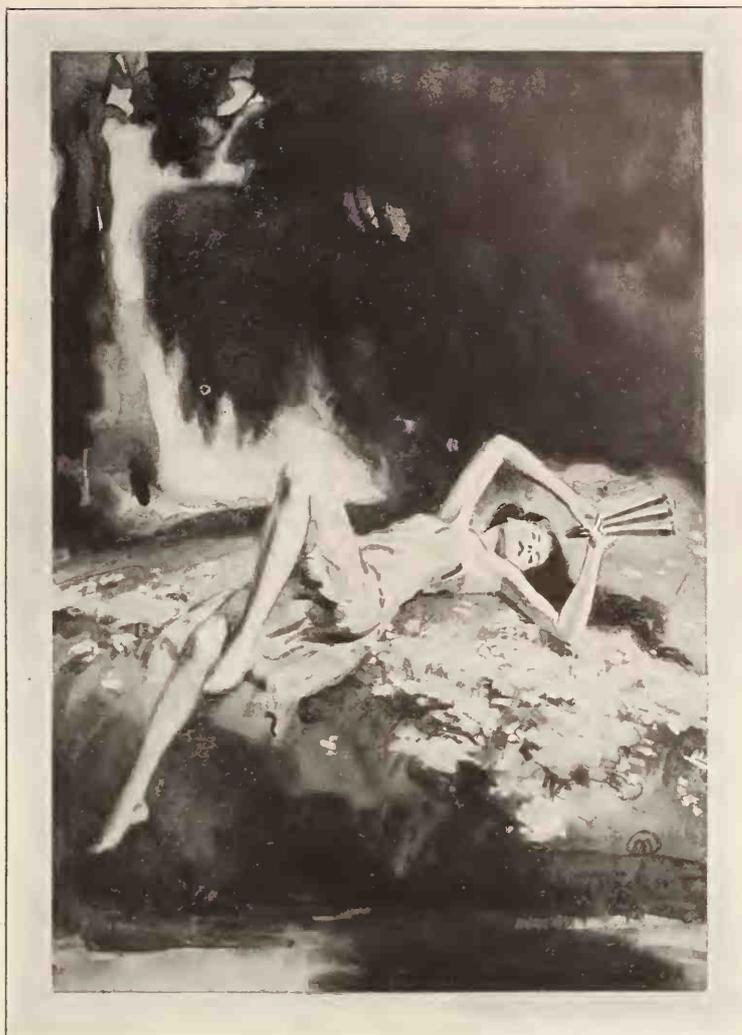
211 Congress St., Boston

114 E. 13th St., New York City

325 So. Market Street, Chicago

The Romance of Wood

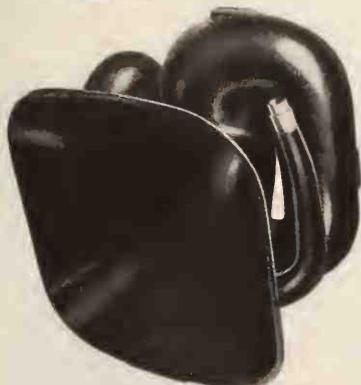
Since the dawn of the first day, the symphony of Life has been carved on the bark of trees . . . Wood is nature's chosen and unsurpassed method of expressing the universal language of music.



MOLDED WOOD TONE CHAMBERS



LIST \$7.00
Fidelity Speaker Unit
Will handle output of largest power amplifier.



LIST \$18.00
This is No 595—Tone Travel, 8 feet. Over all dimensions: 21 1/4" High, 18" Wide, 15" or 13" Deep.
No. 570 is identical in design. Tone Travel, 6 feet. Over all dimensions: 15" High, 12" Wide, 12" Deep.

LIST \$13.00
A full line of tone chambers for every style and size of cabinet. Ready mounted in sturdy box from which it is not removed. Simply place in cabinet, block, and the job is finished. Takes any standard size speaker unit.
Progressive dealers add to their profits and good will by installing Molded Wood Tone Chambers in new console cabinets and as replacements for old style cone and horn loud speakers.

WHEN the tone chamber of a radio cabinet is Molded Wood, its Ear Value distinctly enhances the Eye Value.

This has been demonstrated so repeatedly, that it furnishes the reason why retail dealers in increasing numbers see a greater turnover and profit in cabinets that include Molded Wood Tone Chambers

Equally as noteworthy is the fact that makers of cabinets that lead the field in volume and dealer confidence are those who recognize that Molded Wood Tone Chambers technically and naturally are the finest audible expression of thorough quality.

The most emphatic thing a cabinet maker should do in his own behalf is to rigidly test Molded Wood Tone Chambers before deciding what speaker he will use this season

Samples for this purpose will be sent upon request and without obligation.

Send for catalog and wire for full details.

MOLDED WOOD PRODUCTS, INC.
219 WEST CHICAGO AVE. CHICAGO, ILLINOIS

The Trade in PHILADELPHIA and LOCALITY

Demand for Combinations and AC Receivers Continues in Philadelphia

Public's Interest in Higher-Priced Merchandise Regarded as Forerunner of Spring Demand—Local Dealers Win Prizes in Victor Contests

PHILADELPHIA, Pa., March 9.—Though the usual February reaction was a factor that kept the dealers in quieter channels insofar as talking machines were concerned there nevertheless was a brighter spot to business in the continued demand for records and for the newer types of AC radios and combinations which have become the "best sellers" of the industry since the first of the year. Larger manufacturers of talking machines are gratified at the more lively interest shown in the various types of combinations and look upon this spurt of activity as a forerunner of improvements this Spring. Dealers who have been alert to sales promotion features and tie-ups with entertainments that have appeared here within the month were able to keep the customary duller February days in activity and profitable business by the special attention given to exploitation and window displays that brought recordings of artists appearing here into prominence.

Demand for the electrically operated radios kept pace with the ability of the dealers to secure goods. The only bar to business in these sets was the lack of sufficient goods to meet the needs of the trade. Jobbers were kept busy sending out shipments from the factory almost as soon as they arrived in the warehouses so that stocks were kept at a minimum and there are waiting lists of considerable length for future deliveries from the manufacturers.

Local Sales People Win Awards

Of special interest to the dealers during the month was the awarding of prizes for the S. R. O. Contest held by the Victor Talking Machine Co. a few months ago. Miss Marian Mills, head of the record department of the Chestnut

street store of the J. Ralph Wilson chain, won the \$75 award for her essay, "How to Sell Victor Red Seal Records." Miss Florence Kendle, her associate in the record sales department, won the \$50 prize, while James Stafford, of the Germantown avenue store of the Wilson Co., received the \$75 award for his essay on the same topic and two \$10 prizes for window displays. J. Fischer of the Broad street store of the Wilson Co., won \$25 for his window display.

Victor Dealers Feature Album Sets

Dealers who tied up the exploitation of the album containing the Victor Herbert selections compiled by the Victor Co. in late February were: Gimbel Bros. talking machine section under Manager Wurtele; J. R. Wilson Co. and the Strawbridge & Clothier Co. under Frank Butler, head of the music department. Out-of-town dealers who also made these numbers a special feature during the month were J. H. Troup Co. and C. M. Sigler, both Harrisburg, Pa., dealers.

Discuss Brunswick Sales Plans

A cordial gathering, bringing together executive and sales staff of the Brunswick branch, made the passing month a record for fellowship in the annals of the local branch. With more than a score of sales representatives who cover the Philadelphia district assembled in the Adelphia Hotel, the local manager, George A. Lyons, presided and extended the greetings of the firm and then introduced his co-worker and factory executive, J. E. Henderson, who came here from the Chicago headquarters to confer with the local staff and to outline the 1928 sales campaign. Mr. Henderson made an informative and interesting address on the plans for the

coming year, stressing the growing demand which made the past year a lively one for the record department of the factory.

The Brunswick Co. has just released the newest recordings made by the Herbert Gordon Orchestra, which is now playing at the Adelphia Hotel. The record is expected to enjoy a wide sale in this territory.

To Push New Columbia Masterworks

Broad publicity will be given to the release of the newest of the series of the Masterworks which the Columbia Phonograph Co. is now placing on the market—that of the seventy-ninth issue of these sets. They are the recordings of the Bayreuth Festival in honor of the composer, Richard Wagner. They are to be released on March 10, when the local branch under Manager J. J. Doherty will feature an entire page ad in the Evening Bulletin in co-operation with the dealers. In line with the release of the seventy-ninth of series of Masterworks, the factory promoters of these high-class recordings visited the Quaker City branch. J. C. Jell, originator of the Masterworks, accompanied by Fred Sard, manager of publicity for these works, both of whom are associated with the exploitation of the series, were the local callers. Manager J. J. Doherty, of the Quaker City branch, made the round of the coal regions during the month and was greatly pleased with the improvement in Columbia business in the anthracite regions. Miners, who now are becoming more regularly employed, have been buying more freely of Columbia recordings.

Addresses Victor Record Club

So interesting was the talk given by Miss Dorothy Martin, editor of the Voice of the Victor, and the leaflets put out by the Victor Talking Machine Co. at the monthly session of the Victor Record Club held in the Chamber of Commerce in mid-February that a special session was called by the Victor Dealers' Association of Philadelphia to give her an opportunity to repeat it for the general benefit of the trade. The special meeting was held at the Ritz Carlton Hotel, when Miss Martin gave her treatise on selling Victor records. She outlined the importance of Victor record sales and urged the retailers to attend the monthly gatherings of the Club in order to obtain material aid in putting across sales. Mrs. Lucia Carmine, of the Strawbridge & Clothier Co., was chairman of the Chamber of Commerce gathering of the Record Club, and introduced Miss Martin.

Jacob H. Keen, who is well known as the inventor of the Keenophone, which he perfected more than twenty-five years ago, is now engaged in the wholesale distribution of radios and talking machines of his own manufacture at 109 North Tenth street. He will feature the RCA, Atwater Kent and Magnavox lines. He also produces the Keen portables, manufactured under his own supervision.

Valphonic Reproducer Sales Grow

Demand for Valphonic reproducers manufactured by the J. A. Fischer Co. continues to improve and shipments to Southern distributors have been heavy with the influx of sojourners in the Winter resorts. Irvin Epstan, who is covering the South, is sending back excellent orders to headquarters at 730 Market street. There is fairly well maintained demand for the Valley Forge main springs and parts as well as accessories.

Strong Demand for Zenith Line
The Penn Phonograph Co., 913 Arch street,

(Continued on page 80)



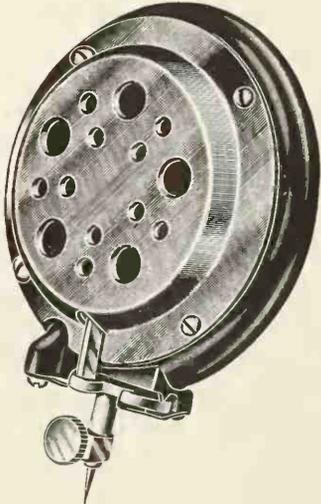
Introducing the

"Replacement" Reproducer

\$1.15 each
\$12.10 per dozen

MADE TO FIT ANY
STANDARD TONE ARM

Order Yours Today

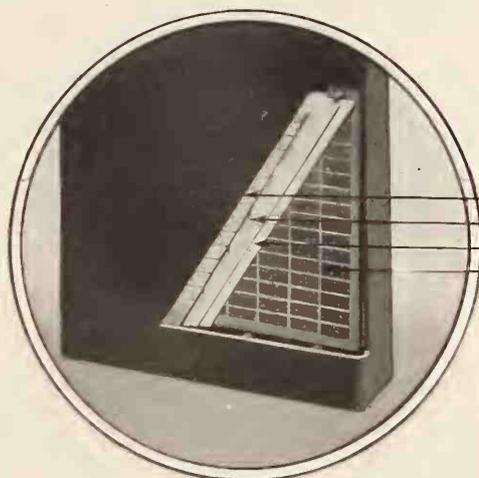


GUARANTEE TALKING MACHINE SUPPLY CO.
35 N. NINTH STREET PHILADELPHIA, PA.

Write for our latest Main Spring Chart

A Message to the dealer who says:

“Show me one ‘A’ Power Unit that
stands up in modern radio service!”



1. Kathanode Neg. Plate
2. Specially treated ribbed wood separator
3. Woven glass mat retainer
4. Special Kathanode Pos. Plate of high capacity and long life

THE Gould Kathanode Unipower is fundamentally different from any other automatic trickle charging “A” power device in the market. And in that difference lies the secret of a new record for reliability—long life—freedom from trouble.

Practically all of your “A” power grief in the past has come from one cause—rapid disintegration of the plates in the battery element of the unit. This is definitely eliminated by Gould Kathanode construction. That is why the new Gould Kathanode Unipower stays on the job day in and day out, beyond all previous expectations.

Out of the first 4000 Gould Kathanode Unipowers in use, only 4 have ever required ser-

KATHANODE CONSTRUCTION THE SECRET OF LONG BATTERY LIFE

Note how positive plates are inclosed between porous protective retainer walls of woven glass. This is the secret of remarkable durability and long life. First developed for Gould submarine batteries, this new protected plate construction has proved equally valuable in radio and other constant trickle charge service.

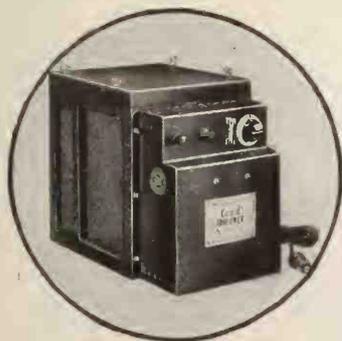
vice. And these 4 were due to minor mechanical defects—not one battery failure has been found.

This remarkable record is primarily due to Gould Kathanode battery construction. Patented glass retainer mats

protect the plates against the destructive effect of trickle charge operation.

See this new Unipower and judge for yourself. Your nearest Gould jobber will gladly show you one—at no cost and without obligation. If you have been having trouble with ordinary “A” power devices, write today for full information and descriptive literature.

Gould Storage Battery Co., Inc., Depew, N.Y.



The new Gould
KATHANODE

Unipower

IMPORTANT NOTE: Authorized Gould Unipower Service Stations located at strategic points are now equipped to repair the old type Gould Unipower with the new Kathanode elements at special reduced prices. Full details on request.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 78)

has been enjoying a profitable and oversold market for the Zenith AC Radio sets which are being shipped to dealers just as soon as they arrive at headquarters here from the factory. So heavy is the demand for the Zenith that back orders have been accumulating and will require heavier factory shipments in order to meet the present shortage. President T. W. Barnhill, of the company, made a tour of the trade late in February and found a good demand for radios generally.

Brisk Okeh Record and Radio Demand

Since the introduction of the Q R S portable radio to the Philadelphia trade, the local distributor, the Q R S Co., 1017 Sansom street, has been enjoying a rushing demand for the new products. The headquarters here have been redecorated and made attractive by the adornment of original Japanese wood block prints given to the district manager, Don Rockwell, during his recent tour of Japan, by a music dealer in the Land of the Cherry Blossoms. There has been a very good demand for the Okeh recordings of the local song writer and orchestra leader, Billy Hayes, who made his first records for the Okeh Co. a short time ago and which were released during the past month. There has been so heavy a demand for these records that the release was advanced two weeks in order to accommodate customers. The two numbers released were "My Miami Moon," an original Hayes composition, and the song "I'm Always Smiling," composed jointly by District Manager Don Rockwell, Billy Hayes and Lou Hersher.

Clifford McCutcheon, who covers the Philadelphia trade and Southern territory for the Q R S Co., will make the rounds of Washington, D. C., calling on the dealers in the interest of Okeh and Odeon records. The local branch distributes these recordings in several States included in the Philadelphia territory. William Lynch, who is linked with the Washington trade, will continue to represent the Q R S Co., taking care of the needs of the dealers in music rolls and portables as heretofore.

Popularity of Sparton Line Grows

The Sparton radio has become a popular seller in the many adjacent towns and cities to the Quaker City and already has a large following among the neighborhood dealers as well as central city stores. During the month an ex-



3 1/2 inches diameter
Patented 1922

Velvoid Record Brush

Ideal for advertising purposes or resale. Write us for full information.

PHILADELPHIA BADGE CO.

Manufacturers

942 Market Street

Philadelphia, Pa.

tensive campaign has been staged in co-operation with the dealers and local distributors, backed by the manufacturers, the Sparks-Withington Co., Jackson, Mich. The Philadelphia distributors are J. V. Kane & Co., 3137 North Broad street, who in conjunction with the eighteen adjacent town and city dealers conducted a broad exploitation campaign throughout the month. With the vigorous sales drive the Sparton radio won many friends in this city and in the smaller communities where dealers were established. They included such Pennsylvania cities as Coatesville, Chester, West Chester, Jenkintown and New Jersey towns and cities, as Atlantic City, Milleville, Salem, Vineland, and Cape May Court House. Other dealers were added in Delaware.

Unit Plant Sold at Auction

Under receivership proceedings the entire plant and property of the Unit Construction Co., manufacturer of radio cabinets, talking-machine booths and cases, and other trade supplies, was sold on February 28 for the sum of \$118,000 to Arthur W. Smith. The plant, including a large structure of ultra-modern type, is constructed on a plot of ground 78,000 square feet in area. The building of 72,720 square feet of floor space was equipped with modern devices for the construction of cabinets and booths and at one time was one of the best known of trade concerns. The business recently was placed in bankruptcy and the assets sold to discharge obligations under the auctioneer's hammer in the February sale.

Home From Honeymoon

Following a two months' honeymoon spent in the Winter resorts of the South, Bertram Jacobs, of the firm of S. Jacobs & Son, 320 West Columbia avenue, has returned to Philadelphia. The wedding took place last December when the younger member of the firm was united in marriage to Miss Caroline Virginia Eicholz, daughter of Mr. and Mrs. S. Eicholz, the former

a prominent real estate operator of Savannah, Ga. The bride is one of the belles of the Southern city. The newlyweds spent the two months in touring Florida resorts, Cuba and Bermuda.

Stages Orthophonic Recital

Under the direction of the D. S. Andruson Co., of Williamsport, Pa., a song recital featuring Galli-Curci was given before the congregation of the Pine Street Church. The recital featuring the noted Victor artist was rendered through the Orthophonic.

Miss Franklin in New Post

Miss Antoinette Franklin, who is well known in local trade circles, is now affiliated with the store of Walter Stainthorpe, at 2073 Cheltenham avenue, as head of the talking machine and record department. The Stainthorpe store is broadcasting Victor numbers every evening over WNAT.

Trick Attracts Attention to Radio

A "trick" window sign was the unique method employed by the firm of Emmerts, 2626 Germantown avenue, for attracting attention to the newest of radios to be installed in the store during the late February days. The stunt was the simple feature of turning the sign announcing the new Atwater Kent AC set so that it was visible from the outside up-side-down. Pedestrians passing stopped to read the large display announcement only to find it was not to be achieved except by many acrobatic feats and twisting of the head. Crowds accumulated to help their curious brethren interpret the sign and when this was not possible rushed into the store to inform the head of the firm, Milton G. Emmert, of the fact that the sign was not properly adjusted. As the passer-by came into the store he was tactfully shown the new Atwater Kent radio and sales resulted. The window was attractively arranged with a complete home outfitted with all the very latest musical instruments. The interior of a living room showed the Victor Orthophonic, Atwater Kent radio, and a piano, around which were grouped the personnel of the family. Variegated lights played upon the window, creating a glowing and colorful effect.

H. Bloomingdale Controls Business

The business of the Scherzer Piano Co., 539 North Eighth street, conducted by the late Mrs. Belle S. Bloomingdale, whose passing occurred in late January, now is under control of her son and former associate, Henry Bloomingdale. The Scherzer Piano Co., also dealer in Columbia phonographs, was established back in 1852, and is one of the pioneer concerns of the Quaker City, founded by Adolf Scherzer, father of Mrs. Bloomingdale and grandfather of the present owner. The business will continue along the same lines as formerly.

Adds Radio Department

Fred A. Brown, for many years engaged in the talking machine business at 203 West Allegheny avenue, has added a modern radio department to his Victor retail store. In addition to the talking machines, Radiola, Kolster, Atwater Kent, Freed Eisemann and other radio lines are handled.

Retire From Business

Theodore R. Wirtshafer and his brother and associates in the business have withdrawn from the firm of the Central Radio Stores, located at Fifth and Market streets. The business will be continued by Sydney Aaronberg and William Wirtshafer, another brother of the retiring

(Continued on page 82)

Distributors for Eastern Penna. and Southern New Jersey



KOLSTER RADIO

We offer the largest stocks of nationally known radio lines in the East, together with a Service, not infallible, but embodying the spirit of helpfulness and cooperation to the limits of our power. Our continuous growth is an unflinching sign that our efforts are helping an increasing host of radio dealers to "Grow With Us."

TRILLING & MONTAGUE

WHOLESALE RADIO MERCHANTISERS

N. W. Cor. 7th and Arch Streets 'Grow With Us'

PHILADELPHIA, PA.

CHICAGO

JUNE 11th to 15th Inclusive

STEVENS HOTEL



A BIGGER SHOW

More manufacturers have signed up for exhibition space than for last year's show. There will be more to see, more to select from and more new products to sell and profit on.

A BETTER SHOW

Both the Exhibition Hall and the Ball Room of the Stevens Hotel will be used for exhibits. All that's new for the 1928-29 season will be so arranged that you will not miss a thing.

A MORE INTERESTING SHOW

The variety and number of exhibits and entertainment features will surpass last year's show—and that was a hummer! Many manufacturers are arranging to entertain you—to make your visit both profitable and pleasurable. The R. M. A. banquet will have for its speakers the leading men in the industry.

YOU MUST GO

Distributors, dealers and jobbers will be admitted by invitation only. Full particulars regarding your credentials will be sent to you in April. For any other information address

Radio Manufacturers' Association Trade Show

UNDER DIRECTION OF U.J.HERRMANN AND G.CLAYTON IRWIN, JR.

Room 1800 Times Bldg, New York City

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 80)

members. The Central Radio Stores handle all the standard makes of radio.

Ties Up With "Movie"

Tying up with the film, *The Student Prince*, featured by the Stanley Co., at the Stanton Theatre, in mid-February, the J. R. Wilson Co. had an attractive window display of the recordings of the musical comedy in the Victor list. The Wilson central city store, at 1710 Chestnut street, is just a few squares away from the Stanton and excellent business resulted from the tie-up. Miss Marian Mills, head of the record department, supervised the trimming of the window.

Dealers Visit Atwater Kent Plant

On Thursday, February 16, seventeen Pullman cars of Atwater Kent dealers pulled into this city for a visit to the Atwater Kent radio factory. They represented the retail trade of Parks & Hull, Baltimore, the Burr-True Corp., Syracuse, and the D'Elia Electric Co., Bridgeport, Atwater Kent distributors.

In the evening the visitors were guests at a banquet at the Ritz-Carlton, followed by a theatre party. The assembly was addressed by V. W. Collamore, general sales manager; R. E. Smiley, assistant sales manager, and P. A. Ware, merchandising manager of the Atwater Kent Co. The dealers, totaling over three hundred, represented the largest retail delegation entertained at the factory to date.

Big AC Radio Market in Quaker City

Statistics furnished by the Philadelphia Public Ledger visualize the potential sales of AC operated sets in this city. The Public Ledger points out that there are 630,000 homes in the Philadelphia area, half of them tenant-owned. Over 510,400 are wired for electricity. There are 7,000 new prospects a month, because on the average just that many Philadelphia homes are being wired every month.

Modernize Their Store

Many modernizing features have been adopted by Sorkin Bros. in their remodeling of the store devoted to sales of Victor and other lines.

News Brieflets

A new store is being added to Fred Brown enterprises at 3226 Germantown avenue, where a Victor dealer's establishment has been inaugurated under the title of Fred A. Brown Co. This new house supplements the long-established business at 203 West Allegheny avenue. Radio also will be stocked.



'Nuf Said

Penn Phonograph Co.
913 Arch St. Philadelphia

The former talking machine business of E. J. Youngjohn, of Norristown, Pa., has been acquired by J. McCorry.

Mrs. C. W. Kohl, wife of C. W. Kohl, accompanied her husband on a trip to the Winter resorts in the South in late February. Mr. Kohl, who is assistant manager of the record department of the Philadelphia Victor Distributors, Inc., visited Havana, Cuba.

Mrs. Lucia Carmine, who is in charge of the record department of Strawbridge & Clothier's

Department Store, for several days was confined to her home, a sufferer from grippe.

Announcement is made of the engagement of Albert E. Hughes, who is well known in the local trade as traveling representative of the Philadelphia Victor Distributors, Inc., 835 Arch street, and Miss Edith R. Williams, also connected with the staff of that house.

President Louis Buehn, of the Philadelphia Victor Distributors, Inc., who has been in Florida, returned to his desk.

Edison's Photo Sent Via Telephotography

Noted Inventor Takes That Means for Conveying Personal Expression of Good-Will to Company's Representatives on the Pacific Coast on His Birthday

Newspapers throughout the country recently gave much space to describing the various celebrations held on the occasion of Thos. A. Edison's eighty-first birthday anniversary, ceremonies suitable for the occasion being held in all sections of the United States and in many other parts of the world.

Particularly enthusiastic was the series of celebrations held on the Pacific Coast, just prior to which the Western representative of Thos. A. Edison, Inc., advised the home office that some expression from Mr. Edison to the company organization on the Coast would be greatly appreciated. There was no time to convey the message by ordinary channels and therefore there was provided an opportunity for

using the newly developed service—Telephotography.

Arrangements for this service were quickly made and a studio photograph of Mr. Edison listening to his newest musical achievement, the Edisonic, was rushed to the American Telephone & Telegraph Co. offices in New York, where it was prepared for transmission.



Telephotograph of Edison

Within an hour and a half reproductions of the photograph shown herewith were received by wire in both Los Angeles and San Francisco. From these two points the Telephotograph was delivered up and down the Coast by air mail in time for display on Mr. Edison's birthday.

To accompany the Telephotograph a telegram was sent to Edison dealers by Arthur Walsh, vice-president of Thomas A. Edison, Inc., which read: "In honor of Thomas A. Edison's birthday, February 11, we are sending you the first approved Telephotograph of Mr. Edison listening to his newest musical achievement, the Edisonic, an appropriate souvenir which shows him with his favorite invention, which has spread good music—the universal language—to the remote corners of the earth."

I. R. Epstan Weds Miss Jane Fulton

PHILADELPHIA, PA., March 7.—I. R. Epstan, of the J. A. Fischer Co., of this city, is receiving the congratulations of his many friends upon his marriage, last July—not that his friends were slow in tendering their best wishes, but rather due to the fact that Mr. Epstan successfully kept secret for many months his marriage to Miss Jane Fulton. Mr. and Mrs. Epstan are making their home at the Mayfair Apartments in this city.

"Earning Big Dividends"

EVERY Victor dealer has greater opportunities today than ever to earn big dividends through the sales of Victor Records.

Properly functioned, the Record department is an outstanding factor in the Victor dealer's business. The fact that Victor Records are the world's best music in permanent form is a powerful magnet for every Victor dealer's store.

Victor Herbert Melodies scored tremendous sales. Every set sold stimulates public interest in all Victor Red Seal and Album Sets. Get your share of this business.

We Are at Your Service.

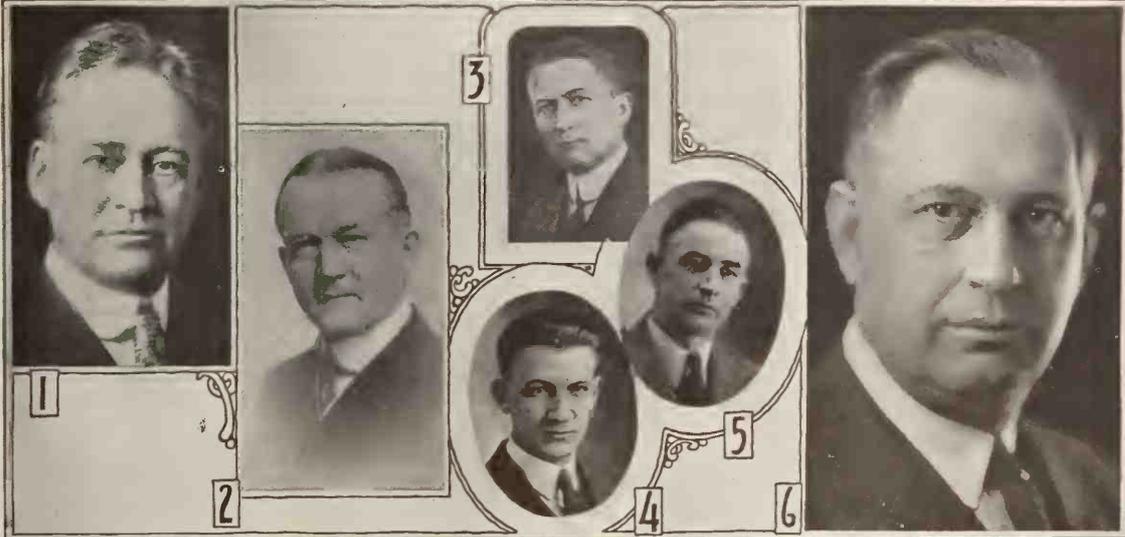
H. A. WEYMANN & SON, INC.
1108 Chestnut Street—Philadelphia, Pa.
Victor Wholesalers

Symphonic Sales Co. Sole Agent for Wasmuth-Goodrich Radio Cabinets

(Continued from page 34a)

DeWalt is now engaged in completing several unique cabinet designs and finishes which will

E. S. Goodrich, is also a director of both companies and identified with his brother in the



(1) P. E. Goodrich. (2) D. A. Wasmuth. (3) E. M. Wasmuth. (4) Earl V. Hughes. (5) C. DeWalt. (6) E. S. Goodrich. (1) P. E. Goodrich is now engaged in completing several unique cabinet designs and finishes which will be ready for release in the near future. E. S. Goodrich is a director in both the Wasmuth-Goodrich Co. and the Wasmuth-Endicott Co.



E. H. McCarthy

He is not engaged in the manufacturing or sales divisions of the business, devoting a considerable part of his time to the establishment of general policies. P. E. Goodrich, brother of

general conduct of the business. D. A. Wasmuth, a brother of E. M. Wasmuth, is treasurer of the Wasmuth-Goodrich Co. and president of the First National Bank of Roanoke, Ind

The Symphonic Sales Co. is one of the best-known members of the phonograph industry, having attained exceptional success in the manufacture and marketing of Symphonic phonograph and radio reproducers, which it will continue to make and sell as heretofore. Lambert Friedl, the head of the company, has been identified with the phonograph industry for fifteen years, having occupied important executive posts with prominent concerns in the industry. He is recognized as an efficient merchandiser and a capable executive.

Associated with Mr. Friedl as vice-president is E. H. McCarthy, whose close contact with jobbers and dealers over a period of many years has given him an intimate familiarity with the sales end of the music-radio field. Mr. McCarthy has been identified with the wholesale and retail divisions of the phonograph industry, in addition to his manufacturing activities and his success may be attributed to the co-operation and service he has given to retailers and wholesalers in every section of the country. The sales organization of the Symphonic Sales Co. is now being augmented to take care of the Wasmuth-Goodrich representation.

until at the time of this writing the company is tooling up its production, starting on such

leaders in point of units produced and sold.

That the amateur movie camera and projector distribution is going to be accepted by the consumer public on a par with that of radio and the phonograph is already proving itself out through the demand made on QRS, although no public interview or information regarding the latest product of the company has been given out prior to this interview.

The popular price at which the public can purchase a complete outfit, included in a compact, convenient carrying case, has not only attracted the consumer but the dealer as well, and particularly such dealers as are organized for the merchandising of devices for entertainment in the home—such as dealers in phonographs, musical instruments, radio, etc.

The QRS movie camera and projector is a combination machine—the camera and projector mechanism being one and the same. By attachment of a lamphouse and electric motor the camera becomes the projector. Obviously a film run through the same mechanism for projecting as took the picture will naturally produce a more perfect result on the screen than when traveling through separate machines.

The price of \$98.50 for the QRS complete outfit does not represent a cheap or flimsy product. Utilizing the same mechanism of the



H. H. Roemer

camera for projecting causes the same mechanism to perform the functions of two separate machines, thereby saving the additional cost of building a separate machine.

The QRS Co.'s past record in building quality products is again reflected in the quality of the QRS Movie Camera and Projector. Volume production will be under way and deliveries started the early part of April.

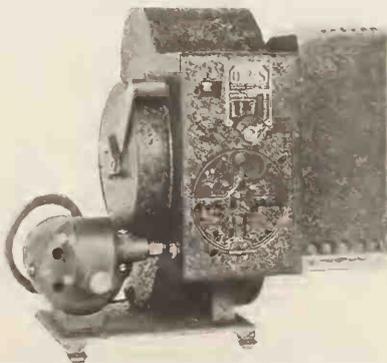
QRS Co. Enters the Movie Camera Field

(Continued from page 34d)

recognition in the particular line considered, and upon these men rests the responsibility of that carefully designed line's ultimate development and success.

In the QRS Camera Division they secured the services of and appointed H. H. Roemer, formerly general sales manager of the Bell & Howell Co., as manager, and Charles E. Philimore, formerly of the engineering staff of the Bell & Howell Co., as chief engineer, in charge of production.

The product as developed, and to be known as the QRS Movie Camera and Projector, has, for the better part of one year, been undergoing all manner of developments and tests



QRS Camera Assembled for Projecting a volume schedule as will place it among the

Plaza Distributes New Dealer Helps

The Plaza Music Co., New York City, has recently produced two new dealer helps in the form of display cards. An unusual little Pal display card, arranged so that it can be placed on the turntable of Pal portables, shows a dancing couple in full color dancing around the word "Pal." Another display card is a record holder in four colors that serves as a combined record and needle advertisement.

Lyon & Healy Feature Talk-Back Recorder

Phonographic Records Introduced to Trade Several Months Ago Rapidly Gaining Favor Throughout Country

Lyon & Healy, Chicago's largest and foremost retail music house, reports heavy sales of the "Talk-Back" phonographic recorder as a result of the beautiful window display shown herewith. The "Talk-Back" Phonographic Recorder was introduced to the public several months ago, and has met with an enthusiastic reception all over the country.

The principle upon which the "Talk-Back" is based is not a new one. Its application is, however. With the "Talk-Back" it is possible to record your own records right at home. The instrument can be attached to any phonograph (regardless of make) and it will record with clearness of tone quality found in any of the

excellent records now on the retail market.

There is a variety of uses for the "Talk-Back." Radio programs of favorite artists or stations can be recorded. Musicians use the "Talk-Back" for improving their technique. Parents can use the "Talk-Back" for preserving

dollars has been invested in experimental work, laboratory and manufacturing equipment.

The Consolidated Talking Machine Co. reports that the "Talk-Back" has taken a "real hold" with the dealers and public and that every day the mail brings in orders from dealers

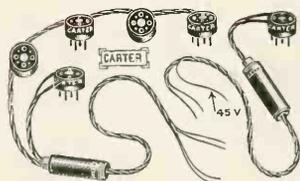


How Lyon & Healy Featured the their children's voices, etc. These are only a few of the many uses. The instrument is also finding increasing favor in dramatic, vocal and foreign language schools. The records made with the "Talk-Back" can be played indefinitely. The manufacturers have experimented with the perfected product over a period of five years and have announced that a quarter of a million Talk-Back Phonograph Records throughout the country. The display in Lyon & Healy's window did wonderful work. An increase in their sales of "Talk-Backs" was noted immediately. The outfit complete, ready to make records, lists at \$7.50. Three double-faced blank records list at \$1.00. An additional supply of records can always be purchased by the user.

Another New Sales Producer CARTER

A. C. Adapter HARNESS

Using present "B" & "C" supply



Auxiliary Volume Control included

Furnished in six types for converting 5, 6 and 7 tube sets, with or without power tube, using any standard Filament Transformer. Conversion made in ten minutes, without any alteration to set.

\$7.00 to \$9.50



In Canada:

CARTER RADIO CO., LTD., Toronto

Mail coupon "H P-type"

Please send illustrated folder to—

Name

Address

Our jobber

Address

Radio Trade-in Book of Used Set Values

Volume Recently Placed on Market Has Compilation and Rating of All Receivers Made From 1920 to Present Time

The Radio Trade-In Book Co., Memphis, Tenn., recently placed upon the market the Radio Trade-In Book, containing a compilation and rating of all radio receivers manufactured from 1920 to the present time, inclusive. The publication is similar to that which is used by the automobile trade in order to properly evaluate the trade-in price or allowance on a used automobile, and the Radio Trade-In Book ratings will be used in making an allowance to a prospect who wishes to receive credit for his old radio receiver on a new set.

The ratings in the book have been arrived at with due regard for the dealer's overhead and the cost of overhauling the old receiver. The ratings are so made that the dealer will not establish a bad and dangerous precedent in allowing an excessive amount on the old receiver.

The Thomas W. Briggs Co., a prominent advertising agency in Memphis, Tenn., and the firm which owns the Radio Trade-In Book Co., foresaw the present condition in the radio field, and realizing the general trend toward AC operation of receivers, believed that the time was ripe for a publication of this type, which could be used by dealers and distributors throughout the country. The first edition was quickly sold to the trade, and the firm, a few weeks ago, was engaged in running the second edition. Since the first announcement the Wisconsin Trade Association adopted the Radio Trade-In Book as its official used rating guide, and a few days later the Federated Radio Trade Association, in convention in Milwaukee, adopted the Radio Trade-In Book as its guide.

The ratings on the various receivers, and there are 2,000 different types listed, are compiled individually, and there is no advertising of any type in the publication. The ratings are so compiled that the sudden reduction in price of any receiver will not affect the book rating.

Freshman District Agents Appointed

The sales personnel of the Charles Freshman Co., Inc., is rapidly being broadened under the direction of Harry A. Beach, sales manager, and James C. Frye, assistant sales manager of the company. Twenty high-caliber representatives are now in charge of various territories for the Freshman organization and the number is increasing steadily. Mr. Beach recently announced the following list of territorial representatives operating in the districts stated:

W. J. Epstein, West of Rocky Mountains; M. B. Shaffer, Wisconsin, Iowa, Minnesota; Lon Morrissey, Texas; W. H. Allen, city of Chicago; L. E. Dorfman, New England; F. H. Waite, New York State; L. L. Silverman, New Jersey; S. E. Finkelstein, Brooklyn; W. F. Meyers, New York City; H. Vogt, New York City; I. Shaffer, Connecticut; J. J. DeBona, Indiana, Michigan; C. Greenberg, Pennsylvania; W. L. Lown, Illinois; G. M. Latham, Ohio; M. C. Schoenly, St. Louis territory; J. C. Cushman, Southeast territory; H. N. McMenimen, Pennsylvania. L. W. Reed is engaged in sales promotional work in all territories and Martin Zatulove is special representative.

Argus Staff Dines Dr. Marcel Wallace

Dr. Marcel Wallace, president of the Argus Radio Corp., New York City, recently sailed for Europe for a two months' trip. Upon the eve of his departure his co-workers in the Argus Radio Corp., both executives and employes, gathered to tender him a bon voyage banquet. Adolph H. Mayers, prominent New York dealer, presided as toastmaster and many graceful and fitting tributes were paid to Dr. Wallace, who is not only chief executive of the organization but the designer of the Argus radio set, which is one of the pioneer all-electric receivers.

“Follow the Leaders”

The leading manufacturers, the leading dealers—and the leading distributor. Here’s a combination hard to beat.

Right here, in and about New York City, over 2,000 dealers, among them many of the leaders in the industry, are using the Blackman Distributing Company as a source of supply for their radio products and accessories, because they know that the manufacturers of the Blackman products are thoroughly reliable, that Blackman as a distributing organization is dependable.

The Blackman dealers are in practically every corner of the metropolitan district—in the tenement neighborhood, the apartment house localities and in the sections in which private homes of the better class abound,—dealers who find in the Blackman line the requirements of their individual localities, their individual customers.

If you would be safe in establishing a source of supply for your business, follow the leaders.



Blackman
WHOLESALE DISTRIBUTORS
VICTROLAS - RADIO - ACCESSORIES
DISTRIBUTING CO., INC.

28-30 W. 23rd St., New York, N. Y.

“Follow the Leaders” is an excerpt from a very important mailing campaign we have just inaugurated. Are you on our mailing list?

THE MOST ORIGINAL AND OUTSTANDING RADIO EQUIPMENT FEATURE OF THE YEAR

The Stenola Table for Radiola 17



MODEL 60—List Price \$50.00 Includes Model 100A RCA Speaker The design and features of this table are registered in the U. S. Patent Office under Patent No. 74586.

Equipped with Model 100A RCA Speaker

Stenola table model illustrated here-with is made expressly for the Radiola 17. It comes finished in mahogany to match the design and finish of the fast-selling Radiola model.

This table model has been designed and patented. Official patent registration has been granted by U. S. Patent Office.

Manufactured by STETTNER PHONOGRAPH CORP.

Telephone: Butterfield 4777-2932

"Pioneers in Radio Cabinets"

Factory and Show Rooms—314-322 E. 75th St., New York

Carter Harness Is Easily Installed

Directions and Chart Make Installation of Adapter Harness Made by the Carter Radio Co. Exceedingly Simple

The new Carter adapter harness, manufactured by the Carter Radio Co., Chicago, and introduced in the February issue of The Talk-

and "C" batteries, inserts the adapters, which are part of the Carter adapter harness, into the tube sockets, inserts the AC tubes and attaches the end of the harness to the binding posts on the filament transformer. The terminals and wires are clearly marked.

Since the "A" and "C" batteries were disconnected, the "A" battery terminals, or leads, remain unused. The "C—" terminals or binding posts are connected to the "C+" binding posts with a short piece of wire. The receiver is then ready to operate, and in most cases with better tone and greater volume than before.

After the set is converted the old volume control usually becomes inoperative and the Carter No. 100 auxiliary volume control used consists of a suitable variable resistance on a ten-foot cord. The other end of this cord may be connected across the aerial and ground binding posts of a radio set. This permits adding a volume control to any converted set without changing the wiring.

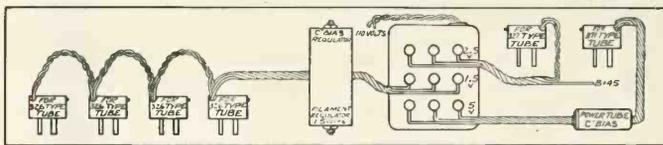


Illustration shows Code HKP-6 Adapter Harness for 6 tube (including power tube) set, using Kuras "AC-Former," or Equivalent.

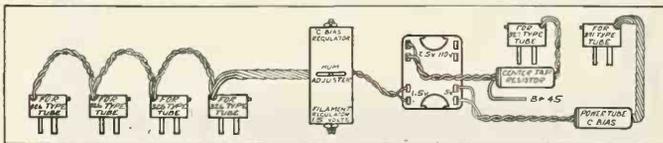


Illustration shows Code HSP-6 Adapter Harness for 6 tube (including power tube) set, using Silver Marshall or Bremer-Tully Filament Transformer or Equivalent.

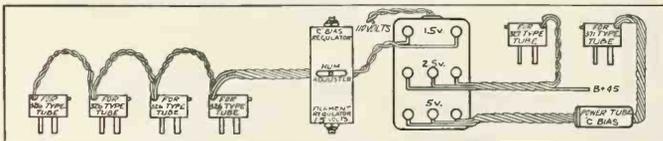


Illustration shows Code HTP-6 Adapter Harness for 6 tube (including power tube) set, using

Chart Prepared by Carter Radio Co. Showing How to Install Device

ing Machine World, makes it possible to convert practically any battery-operated set to AC-tube operation. When making this conversion it is not necessary to do any wiring or make changes in the set, and the entire operation takes but a few minutes.

The individual making the conversion removes the present tubes, disconnects the "A"

The Carter harness is furnished with complete instructions and all necessary parts. All necessary equipment is built into the harness and completely wired. Standard harnesses are available for five, six and seven-tube receivers, both with or without power tube and the market for the product is indicated by a rapidly growing demand for it.

Plaza Features New Donaldson Numbers

The March list of popular sheet music, distributed by the Plaza Music Co., New York City, is appropriately printed in green. The titles are classified under the headings of the publishers, in addition to a specially arranged column entitled "Big hits of the day in sheet music." A special cut-out paster attached features the new songs by Walter Donaldson, including "Changes," "My Ohio Home," "There Must Be a Silver Lining," all Feist numbers, and in display space is especially featured "Little Mother," "Keep Sweeping the Cobwebs Off the Moon," "Together," "My Ohio Lullaby," "What's the Color of a Yellow Horse," "Little Log Cabin of Dreams," "I Want to Come Back," and "Moten Stomp."

In addition to the monthly list, the Plaza Music Co. also sent out a special postcard featuring the orchestration of "Moten Stomp" played by Bennie Moten's Kansas City Orchestra on the Victor record. The Plaza Music Co. is also featuring a transcription of famous blues for the saxophone with piano accompaniment, including "St. Louis Blues," "Beale St. Blues," "Yellow Dog Blues" and "Hesitating Blues."

N. Cohen Returns From Florida Trip

N. Cohen, president of the Wall-Kane Needle Mfg. Co., Brooklyn, N. Y., accompanied by Mrs. Cohen and his son, Sidney, recently returned from a Winter vacation in Florida. It has been Mr. Cohen's custom for many years to spend the month of February in Florida, and he returns fit for a busy year.

Interesting Events of the Trade in Pictures



Above—Waring's Pennsylvanians, famous orchestra, listening in back stage with the aid of an Atwater Kent Model 37 set, the all electric radio receiver recently introduced to the trade by the Atwater Kent Co.



Above—Gene Tunney, heavyweight champion, at Dover Hall Club, near Brunswick, Ga., and, third from left, "Sport" Herman, well-known in radio industry; "Dazzy" Vance, Brooklyn pitcher, and Col. Pipp, Chicago; R. M. Klein, general manager, Fada radio, also was in the party, but does not appear in the picture. Tunney is exhibiting the result of his hunting prowess to the members of the party.



Above—Fannie Brice, of vaudeville fame, made an unusual record recently when Al Jolson sang from New Orleans over a network of radio stations. Miss Brice, in San Francisco, placed a recording instrument in front of her Kolster receiver and Al's famous "Mammy" song was captured on the disk. The record will be presented to Jolson in New York.



Above—An interior arrangement that has many advantages is that of the Majestic Music Shop, located in Minneapolis, Minn. Note the impression of spaciousness.



Above—A corner of the retail store of the Noll Piano Co., Milwaukee, Wis., showing how this concern features Stromberg-Carlson radio. The Noll Co. is going after sales in a most aggressive and effective manner throughout the Milwaukee retail territory.



Above—The Wholesale Radio Equipment Co., Buffalo wholesaler for the Federal Radio Corp., operates this handsome vehicle in its extensive Federal Ortho-sonic business throughout the Western New York territory.



Right — Moran and Mack, "The Two Black Crows," whose Columbia records have met with phenomenal popularity, have been honored in Detroit. The sign post at Mack avenue and Moran road is a monument of which to be proud.



Left—During the appearance of the Vitaphone production of "The Jazz Singer" in which Al Jolson, Brunswick recording artist, is featured, at the Garrick Theatre in Chicago, the dealers tied up. Prominent among the co-operative activities was the special window display arranged by the nationally known Lyon & Healy Company in its Loop store.



Above—When the Lincoln Symphony Orchestra, Lincoln, Neb., recently played in concert with the Columbia Viva-tonal phonograph, as pictured here, comment was made that Art met Science, each endorsing the other. This was a most interesting experiment and attracted considerable public attention to the fidelity of reproduction of the Columbia Viva-tonal phonograph, which is steadily becoming more popular throughout this territory.

Baltimore Victor Jobbers at Meeting of Southern Dealers

Victor Dealers Meet at Greensboro—Enthusiastic Reception Accorded Brafco Catalog by Dealers Throughout Country—Other Trade News

BALTIMORE, MD., March 9.—Victor dealers in the South recently met at a gathering held at the King Cotton Hotel, Greensboro, N. C., on March 5. I. Son Cohen, president of Cohen & Hughes, and J. T. Hutchisson, traveling representative of the well known Victor distributing concern of this city, were present and report that the meeting was most success-



How Retailer Features Columbia Line

ful. It was held under the auspices of Victor wholesalers and conducted by Victor factory representatives.

William Biel, general manager of Cohen & Hughes, feels that the reduction in the list prices of the several models of Automatic Victrolas is certain to increase sales on these items, and states that orders for additional supplies of the models are already being received. M. P. Smith, assistant general manager of the company, states that a portable campaign has been started to impress upon dealers the wisdom of placing orders for their portable requirements over the entire Spring season.

Victor E. Moore, Pennsylvania representative of Cohen & Hughes, gives a very optimistic report on business conditions in his territory, and states that although there is some depression in certain parts of the state, the Victor situation on the whole is very good.

Louis & Co., one of the leading talking ma-

chine establishments in this city, recently erected a monster sign atop the roof of the building in which the store is located, calling attention to the Columbia Viva-tonal phonograph line and Columbia New Process records. The sign, which can be seen for a great distance, has been responsible for a decided increase in interest in the Columbia line.

The Brafco catalog issued by the Braiterman Fedder Co., received such an enthusiastic reception from dealers throughout the country that a second edition is now in preparation, and will be issued shortly.

E. M. Fedder and Phil Kaufman of the Brafco organization recently returned from their first trade trips of the year, greatly enthused by the dealers' reception of the portable line. The company is preparing to offer two new models of portables, the Orpholo Junior and the Orpholo Senior, early in April.

Thompson Sets Use Arcturus Apparatus

The Arcturus amplifier, detector and power tubes have been adopted by the Thompson Radio Co. for use in 600 of its R-82 receivers originally designed as battery sets. It is stated that the Thompson Radio Co. decided to facilitate the sale of these sets by converting them to AC operation. The Arcturus tubes are mounted on four-prong bases which fit the standard UX sockets without additional side or overhead wiring of any kind.

Trade Activities in Akron-Canton Field

AKRON-CANTON, O., March 5.—With employment on the increase, due to growing production of steel and rubber in this area, there is a much better tone in talking machine and

radio buying. In this area there is much expansion in progress, many stores are giving over added space to talking machines, and from all appearances 1928 will be a bigger year than last for talking machines and records.

George S. Dales, Akron music dealer, has sailed from New York on a European tour.

Removal of the music departments of the M. O'Neil Co., largest Akron department store, will take place within the next thirty days, officials of the company have announced. No mention has been made as to where the music departments will be located.

The Radio & Phonograph Exchange has been opened on Second street, Canton.

House in Debate Over Radio Bill

WASHINGTON, D. C., March 12.—Members of the House engaged in a lively debate last week over the Watson bill extending the life of the Federal Radio Commission, and carrying a provision, added by the Merchant Marine Committee, providing for the equal distribution of wave lengths, stations and power among the five districts from which the members of the commission are chosen.

This latter clause is the subject of the debate and the outcome is looked forward to with interest by everyone interested in broadcasting and the radio industry. The Congressmen in favor of the "equitable distribution" clause state that this would correct conditions which are objected to. As this issue of The Talking Machine World goes to press no vote has been taken on the bill.

Illinois Ranks High in Radio Industry

Chicago and Illinois rank high among national centers for the radio industry, according to two reports issued recently by the Department of Commerce in Washington. The first deals with retail stocks, and shows that New York and California are the only two States ahead of Illinois in the matter of distribution of radio sets and parts. The second report, revealing patent grants to inventors, states that large contributions have been made by residents of the Chicago area to radio development.

There are 2,750 radio dealers in Illinois, including shops devoted exclusively to the sale of radio apparatus, music stores, department stores and others engaged in retailing parts, sets and tubes, according to the dealers' stocks survey. The department, which obtained its data through questionnaires sent to these 2,750 concerns, estimates that approximately \$35,000,000 worth of radio business is done in Illinois each year, compared with \$48,000,000 in New York State and \$37,000,000 in California.

Amrad Corp. Names Six New Jobbers

MEDFORD HILLSIDE, MASS., March 7.—W. H. Lyon, general sales manager of the Amrad Corp., of this city, has announced the appointment of the following additional distributors to handle the Amrad line of radio receiving sets: Harbison Mfg. Co., Kansas City, Mo.; J. H. & F. A. Sells Co., Columbus, O.; Aitken Radio Corp., Toledo, O.; Kruse-Connell Co., Indianapolis, Ind.; Hudson-Ross Company, Chicago, Ill., and A. & E. Supply Co., Parkersburg, W. Va.

A. Hospe, head of the A. Hospe Co., of Omaha and Council Bluffs, Ia., died last month from angina pectoris.



Greatest Records Ever Made

Music critics, the press and the public agree that the Bayreuth Wagner Festival Recordings are the greatest achievement in recorded music.

These eleven matchless Columbia Viva-tonal Rec-

ords, complete in handsome gold-embossed leather album, retail at \$16.50, or \$1.50 for single records. As Columbia Masterworks Set No. 79, they offer you prestige and profit, not only for to-day, or to-morrow, but through the years to come.

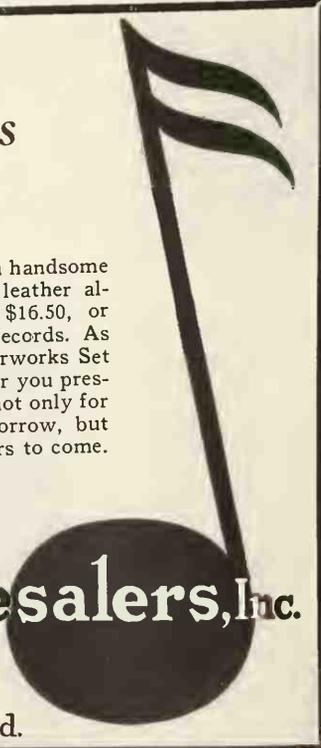
Write us for details

Columbia Wholesalers, Inc.

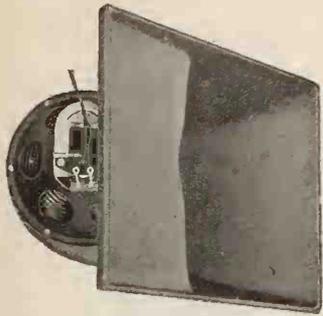
L. L. Andrews ~ Wm. H. Swartz

Exclusively Wholesale

205 W. Camden St., Baltimore, Md.

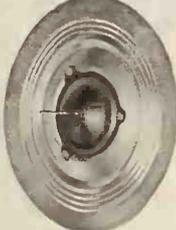


The Newest in Radio



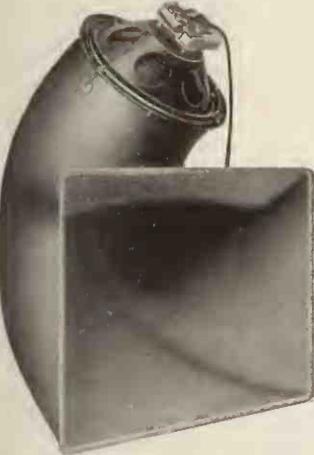
Radio Speakers

Utah Radio Products Co., Chicago. Type XU combination cone and exponential horn for cabinet installation. Horn of special composition with an air column 34 inches long. Front area 14 1/2 inches by 19 1/2 inches; outside dimensions 14 1/2 inches by 19 1/2 inches; depth 14 1/2 inches. Shipping weight 10 1/2 pounds. Equipped with Utah cone speaker licensed under Lektophone patents. List price \$22.



Diaphragm used in all Utah horn type loud speaker units. Illustration showing patented tripod construction. Licensed on February 1 under the Willett patents, for exclusive use on Utah loud speaker units. Diaphragm is connected to armature through tripod construction, allowing more freedom for diaphragm movement and decreasing necessary movement of the armature for any given vibration.

Utah type XH combination cone and exponential horn, cabinet speaker, containing air column of special com-



position 41 inches long. Front opening; height 14 1/2 inches, width 21 1/2 inches.

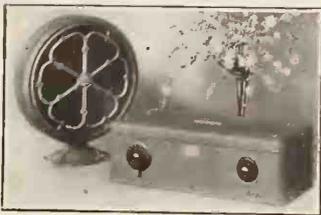


Inches. Outside dimensions: depth 13 1/2 inches, width 21 1/2 inches, height 24 inches. Shipping weight 14 pounds.

Cone speaker used is licensed under Lektophone patents. List price \$23. Utah type XB cone speaker for cabinet installation, containing same Utah unit as is used in model X speaker. Dimensions 9 1/4 inches by 9 1/2 inches by 5 inches. List price \$16.

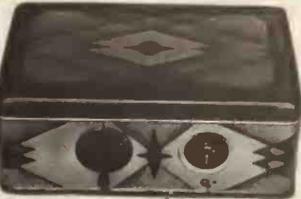
AC Receivers

The Atwater Kent Mfg. Co., Philadelphia, Pa. Model 38 AC radio receiver with seven tubes, listing at \$125 less tubes. Single dial control, complete vision style. Type of AC tube to be used plainly marked on each socket. Power section self-contained and completely shielded. Two toggle switches appear on panel, one operating vertically to throw set cur-



rent on or off, and the other operating horizontally to increase or diminish the sensitivity of the set for distant or local stations.

The Modernistic 37, similar in construction to the Atwater Kent Model 37 AC receiving set, but with a finish



in black and white of modernistic designs, providing an entirely new effect in the finish of radio sets. The Model E radio speaker has been finished in a like treatment to match.

AC Six-Tube Set

A. H. Grebe & Co., Inc., N. Y. City. Synchrophase AC Six, single dial, all electric, six-tube radio receiver. Has "local-distance" switch which makes it possible to obtain wider frequency band. Receiver consists of four major units: receiver proper, power unit, mounting frame for supporting receiver and cabinet. It has three stages of tuned radio frequency amplification with Grebe tube isolation circuits in each R, F stage; detector, with AC heater type tube and two stages of audio frequency amplification. Another development in the



Synchrophase AC Six is a unique design of tube socket prongs. Bending the prongs to different, sharp angles insures perfect contact between the legs of the vacuum tube and the socket contacts. Chassis constructed of heavy aluminum with four reinforcing ribs which add to its rigidity. Selected mahogany veneers used in body of cabinet, while front panel is of stump walnut, finished in artistic design. The drum type dial indicator, which is illuminated, is graduated in kilocycles.

ABC Power Supply

F. A. D. Andrea, Inc., New York City. ABC power supply in four

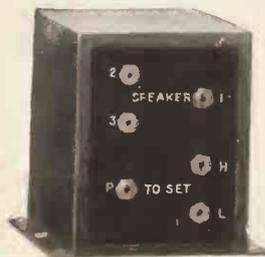


models: No. 66-Q, 60 cycle ABC, for use with Fada six and seven-tube

sets; No. 62-R, 25 cycle ABC, for use with Fada six and seven-tube sets; 86-V, 60 cycle ABC senior, for use with Fada eight-tube sets—can also be used with Fada six and seven-tube sets, and 82-W, 25 cycle ABC senior, for use with Fada eight-tube sets, can also be used with six and seven-tube sets. Sixty cycle outfits are recommended for use on power lines having from 50 to 60 cycles; 25 cycle outfits are recommended for use on power lines having from 25 to 49 cycles. Size on all is 18 1/2 inches long by 6 1/2 inches wide and 8 1/2 inches high. Approximate net weight 41 pounds, shipping weight approximately 50 pounds.

Speaker Coupler

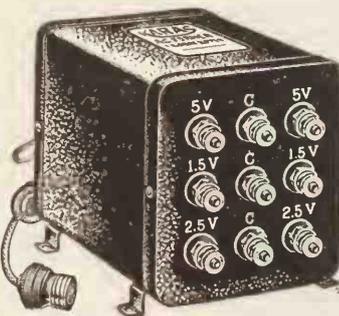
Bremor-Tully Mfg. Co., Chicago, Ill. Bremor-Tully speaker coupler designed to improve tone quality, increase volume and add to the life of the speaker. Can be placed on the table or mounted inside the radio cabinet



or speaker cabinet as desired. No tools are required. The terminals of the speaker cord are simply inserted into receptacles of the speaker coupler. Installation is easy and convenient.

AC-Former

Karus Electric Co., Chicago, Ill. AC-Former designed to furnish an even, unfluctuating current of the cor-



rect voltage to the new AC tubes, and in conjunction with any of the standard cable harnesses on the market. Said to offer an easy method of converting any battery set to AC tube operation.

Cone Speaker

Quam Radio Corp., Chicago, Ill. New improved Quam cone type speaker, operated with any radio set, whether power tube, push-pull amplification, or AC power. Built on



"stretched reed" principle, stretched taut between two points, delivering vibrations over a full arc. Built with special brackets for cabinet installation or finished in rich bronze brown with gold mesh center cone cover for external use. List price \$17.50.

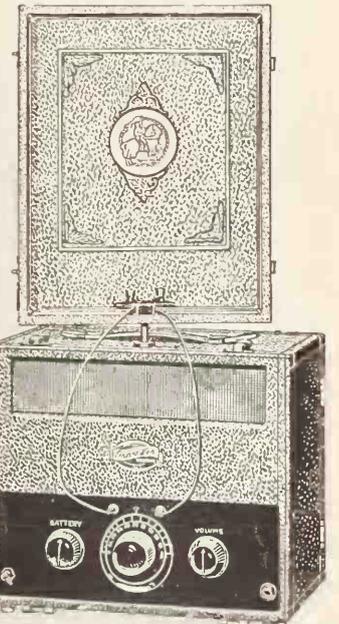


Eight Tube Receiver

Zenith Radio Corp., Chicago, Ill. New eight tube loop operated radio receiver, Model 15-EP, employing four stages of tuned radio frequency, tuned detector and three stages audio frequency amplification. Five condensers are permanently balanced on one shaft, shielded chassis, single control, electrically lighted dial, calibrated in both meters and kilocycles. Cabinet of walnut veneer, with folding loop and self-contained power speaker. List price (less tubes) \$375.

Portable Radio

Trav-Ler Mfg. Corp., Chicago, Ill. Trav-Ler five-tube, single dial, portable radio receiver, weighing 23 1/2 pounds. Batteries, loud speaker, loop



aerial, enclosed in one small case. Attachments are furnished for use with antenna and ground and for Jones plug to use with larger batteries or battery eliminator. Finished in black moctan trimmed with gold. Retail price \$17.15 complete.

Tube for Speaker Operation

E. T. Cunningham, Inc., New York City. Type CX-350, a 25-watt tube designed to supply ample undisturbed power for operation of heavy duty speakers. To use this tube receivers must be capable of supplying the high plate current and the necessary grid base, which is from -45 to -84 volts. The filament rating is 7.5 volts, 1.25 amperes. The material used is the rugged coated ribbon type; filament operates at a dull red heat. The current required may be supplied from the 7.5 volt winding of a power transformer. The tube is intended only for use in power amplifier equipment. The recommended plate voltage is 250 to 400 volts.

Radio Aerial

Progressive Labs., Chicago, Ill. The Aeropoise, an aerial for use with radio receiving sets. Has a receiving (Continued on page 96)

Popular Music Race Records

EXCLUSIVE OKEH ARTISTS

Mark
Fisher



- 40894 { BABY FEET GO PITTER PATTER
10 in. 75c { ('Cross My Floor) Vocal
JUST ANOTHER DAY WASTED AWAY
(Waiting For You) Vocal
Both sung by Mark Fisher with Piano Accom.
- 40951 { A SHADY TREE—Vocal
10 in. 75c { EVERYWHERE YOU GO—Vocal
Both sung by Mark Fisher with Violin, Cello and Piano
- 40993 { I'LL THINK OF YOU—Vocal
10 in. 75c { WHEN YOU'RE WITH SOMEBODY
ELSE—Vocal
Both sung by Mark Fisher with Piano by Ted Shapiro; Violin & Cello Accom.



Sege
Ellis

- 40928 { MY BLUE HEAVEN—Vocal
10 in. 75c { DID YOU MEAN IT? (From "A Night In
Spain") Vocal
Both sung by Seger Ellis with Justin Ring Trio
- 40952 { AMONG MY SOUVENIRS—Vocal
10 in. 75c { IT WAS ONLY A SUN SHOWER—Vocal
Both sung by Seger Ellis with Justin Ring's Salon Orchestra
- 40970 { AMONG MY SOUVENIRS—Piano Solo
10 in. 75c { POPPIN' 'EM OUT—Piano Solo
Both played by Seger Ellis

"Texas"
Alexander



Again
mama's
messin' 'round.
Papa's mad!
"TEXAS" ALEXANDER'S
got the low down on this story.

8542 { Mama, I Heard You Brought
10 in. 75c { It Right Back Home!
SABINE RIVER BLUES
Sung by Texas Alexander

RACE OkeH RECORDS
ELECIRIC

BOA CONSTRUCTOR BLUES

BLUE BELLE'S
greatest Blues stories
told in song . . . there's
a thrill that makes you
shiver. Just you try hearing
them in a dark room!

No. 8538 10 in., 75c

BOA CONSTRUCTOR BLUES
SNEAKIN' LIZARD BLUES
Blue Belle sings them to a piano
and guitar accompaniment.



Blue
Belle

RACE OkeH RECORDS
ELECIRIC

Test the selling power of
Okeh Race Records by sell-
ing Nos. 8538 and 8542.
The result is always the
same . . . best sellers.

Consolidated Talking Machine Co.

227 West Washington Street

Chicago, Illinois

Branches: 2957 Gratiot Ave., Detroit, Mich.

1424 Washington Ave., So., Minneapolis, Minn.

LEONARD P. CANTY

Middle West Music-Radio Dealers Report Healthy Trade Condition

Slight Falling-off in Sales Causes No Apprehension—Record Sales Continue Consistently Good—Portable Phonograph Makers Start Campaigns

CHICAGO, ILL., March 9.—The opening of the Spring season finds the Middle West music-radio trade as a whole in a healthy condition. While sales in both phonographs and radio-receiving apparatus have slackened somewhat, the decrease has not been sharp enough to excite apprehension or fear of a slump in any quarter. Talking machine record sales are continuing along an even keel, and are proving, as they have in the past few years, to be a steady and profitable source of revenue.

The trade within the next few months will witness a move which was attempted, without any great degree of success, about four or five years ago, namely, a large increase in the production of phonograph-radio combination instruments. In 1927 several of these instruments made their appearance and during the next few months the new combination products now being developed in manufacturers' laboratories will be placed on the market. In 1923 and 1924 radio-receiving sets were crude instruments compared to those of the present day, and likewise talking machines have approached a high state of perfection since that time both in mechanical and electrical reproduction. Electrically recorded records have further helped to solve the problem and the prophecy that the ultimate musical reproducing instrument in the home would be a combination of radio broadcast and recorded music seems to be approaching fulfillment. These products, of course, will find their best avenues of distribution through the music-radio trade and the instruments themselves will furnish the dealer with greater sales possibilities.

The portable phonograph manufacturers are entering the Spring season with products possessing even further refinements in finish, equipment, greater volume and purer tone quality. The portable instrument, as well as the portable radio receiver, has found its rightful place in the dealer's establishment and the outdoor season ahead is expected to bring greater volume of sales in both types of instrument than in any past season.

Jack Kapp Looking for Recording Talent

Jack Kapp, head of the Vocalion division of the Brunswick-Balke-Collender Co., Chicago, has been on an extended tour of the South and East for the purpose of securing new recording talent. Mr. Kapp, on previous tours, has unearthed many "finds," and he promises that there will be something startling on Vocalion records within the next few months.

RMA Hears Talk on Cross Licensing

At the monthly luncheon meeting of the Radio Manufacturers' Association, held February 16, at the Bismarck Hotel in Chicago, C. C. Hanch, who has been retained by the RMA as counsel, spoke on the subject, "Benefits of Cross Licensing in the Radio Industry." Mr. Hanch outlined the progress which has been made in the automotive field through cross licensing and stated that the same steps could be taken in the radio field, with resultant benefits to all members in the industry.

Arthur Haugh, past president of the RMA,

presided at the meeting and among the other speakers who addressed the gathering were Harold J. Wrape, president of the Federated Radio Trade Association, who thanked the

RMA for its co-operation and help. Otto N. Frankfort commented on the F. R. T. A. convention held in Milwaukee a few days previous and prophesied that the F. R. T. A. would be an important factor in the industry. Mr. Frankfort stated that the radio industry now ranked sixteenth in the United States and was well able to conduct its own affairs without aid or interference from another industry.

A. J. Carter, chairman of the Patent Interchange Committee, stated that his group had prepared a cross licensing agreement which

(Continued on page 92)

KIMBALL

Phonographs

Look Good to Dealers

Read What They Say:

MINNEAPOLIS:

"Really is marvelous. Beautiful tone; so much volume; rich cabinet. Each sale makes a new friend."

SHAW, MISSISSIPPI:

"Greatest value on American market today. We have tried them all. A good profit getter backed up by a house of character."

KNOXVILLE, TENNESSEE:

"Much pleased. You will hear from us frequently with orders."

WACO, TEXAS:

"Finest tone quality we have ever heard."

NEW ORLEANS, LOUISIANA:

"Tone wonderfully clear and loud. Predict large sale for these new phonographs."

MILWAUKEE, WISCONSIN:

"No trouble beating competition with your new phonograph."

JACKSON, MISSISSIPPI:

"Most wonderful phonograph I have ever seen. A walk-over to put them on market."



Style 275 Walnut

THE KIMBALL PHONOGRAPH

"The best in music whenever you want it"

Write or wire for particulars

W. W. KIMBALL COMPANY

Established 1857

306 So. Wabash Ave.

Kimball Bldg., Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 91)

was now in the hands of attorneys for inspection and would be presented to the RMA at the June convention in Chicago. Other speakers were Thomas White, of Buffalo, who commented upon the jobbers' division recently formed in the F. R. T. A.; L. S. Baker, of the National Association of Broadcasters; Bond P. Geddes, executive vice-president of the RMA; E. N. Rauland, chairman of the Fair Trades Practice Committee, and M. F. Flanagan, executive secretary of the RMA.

Suggests Plan for Eliminating Air Chaos

In a bulletin recently released to dealers throughout the country, W. J. Zucker, vice-

the broadcasting chaos. In the bulletin Mr. Zucker describes the practical application of chain-broadcasting synchronization, namely, the operating of all chain broadcasts on the same frequency. This simultaneous broadcasting of two or more stations on the same wave length automatically frees more channels of interference. The Columbia broadcasting chain worked out a plan of this type that proved successful in recent tests.

Mr. Zucker's statement, in part, reads as follows: "Station WIAU at Columbus, O., and station WGHP at Detroit, of the Columbia chain, have been synchronizing for some time, and the engineers report very encouraging results. In the last twenty minutes of their recent tests all traces of 'whistling' were eliminated, and the test declared a genuine success. In a report of Major J. Andrew White, president of the broadcasting company, the successful outcome of the test was officially confirmed. The engineers conducting the synchronization expressed the belief that they would be broadcasting by this new method very soon.

"The development work has been credited to Herbert V. Akerberg, engineer in charge at WIAU, and Franklin M. Doolittle, owner of WDRC at New Haven. Tests have been conducted by these two stations over a period of several months.

"Even the operation of two stations on the same wave length would throw open many more channels, freeing them from interference and making room for more satisfying reception. On the successful outcome of these preliminary tests, officials of the Columbia Broadcasting Co. believe that attempts will soon be made toward the operation of all the stations of a chain on the same wave length.

"The Commission has done much toward relieving air congestion, but, of course, the work is not yet completed. There are other problems, among them the question of equitable distribution of high-power broadcasting stations throughout the United States. By all means let the present members of the Commission continue in their good work and close the door to political interference with their constructive efforts."

Brunswick Artists Featured

Jules Herbuveaux and his Riverside Trail Blazers, and Frank Sylvano, vocal soloist, Brunswick record and radio artists, are the fea-



W. J. Zucker

president and general sales manager of the Stewart-Warner Speedometer Corp., Chicago, radio receiver manufacturer, urged that Congressmen be exhorted to place the Federal Radio Commission on the same high plane as the Interstate Commerce Commission. The stabilization of the youthful giant, the radio industry, and the welfare of millions of radio listeners, demand, according to Mr. Zucker, a policy of non-interference from political channels with the men selected to bring order out of

Fibre needles, to deliver soft and mellow 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

tured stars on the new "Riverside Hour" which has been a regular and popular broadcasting feature for the past few weeks. The "Riverside Hour" is broadcast regularly over the blue network of the National Broadcasting Co. from 8.00 p. m. to 8.30 p. m., Central standard time, every Monday night, under the auspices of Montgomery Ward & Co., prominent Chicago mail-order house. The opening program on this hour was the first that has ever been broadcast over a complete chain of stations from Chicago. Mr. Herbuveaux has gathered a new and larger organization for these important broadcasts, for which he has a fifty-two-week contract. Frank Sylvano romanticizes the popular melodies played by the Herbuveaux band in the manner that made him so widely known and successful in recording.

Progressive Labs. Marketing New Aerial

Progressive Laboratories, recently formed with headquarters at 360 North Michigan avenue, Chicago, has introduced the Aeropoise aerial, which eliminates the outdoor antenna. The Aeropoise has a receiving area of 1,700 square inches and is said by the maker to offer more selectivity than a thirty-foot outside aerial with a receiving area of less than 150 square inches. The new product is said to increase signal strength and distant reception and is adaptable to any radio set. Its receiving area is concentrated in a conservative space and the Aeropoise may be installed with a minimum of trouble. It is said to reduce static and it also may be used as a ground or counterpoise, forming a perfect balance.

The manufacturer recommends that the aerial be installed for inside use under rugs, on the wall of a closet, under a bed or divan, or tacked on the rafters of the attic. For installation of the Aeropoise as a ground or counterpoise a second Aeropoise may be placed in any of the above-mentioned places, but should be removed as far as convenient from the Aeropoise used as an aerial. The new product has a list price of \$3.50.

Exhibits Automatic Phonograph

The national convention and exhibition of operators and manufacturers of vending and coin-controlled machines was held in Chicago at the Great Northern Hotel on February 20, 21 and 22. One hundred manufacturers, including makers of coin-operated pianos and one maker of automatic phonographs, the American Sales Co., Chicago, exhibited their products on the fourth and fifth floors of the hotel. Agents and dealers visiting the exhibition were particularly interested in the Daily coin-operated phonographs, which were on display, and the firm reports a substantial number of orders as a result of the exhibition.

In Bankruptcy

Hyman Kleinman, trading as the Triangle Phonograph Shop, 8 East Burnside avenue, New York, has filed a voluntary petition in bankruptcy with liabilities of about \$22,000 and assets of \$10,000. Joseph Michaelis was appointed receiver under a bond of \$5,000 by Judge Bondy.

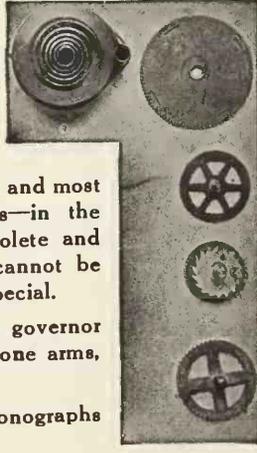
Repair Parts

For All and Every Motor That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.



INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.
Manufacturers of
High Grade Talking Machines, Disc Records,
Talking Machine Supplies, Etc.



TRADE MARK "CONSOLA"

CABLE ADDRESS CONSOLA

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Aretino Co.

227-229 W. WASHINGTON ST. CHICAGO ILL.

Branches: 2957 Gratiot Ave., Detroit, Mich. 1424 Washington Ave., South, Minneapolis, Minn.



Ad. Agency Starts Broadcasting Dept.

H. W. Kastor & Sons' Advertising Co. Establishes Broadcasting Division With Jack Nelson in Charge to Serve Clients

Recognizing radio as an increasingly important supplementary force to newspaper and periodical advertising, H. W. Kastor & Sons' Advertising Co., with headquarters in Chicago and branches in leading centers throughout the United States, has established a broadcasting division with Jack Nelson in charge.

"Mr. Nelson is a pioneer in the Chicago radio field," said E. H. Kastor in commenting on the new department, "and he will act as counsel to clients in all matters relative to radio broadcasting. We are convinced that radio rounds out the great opportunities offered general business by the press and we believe that the radio program will serve to stimulate the demand for greater space in newspapers and periodicals."

Mr. Nelson, a composer of numerous songs, was with station WDAP before that station became WGN, with which he was connected for a considerable time. Later he affiliated himself with station WJJD and he was also a partner with the late Charles Erbstein in station WTAS.

"The Kastor broadcasting division will serve clients through the extensive networks of the National Broadcasting Company and the Columbia Broadcasting system, besides through all local stations," said Mr. Nelson. "We shall be in a position to blanket the nation with our broadcasting facilities."

The Kastor organization numbers among its clients the Zenith Radio Corp., Grigsby-Grunow-Hinds Co. and the Q R S Co., all firms prominent in the music-radio field.

Record Makers at Copyright Hearings

Are Keeping Close Watch on Progress of New Measure—Action of Publishers in Abolishing Breakage Allowance

Several representatives of record manufacturers were among those who attended the hearings on the proposed new Copyright Bill, held by the House Patents Committee in Washington on March 2, when the general phases of the proposed measure were explained and discussed. The record makers are keeping in close touch with the situation, directly and through the medium of the Music Industries Chamber of Commerce, and will be represented in force at the hearings on the mechanical features of the bill, which will be held separately some time later in the month. Those who attended the sessions on March 2 included Alfred L. Smith, general manager of the Music Industries Chamber of Commerce; Arthur L. Walsh, vice-president and general manager of the phonograph division of Thos. A. Edison, Inc., together with Henry Lanahan, the company's counsel; George W. Case, Jr., representing the Brunswick-Balke-Collender Co.; Harry Macdonald, representing the Columbia Phonograph Co., and R. E. Baxter, of the legal department of the Victor Talking Machine Co.

The record makers have also gone on record as being strongly opposed to the recent ultimatum of a number of music publishers acting in concert to the effect that on and after January 1 of this year royalties payments must be made in full and without deduction of 10 per cent for "breakage," as has been allowed since the passage of the present Copyright Law in 1909. The record men declare that the ultimatum was unfair in that it not only gave them barely eight days to adjust their affairs to meet it, but places on them an unusual burden.

Although the 10 per cent discount from royalty payments was taken to cover "breakage," so-called, it was really designed to protect the record maker against royalty losses, not only through records damaged, in transit or otherwise, and which must be replaced, but chiefly to cover the royalties on the thousands of records returned by dealers or exchanged, and which were not, therefore, sold to the public. Several meetings of record manufacturers have been held since the first of the year to discuss the subject, although no definite action has been announced.

Buffalo Dealers Are Freshman Co. Guests

Dealers within a radius of seventy-five miles of Buffalo, N. Y., were represented at a dinner given by the Charles Freshman Co., Inc., on March 6, at the Hotel Lafayette, in connection with a three-day display of the complete Freshman line of radio products. The event was one of the most successful held here.

F. H. Waite, New York State representative, was toastmaster, and the assembled dealers were addressed by James C. Frye, assistant sales manager, and H. Harris, a member of the Freshman engineering staff

E. S. Schenkel Co. Is Reorganized

New York Manufacturers' Representative to Be Known Under the New Name of Madden-Schenkel, Inc.

Emil S. Schenkel, executive and organizer of the E. S. Schenkel Co., manufacturers' representative, 45 West Forty-fifth street, New York City, has announced the reorganization of his



Emil Schenkel at His Desk

company to Madden-Schenkel, Inc., operating from the same address. E. J. Madden, who has joined forces with Mr. Schenkel, is an executive of large experience and has been identified with the radio industry for many years as president of the Teletone Corp. of America, Long Island City, New York.

Mr. Schenkel points out that the reorganization will greatly increase the scope and facilities of the firm from both a merchandising and financial standpoint. It is the plan of the new company to tie up with three products.

"Will even record a whisper"

TALK-BACK
Recording
Outfit,
Complete

\$7.50



Charles Murray, starring in First National Pictures, whispers to his Talk-Back.

TALK-BACK
Double-faced
Permanent 8
inch Records

3 for \$1.00

Used and recommended by these Well Known Artists

Fannie Brice
Sophie Tucker
Ben L. Pollack, *Victor Recording Artist*
Charles Kaley, *Columbia Recording Artist*
Mark Fisher, *Okeh Recording Artist*
Guy Lombardo, *Royal Canadian, Radio*
Al Kvale, *Musical Funster, Publix Theatres*

THE Talk-Back enables anyone to make records to hear themselves as others hear them. It works on any phonograph, can be put on or taken off in two minutes. It is of simple construction and does not get out of order.

Makes Full Volume Records

Talk-Back records are full volume. They are permanent—can be played 200 or 300 times.

Double-faced, and of standard 8 inch size, they require no processing and can be played back immediately when made.

Jobbers and Dealers

Here is a new and profitable seller, that has come to stay. Write for descriptive circulars and proposition.

TALK-BACK PHONOGRAPHIC RECORDER CO.

4703 East 50th St.

Los Angeles, Calif.

Metropolitan Trade Activities

Freed-Eisemann Dealers Guests of Talking Machine & Radio Men, Inc.

Largest Attendance of Metropolitan Dealer Association Views New Freed-Eisemann Products—Warren F. Scanlan Becomes Technical Radio Adviser

Approximately 400 talking machine and radio dealers from the metropolitan and adjacent territory attended the regular monthly meeting of the Talking Machine & Radio Men, Inc., of New York, New Jersey and Connecticut, at the Cafe Boulevard, New York City, on March 7. The record-breaking attendance was due to the fact that Freed-Eisemann dealers were invited to attend as the guests of the Association, to be given an example of the good work which the organization is doing and also to see several new Freed-Eisemann products which were shown publicly for the first time.



Meeting of Talking Machine and Radio Men With Freed-Eisemann Dealer Guests

The impression which the meeting made on the guests was evidently a favorable one, for E. R. Brown, secretary, reported that before adjournment was taken forty prospective members had signed application blanks. Irwin Kurtz, president, announced that Warren F. Scanlan, radio engineer, connected with Stanley & Patterson, had accepted the office of technical radio adviser to the Association and would be present at future meetings to answer any questions regarding radio which dealers might wish to ask. Byron Forster, chairman of the entertainment committee, spoke briefly and urged all dealers to lend every possible effort to make the coming annual banquet, to be held on April 23, the most successful in the history of the organization.

Following the routine business the meeting

was turned over to Ray Spicer, advertising manager of the Freed-Eisemann Radio Corp., Brooklyn, N. Y., who acted as chairman and introduced various officials of the Freed-

Eisemann organization. Alex. Eisemann, chairman of the board of directors of the company, spoke briefly, thanking the dealers for their attendance and outlining the satisfactory prospects for the coming year. Arthur Freed, vice-president, next speaker, told of the very satisfactory business done during 1927 and stated that from all indications 1928 would prove even better in actual sales and profits, saying that coming events of national importance which will be broadcast will have an undoubted good effect on sales.

Art Trostler, assistant to the chairman of the board of directors, followed Mr. Freed. He greeted the members, many of whom were old friends with whom Mr. Trostler had done business when he was in the Victor line. Mr. Trostler stated that the day was not far distant when foreign broadcasts will be relayed throughout the United States, and the foreign-born will hear programs in their mother tongue.

Joseph D. R. Freed, president, thanked the Association for making possible the opportunity of gathering the Freed-Eisemann retail representatives and then introduced several new Freed-Eisemann products, including a cone speaker and three new console instru-

ments. These new instruments will be described in full in the "Latest in Radio" section of the April Talking Machine World.

The Auditorium Amplifier, incorporating an electrical phonograph pick-up, played some of the latest record releases, with tremendous volume and real fidelity.

New York Brunswick Dealers Effect Tie-up

The New York headquarters of the Brunswick Co. announced that it has had considerable success in effecting a tie-up for the Al. Jolson recording of "Mother of Mine" with the Vitaphone presentation of "The Jazz Singer," featuring the celebrated black-faced comedian. Many of the Brunswick dealers in the metropolitan section installed window displays featuring the record and found that the public was in a buying mood for the display stimulated the sale, not only of the Jolson record but of other numbers as well. The Sherman Music Shop on Broadway was one Brunswick dealer which added considerably to its record sales volume by taking advantage of the tie-up opportunity.

Gotham Distributor Adds Two New Lines

The Auto Hardware & Equipment Co. during the month of February added two new items to the radio lines carried. They are the Eveready line of batteries, for which the company has been appointed a metropolitan distributor, and the Trav-Ler portable radio set, which the company feels will be a welcome addition to dealers' stocks.

Morris Music Shops Owned by Piano Co.

The Morris Music Shops, Inc., 130 East Fordham road, New York City, have been taken over by the American Piano Co., it was recently announced. There is to be no change in the personnel of the establishment, and Morris Nimcowitz, founder of the business, is to remain as its active head, with A. Saphin as general manager. The Morris Music Shops feature leading makes of talking machines, radios and pianos, and will now, it is expected, feature the varied line of the American Piano Co. even more strongly than in the past.

Belle Baker Records Sell Well in Gotham

Metropolitan Brunswick dealers were extremely fortunate inasmuch as the date of the release of Belle Baker's first Brunswick recordings coincided with her appearance in several New York theatres. Brunswick dealers in Brooklyn and New York featured the records in their windows together with pictures of the artist and Edward Wallerstein, of the wholesale department of the Brunswick New York offices, reports that sales of these records were most gratifying.

The Crown Phonograph Co., 125 Christopher street, New York City, has enlarged its floor space and has added to its facilities for manufacturing and delivery.

B·M·S Home Broadcaster



The new idea for a Radio party

Everybody likes the idea of fooling a group of friends that have gathered for the purpose of listening in to a special program. Just the thought of putting over an imitation program undetected sells them! List price \$7.50 complete.

BROOKLYN METAL STAMPING CORP.,
720 Atlantic Ave., -:- Brooklyn, N. Y.

Features the Zenith in a Novel Setting

The Yorkville Radio Co., 147 East Eighty-sixth street, New York City, which has been in existence for five years, has built a flourishing and prosperous business on the slogan "If It's Not Right—Bring It Back." Sidney Vorzimer, president of the company, attributes the success of the establishment to a number of factors including the policy expressed by the slogan. The others include extensive and con-



How Yorkville Co. Features Zenith

sistent newspaper advertising, regular messages to the mailing list weekly, but most of all the word-of-mouth recommendations of satisfied customers. To make every purchaser a satisfied customer the service department of this store works from 9 a. m. until 11 p. m. and one year's free service is given with every set purchased. Mr. Vorzimer, who, incidentally, was recently elected "mayor" of Yorkville, states that the Zenith line of radio receivers, which is the store's leader, is in great demand at the present time.

Zenith products are featured, and one entire room, artistically decorated in a Japanese motif, is given over to this make of receiver exclusively. The accompanying photograph shows a corner of the Japanese room with three different models of Zenith receivers.

The Yorkville establishment occupies a store on the street level in which are located the parts, accessories and loud speaker departments, and another store below the street level on a platform above a subway station. Two entrances to the underground railway lead directly past the Yorkville set department, and the attractively displayed merchandise is viewed twice daily by neighborhood residents who use this means of transportation going and coming from business.

There is no limit to the territory served by the store, customers coming from all points in New York, Brooklyn, Westchester, Long Island and New Jersey.

F. S. Horning Now With Brunswick Co.

Frank S. Horning was recently appointed manager of the Brunswick Co. recording laboratory at 799 Seventh avenue, New York City, succeeding William A. Brophy, resigned.

Mr. Horning for the past year and a half has been sales manager for the Sampson Electric Co., Chicago, Ill., Atwater Kent jobber, and has had a wide experience in the music field. He was first connected with the traveling department of the Victor Talking Machine Co., leaving this connection to enter into business for himself in Boston. Later he was buyer for the talking machine department of a large St. Louis establishment, after which he entered the radio distributing field with the Sampson organization.

Mr. Horning has as his associates the same technical and professional staff that has made Brunswick records for a number of years.



MODEL 201
Adler-Royal Table with
R.C.A. 100-A Speaker.
Height 28 3/4 inches, width
30 1/4 inches, depth 14
inches. For use with
Radiola 17, Atwater Kent
37, Crosley, and other
standard A.C. Sets.

ADLER-ROYAL

RADIO CABINETS

"This

Adler-Royal Table
with Built-in R.C.A.
100-A Speaker is the
best buy ever offered"

Thus speaks the Southwestern
General Electric Supply Co.,
of Dallas, Texas—and other
Leading Distributors. Read
them. It speeds the sale to say
"Cabinets by Adler-Royal."

Write or wire for details

ADLER
Manufacturing Co.
Incorporated
LOUISVILLE  KENTUCKY

Colorado	
Hendrie & Bolthoff Supply Co.	Denver
Connecticut	
The Post & Lester Co.	Hartford
Crown Light & Radio Co.	New Haven
Georgia	
Carter Electric Corp.	Atlanta
Cooper Tire & Battery Co.	Atlanta
Cooper Tire & Battery Co.	Augusta
Illinois	
Hudson-Hoss, Inc.	Chicago
Beckley-Ralston Co.	Chicago
Central States General Electric Supply Co.	Chicago
Radio Distributing Co.	Chicago
The Harry Alter Co.	Chicago
Illinois Electric Co.	Chicago
Indiana	
Lake States General Electric Supply Co.	Indianapolis
Kansas	
C. W. Tanner Co.	Wichita
Louisiana	
Wesco Supply Co.	New Orleans
Maryland	
H. C. Roberts Electric Supply Co.	Baltimore
Southern Electric Co.	Baltimore
Massachusetts	
General Electric Supply Corp. (Formerly Pettingill-Andrews Co.)	Boston
F. B. Pitts Co.	Boston
Union Electric Supply Co.	New Bedford
M. Steinert & Sons Co.	Boston
Wetmore-Savage Electric Supply Co.	Boston
Michigan	
Beckley-Ralston Co.	Detroit
Minnesota	
Northwest General Electric Supply Co.	St. Paul
Great Northern Electric Appliance Co.	St. Paul
Missouri	
Mid-West General Electric Supply Co.	Kansas City
Nebraska	
McGraw Electric Co.	Omaha
New York	
Stanley & Patterson	New York City
Roskin Bros.	Middletown
Times Appliance Co.	New York City
North Carolina	
Southern Electric Co.	Charlotte
Ohio	
Lake States General Electric Supply Co.	Toledo
Lake States General Electric Supply Co.	Columbus
The F. Bissell Co.	Toledo
The Erner Electric Co.	Cleveland
Oklahoma	
Southwest General Electric Supply Co.	Oklahoma City
Dodge Electric Co.	Tulsa
Pennsylvania	
H. C. Roberts Electric Supply Co.	Philadelphia
H. C. Roberts Electric Supply Co.	Reading
Raymond Rosen & Co.	Philadelphia
Pierce & Phelps, Inc.	Philadelphia
Beckley-Ralston Co.	Pittsburgh
Rhode Island	
Union Electric Supply Co.	Providence
Texas	
Southwest General Electric Supply Co.	Dallas
Southwest General Electric Supply Co.	Ablene
Virginia	
Southern Electric Co.	Richmond

Kern-O'Neill Co. Reports Great Interest in Columbia-Kolster Unit

Advertising by Company Together With Co-operative Dealer Advertising Results in Increased Demand—Foster & Waldo's Extensive Advertising

MINNEAPOLIS AND ST. PAUL, March 8.—The Columbia-Kolster instrument has had some effective advertising during the month of February and the Kern-O'Neill Co. feels that it was very much worth while. The Minneapolis Journal and the St. Paul Pioneer Press and Dispatch carried three solid pages of Columbia display advertising with tie-ups by most of the large dealers. The Columbia-Kolster instrument is now on exhibition by the Cable Piano Co. at the St. Paul Auditorium along with the Elks' Carnival and Style Show.

R. C. Coleman, manager of the radio department of the George C. Beckwith Co., has just returned from a trip East to New York and other cities. The new Federal Ortho-sonic merchandising plan as presented to the dealers has greatly stimulated business. This is known as the Limited Trade-in Allowance Plan and permits the retailer to give a very generous allowance on old sets. Mr. Coleman was recently placed on the National Executive Board of the jobbers' section of the Federated Radio Trades Association. He is one of five men chosen from various parts of the country to serve. The election was held at the meeting in Milwaukee of the Federated Radio Trades

Association. Mr. Coleman was also appointed on the membership committee.

The Milwaukee store of the George C. Beckwith Co., handling the Federal Ortho-sonic and other lines, is doing an excellent business. Earl R. Brown, of the Minneapolis office, has gone to Milwaukee as assistant to the manager, Mr. Purdy.

Statistics recently compiled by the Minneapolis Journal show that the Foster & Waldo Co. in the last three years have used 1,018,882 lines of newspaper advertising and the company maintains that it has paid—and splendidly. Foster & Waldo have spent, in display, exhibits, window features and kindred advertising combined with the newspaper lines, nearly a quarter of a million dollars in the last three years.

Incidentally, for forty-six years the Minneapolis Journal and Tribune has not gone to press without a Foster & Waldo classified ad, daily, Sunday and holiday—365 days in the year. Foster & Waldo sold thirty-two radios in five minutes the last week in February.

William R. Lewis, of the Chicago office of the Victor Co., stopped for a visit at the Geo. C. Beckwith Co. on a short trip.

Demand for Plaza Juvenile Models

The Plaza Music Co., New York City, is giving special attention to the market for the sale of juvenile phonographs. The Plaza juvenile line now includes four models. In addition to the Kiddipact there is the Kiddipact, Jr.

Two floor-model machines for children have also been added to the line. It is stated that they are constructed entirely of selected wood and are carefully made and well proportioned and that substantial motors have been used. The cabinets are finished in pink, blue and ivory. The larger model—called the Little Tot phonograph—has a three-section record compartment with double doors. The smaller model is known as the Playtime phonograph, and bids fair to be popular.

E. L. Bill Weds Miss Dorothy James Smart

Edward Lyman Bill, secretary and treasurer of the Federated Business Publications, Inc., and son of the founder of The Talking Machine World, Col. Edward Lyman Bill, was married on February 28, 1928, to Miss Dorothy James Smart at the Hitchcock Memorial Church, Scarsdale, N. Y. The ceremony was one of the outstanding social events of the season, as both the bride and groom are prominent in Westchester County social activities.

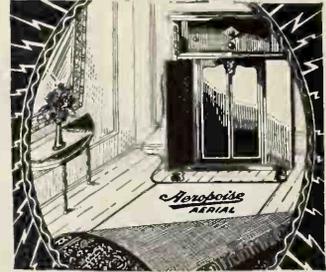
One of the numerous social functions tendered the groom prior to the wedding was a dinner at the Hotel Surrey, New York City, given by his associates of Federated Business Publications, Inc., Edward Lyman Bill, Inc., and subsidiary companies. The event was a

decided success, due in a measure to entertainment furnished by prominent recording artists, including Ben Selvin, Art Gillham, Oscar Grogan and Seger Ellis, Columbia artists.

Newest in Radio

(Continued from page 89)

area of 1,700 square inches, concentrated in a small space, offers extreme sensitivity, increased signal strength and distant reception. Aeropoise is



also used as a radio ground, using the same receiving area and capacity. May be installed under rugs, hung on wall, or attached to attic rafters. List price \$3.50.

Radiotron

Radio Corp. of America, New York City. UX-250 Power Amplifier Radiotron, capable of delivering over three times as much undistorted energy as the UX-210. This tube is larger in



size than the UX-210, although its base is identical. Its filament is of the improved coated ribbon type, insuring great mechanical strength and long operating life. The plate, which is blackened, is tall and narrow. The push type base is used. When used as a transmitting Radiotron the UX-250 is rated at 25 watts as against the 7½-watt rating of the UX-210. As a power amplifier tube the maximum undistorted output is 4650 milliwatts (4.65 watts). The new tube retails at \$12.

The New Veraphonic Vincennes Phonographs

Instruments of rarest tonal quality, they incorporate the new Veraphonic principle and important amplifying discoveries of Vincennes engineers.

Employing its own individual reproducer, entirely developed in its own laboratories, the Veraphonic offers reproduction of music that cannot be approached by any other mechanical phonograph. The diaphragm used is specially constructed of three concentric layers of MICA, and will not crystallize under vibrations.

Housed in a new cabinet—first introduced to the trade by Vincennes—the Veraphonic model illustrated here renders lifelike reproduction and meets the most exacting requirements of music lovers.



Valeria
Model No. 110 Console
FINISH: Mahogany or Walnut.
DIMENSIONS: Height 35". Width 31¾". Depth 19¾".
EQUIPMENT: Statuary Bronze, including automatic stop.

The cabinet design is entirely new—the doors covering the tone chamber slide behind the decorative panels, overcoming the objections sometimes made to swinging doors.

The retail price of this Model is only \$95.00!

Vincennes Phonographs—the Rivoli and Veraphonic lines—retail from \$49.50 to \$485.00

NINE PEOPLE OUT OF TEN—BLINDFOLDED—CHOOSE THE VINCENNES!

THE VINCENNES PHONOGRAPH MANUFACTURING CO.

Your territory may be open—write for attractive dealer proposition.

VINCENNES, INDIANA

IN THE MUSICAL MERCHANDISE FIELD

Dr. Will Hohner Is New York Visitor

Dr. Hohner Comments on Extraordinary Increase in Popularity of the Harmonica Throughout the United States

Among the most important visitors to New York's musical merchandise trade last week was Dr. Will Hohner, director of M. Hohner, A. G., Trossingen, Germany, the world's largest manufacturer of harmonicas and accordions. Dr. Hohner arrived Tuesday and was met by William J. Haussler, general manager of M. Hohner, Inc., American distributor of Hohner products. He will make the New York offices his American headquarters during his stay, which will be of several weeks' duration.

In a recent interview Dr. Hohner commented upon the marvelous development of the interest in the harmonica in America, and added that this interest was now being reflected in the demand for Hohner products in other countries as well.

"The Hohner harmonica is sold in every country on the face of the globe, and in every country sales are growing," he said. "It seems to me that this is a sign of the times, and that people are coming to the realization that the harmonica is a tremendous factor in the development of musical interest, especially in the youth.

"Young people have discovered two things. First, that the harmonica is an easy instrument to learn to play, and second, that it leads naturally to the playing of some other instrument. The vital significance of this as a factor in the growth of musical appreciation is manifest in every country, and is coming to the attention of educators and civic leaders.

"The Hohner establishments in Trossingen are busily engaged in meeting this world-wide demand, and these vast plants now occupy several city blocks. As the music dealers of America have observed, the Hohner products are constantly being improved, and this is because we have special research laboratories and engineering departments which do nothing but try to improve the product in various ways.

"We are deeply appreciative of the interest that America has displayed in the harmonica, and for our part are proud that our efforts seem to have contributed to no little degree in adding to the sum total of musical happiness."

Piano-Key Accordions Announced by Hohner

M. Hohner, Inc., 114 East Sixteenth street, New York City, recently announced a new line of de luxe piano-key accordions, introduced to meet the popular demand for a high-grade instrument of this type. Samples were recently made by the factory, and it is expected that distributors will soon have an opportunity of inspecting the new products.

An announcement recently sent out by William J. Haussler read in part: "Our distributors who are concerned in the sale of piano-key accordions will be interested to know that in the very near future we will have ready for their inspection and consideration an entirely new line that will be most unique and extraordinary. When completed, the assortment will comprise five distinct series, aggregating forty different instruments.

"For the past twelve months the research and technical departments of our factory have been diligently occupied in perfecting these new piano-key accordions.

"The manufacture of Hohner piano-key accordions will be standardized so that uniform quality, construction and appearance will result, thus providing the trade with instruments that will afford satisfaction to both buyer and seller.

"In the line there will be models to satisfy the popular demand, and to meet the exacting requirements of discriminating buyers an exquisite de luxe series will be provided."

Musical Instrument Men Hold Conclave

The mid-year meeting of the National Association of Musical Instrument and Accessories Manufacturers, held at White Sulphur Springs, W. Va., on Friday and Saturday, March 9 and 10, drew an excellent attendance. The sessions were held at the Greenbriar Hotel, and a number of important problems of the industry were discussed and plans for the coming convention in June were considered.



Keep No More Cats —than will catch mice

WHICH is an indirect way of saying "Don't overstock." But there is another side to the problem. Even though your stock is at a minimum it does you no good unless that stock moves. One cat is too many if it fails to catch mice.

King instruments are good order catchers. In the first place they are widely and favorably known. And we are making mighty sure that folks don't forget them.

The interest created by this knowledge can be turned into buying desire by putting a King in the prospect's hands. For every instrument in the broad King line is thoroughly good in every part and detail.

Two strong points, but there is still a third. Progressiveness means much to you. Constant improvement in instruments, cases and selling co-operation bring easier selling and greater profits.

If you feel that your band instrument department is falling short of its possibilities, give us an opportunity to tell you about the White Way to added profits.

THE H. N. WHITE CO., 5215-97 Superior Ave., Cleveland, Ohio

Makers of **"KING"**
BAND INSTRUMENTS

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 97)

H. N. White Co. Prepares Display Poster Featuring King Saxophone

CLEVELAND, O., March 7.—The H. N. White Co., manufacturer of King band instruments, 5225 lobby and music store display, featuring the King alto saxophone and showing the 448 parts



Superior avenue, recently prepared a theatre which are used in building the instrument. The

King Window
and Theatre
Lobby Display
Recently Issued by
the H. N. White
Co., Cleveland, O.

B & D
"Silver Bell"
BANJO ARTISTS

MONTANA
 Cowboy Banjoist

ROY SMECK
 Wizard of the Strings

FRANK REINO
 Banjoist, Ben Black's Orchestra
 Paramount Theatre, N. Y. City

STEVE FRANGIPANE
 Banjoist, Levittow's Commodore
 Hotel Grill Orchestra

SLEEPY HALL
 With His Orchestra at
 Castilian Royal Colham Parkway

New 1927-28 Illustrated 48 Page
 Combined Catalog and Silver
 News—Free.

THE BACON BANJO CO., Inc.
 Groton, Connecticut

display has proved most effective in building up sales volume for King dealers.

The demonstration stunt is in the form of a giant display panel in a handsome frame, and is mounted on an easel. The center piece of the panel holds a finished saxophone, and completely surrounding it is another identical saxophone entirely taken apart with each part shown individually.

In this manner prospective purchasers of King band instruments are given an opportunity of studying and being impressed by the H. N. White engineering methods and the hand assembly which are factors in the making of every King instrument. The display attracts attention to the following features of King manufacture: hand grinding, exact adjustment and relationship between tone-hole size and shape of mouthpiece and the flare of bell.

D. W. May Starts Promotion Section

A new department for handling sales and advertising, known as the sales promotion department, has been organized by D. W. May, Inc., Newark, N. J., wholesale distributors of radio apparatus, as part of the organization's 1928 expansion program. It is announced that the new department will be under the supervision of Walter Ferry, with a force of seven road men. Mr. Ferry has been associated with D. W. May, Inc., for four years.

Among the radio products distributed by the May organization are Shamrock, Splitorf and Marti electric receivers, Temple speakers, Philco "A" and "B" socket power, Ray-O-Vac batteries, etc.

Brunswick Foreign Recordings in Demand

Edward Wallerstein, of the wholesale department of the New York Brunswick Co. offices, reports that the foreign language catalog of the company introduced last October is moving most satisfactorily. New York Brunswick dealers report that the two new Jewish recordings made by Aaron Libedeiff of two of the song hits from the current offering of "Paradise for Two" are in great demand, as are new offerings in the Italian catalog.

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

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

Alabama

Birmingham.—The Chalifoux La Point Music Co., this city, has been incorporated with a capital stock of \$5,000, to conduct a general retail music business.

Arkansas

Little Rock.—G. C. Moses and Mrs. Peyton Smith have opened a new phonograph and radio store at 708 Main street, this city.

California

Riverside.—L. E. Starkweather and Fred Boho have taken over the business of the Riverside Music Co., which has been incorporated under the new management and will handle a complete line of musical instruments.

Santa Monica.—The stock and fixtures of the S. M. Cronk Music Co., Fourth and Santa Monica boulevard, have been disposed of, following the decision of Mr. Cronk to close out the business.

Connecticut

Hartford.—Jacob Kravitz, formerly of Boston, has taken over control of the Feinhiim Music Co., 71 Windsor street, and will conduct the business in the future.

Manchester.—Walter Bradley and George J. Smith have opened a musical merchandise store on Main street, handling Pan-American hand instruments and Washburn, Weymann, Bacon and Epiphone banjos and mandolins.

Hartford.—The music store conducted by Salvatore Diele at 505 Front street, this city, has suffered a fire loss.

District of Columbia

Washington.—The Mt. Pleasant Music Shop, Inc., 3310 Fourteenth street, N.W., has opened a branch store at 1534 Seventh street, N.W., to be known as the Piano & Music Warehouse.

Florida

Orlando.—The Cooper Music Store has moved to its new location in the McKenney-Rylander Building, 112 North Orange avenue.

Illinois

Carmi.—The Music Shop, of which R. C. Stillwell is proprietor, has moved to new quarters in the Winner Building on Main street.

Danville.—William M. Kelly, who has been associated with the Cable Piano Co., 119 North Vermillion street, about eighteen months, has been appointed manager of the concern.

Chicago.—The Winschiff Piano Co., 1525 West Chicago avenue, this city, has been incorporated with a capital stock of \$25,000 to deal in musical instruments of all kinds.

Indiana

Evansville.—The Schneider-Jordan Music Co., this city, has been incorporated with a capital stock of \$15,000 to engage in a general music business. The incorporators are Ralph Jordan, P. C. Schneider and M. H. Berlin.

Kentucky

Louisville.—Carl Shackleton has opened new music warehouses in the Strand Theatre Building, here.

Louisiana

Baton Rouge.—The Wilson Music Co., of this city, has been incorporated with a capital stock of \$85,000 to engage in a general music business.

Minnesota

Litchfield.—The Hershey Music Store, located for several years in one of the McClure Buildings, has moved to the balcony of the Whalberg Variety Store, with Mrs. R. E. Iverson still in charge.

Hibbing.—William Robinson has purchased the Winberg Music Co., of this city, and will conduct the business in the future.

Missouri

St. Louis.—A. W. Hosier, manager of the phonograph and radio departments of the Scruggs-Vandervoort-Barney's Department Store, has succeeded H. M. Brown as manager of the piano department.

Montana

Billings.—Peter and Angelo D'Amico have held the formal opening of their music store, known as the Melody Shop, 2709 First avenue, North, which handles Baldwin pianos, Brunswick phonographs and Buescher band instruments.

New Jersey

Jersey City.—The Hyde Music Co., 15 Exchange place, has been incorporated with a capital stock of \$125,000 to deal in loud speakers, amplifiers and other music and radio merchandise.

Bayonne.—Morris Sachs, who has been identified with the Marshall Music Shop, this city, about twelve years, has opened his own music store, called Sachs Melody Shop, at 533 Broadway.

Burlington.—Charles Luedeke, formerly with the Philadelphia store of the Ludwig Piano Co., has been appointed manager of the local branch of that company.

Wildwood.—Harry Keating has opened a new music store, called the Music Shoppe, at Lincoln and Pacific avenues, handling pianos, phonographs and small goods.

New York

Kenmore.—The remodeled store of Gould Bros. has been formally opened in the quarters formerly occupied by Barber & Wilson, with Floyd Barber as manager.

Rome.—The Buckingham & Moak Co., of Utica, has opened a new branch music store here at 129 North James street, with George B. Shearer as manager.

Buffalo.—The Laurens Enos Co., large Main street department store, has opened a new talking machine and radio department with Charles King as manager.

Buffalo.—The Fagan Piano Co. has closed out its business which was located at Hertel and Colvin avenues.

Buffalo.—M. Lucas has opened a music store at Delaware avenue and West Chippewa street, handling phonographs and records.

Buffalo.—L. F. Cotterman has decided to close out his music business at 3184 Main street.

New York City.—Hyman Kleinman, trading as the Triangle Phonograph Shop, 8 East Burnside avenue, has filed an involuntary petition in bankruptcy with assets of \$10,000 and liabilities of about \$22,000.

Rochester.—The J. W. Martin & Bros. music store, 73 State street, which has been operated by the Levis Music Store as a branch for the past year, has been permanently closed.

New York City.—The Rosenthal Violin Co. has been incorporated with a capital of 50 shares to engage in the sale of musical instruments.

Richmond Hill.—The Willard Music Shop, 9708 Jamaica avenue, has remodeled its warerooms and has increased its stock of musical merchandise.

North Carolina

Wilmington.—The local branch of Charles M. Stieff, Inc., has moved from 211 Chestnut street to new quarters at 9-11 North Front street.

Ohio

Cincinnati.—Carl J. Rist, formerly connected with the sales staff of the Gruen Watch Co., here, has been appointed manager of the George P. Gross Piano Co., with which he was at one time identified.

McArthur.—Charles Goddard has been made manager of the Summers Music Stores, with branches here and in Wellston.

Akron.—The Stowe Piano Co. has moved from its temporary quarters to its new permanent home at 268 South Main street, which has been decorated appropriately for its use.

Cleveland.—Neil D. Bell has resigned his position as general manager of the Wolfe Music Co.

Dayton.—A branch of the Anderson-Soward Co. has been opened in the Riverdale Theatre building, handling a full line of musical instruments under the management of Charles W. Loman.

Cleveland.—Randall Miller has been made manager of the Superior avenue branch of the Euclid Music Co.

Norwalk.—Fisher & Zoll have moved their music store to new quarters in the Odd Fellows Block on West Main street, this city.

Kent.—The Wolfe Music Co. has been opened in a downtown section of the city, handling pianos, phonographs and radios.

Middletown.—The McFarland Music Store, formerly located at 1310 Central avenue, has moved to new quarters in the Gordon Building on Central avenue.

Oklahoma

Enid.—The Chenoweth & Green Music Co. has formally opened its remodeled warerooms at 110 South Independence street.

Enid.—T. J. Clark, for many years connected with the McDowell Music Co., has opened his own music business at 119 West Maple street, handling Starr phonographs.

Perry.—The Enid branch of the McDowell Music Co. has been moved to this city, where it is occupy-

ing the former site of the Colby Department Store.

Oregon

Medford.—Timmons' Music Shop and Witham's Radio Service have taken joint space near the First National Bank Building, this city.

Pennsylvania

Philadelphia.—The Morton Piano Co. has been reorganized under the name of the Morton Furniture Co., 914 Walnut street, but will retain a large music department.

Philadelphia.—The Ballen Modern Music Shop, 2144 North Front street, has been incorporated with a capital stock of \$25,000.

Philadelphia.—The music store of H. Royer Smith, at Tenth and Walnut streets, has been enlarged and consolidated with the concern's branch at Seventeenth and Walnut streets.

Philadelphia.—A severe loss has been suffered by the music store of Foster Bros., 4359 Main street, in a recent fire.

Norristown.—The stock and good-will of the Young-johns Music Co., 162 West Main street, has been purchased by the Miller Piano Co., that city.

Philadelphia.—M. Grass & Son, 27 South Sixtieth street, has been enlarged and now includes an upper floor and a modern piano department.

Texas

Corsicana.—The T. J. York Music Co., operating a music store on North Beacon street, this city, has opened a branch store at Main and Collins streets.

Mercedes.—Miss Pauline Adams has been appointed manager of the sheet music and record departments of the Baum & Western Music Store, here.

Vermont

Rutland.—Norris M. Bradley has disposed of his music business to his brother, George M. Bradley, retiring after fifty-two years' activity in the trade.

Washington

Hillyard.—Marie Shellman and Howard Carr have opened a new music store at N5112 Market street, this city, handling a general stock of musical instruments.

Seattle.—The Western Music Co., of this city, has been incorporated with a capital stock of \$49,000.

Spokane.—The Jason Piano Co., West 918 Riverside, this city, has suffered a slight loss in a recent fire of unknown origin.

Wisconsin

Milwaukee.—Vesey Walker, formerly identified with the Kesselman-O'Driscoll Co., has opened the Walker Music Shop at 310 Wisconsin avenue, featuring Buescher, Leedy and Paramount lines.

Appleton.—The Irving Zuehlke Music Store was demolished in a recent fire, which burned the building practically to the ground.

Madison.—The music business of Harry Rosenthal has been incorporated with 200 shares of no par value, the incorporators being Leo D. Swidler, Harry Primakow and Charles Swidler.

Menomonie.—Paul E. Gregg has again taken over the Gregg Music Store, located in the Waterman-Ehrhard Building.

Bob Bennett Is A. C. Dayton Sales Manager

DAYTON, O., March 8.—R. W. (Bob) Bennett, retiring president of the St. Louis Radio Trade Association and until his present connection a director of the Federated Radio Trade Association, has been appointed general sales manager of the A. C. Dayton Co., of this city, manufacturer of radio receivers and electrical equipment. Mr. Bennett has taken a financial interest in the Dayton organization and in his official capacity will be in direct charge of sales, advertising, credits and in conjunction with Conrad Strassner will generally supervise the company's business.

Mr. Bennett founded and for six years conducted the R. W. Bennett Co., manufacturers' agency, which accomplished a most successful business during that period.

Zenith Radio Corp. Stock Offer Is Four Times Oversubscribed

Public Offering of 33,000 Shares of No Par Value Common Stock Made on February 15
—Earned \$6.32 a Share on Outstanding Stock in 1927

A public offering of 33,000 shares of no par value common stock of the Zenith Radio Corp., Chicago, was made on February 15, and this offering was four times oversubscribed within forty hours after the subscription books were opened. John Burnham & Co., Chicago investment banking house, originated the issue.

The Zenith Radio Corp. reported for the year ending December 31, 1927, net earnings of \$632,936 after all charges, equal to \$6.32 a share earned on the outstanding capital stock. This compares with a net income of \$99,601, or 99 cents a share, earned on the capital stock in 1926. Sales in 1927 totaled \$4,256,995, compared with \$2,176,236 in 1926.

In 1925 and 1926 the Zenith Radio Corp. spent a considerable amount of money in advertising and promotional work and the cumulative effect of this advertising became evident in 1927 and is reflected in the sales of the company. The balance sheet as of December 31, 1927, adjusted to give effect to financing, showed how amply the company is provided with working capital. Current assets were \$1,864,818, of which \$894,252 was in cash. Current liabilities were \$501,548, which includes Federal taxes and all accruals. The company has no funded debt, preferred stock nor bank loans, and current accounts payable were less than \$65,000. The surplus at the close of 1927 amounted to \$612,208.

Part of the stock offering was obtained from the corporation and a portion from the personal holdings of principal stockholders. It is expected to be placed on an annual dividend basis of \$2.50 per share, the first quarterly payment of 62½ cents a share to be paid May 1. The stock was offered at \$32 a share and was quickly bid up to 40. At the time of this writing the Zenith stock was quoted at a high of 47. At the time of the offering application was

made to list on the Chicago Stock Exchange the entire amount of 100,000 shares of common stock, which the corporation has outstanding as its sole capital obligation. The application was accepted and trading began in the Chicago Stock Exchange on February 23.

The Zenith Radio Corp. was among the first to enter the field in the manufacture of high-grade receiving sets. The firm was incorporated in 1923 in Illinois, carrying on the business which was founded in 1921. The corporation built and owns broadcasting station WJAZ, one of the pioneer stations of the country.

"Sales for the calendar year 1927 were much larger than in previous years," said E. F. McDonald, Jr., president of the company, "and with the present stabilization in the radio industry there is every indication that for the year 1928 our volume will be greatly in excess of that of last year.

"Our products are sold through wholesalers located in the principal distributing centers of this country, who, in turn, distribute our sets to the consumer through a great network of some 4,000 retail dealers throughout the United States. Foreign distribution is obtained through exclusive agencies in various countries. We enjoy the first license granted by the Radio Corp. of America, the General Electric Co., the Westinghouse Electric & Manufacturing Co. and the American Telephone & Telegraph Co., giving us the right to manufacture and sell sets under their patents, several hundred in number, which cover, we believe, the best and broadest patents in the radio field, thus assuring permanency in radio manufacture"

There will be no change in the management of the company and the board of directors will be J. R. Cardwell, John Fletcher, E. F. McDonald, Jr., Paul B. Klugh, Thomas M. Pletcher and U. J. Herrmann.

Player-Tone Business in Southwest Good

M. H. Glick, Player-Tone Field Manager,
After Lengthy Trip Through Southwest
Reports Good Business.

PITTSBURGH, PA., March 7.—I. Goldsmith, president of the Player-Tone Talking Machine Co., of this city, stated this week that M. H. Glick, who was recently appointed field manager, had



M. H. Glick

returned from a very successful eight weeks' trip through Texas and Oklahoma. Mr. Glick declared that business conditions in these States are excellent, with the crop conditions satisfactory and the dealers as a whole optimistic regarding 1928 business. Mr. Glick's success as Player-Tone field manager may be attributed to the fact that he has been identified with the music industry for over twenty years, having been associated with Brunswick and Pathé sales activities and more recently connected with the Kaufman & Baer store at Pittsburgh, Pa., which was recently taken over by Gimbel Bros.

Mr. Goldsmith is keenly gratified at the success of Mr. Glick's first trip through the South and West, where business is closed on a competitive basis and where the dealers are careful to purchase products meeting with their exact requirements. Mr. Glick is now on a six weeks' trip to the far West, sending in excellent reports from the first cities visited.

A license to manufacture power supply and power amplifier units under the patents of RCA and associated companies has been granted to the Sterling Mfg. Co., Cleveland, O., according to an announcement by the Radio Corp. of America.

Brunswick 1927 Sales Totaled \$27,891,919

The report of the Brunswick-Balke-Collender Co. for the year ended December 31, 1927, shows net income of \$2,069,853, after interest, depreciation and Federal taxes, which is equal after preferred dividend requirements to \$3.51 a share on 500,000 (no par) common shares, compared with \$2,401,544 or \$4.47 a share in 1926. Net sales for 1927 were \$27,891,919, against \$29,017,124 in the preceding year.

F. Keithley Is Now With the Sonora Co.

CHICAGO, ILL., March 7.—Harry Bibb, Middle West sales manager of the Sonora Phonograph Co., Inc., announced this week the appointment of Frank Keithley as a member of the Sonora staff, covering the State of Iowa. Mr. Keithley is well known throughout that territory, having previously been connected with the Brunswick Co. and Harger & Blish, and he thoroughly understands retail trade problems.

THANKS — To JOBBERS and DEALERS

For their generous response to our full-page introductory advertisement in last month's issue of this paper featuring:

ASTRAL SERPENTINE TONE ARM

The unexpectedly large volume of orders from both domestic and foreign JOBBERS and DEALERS eminently bespeaks merited recognition of the potential sales factors embodied in this new revolutionary invention. Its successful performance is rapidly winning increasing popular favor, acceptance and acclaim on the basis of three outstanding principles essential to progressive merchandising—merit, quality and price appeal.

Scientifically proportioned in Serpentine form, this tone arm provides an elongated air column approximately 27 inches in length. The list price is \$12.50. Serpentine tone arms can be shipped promptly in 8 inch and 9 inch lengths in any quantity, plated in highly polished nickel.

Jobbers and Dealers, write or wire for prices.

ASTRAL RADIO CORPORATION, 1812 Chestnut St., Philadelphia, Pa.

GLEANINGS *from the* WORLD *of* MUSIC

Irving Berlin Publishing Book on "How I Write a Popular Song"

Internationally Known Composer Will, for First Time, Give Information Regarding Methods of Composing and Lyric Writing—Released Soon

"Do they write the words to fit the music or the music to fit the words," is the query



Irving Berlin

often heard regarding the work of the successful songwriter. This and other similar ques-

tions will soon be answered, for Irving Berlin, regarded as the outstanding and most popular success in the writing of popular songs, has written a book scheduled for release in the near future, entitled, "How I Write a Popular Song."

This will be the first time that Mr. Berlin has made public any information regarding his methods of composing and lyric writing, and he is doing so because of the thousands of letters which he has received asking for information of the nature of the material to be contained in the book. Among the matters which will be discussed are construction of lyrics, the setting of the melody with the words, proper phrasing, etc., and it is believed to be the first book of its type ever published.

In addition to the fact that this is the first time a song writer of repute has revealed his methods of writing, Mr. Berlin is certain to make the publication one of outstanding interest, for there are few composers or authors who have been so prominent in the limelight, and he is regarded by practically everyone as standing in a class by himself in the popular music field. Mr. Berlin's book should prove an invaluable aid to amateur aspirants to song-writing fame and profits and will also prove of interest to professionals.

Al Piantadosi Has Natural Ballad Hit

Al Piantadosi, music publisher, 1575 Broadway, New York City, recently placed on the market a new "natural" ballad, "I'm Tired of Making Believe," which bears all the "earmarks" of proving one of the season's leaders. An offer of \$15,000 was made for the rights to the composition, but Mr. Piantadosi feels that the composition, written by himself and George A. Kelley, will prove a fine leader for his catalog and is putting a strong campaign behind it. It is acknowledged by those who have heard the selection that it is a worthy successor to Piantadosi's "Curse of an Aching Heart."

Other numbers in the Piantadosi catalog which are showing up well include "My Stormy

Weather Pal," which was included in the Victor Talking Machine Co.'s special record release this month, played by Johnny Johnson and His Pennsylvanians. This is the second Victor record of this composition, a former recording by the Silver Masked Tenor having been released some time ago, and "Dancing Shadows," a fox-trot that has proved a favorite with many radio entertainers.

"Romona" Steadily Gaining in Favor

"Romona," the waltz ballad, which has proved such a favorite with radio and stage entertainers, is steadily growing in popularity, according to officials of Leo Feist, Inc., publisher of the number. In addition to making most satisfactory sales of sheet music, record sales

are expected to prove tremendous, due to the exceptionally fine recording made by Paul Whiteman and His Orchestra for the Victor Talking Machine Co.

While present sales on the song are gratifying to Feist officials, it is expected that when the film "Romona," of which the song is the theme, is released the tie-up will give the composition an added impetus, which is certain to resolve itself into more profits for dealers.

Organist Features Sam Fox Popular Hit

Jesse Crawford, the popular organist of the Paramount Theatre, New York City, gave the first special presentation of the Sam Fox Pub-

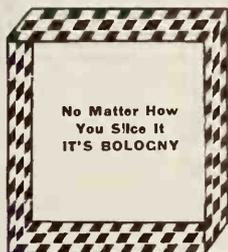


Jesse Crawford

lishing Co.'s song "Starlight and Tulips" throughout the week commencing February 18. Alfred Bryan and Pete Wendling, well-known hit writers, have produced in "Starlight and Tulips" a melody classic which lent itself readily to Jesse Crawford's master hands. He first introduced it in ballad style, then in a waltz "clog theme," closely followed by playing the melody in Oriental style, then a resounding Sousa conception. The lyrics were then thrown on the screen as Crawford returned to the irresistible melody of "Starlight and Tulips" in its simplified form.

Near the close of the presentation a further dramatic touch was added by the lighting effects arranged for the occasion. The house grows dim preceding the closing chorus, and as the organist enters into the final strains of the melodious "Starlight and Tulips" illuminated colored lights appeared on the organ and twinkling stars were also seen. When the lighting effects reached their full height a massed bed of starlights and tulips appeared.

FIVE RECORD RECORD BREAKERS



ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST

IRVING BERLIN INC., 1607 Broadway, New York

**Sam Fox Hits
Are
Broadway Sensations**

Polly
The Assured
Successor To
The World-famed
"NOLA"

HUMORESKIMO
The
Eskimo Novelty Song Hit

Wings
THE OUTSTANDING
THEME FROM THE
GREATEST FILM
SUCCESS OF THE DAY

FASCINATIN' VAMP
A VAMPING-EPIISODE

Chopinata
A Fox Trot Fantasy
On The Motifs
of Chopin

**STARLIGHT
AND TULIPS**
THE SWEET IRRESISTIBLE
MELODY SONG HIT

**Blueberry
Lane**
THAT CATCHY
AND PEPPY
POPULAR SONG

SAM FOX PUBLISHING CO.
LONDON-PARIS-BELMONT-NEW YORK
Representatives in Other Important Centers

Sam Fox Publishes New Orchestra Folio

The Sam Fox Publishing Co., New York City, and Cleveland, O., has announced Volume 1 of a new collection of orchestra pieces particularly adapted to school orchestras.

The collection is entitled "Fox Recreation Orchestra Folio" and is the work of Floyd J. St. Clair. This series does not displace the "Fox Favorite Orchestra Folio," but gives an entirely different series in an original treatment. The instrumentation is complete for school use, and the original compositions contained include an overture, novelette, grand march, cornet duet, caprice, regular marches and other numbers designed to hold the interest of young musicians. The collection should prove a valuable addition to the Sam Fox school catalog.

Yep! Long About June Recorded by Victor

The Victor Talking Machine Co. recently released a vocal record of "Yep! Long About June," published by Fred K. Steele, Inc., New York City. The recording was made by Carroll Tate, a new Victor artist, and has been well received by both the trade and public. Mr. Steele started to work on this composition last June, but feeling it was too late for a Summer song campaign, held it back for the Fall catalog and will carry on his campaign on the number.

"Fascinatin' Vamp" Featured at Roxy's

"Fascinatin' Vamp," a clever fox-trot with unusual bass effects, recently was given its first public performance at the Roxy Theatre, New York City. Under the direction of Leon Leonidoff, ballet master of the Roxy, sixteen Roxyettes, billed as "New York's Smartest Dancers" did a novel dance to the tune of "Fascinatin' Vamp" and made it one of the events of the week's program. Rendered by the wonderful 110-piece Roxy Symphony Orchestra, directed by Erno Rapee, "Fascinatin' Vamp" was indeed alluring.

The Sam Fox Publishing Co., of New York City and Cleveland, O., has arranged other important plans for the further introduction and exploitation of this truly unusual instrumental offering.

Trade in Richmond Good in All Lines

RICHMOND, VA., March 8.—The Corley Co., Victor wholesaler and dealer, has opened a new retail store at 111 West Brookland Park with E. M. Ogilvie as manager. He was formerly manager of the phonograph department of the Corley Broad street store.

Miss Florence Biscoe, formerly of the sales staff of the Broad street store, is now making a tour through West Virginia calling on the trade in the interests of the Corley Co.

Other members of the Corley Co. staff who are now on the road are J. H. Steinbrecher, Jr., who is traveling North Carolina and Tennessee, and J. B. Fishburne, assistant manager of the radio department, who is on a trip through the two Carolinas.

The Adams Street Music Co. has opened a branch in Knight's furniture store in South Richmond in charge of Mrs. E. W. Feltner. A full line of Okeh, Vocalion and Paramount records is carried.

Stieff's, Brunswick dealer, is closing out its

retail store at 420 East Grace street, and expects to dispose of its stock of Panatropes and records within thirty days. The company has already closed its stores in Lynchburg, Roanoke and Danville.

Hoffman and Goodman, radio dealers, 514 East Broad street, were visited by a fire recently, suffering an estimated loss of \$25,000. The fire broke out in the basement on a Saturday night after the store had been closed, and was confined to that section of the establishment.

Mrs. Manly B. Ramos, of the Manly B. Ramos Co., music dealer, is spending some time in Atlantic City for her health. In her absence, Burgess Ramos, her son, is in charge.

Walter D. Moses & Co., Victor and Stromberg-Carlson dealers, report a good demand for both of these products. The combination electrically operated instrument is enjoying a particularly fine demand.

W. H. Agee, who recently opened a furniture store on Main street, Bedford, Va., has added the full line of Orthophonic Victrolas and records.

LeRoy Goldberg, of Goldberg Bros., distributors of Lyric and Artone portables, recently returned from a business trip to Washington, D. C., and adjacent territory and reports a good demand for the products distributed by the company.

Interest Grows in the Audachrome

Interest in the new Audachrome reproducer recently introduced by the Audak Co., New York City, is increasing daily, according to Maximilian Weil, president of the company.

"May I take this opportunity to pay a tribute to the talking machine dealer," stated Mr. Weil, in a recent interview with The Talking Machine World. "We have found that the talking machine dealer is keenly appreciative of true sound reproduction, and we are continuously striving to give him the best. Despite the already high state of perfection of our product our laboratory is constantly experimenting in an endeavor to better it if at all possible."

Victor to Release "Die Walkure"

The Victor Talking Machine Co. is preparing to release at regular intervals records containing comprehensive operatic programs, including all the principal arias exactly as they are presented in the great opera houses of the world.

The first of the series, Wagner's "Die Walkure" ("The Valkyrie"), including all of the solos, duets and trios with the full choral and orchestral numbers, is listed in the Victor March 30 supplement. The set consists of fourteen twelve-inch Red Seal records, two albums of seven records each. The list price is \$10.50 for each album.

The artists heard on these records include Walter Widdop, Goeta Ljungberg, Friedrich Schorr, Frida Leider, Florence Austral, Louise Trenton and Howard Fry. The orchestras heard are the London Symphony Orchestra, under Coates; the Berlin State Opera Orchestra, conducted by Dr. Leo Blech, and Lawrence Collingwood and Orchestra.

Broadway Number

The Broadway Music Corp., New York City, reports a most satisfactory dealer response to its new number "You're the First Thing I Think of In the Morning," by Billy Tracy and Jack Stanley. This number is one of the song hits of the musical comedy "Take the Air."

The Dealers' Jobber
Middle West Music Jobbers
 228 So. Wabash Ave., Chicago
 Service With Right Prices
 Everything Published in Sheet Music

Will Write Banjo Series for Berlin

Roy Smeck, "Wizard of the Strings," Under Exclusive Contract to Berlin Standard Music Corp.

The Irving Berlin Standard Music Corp., New York City, announces the placing under exclusive contract of Roy Smeck, banjoist, known as the wizard of the strings.

Mr. Smeck will write a series of tenor banjo solos for the firm, which will be exploited



Roy Smeck

throughout the country. He has the reputation of being the highest-priced banjo soloist in the country. It will be remembered that he was the first soloist to make a Vitaphone recording. Success through his Vitaphone engagement was immediately established, with the result that many immediate bookings followed.

His first release of banjo solos by the Irving Berlin Standard Music Corp. will be announced shortly, and new numbers will be added to the catalog periodically.

Arrangements have been made with other firms for the exclusive rights to standard compositions for banjo transcriptions which Mr. Smeck will make. Well-known standard publications for banjo transcriptions which Mr. Smeck will arrange will be gotten out as a special series of banjo transcriptions of famous standards.

The firm contemplates waging a campaign on this class of material, since it now enjoys a very substantial sale on the tenor banjo folios, which were released several months ago, of its popular hits. The demand for the tenor banjo folios has been so enormous that the firm has been releasing new editions for two or three months.

Enters Sheet Music Distribution Field

The Consolidated Talking Machine Co., of Chicago, recently entered the sheet music field as a distributor. The firm distributes a complete line of sheet music of all types, is well equipped and centrally located to furnish prompt service to its dealers. The Consolidated Talking Machine Co. is one of the old-established distributing concerns of the industry, maintaining its headquarters in Chicago, and branches in Minneapolis and Detroit, each carrying a complete line.

"I Can't Do Without You" Berlin's Latest

Irving Berlin's latest ballad, "I Can't Do Without You," was released on March 12 after receiving one of the biggest plugs possible and has since been introduced to radio audiences over nation-wide hook-ups by leading concert and other artists. It has been acclaimed as a sure winner. The new number was written and composed by Mr. Berlin, while in California, and is a natural successor to his "What'll I Do" and other ballads of a similar nature which have world-wide recognition.

Irving Berlin, Inc., New York City, reports that the catalog is a particularly strong one with "Sunshine," "Back in Your Own Back Yard," "Mary Ann," "Having My Ups and Downs" and "The Song Is Ended" (But the Melody Lingers On) showing up very strongly.

"Lou'siana Lullaby" Finds Wide Favor

The new waltz ballad, "Lou'siana Lullaby," recently released by the Broadway Music Corp., New York City, gives every evidence of developing into one of the season's biggest hits. Although introduced but recently it has already been played by practically all the leading radio ensembles, including: Smith Brothers, Norman Cross and His South Sea Islanders, General Motors, Fisk Time to Retire Boys, Vaughn De Leath and others who have scheduled it for the very near future. The above-named artists gave vocal selections of the composition. Will Von Tilzer, head of the Broadway Music Corp., states that the inquiries from orchestra leaders and instrumental groups have been most encouraging.

Leo Feist Releases "That's My Mammy"

What has been described as the most natural "mammy" song heard in a number of years was recently released by Leo Feist, Inc., in "That's My Mammy," which was heard this week by hundreds of thousands of listeners-in when Nora Bayes sang the composition over a nation-wide hook-up of broadcasting. The number has been held by Leo Feist, Inc., for some time waiting for a proper time for its introduction. That this is the proper time for its introduction is evidenced by the fact that a great number of headliners have included it in their repertory, including Harry Richman, Healy and Cross and many others.

"Yale Blues" Makes Hit With Prince

The Prince of Wales at the Quorn Hunt Ball, one of the most fashionable balls of its kind held in London, requested "Yale Blues" to be played six different times and this number is now his favorite fox-trot. "Yale Blues" is published in London by Francis, Day & Hunter, Ltd., and while E. F. Bitner, of Leo Feist, Inc., was in London in December, he secured the publication rights for the United States, and it is now being issued by that firm.

Enters Business

Forney W. Clement, who for the past fifteen years has held the position of vice-president of the Roat Music Co., Battle Creek, Mich., music publisher, has resigned to become a partner in R. G. Clement Estimating Service.

You Can't Go Wrong With Any FEIST Song

The New Fox Trot HIT!
"I CAN'T HAVE YOU"
 (I WANT TO BE LONESOME - I WANT TO BE BLUE)
 by Walter Donaldson

As Hot As They Come!
"CHANGES"
 A Donaldson Novelty!

Another "Sleepy Time Gal"
KISS and MAKE UP
 by NED MILLER, AL BOGATE & CARL HOEFLE

The Sensation!
"MY BLUE HEAVEN"
 by Walter Donaldson & George Whiting

"Brilliant Melody Song!"
The SUNRISE
 (Will Bring Another Day For You)
 by Lester Santly & Cliff Friend

A Real Ballad Hit!
"MY OHIO HOME"
 by Walter Donaldson & Gus Kahn

LEO. FEIST, INC.
 231 W. 40th St.,
 NEW YORK, N. Y.

De Sylva, Brown & Henderson Hold Anniversary Celebration

Executive and Sales Staffs Gather at Hofbrau, With Latest Number of House, "Together," Holding Place of Honor on the Program

A family party attended by the executives, office and sales staff of De Sylva, Brown & Henderson, Inc., New York, was held in

Practically all of the out-of-town representatives of the company were on hand for the event, including Irving Crocker, of Boston;



Get-Together
of De Sylva,
Brown &
Henderson

gala fashion on Wednesday evening, February 15, at the Hofbrau. The purpose of the affair was a general get-together on the part of all members of the establishment to celebrate the completion of the first year in business of this successful musical publishing firm, which has managed to produce real hits faster than one a month. The latest song of the song-writer proprietors, "Together," was sung and played dozens of times during the course of the evening and served as the keynote of the party, there being several placards on the tables bearing the words, "We'll Always Be Together."

Elmer Setzler, of Philadelphia; Russell Murphy, of Minneapolis; Dan Engel, of Detroit; Joe Stool, of Chicago; Max Lerner, of San Francisco; Ben Berman, of Los Angeles, and Sidney Lachman, a utility traveler. Following the dinner the doors were thrown open to the many Broadway friends of the firm and a radio program was broadcast through WHN, New York, with N. T. G., the well-known announcer, officiating as toastmaster. Among the distinguished guests were Mayor James Walker, Paul Whiteman, Belle Baker, Lou Holtz, Ben Bernie, Vincent Lopez, and George Olsen.

Marks Co. Publishes Score of "High-Lo"

"High-Lo," the new musical revue which opens this week at the City Theatre with a cast of favorites, gives every promise of being one of the outstanding musical successes of the season. Produced by Murray Phillips and staged

by Victor Morley, with lyrics by Henry Meyers, and music by Henry Sullivan, it has been given enthusiastic praise by those fortunate enough to have attended rehearsals. Among the principals are Miss Juliette, Sterling Halloway and Paul Specht's High-Lo Boys.

The outstanding musical numbers are "Spotlight in the Sky," "Hudson River," "Love Is a Terrible Thing," "Let's Sing a Love Song" and "Lunching With Venus." The musical

dbn SONGS
THAT HIT THE MARK!

TOGETHER (New)

LILA (New)

AMONG MY SOUVENIRS

ONE MORE NIGHT

WITHOUT YOU SWEETHEART

HERE AM I—BROKEN HEARTED

TIN PAN PARADE

PLENTY OF SUNSHINE

HENRY'S MADE A LADY OUT OF LIZZIE

GEE! I'M GLAD I'M HOME

CHURCH BELLS ARE RINGING FOR MARY

THERE AIN'T NO SWEET MAN
WORTH THE SALT OF MY TEARS

SWEETHEART MEMORIES

BLUEBIRD SING ME A SONG

I'M RIDING TO GLORY

Song Hits from the Collegiate Musical
Comedy
"GOOD NEWS"

GOOD NEWS

THE VARSITY DRAG

LUCKY IN LOVE

THE BEST THINGS IN LIFE ARE FREE

BIG SELLERS IN FOLIOS

SUPREME DANCE FOLIO (New)

SAXOPHOLIO

TENOR BANJO FOLIO (2nd Edition)
(Each containing fifteen great songs)

DE SYLVA, BROWN AND HENDERSON, INC.
Music Publishers
DE SYLVA, BROWN AND HENDERSON BUILDING 745 SEVENTH AVENUE, NEW YORK

numbers are being published by the Edward B. Marks Music Co., New York City.

Leo Feist Announces New Class "A" Hits

Five New Numbers Included in March Releases—"My Ohio Home" Heads a Particularly Strong Feist Catalog

Leo Feist, Inc., New York City, in a recent Bulletin to dealers announced the following new publications as Class "A," at twenty cents a copy, until March 31, following which they will be listed as Class "B," at twenty-two cents per copy: "Coquette," by Gus Kahn, Carmen Lombardo and John W. Green; "Indian Cradle Song," a fox-trot lullaby by Gus Kahn and Mabel Wayne; "Yale Blues," an international dance success that is London's best seller; "When You Played the Organ" (And I Sang the Rosary), another English success, this time a ballad hit, and "Dolores," a new collegiate fox-trot hit.

The Feist catalog is a particularly strong one with a number of outstanding hits vying for supremacy as the best seller. At the present time "My Ohio Home" occupies the top of the list, succeeding "My Blue Heaven," which was the No. 1 song for a lengthy period. Other numbers which are showing up particularly well include "Romona," "There Must Be a Silver Lining," "Changes," "What Are You Waiting for, Mary?" "Baby Your Mother," "A Shady Tree" and a number of others.

"Singapore Sorrows" Proving Popular

"Singapore Sorrows," published by the Broadway Music Corp., New York City, of which Will Von Tilzer is president, is proving extremely popular with orchestra leaders throughout the country. It is being used extensively in radio and motion picture theatre presentations and has been recorded by several of the leading companies.

**More Profits in Your
Sheet Music Department**

Buy your music where you can get the utmost in selection and service at the lowest possible prices!

**BIG HITS OF THE DAY
IN SHEET MUSIC**

Everything published in sheet music—or rather everything that sells—is on hand here. Your mail orders will receive the same conscientious attention as though you were here in person selecting your numbers yourself.

Quick Delivery—the same day as your order is received—and a fully itemized memo accompanies each shipment so that you know at once what each selection costs you.

Send for our new Sheet music bulletin and see for yourself the extensive variety of offerings—and the new prices!

PLAZA MUSIC COMPANY
10 West 20th St. New York

Kimball-Upson Wins Super-Ball Contest

Window Display of Sacramento Dealer Is Awarded Prize of Packard Sedan in Contest Sponsored by Yahr-Lange, Inc.

MILWAUKEE, Wis., March 6.—Yahr-Lange, Inc., manufacturer of the Super-Ball Antenna, recently announced that the Kimball-Upson Co., of Sacramento, Cal., was decided to be the winner of the window-display contest which was conducted among Super-Ball antenna dealers. The prize of a valuable Packard sedan automobile was awarded the Sacramento dealer in recognition of the effectiveness and



Kimball-Upson Window Display of Super-Ball Antennas

sales appeal of the window devoted to the Yahr-Lange product and which is shown herewith. Mr. Upson, in acknowledging receipt of the news that his establishment was the victor in the contest, wrote the following letter to the manufacturer: "We shall have to recuperate for a day or so longer from the pleasant shock before being able to see clear enough to decide just how to come into possession of this valuable Packard sedan prize. We are completely overcome by our success and extend our sincerest thanks to Yahr-Lange and the judges of the contest. It is a fine tribute to Kimball-Upson Co. and our window dresser, Douglas Dowell, who worked up the idea."

Other dealers who received honorary mention for the window displays which they submitted were: Atlas Auto Supply, Zanesville, O.; Baird-Swannell, Inc., Kankakee, Ill.; Bartley's Radio Shop, Excelsior Springs, Mo.; Bowers Bros.' Electric Co., Lafayette, Ind.; James Brady Hardware, Barboursville, W. Va.; Daynes-Beebe Music Co., Salt Lake City, Utah; 555, Inc., Little Rock, Ark.; Foster's, Inc., Racine, Wis.; Hanson-Duluth Co., Duluth, Minn.; Lighthouse Electric Co., Gary, Ind.; McGraw Electric Co., Sioux City, Ia.; Pickett Service Co., Terre Haute, Ind.; Sampson Co., St. Louis, Mo.; Warner Bros., San Francisco, Cal.

Bartley's Radio Shop, in forwarding the photograph of the window display, said: "My sales report shows that I have sold and installed seventy-six Super-Ball antennas in Excelsior Springs. The horizon is certainly dotted with Super-Ball antennas as you approach Excelsior Springs, coming in from Kansas City. There is one point just at the top of St. Louis avenue where you can count forty-one Super-Ball antennas in sight." Yahr-Lange, Inc., urges its dealers to make use of window displays in stimulating sales and is providing material free upon request.

M. Price has resigned as talking machine manager of Bloomingdale Bros., New York.

Winners of Victor Co.'s Essay Contest

Miss Lucy T. Hackler, of Rice & Co., Vicksburg, Miss., Awarded First Prize for Essay—Many Contributions Entered

The essay contest on the subject "How I Sell Victor Red Seal Orthophonic Records," conducted by the Victor Talking Machine Co. among the Victor record sales staffs throughout the country, closed recently and was a complete success, judged from both the standpoint of the number of entries and from the quality of the essays submitted. One hundred and sixty-one cash prizes were awarded to the winning contestants, with the first prize of \$250 going to Miss Lucy T. Hackler, of Rice Co., Vicksburg, Miss. The winning essay will appear in the April issue of The Talking Machine World. Other prize winners included: Three second prizes of \$100 each: William P. Walker, Bailey's Music Rooms, Inc., Burlington, Vt.; Miss Mary E. Sigler, C. M. Sigler, Inc., Harrisburg, Pa.; Miss Rose Pill, Davidson Bros. Co., Sioux City, Ia. Six third prizes of

\$75 each; Miss M. N. Mills, J. R. Wilson Co., Philadelphia, Pa.; James A. Stafford, J. R. Wilson Co., Philadelphia, Pa.; Miss Mina Wilcox, J. W. Jenkins' Sons Music Co., Kansas City, Mo.; Miss Bessie Miller, A. Miller Jewelry Co., Monroe, Wis.; Miss M. A. Houde, John Wanamaker, New York, N. Y.; Miss Elsa Stein Weiling, Lyon & Healy, Chicago, Ill. Ten fourth prizes of \$50 each: Miss Florence E. Kendle, J. R. Wilson Co., Philadelphia, Pa.; Miss Marie Zook, Banner Furniture Co., Music Dept., Muncie, Ind.; Miss Edith Brisben, The Baldwin Shop, Cincinnati, O.; Miss Florence Kane, North Shore Talking Machine Co., Evanston, Ill.; Miss Katherine C. McIntosh, S. Ernest Philpitt & Son, Miami, Fla.; Miss Fannie Brubaker, Penn Traffic Co., Johnstown, Pa.; Mrs. Ella T. Patrick, Cheyne's Studio, C. E. Cheyne, proprietor, Hampton, Va.; Miss Annie May Britt, The Corley Co., Inc., Durham, N. C.; Miss Isabelle M. Berryman, Neal Clark Neal Co., Buffalo, N. Y.; Miss Gertrude O'Connor, W. J. Dyer & Bro., St. Paul, Minn. In addition, there were 141 fifth prizes of \$10 each.

Radio Table Patented

The Stenola table, manufactured by the Stettner Phonograph Corp., designed for the Radiola Model 17, and equipped with the 100A RCA speaker, has been patented, according to an announcement by Morris Stettner, president. Patent No. 74586, covering the design and distinctive features of this radio table, was granted by the U. S. Patent Office. The table is finished in mahogany to match the design and finish of Radiola 17.

Brunswick Dividend

The Board of Directors of the Brunswick Co. have authorized a dividend of 1¾ per cent, payable April 1, 1928, on the outstanding preferred stock of the company to holders of record March 20, 1928.

Philco Takes Over the Timmons Corp.

Timmons Will Manufacture New Type of Speaker Under Philco Name—Will Continue to Make and Sell Timmons Products Which Are Widely Known

PHILADELPHIA, Pa., March 7.—The Philadelphia Storage Battery Co., manufacturer of Philco batteries and Philco "A" and "B" socket power units, has confirmed rumors that have been prevalent in the industry for some time to the effect that the Timmons Radio Products Corp., of Germantown, Pa., has been absorbed by the Philadelphia Storage Battery Co. The announcement of this merger is of great interest in the entire radio industry because of the widespread activities of these two large radio companies. It is pointed out that mergers of this character have an economic value, resulting in better production methods, better distribution and more productive selling.

It is announced that the Timmons Corp. will manufacture a new type of speaker exclusively for Philco and under the Philco name. It will at the same time retain its own identity as a division of Philco and continue to manufacture and sell the Timmons cone speaker through jobbers and dealers, as in the past. It will also build speakers for manufacturers of radio sets and cabinets. John S. Timmons, president of the Timmons Corp., has been associated with the production of loud speakers from the earliest days of radio and is an authority on sound reproduction.

An intensive advertising campaign will be placed behind the Timmons speaker and the Philco Co. has pledged its support to make the newest division an outstanding figure in the loud speaker field.

The officers of the company are: John S. Timmons, president; Sayre M. Ramsdell, vice-president; John S. Thomas, treasurer, and Edward S. Peyton, secretary.

R. A. Forbes on Trip

Roy A. Forbes, manager of sales and merchandise of the Victor Talking Machine Co., is now on an extended trip to the important distributing centers in the West in the interests of Victor products. Mr. Forbes expects to be away from his desk at Camden, N. J., three or four weeks.

Landay Bros., New York City, have discontinued their Fifth avenue store.

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.

WHOLESALE SALESMEN WANTED

We would like to get in touch with several high-grade piano salesmen who have had successful experience in wholesale and retail selling. Our 1928 program calls for expansion of sales effort, and there is now an opportunity for men of the right caliber to join this growing organization on a favorable working basis. If you are looking for a permanent opportunity rather than just a job, write us for an appointment, giving your experience, reference and photograph if convenient. Gulbrandsen Co., 3232 West Chicago Avenue, Chicago, Ill.

FOR SALE

Well established general music store; handle leading lines of: Pianos, Phonographs, Radio, also small goods. One of the best towns in the West; population 20,000; owner wishes to retire; attractive proposition which bears investigation. Address: Box 1630, Talking Machine World, 420 Lexington Ave., New York.

The Latest Record Bulletins

Victor Talking Machine Co.

LIST FOR MARCH 9

31218 Ol' Man River—Fox-trot	10
Paul Whiteman and His Orch.	
Make Believe—Fox-trot	
Paul Whiteman and His Orch.	10
21219 After My Laughter Came Tears—Fox-trot	10
The Virginians	
In the Sing-Song Sycamore Tree—Fox-trot	
The Virginians	10
35883 Together—Paul Whiteman and His Concert Orch.	12
My Heart Stood Still (From "A Connecticut Yankee")	
Paul Whiteman and His Concert Orch.	12
21211 Mrs. Cohen at the Beach—Part 1..Fanny Brice	10
Mrs. Cohen at the Beach—Part 2..Fanny Brice	10
21220 Together.....Franklyn Baur	10
Four Walls.....Franklyn Baur	10

LIST FOR MARCH 16

SELECTED LIST OF RED SEAL RECORDS (Orthophonic Recording)

6771 Sonata in C Minor (Pathétique)—Part 1 (Beethoven, Op. 13)—First Movement—Grave—Molto allegro e con brio	12
Wilhelm Bachaus	
Sonata in C Minor (Pathétique)—Part 2 Grave—Molto allegro e con brio	12
Wilhelm Bachaus	
6772 Sonata in C Minor (Pathétique)—Part 3 (Beethoven, Op. 13)—Second Movement—Adagio cantabile.....Wilhelm Bachaus	12
Sonata in C Minor (Pathétique)—Part 4 (Beethoven, Op. 13)—Third Movement—Rondo (Allegro).....Wilhelm Bachaus	12
6651 Die Meistersinger—Overture—Part 1 (Wagner), Frederick Stock and Chicago Symphony Orch.	12
Die Meistersinger—Overture—Part 2 (Wagner), Frederick Stock and Chicago Symphony Orch.	12
9163 Walkure—Ride of the Valkyries (Wagner), Albert Coates and Symphony Orch.	12
Rheingold—Prelude (Wagner), Albert Coates and Symphony Orch.	12
3047 Seven Variations on a Theme from "The Magic Flute"—Part 1 (Mozart-Beethoven), Pablo Casals-Alfred Cortot	10
Seven Variations on a Theme from "The Magic Flute"—Part 2 (Mozart-Beethoven), Pablo Casals-Alfred Cortot	10
3048 Seven Variations on a Theme from "The Magic Flute"—Part 3 (Mozart-Beethoven), Pablo Casals-Alfred Cortot	10
Seven Variations on a Theme from "The Magic Flute"—Part 4 (Mozart-Beethoven), Pablo Casals-Alfred Cortot	10
Sonata in A Major (Faure, Op. 13)—For Violin and Piano.....Jacques Thibaud-Alfred Cortot	10
Complete on Three Double-Faced Victor Records, Nos. 8086-8087-8088	
1304 Softly and Tenderly Jesus Is Calling, Louise Homer	10
It Is Well With My Soul.....Louise Homer	10
1301 I Know a Lovely Garden (Teschemacher-D'Hardelet).....Maria Jeritza	10
The Cuckoo (Lehmann).....Maria Jeritza	10
6785 Louise—Berceuse (Lullaby) (Charpentier), Marcel Journet	12
Jongleur de Notre Dame—Legende de la Sauge (Legend of the Sagebrush).....Marcel Journet	12
8090 L'Arlesienne—Intermezzo (Bizet-Kreisler), Fritz and Hugo Kreisler	12
Sanctissima (Corelli-Kreisler), Fritz and Hugo Kreisler	12
9158 Huldigungs March—Part 1 (Wagner), London Symphony Orch.	12
Huldigungs March—Part 2 (Wagner), London Symphony Orch.	12
8085 Forza del Destino—Invano Alvaro! (In Vain, Alvaro!) (Verdi), Giovanni Martinelli-Giuseppe de Luca	12
Forza del Destino—Le Minaccie, i fieri accenti (Thy Menaces Wild!), Giovanni Martinelli-Giuseppe de Luca	12
1305 Annie Laurie (Douglass-Scott), John McCormack	10
The Auld Scotch Songs (O Sing to Me the Auld Scotch Songs) (Bethune-Leeson), John McCormack	10
1306 None But a Lonely Heart (Nur wer die Sehnsucht kennt) (Tschaiakowsky, Op. 6), John McCormack	10
Who Is Sylvia? (Shakespeare-Schubert), John McCormack	10
1037 A Fairy Story by the Fire.....John McCormack	10
Now Sleeps the Crimson Petal (Quilter), John McCormack	10
1308 Don Giovanni—Dalla sua pace (On Her All Joy Dependeth) (Mozart).....Tito Schina	10

Don Giovanni—Il mio tesoro (To My Beloved), Tito Schipa	10
6788 Rheingold—Abendlich strahlt der sonne auge (The Golden Sunlight Gleameth) (Wagner), Friedrich Schorr-Dr. Leo Blech and State Opera Orchestra, Berlin	12
Rheingold—Abendlich strahlt der sonne auge (The Golden Sunlight Gleameth) (Wagner), Friedrich Schorr-Dr. Leo Blech and State Opera Orchestra, Berlin	12
6789 Meistersinger—Was dütet doch der fieder (How Sweet the Elder's Scent) (Wagner), Friedrich Schorr-Dr. Leo Blech and State Opera Orchestra, Berlin	12
Meistersinger—Kein' regel wollte da passen (I Found No Rule That Would Fit It) (Wagner), Friedrich Schorr-Dr. Leo Blech and State Opera Orchestra, Berlin	12
1300 Pirate Dreams (Garnett-Hueter), Ernestine Schumann-Heink	10
At Parting (Peterson-Rogers), Ernestine Schumann-Heink	10
6766 Theme Varie (Sor).....Andres Segovia	12
Gavotte (Bach).....Andres Segovia	12
1309 Festivals—Part 1 (No. 1).....Leopold Stokowsky-Philadelphia Symphony Orch.	10
Festivals—Part 2 (No. 2) (Debussy), Leopold Stokowsky-Philadelphia Symphony Orch.	10
6786 Prelude in E Flat Minor (Bach), Leopold Stokowsky-Philadelphia Symphony Orch.	12
I Call Upon Thee, Jesus (Ich ruf' zu dir, Herr Jesu Christ) (Bach), Leopold Stokowsky-Philadelphia Symphony Orch.	12
21227 There Must Be a Silver Lining—Fox-trot, Waring's Pennsylvanians	10
My Stormy Weather Pal—Waltz, Johnny Johnson and His Statler Pennsylvanians	10
21214 Ramona—Waltz..Paul Whiteman and His Orch.	10
Lonely Melody—Fox-trot, Paul Whiteman and His Orch.	10
21228 Smile—Fox-trot..Paul Whiteman and His Orch.	10
Away Down South in Heaven—Fox-trot, The Virginians	10
21226 Black and Blue Blues.....The Duncan Sisters	10
Lickens.....The Duncan Sisters	10
21230 Bungalow of Dreams.....Crescent Trio	10
From Midnight Till Johnny Marvin	10

LIST FOR MARCH 23

21233 Let a Smile Be Your Umbrella—Fox-trot, Roger Wolfe Kahn and His Orch.	10
The Man I Love (From "Strike Up the Band")—Fox-trot.....The Troubadours	10
21240 Sunshine—Fox-trot, Paul Whiteman and His Orch.	10
Back in Your Own Back Yard—Fox-trot, Paul Whiteman and His Orch.	10
21234 Mary Ann—Fox-trot, Jacques Renard and His Coconut Grove Orch.	10
Auf Wiederseh'n—Waltz, Jacques Renard and His Coconut Grove Orch.	10
21238 Can't Help Lovin' Dat Man.....Helen Morgan	10
Bill.....Helen Morgan	10
21108 Bohunkus.....Frank Crumit	10
Kingdom Coming (And the Year of Jubilo), Frank Crumit	10

The Lord Is My Shepherd—Tenor and Baritone Duet.....Lewis James Elliott Shaw	10
STANDARD AND INSTRUMENTAL MUSIC	
50056-D Light Cavalry: Overture—Paris 1 and 2 (Suppe), Jacques Jacobs' Ensemble	12
Columbia Symphony Orch. (Dir. R. H. Bowers)	12
50057-D Tannhauser; Pilgrim's Chorus (Wagner)—Organ Solo.....G. T. Pattman	12
Prelude in C Sharp Minor (Rachmaninoff; Op. 3, No. 2)—Organ Solo, G. T. Pattman	12
50058-D Emperor Waltz (Strauss; Op. 437), Jacques Jacobs' Ensemble	12
Wine, Woman and Song (Strauss)—Waltz, Jacques Jacobs' Ensemble	12
1279-D Asleep in the Deep—Bass Solo, Wilfred Glenn	10
Anchored—Bass Solo.....Wilfred Glenn	10
1280-D Mighty Lak' a Rose—Soprano Solo, Belle Forbes Cutter	10
Bonnie Sweet Bessie—Soprano Solo, Belle Forbes Cutter	10

POPULAR INSTRUMENTAL MUSIC

1259-D I Still Love You—Pipe Organ, with Vocal Chorus by Frank Harris.....Emil Velazco	10
Rain—Pipe Organ.....Emil Velazco	10
1289-D Among My Souvenirs.....The Artist Ensemble	10
Yesterday.....The Artist Ensemble	10

DANCE MUSIC

1296-D The Sweetheart of Sigma Chi—Waltz, with Incidental Singing by Ted Lewis, Ted Lewis and His Band	10
Good Night—Waltz, with Incidental Singing by Ted Lewis.....Ted Lewis and His Band	10
1256-D Mary (What Are You Waiting For?)—Fox-trot, with Vocal Chorus by Frank Harris, Paul Ash and His Orch.	10
What a Wonderful Wedding That Will Be—Fox-trot, with Vocal Chorus by Harold Lambert.....Paul Ash and His Orch.	10
1283-D Four Walls—Fox-trot, with Vocal Chorus by Harold Lambert, Ipana Troubadours (S. C. Lanin, Dir.)	10
In the Sing Song Sycamore Tree—Fox-trot, with Vocal Chorus by Harold Lambert, Ipana Troubadours (S. C. Lanin, Dir.)	10
1281-D Henry's Made a Lady Out of Lizzie—Fox-trot, with Vocal Trio, Cliquot Club Eskimos (Dir. H. Reser)	10
Geel! I'm Glad I'm Home—Fox-trot, with Vocal Chorus by Tom Stacks, Cliquot Club Eskimos (Dir. H. Reser)	10
1285-D Oh Geel!—Oh Joy! (From "Rosalie")—Fox-trot, with Vocal Chorus by Lewis James, Ben Selvin and His Orch.	10
Say So! (From "Rosalie")—Fox-trot, with Vocal Chorus by Lewis James, Ben Selvin and His Orchestra	10
1284-D Ol' Man River (From "Show Boat")—Fox-trot, with Vocal Chorus by Wilfred Glenn, Don Voorhees and His Orch.	10
Can't Help Lovin' Dat Man (From "Show Boat")—Fox-trot, with Vocal Chorus by Vaughn de Leath, Don Voorhees and His Orch.	10
1299-D I'm Walkin' on Air—Fox-trot, with Vocal Chorus by Seger Ellis, Fred Rich and His Hotel Astor Orch.	10
I Never Dreamed—Fox-trot, with Vocal Chorus by Lewis James, The Knickerbockers	10
1287-D The Beggar—Fox-trot, with Vocal Chorus by Frank Harris.....Mal Hallett and His Orch.	10
My New York—Fox-trot, with Vocal Chorus by Frank Marvin.....Mal Hallett and His Orch.	10
1300-D Daisy Belle—Fox-trot, with Vocal Chorus by Charles Kaley Charles Kaley and His Orch.	10
Just Love Me (That's All)—Fox-trot, with Vocal Chorus by Charles Kaley, Charles Kaley and His Orch.	10
1278-D Our Bungalow of Dreams—Fox-trot (Incidental Singing).....The Four Aristocrats	10
Blue Baby (Why Are You Blue)—Fox-trot, with Vocal Chorus by Frank Harris, Harold Leonard and His Orch.	10
1298-D Alligator Craw!—Fox-trot....."Doc" Cook and His 14 Doctors of Syncopation	10
Brainstorm—Fox-trot....."Doc" Cook and His 14 Doctors of Syncopation	10
1260-D Imagination—Fox-trot The Charleston Chasers	10
Under the Direction of "Red" Nichols.....Sugar Foot Strut—Fox-trot, with Vocal Chorus, The Charleston Chasers, Under the Direction of "Red" Nichols.....	10

VOCAL NUMBERS

1295-D Mary Ann—Vocal. Ukulele Ike (Cliff Edwards)	10
Together—Vocal ..Ukulele Ike (Cliff Edwards)	10
1288-D Back in Your Own Back Yard—Vocal, Ruth Etting	10

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CELEBRITY SERIES

9035-M Le Deluge (The Deluge) Prelude (Saint-Saens; Op. 45)—Violin Solo, Toscha Seidel	12
Chanson Arabe (Rimsky-Korsakoff-Kreisler)—Violin Solo.....Toscha Seidel	12
7146-M Otello: Credo (A Cruel God I Worship) (Verdi)—Baritone Solo.....Cesare Formichi	12
Andrea Chenier: Monologo—Nemico della Patria (Enemy of His Country) (Giordano)—Baritone Solo.....Cesare Formichi	12
2058-M Wiegenslied (Cradle Song) (Tschaiakowsky; Op. 16, No. 1)—Soprano Solo, Maria Kurenko	10
Nur Wer Die Sehnsucht Kennt Ye Who Have Yearned Alone (Tschaiakowsky)—Soprano Solo.....Maria Kurenko	10
7147-M The Power of Love (Grainger)—Soprano and Eleven Instruments—Soprano, Anita Atwater; Piano, Ralph Leopold; Harmonium, Percy Grainger	12
Gum-Suckers March (Australian March) (Grainger)—Instrumental; Piano and Orchestra—Piano.....Percy Grainger	12
2059-M Caprice No. 24 (Variations in A Minor), Paris 1 and 2 (Paganini)—Violin Solo, Joseph Szigeti	10

SACRED MUSIC

1271-D Crucifix—Tenor and Baritone Duet, Lewis James Elliott Shaw	10
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JOSEPH P. WHALEN, General Manager

LATEST RECORD BULLETINS—(Continued from page 106)

- When You're with Somebody Else—Vocal, Ruth Etting 10
1282-D So Tired—Vocal, The Whispering Pianist (Art Gillham) 10
You'd Rather Forget Than Forgive—Vocal, The Whispering Pianist (Art Gillham) 10
1293-D We'll Have a New Home (In the Mornin') (from "Take the Air") The Girl Baritone, Kitty O'Connor 10
Lullaby (from "Take the Air") The Girl Baritone, Kitty O'Connor 10
1290-D Beautiful—Vocal, Seger Ellis 10
Where in the World—Vocal, Seger Ellis 10
1255-D Four Walls—Vocal, Kenneth Sargent 10
Lonely in a Crowd—Vocal, Kenneth Sargent 10
1257-D Chloe (Song of the Swamp)—Male Quintet, The Singing Sophomores 10
My Ohio Home—Male Quintet, The Singing Sophomores 10
1294-D My Heart Stood Still (from "A Connecticut Yankee")—Vocal, James Melton 10
Thou Swell (from "A Connecticut Yankee")—Male Quartet, Goodrich Silvertown Quartet 10
1258-D Go Home and Tell Your Mother (That I Love You)—Vocal Duet, Vaughn De Leath and Frank Harris 10
Just Around the Corner from an A. & P.—Vocal Duet, Vaughn De Leath and Frank Harris 10
1286-I Somebody Lied About Me—Vocal, Oscar Grogan 10
Who Knows?—Vocal, Oscar Grogan 10
1272-D The Centenarian—Scottish Comedian, Will Fyffe 10
The Gamekeeper—Scottish Comedian, Will Fyffe 10
SPECIAL NATIONAL RELEASE
1261-D Throvin' the Horns—Fox-trot, with Vocal Chorus, New Orleans Owls 10
Goose Pimples—Fox-trot, New Orleans Owls 10
1262-D Shine on Harvest Moon—Fox-trot, with Vocal Chorus, Bob Miller and His Orch. 10
If You Just Knew—Fox-trot, William Nappi and His Orch. 10
1263-D When I'm Blue—Fox-trot, The Halfway House Dance Orch. (Direction of Albert Brunies) 10
I Want Somebody to Love—Fox-trot, with Vocal Chorus, The Halfway House Dance Orch. (Direction of Albert Brunies) 10
1264-D Weary Blues—Fox-trot, Parenti's Liberty Syncopators 10
African Echoes—Fox-trot, Parenti's Liberty Syncopators 10
1265-D Transportation Blues, Parts 3 and 4—Fox-trot (Singing by Orchestra), Francis Trout's Melody Artists 10
1266-D That Florida Low Down—Fox-trot, Francis Craig and His Orch. 10
Moonlight in Mandalay—Fox-trot, Francis Craig and His Orch. 10
1267-D Daylight's Breaking Blues—Fox-trot, Fulcher's Dance Trio 10
After That—Fox-trot, Fulcher's Dance Trio 10
1268-D O Susanna—Vocal, Dan Hornsby Trio 10
Cubanola Glide—Vocal, Dan Hornsby Trio 10
1269-I Real Estate Pa-Pa (You Ain't Gonna Subdivide Me)—Vocal, The Sunflower Girl of WBAP, Bessie Coldron 10
Mañana Wants to Go Bye-Bye—Vocal, The Sunflower Girl of WBAP, Bessie Coldron 10
1270-I Does It Make Any Difference to You—Vocal, Mary Flood Gates 10
I'd Do It All Over Again—Vocal, Mary Flood Gates 10
FAMILIAR TUNES—OLD AND NEW
15224-D My Carolina Home—McMichen's Melody Men 10
Fifty Years Ago—McMichen's Melody Men 10
15221-D Uncle Bud, Gid Tanner and His Skillet-Lickers with Riley Puckett and Clayton McMichen 10
Johns'n Old Gray Horse—Gid Tanner and His Skillet-Lickers, with Riley Puckett and Clayton McMichen 10
15227-D My Bonnie Lies Over the Ocean, Leake County Revelers 10
In the Good Old Summertime, Leake County Revelers 10
15220-D Kelley Waltz, Cartwright Brothers 10
Honeymoon Waltz, Cartwright Brothers 10
15226-D Red Wing—Vocal, Riley Puckett 10
Come Be My Rainbow—Vocal, Riley Puckett 10
15223-D Henry's Made a Lady Out of Lizzie—Vocal Al Craver 10
That Good Old Country Town—Vocal Duet, Al Craver and Charlie Wells 10
15222-D When I Walked the Streets of Gold—Sacred Singing, Roper's Mountain Singers 10
On the Sea of Life—Sacred Singing, Roper's Mountain Singers 10
15225-I Come and Dine—Sacred Singing, The Happy Four 10
Climbing Up the Golden Stairs—Sacred Singing, The Happy Four 10
15228-D I Want to Go There, Don't You?—Sacred Singing, Blue Ridge Singers 10
Glory Is Now Rising in My Soul—Sacred Singing, Blue Ridge Singers 10
IRISH RECORDS
33230-F Flanagan's at St. Patrick's Parade—Vocal, Flanagan Brothers 10
Ireland's 32—Vocal, Flanagan Brothers 10
33231-F St. Patrick's Day—Flute Solo, John Griffin (Fifth Avenue Bus Man) 10
The Land Where the Shamrocks Grow—Flute Solo, John Griffin (Fifth Avenue Bus Man) 10
33232-F Green Isle of Erin—Tenor Solo, George O'Brien 10
For Killarney and You—Tenor Solo, George O'Brien 10
33233-F The Sidewalks of New York (East Side, West Side)—Vocal, Flanagan Brothers 10
Sweet Rosy O'Grady—Vocal, Flanagan Brothers 10
33234-F The Kerry Polka—Dance, Frank Quinn-Joe Maguire 10
The Varsouviana—Dance, Frank Quinn-Joe Maguire 10
33235-F Lantry Larry—Vocal, Shaun O'Nolan 10
My Galway Colleen—Vocal, Shaun O'Nolan 10
33236-F Jackson's Bottle of Brandy—Jig, Sullivan's Shamrock Solo, Harvest Home Hornpipe—Whistle Solo, Daniel P. Moroney 10
33237-F Lord McDonald's Reel—Reel, Violin Solo, Michael Coleman 10
The Grey Goose—Jig, Violin Solo, Michael Coleman 10
33238-F Off She Goes; The Wellens are Blooming—Jigs, P. Doran, J. Flynn, M. Harte 10
Tom Henry's Favorite; Pete Brown's Fancy Reels, P. Doran, J. Owens, D. Flynn, M. Harte 10
33239-F The Roving Piper—Reel, Violin Solo, James Claffy 10
Shannon Bells; Irish Wedding—Jigs; Violin Solo, James Claffy 10

Edison Disc Records

- SPECIALS
52172 Mule Mileage—A Darcy Sketch...Two Dark Knights Love Affairs—A Darcy Sketch...Two Dark Knights
52197 My Blue Heaven (Whiting-Donaldson)—Piano Solo, Muriel Pollock (The Piano Girl) (What Do We Do On a) Dew-Dew-Dew Day (Johnson-Tobias Sherman)—Piano Solo, Muriel Pollock (The Piano Girl)
52196 Waiting for a Lucky Break, The Radio Chief and His Boy Friend Sam I Haven't Got a Thing to Wear, The Radio Chief and His Boy Friend Sam
52200 Henry's Made a Lady Out of Lizzie (O'Keefe-J Sylvia Brown-Henderson)—Dave Kaplan at the Piano, The Happiness Boys (Ernest Hare-Billy Jones) Poor Lizzie (Silver-Meskil)—Dave Kaplan at the Piano, The Happiness Boys (Ernest Hare-Billy Jones)
52199 Mary Ann (Davis-Slater), Walter Scanlan Without You, Sweetheart (DeSylvia Brown-Henderson), Walter Scanlan
52194 I Must Be Dreaming (Dubin-Flaherty-Sherman), Dick Robertson (The Radio Jester) Let a Smile Be Your Umbrella on a Rainy Day (Kahal-Wheeler-Fain), Dick Robertson (The Radio Jester)
52207 Dream Kisses (Yellen-Jerome), The Radio Franks (Bessing-White), with the Variety Players Who's Blue Now? (Caesar-Meyer), The Radio Franks (Bessing-White), with the Variety Players
52201 Eileen Allanna (Marble-Thomas), Walter Scanlan At the End of an Irish Moonbeam (Ponce-Golden), Walter Scanlan
52204 Don't Love a Smiling Sweetheart, Willard Hodgkin Courtin' the Widow, Willard Hodgkin
52208 Phil and "Jerry"—Act 1, The Ventriloquist and His Dummy Phil and "Jerry"—Act 2, The Ventriloquist and His Dummy
52205 Little Log Cabin of Dreams (Hanley-Dowling), J. Donald Parker Forevermore (Lewis-Gothelf-Burnett)
52188 Ev'rybody Loves My Girl (Lewis-Young-Abrams), The Rollickers Oh! Lucindy (Hollingsworth-Deppen), The Rollickers
52209 There Ought to Be a Law Against That (Caesar-Friend), Jack Kaufman and the 7 Blue Babies The Grass Grows Greener (Way Down Home) (Yellen-Dougherty), Jack Kaufman and the 7 Blue Babies
52212 There Must Be a Silver Lining (That's Shining for Me) (Morse-Donaldson), Vaughn de Leath (The Radio Girl) and Her Buddies Rambler Roses (Ramble-De Leath), Vaughn de Leath (The Radio Girl) and Her Buddies
80888 Auf Flugeln des Gesanges (On Wings of Song) (Mengelstehn)—Soprano, in German, Frieda Hempel Als die alte Mutter (Songs My Mother Taught Me) (Dvorak; Op. 55, No. 4)—Soprano, in German, Frieda Hempel
52187 Take Up Thy Cross (Ackley), Homer Rodeheaver and Chorus In the Garden With Jesus (Poole-Ackley), Homer Rodeheaver and Chorus
52222 Sunshine (Berlin), Vaughn de Leath (The Radio Girl) I Just Roll Along (Havin' My Ups and Downs) (Trent-De Rose), Vaughn de Leath (The Radio Girl)
52218 Sweetheart Memories (Davis-Burke), Elliott Stewart Together (DeSylvia-Brown-Henderson), Elliott Stewart
FLASHES
52198 I Just Roll Along Havin' My Ups and Downs (Trent-De Rose)—Fox-trot, Piccadilly Players and the Radio Girl (Dir. M. Morris) What'll You Do? (Miller-Gohn)—Fox-trot, Piccadilly Players and the Radio Girl (Dir. M. Morris)
52202 I Still Love You (Yellen-Ager)—Fox-trot, with Vocal Chorus by Theo Alban, Duke Yellman and His Orch. Maybe I'll Baby You (From "Take the Air") (Buck-Stamper)—Fox-trot, B.A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch.
52203 Lovely Little Silhouette (Lewis-Young-Rose)—Fox-trot, with Vocal Chorus by Theo Alban, Duke Yellman and His Orch. There's Somebody New (Kahn-Jones)—Fox-trot, Duke Yellman and His Orch.
52210 My Heart Stood Still (from "A Connecticut Yankee") (Hart-Rodgers)—Fox-trot, with Vocal Chorus, B.A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch. My Rainbow (from "Harry Delmar's Revels") (Lee-Hackett)—Fox-trot, with Vocal Chorus, B.A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch.
52211 Japansy (Bryan-Klener) and Waltz, with Incidental Singing by The Rollickers, Jack Stillman's Orch. When Love Comes Stealing (Rapee-Pollack-Hirsch)—Waltz, with Incidental Singing by The Rollickers, Jack Stillman's Orch.
52206 I Ain't Got Nobody (And Nobody Cares for Me) (Graham-Williams)—Fox-trot, Golden Gate Orch. Third Rail (Vern De Mars)—Fox-trot, Golden Gate Orch.
52214 Danger! (Look out for That Gal) (O'Flynn-Kilfeather)—Fox-trot; Intro: The Songsters, Ken and Vic, Oreste and His Queensland Orch. Lovely Lady (from "Lovely Lady") (Wood-Stamper-Levey)—Fox-trot; Intro: The Songsters, Ken and Vic, Oreste and His Queensland Orch.
52215 I Fell Head over Heels in Love (Parson-Thayer)—Fox-trot, Piccadilly Players and Singers (Dir. M. Morris) Rose Room (Williams-Hickman)—Fox-trot, Piccadilly Players and Singers (Dir. M. Morris)
52216 My Ohio Home (Kahn-Donaldson)—Fox-trot, with Duet Chorus, Louis Lilienfeld with His Hotel Biltmore Orch. The Sunrise (Will Bring Another Day for You) (Friend)—Fox-trot, with Duet Chorus, Louis Lilienfeld with His Hotel Biltmore Orch.
GENERAL GROUP
57027 Was macht der Maier am Himalaya (Where Is My Meyer?) (From "Baliief's Chauve-Souris") (Rotter-Stransky-Profes)—Male Voices, in German, Manhattan Quartet Wo sind Deine Haare, August? (Beda-Fall)—Voices, in German, Manhattan Quartet
SPANISH
60069 Bolero (Paco Lucena) Rondalla Uzandizaga, Spanish String Ensemble

- Olé Las Mujeres!—Paso doble (Oh, Those Girls) (M. Romero) Rondalla Uzandizaga, Spanish String Ensemble
40-MINUTE RECORD
30005 Carry Me Back to Old Virginia (Bland), Anna Case, with Criticism Quartet; Song Lyrics (Chanson indoue) (Rimsky-Korsakow), Anna Case; Second Mazurka (Godard), Piano Solo by Andre Benoit; Annie Laurie (Scott); Old Foks at Home (Foster); Anna Case The Mocking Bird (Winner); Somewhere a Voice Is Calling (Tate-Nolan); Ladies (Leschetzky), Piano Solo by Andre Benoit; Bonnie, Sweet Bessie (Gilbert-Root); Home, Sweet Home (Payne) Anna Case

Edison Blue Amberol Records

- 5458 Get 'Em in a Rumble Seat—Dave Kaplan at the Piano, The Happiness Boys (Billy Jones-Ernest Hare)
5459 My Carolina Home—Vocal and Instrumental, Vernon Dalhart and Company
5460 O! Dem Golden Slippers—Vocal and Instrumental, Vernon Dalhart and Company
5461 Love Affairs—A Darcy Sketch...Two Dark Knights
5462 I Scream—You Scream—We All Scream for Ice Cream, The Rollickers
5464 Somebody's Sweetheart—Fox-trot, Piccadilly Players and Singers
5465 Among My Souvenirs—Fox-trot, B.A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch.
5466 Up in the Clouds (From "The Five O'Clock Girl")—Fox-trot, with Vocal Chorus by Billy Jones, Dave Kaplan with His Happiness Orch.
5467 (What Do We Do On a) Dew-Dew-Dew Day—Piano Solo, Muriel Pollock (The Piano Girl)
5468 Highways Are Happy Ways (When They Lead the Way Home)—Fox-trot, with Singing, Harry Reser's Rounders
5469 Honolulu Moon, Waikiki Hawaiian Orch.
5470 My Blue Heaven, Vaughn de Leath (The Radio Girl) and Her Buddies
5472 That's the Reason Noo I Wear a Kilt—Comic Song, Harry Lauder
5473 One More Day's Work for Jesus—Sacred Song, Cornelia Marvin and Harry Anthony
5474 Three Quotations: And I, Too, Was Born in Arcadia, Sousa's Band
5452 The Whole World Is Waiting (For Dreams to Come True), Vernon Dalhart
5457 When the Robert E. Lee Comes to Town—Fox-trot, with Vocal Chorus, B. A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch.
5463 Hawaiian Yodel Song (E. Liliu E.), Mid-Pacific Hawaiians (W. Kalama, Dir.)
5471 My Blue Heaven...Muriel Pollock (The Piano Girl)
5476 Henry's Made a Lady Out of Lizzie—Dave Kaplan at the Piano, The Happiness Boys (Billy Jones-Ernest Hare)
5477 Courtin' the Widow, Willard Hodgkin
5478 Don't Love a Smiling Sweetheart, Millard Hodgkin
5479 Together We Two, J. Donald Parker
5480 I'm Walkin' on Air—Fox-trot, with Vocal Chorus by Happy Jack, Oreste and His Queensland Orch.
5481 Mule Mileage—A Darcy Sketch...Two Dark Knights
5482 Among My Souvenirs, Charles Harrison
5483 Carry Thy Burden to Jesus, Homer Rodeheaver and Chorus
5484 Dear, On a Night Like This—Fox-trot, with Vocal Chorus by Theo Alban, Louis Lilienfeld with His Hotel Biltmore Orch.
5485 An Old Guitar and an Old Refrain—Fox-trot, with Vocal Duet, Ernie Golden and His Hotel McAlpin Orch.
5487 Naughty Marietta Selections, Victor Herbert and His Orch.
Okeh Records
LIST FOR FEBRUARY 25
DANCE RECORDS
40978 Say Sol (From "Rosalie") (Gershwin-Vode-house-Gershwin)—Fox-trot, with Vocal Refrain, The Okeh Melodians
Oh, Gee!—Oh, Joy! (From "Rosalie") (Vode-house-Gershwin-Gershwin)—Fox-trot, with Vocal Refrain, The Okeh Melodians
40979 Mississippi Mud (Barris)—Fox-trot, with Vocal Refrain, Frankie Trumbauer and His Orch. There'll Come a Time (Wait and See) (Manone-Mole)—Fox-trot, Frankie Trumbauer and His Orch.
40980 Keep Sweeping the Cobwebs from the Moon (Lewis-Young-Levant)—Fox-trot, with Vocal Trio Refrain, Ernie Golden and His Orch. After My Laughter Came Tears (Turk-Tobias-Turk)—Fox-trot, with Vocal Trio Refrain, Ernie Golden and His Orch.
VOCAL RECORDS
40981 My Ohio Home (Kahn-Donaldson)—Vocal, with Piano, Lillian Morton After My Laughter Came Tears (Turk-Tobias-Turk)—Vocal, with Piano, Lillian Morton
40983 An Old Guitar and an Old Refrain (Kahn-Black-Moret)—Vocal, with Instrumental Accomp., Noel Taylor Dream Kisses (Yellen-Jerome)—Vocal, with Instrumental Accomp., Noel Taylor
INSTRUMENTAL RECORD
40982 Girl of My Dreams (Clapp)—Hawaiian Instrumental, Ferera-Paaluhi Hawaiian Mother o' Mine (Hampton)—Hawaiian Instrumental, Ferera-Paaluhi
OLD TIME TUNE RECORDS
45188 Sea March—Instrumental, Scottdale String Band Down Yonder—Instrumental, Scottdale String Band
45189 His Name Is Jesus—Vocal, Carolina Quartet
45190 Twilight Is Stealing—Vocal, Carolina Quartet
45190 My Blue Ridge Mountain Home (Robison)—Vocal Duet, with Instrumental Accomp., Dalhart-Robison
I Know There's Somebody Waiting (Robison)—Vocal Duet, with Instrumental Accomp., Dalhart-Robison
RACE RECORDS
8543 Bed Slat—Vocal, with Stovepipe and Guitar Accomp., Stovepipe No. 1 and David Crockett A Chicken Can Waltz the Gravy Around—Vocal, with Stovepipe and Guitar Accomp., Stovepipe No. 1 and David Crockett
8544 Goose Pimples (Trent-Henderson)—Fox-trot, New Orleans Lucky Seven
Royal Garden Blues (Williams-Williams)—Fox-trot, New Orleans Lucky Seven
(Continued on page 108)

LATEST RECORD BULLETINS—(Continued from page 107)

A New Hit By The Writer Of
"MY BLUE HEAVEN"
There Must Be
"A SILVER LINING"
(THAT'S SHINING FOR ME)
By WALTER DONALDSON and DOLLY MORSE
"YOU CAN'T GO WRONG"
London's Newest Dance Craze!
"YALE"
BLUES
COLLIE KNOX & VIVIAN ELLIS
WITH THESE 'FEIST' SONGS"
Snappy Fox Trot Ballad
Great Dance Rhythm
"WHEN YOU'RE WITH SOMEBODY ELSE"
by Abel Baer, L. Wolfe Gilbert, & Ruth Etting

NEW! DIFFERENT! A REAL NOVELTY FOX TROT!
"Coquette"
by Gus Kahn, Carmen Lombardo & John W. Green
"YOU CAN'T GO WRONG"
A New Waltz Hit IN A LITTLE SPANISH TOWN"
"ROMONA"
Theme Song of "ROMONA" starring Dolores Del Rio
by L. WOLFE GILBERT and MABEL WAYNE
WITH ANY 'FEIST' SONG"
"A SHADY TREE"
WALTER DONALDSON
LEO. FEIST INC.
231 W. 40TH ST., New York.

- 8545 Do What You Did Last Night (Razaf-Johnson)
—Vocal, with Piano Accom. Helen Humes
If Papa Has Outside Lovin' (Johnson)—Vocal,
with Piano Accom. Helen Humes
- EUROPEAN RECORDINGS
(ODEON LABEL)
- 5136 Auf Fluegeln des Gesanges—On Wings of Song
(Mendelssohn)—Soprano, with Instrumental
Accomp.; Sung in German. Lotte Lehmann
Von Ewiger Liebe—Love Eternal (Brahms)
Soprano, with Instrumental Accomp.; Sung in
German. Lotte Lehmann
- 5137 Midsummer Night's Dream—Wedding March
(Mendelssohn)—Symphony Orchestra,
Dr. Weissman and the Orchestra
of the State Opera House, Berlin
Midsummer Night's Dream—Scherzo (Mendels-
sohn)—Symphony Orchestra,
Dr. Weissman and the Orchestra
of the State Opera House, Berlin
- 3219 Weaner Mad'n—Girls of Vienna—Parts 1 and 2
(Ziehrer)—Orchestra. Edith Lorand and Her Orch.
- LIST FOR MARCH
- DANCE MUSIC
- 40984 Honolulu Blues (Goldstein)—Fox-trot,
The New Twister (Lillard-Krise)—Fox-trot,
Miff Mole and His Little Molers
- 40985 Why Do I Love You? (From "Show Boat")
(Hammerstein-Kern)—Fox-trot, with Vocal
Refrain The Royal Music Makers
Can't Help Lovin' Dat Man (From the "Show
Boat") (Hammerstein-Kern)—Fox-trot, with
Vocal Refrain The Royal Music Makers
- 40986 Look in the Mirror and See Just Who I Love
(Goetz-Stepf)—Fox-trot, with Vocal Refrain
Fred "Sugar" Hall and His Sugar Babies
Plenty of Sunshine (DeSylva-Brown-Henderson)
—Fox-trot, with Vocal Refrain,
Fred "Sugar" Hall and His Sugar Babies
- VOCAL RECORDS
- 40987 Henry's Made a Lady Out of Lizzie (O'Keefe)
—Vocal, with Piano Beth Challis
Get 'Em in a Rumble Seat (Davidson-Lamp-
Marshall)—Vocal Duet, with Piano,
Beth Challis and Noel Taylor
- 40986 Mine—All Mine (Ruby-Cowan-Stepf)—Vocal,
with Guitar by Ed. Lang. Rube Bloom
I'm Cryin' 'Cause I Know I'm Losing You
(Friend)—Vocal, with Piano Rube Bloom
- INSTRUMENTAL
- 40989 Prelude (Rachmaninoff; Op. 3, No. 2)—Guitar
Solo Ed Lang
A Little Love, a Little Kiss (Silesu)—Guitar
Solo Ed Lang
- OLD TIME TUNE RECORDS
- 45191 Red Wing (Mills)—Instrumental,
Carolina Mandolin Orch.
- Georgia Camp-Meeting—Instrumental,
Carolina Mandolin Orch.
- 45192 Stockade Blues—Vocal, with Instrumental,
The Georgia Crackers
I've Got a Gal in Baltimore—Vocal, with Instru-
mental The Georgia Crackers
- 45193 Sleep on Departed Ones—Male Quartet, Accomp.
by Organ Simmons Sacred Singers
Hold to God's Unchanging Hand—Male Quartet,
Accomp. by Organ Simmons Sacred Singers
- RACE RECORDS
- 8546 This World Is Not My Home (Hill)—Vocal,
with Piano and Guitar,
Jessie May Hill (The Church of God in Christ)
I'm Going to Lift Up a Standard for My King
(Hill)—Vocal, with Piano and Guitar,
Jessie May Hill (The Church of God in Christ)
- 8547 Hell Is in God's Jail House—Sermon,
Rev. J. M. Gates and Congregation
The End of the World and Time Will Be No
More—Sermon Rev. J. M. Gates and Congregation
- 8548 Oriental Man (Blythe-Robinson)—Fox-trot,
The Chicago Footwarmers
My Baby (Blythe-Slaughter)—Fox-trot,
The Chicago Footwarmers
- LIST FOR MARCH 15
- DANCE MUSIC
- 40990 Together (DeSylva-Brown-Henderson)—Waltz,
with Vocal Refrain,
Sam Lanin and His Famous Players
Ramona (Gilbert-Wayne)—Waltz, with Vocal
Refrain Sam Lanin and His Famous Players
- 40991 There Must Be a Silver Lining (That's Shining
for Me) (Morse-Donaldson)—Fox-trot, with
Vocal Refrain Justin Ring's Okeh Orch.
I Still Love You (Yellen-Ager)—Fox-trot, with
Vocal Refrain Ted Wallace and His Orch.
- 40992 Sunshine (Berlin)—Fox-trot, with Vocal Re-
frain The Gotham Troubadours
Chloe (Song of the Swamp) (Kahn-Moret)—
Fox-trot, with Vocal Refrain,
The Gotham Troubadours
- VOCAL RECORDS
- 40993 I'll Think of You (Kalin-Lyman-Schonberger)—
Vocal, with Violin and Cello Accom., Piano
by Ted Shapiro Mark Fisher
When You're With Somebody Else (Baer-
Etting-Gilbert)—Vocal, with Violin and Cello
Accomp.; Piano by Ted Shapiro Mark Fisher
- 40994 Together (DeSylva-Brown-Henderson)—Vocal,
with Instrumental Trio Madeline Beatty
Cobble-Stones (Clark-Pollack)—Vocal, with In-
strumental Trio Madeline Beatty
- OLD TIME TUNES
- 45194 In the Shadow of the Pine—Vocal, with Instru-
mental Earl Johnson and His Clodhoppers
The Little Grave in Georgia—Vocal, with Instru-
mental Earl Johnson and His Clodhoppers
- 45195 Old Fashioned Waltz—Accordion and Guitar,
Homer Christopher-Raney Van Vink
Sleep, Baby, Sleep—Accordion and Guitar,
Homer Christopher-Raney Van Vink
- 45196 Beautiful River—Male Quartet, with Organ,
Allen Quartet
Life's Railway to Heaven—Male Quartet, with
Organ Allen Quartet
- RACE RECORDS
- 8549 Rock Pile Blues (Johnson)—Vocal, with Guitars,
Sylvester Weaver
Chittin' Rag Blues (Williams)—Vocal, with
Guitars Sylvester Weaver
- 8550 Red Lantern Blues (Spivey)—Vocal, with Guitar
and Piano Accom. Victoria Spivey
Jelly Look What You Done Done (Hurston)
—Vocal, with Guitar and Piano Accom.,
Victoria Spivey
- 8551 I'm Not Rough (Armstrong)—Fox-trot,
Louis Armstrong and His Hot Five
Got No Blues—Fox-trot,
Louis Armstrong and His Hot Five
- EUROPEAN RECORDINGS
- 3220 Traviata—Selections Parts 1 and 2 (Verdi)—
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- 3221 Tales From the Vienna Woods—Geschichten aus
dem Wiener Wald—Parts 1 and 2 (Strauss)—
Orchestra Edith Lorand and Her Orch.
- 5138 William Tell—Overture Parts 1 and 2 (Rossini)
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Pietro Mascagni, Conducting the Orchestra
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- 5139 William Tell—Overture Parts 3 and 4 (Rossini)
—Symphony Orchestra,
Pietro Mascagni, Conducting the Orchestra
of the Berlin State Opera House

Regal Records

- DANCE RECORDS
- 8496 What Do You Say?—Fox-trot,
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To-day Is To-day—Fox-trot,
Markel's Society Favorites
- 8497 What a Wonderful Wedding That Will Be—
Fox-trot Pelham Inn Society Orch.
Back in Your Own Back Yard—Fox-trot,
Sam Lanin's Dance Orch.
- 8498 If I Can't Have You—Fox-trot,
Markel's Society Favorites
- My Melancholy Baby—Fox-trot,
The Original Indiana Five
- 8499 When You're With Somebody Else—Fox-trot,
The Rounders
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- 8500 Sunshine—Fox-trot Pelham Inn Society Orch.
Anything to Make You Happy—Fox-trot,
Imperial Dance Orch.
- 8501 Can't Help Lovin' Dat Man (From the "Show
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Why Do I Love You? (From the "Show Boat")
—Fox-trot Spencer's Dance Orch.
- 8502 A Shady Tree—Waltz Dixie Marimba Players
When Love Comes Stealing—Waltz,
Dixie Marimba Players
- 8503 The Man I Love—Fox-trot,
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'S Wonderful (From "Funny Face")—Fox-trot,
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- 8504 Auf Wiederseh'n (We'll Meet Again)—Waltz,
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Was It a Dream?—Waltz,
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- 8513 Rose Room—Fox-trot Spencer's Dance Orch.
My Blue Ridge Mountain Home—Fox-trot,
Hollywood Dance Orch.
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- 8505 Together—Baritone Solo, with Orch. Accom.,
Rodman Lewis
So Tired—Baritone Solo, with Orch. Accom.,
Rodman Lewis
- 8506 Keep Sweeping the Cobwebs Off the Moon—
Male Duet, with Piano Accom. Lewis-Clark
Our Bungalow of Dreams—Male Duet, with
Piano Accom. Lewis-Clark
- 8507 There Must Be a Silver Lining—Baritone Solo,
with Orch. Accom. Rodman Lewis
I've Got the Blue Grass Blues—Tenor Solo, with
Orch. Accom. Irving Kaufman
- NOVELTY RECORDS
- 8508 That Good Old Country Town—Male Duet, with
Novelty Accom. Dalhart-Robison
Sweet Elaine—Trio, with Novelty Accom.,
Dalhart-Robison-Hood
- 8509 Bring Me a Leaf From the Sea—Male Duet,
with Novelty Accom. Dalhart-Robison
You Can't Blame Me for That—Tenor Solo,
with Orch. Accom. Irving Kaufman
- 8510 Among My Souvenirs—Guitar Duet, with Vocal
Refrain Frank Ferera's Hawaiians
Pine! Hawaii for You—Guitar Duet, with Vocal
Refrain Frank Ferera's Hawaiians
- 8511 Down at Waikiki—Guitar Duet, with Vocal
Refrain Frank Ferera's Hawaiians
Hawaiian Mother o' Mine—Guitar Duet, with
Vocal Refrain Frank Ferera's Hawaiians
- RACE RECORD
- 8512 Shootin' Star Blues—Comedienne, with Piano
Accomp. Lizzie Miles
Lonesome Ghost Blues—Comedienne, with Piano
Accomp. Lizzie Miles
- Banner Records
- DANCE RECORDS
- 7027 My Melancholy Baby—Fox-trot
The Original Indiana Five
To-day Is To-day—Fox-trot Gotham Society Orch.
Sunshine—Fox-trot Continental Dance Orch.
Remember Me to Tennessee—Fox-trot,
Missouri Jazz Band
- 7029 A Shady Tree—Waltz Royal Marimba Band
Was It a Dream?—Waltz, Sam Lanin's Dance Orch.
- 7030 When You're With Somebody Else—Fox-trot,
Campus Boys
When Will You Tell Me?—Fox-trot,
Hollywood Dance Orch.
- 7031 Back in Your Own Back Yard—Fox-trot,
Sam Lanin's Dance Orch.
How Can I Forget You?—Fox-trot,
Hollywood Dance Orch.
- 7032 Why Do I Love You? (From the "Show Boat")
—Fox-trot Spencer's Dance Orch.
I've Got the Blue Grass Blues—Fox-trot,
Al Lynch and His Orch.
- 7033 What Do You Say?—Fox-trot Missouri Jazz Band
For My Gal and Me—Fox-trot,
Al Lynch and His Orch.
- 7034 Auf (Wiederseh'n (We'll Meet Again)—Waltz,
Royal Marimba Band
When Love Comes Stealing—Waltz,
Royal Marimba Band
- 7035 Changes—Fox-trot Royal Marimba Band
Blue Land—Fox-trot Imperial Dance Orch.
- 7036 If I Can't Have You—Fox-trot,
Gotham Society Orch.
Goodnight, I'll See You in Dreamland—Fox-
trot Imperial Dance Orch.
- 7037 What a Wonderful Wedding That Will Be—
Fox-trot Continental Dance Orch.
Anything to Make You Happy—Fox-trot,
Missouri Jazz Band
- 7038 The Man I Love—Fox-trot Gotham Society Orch.
Oh! How I Love to Look at You—Fox-trot,
Al Lynch and His Orch.
- 7049 'S Wonderful (From "Funny Face") Campus Boys
What Good Is the Moon Above?—Fox-trot,
Hollywood Dance Orch.
- 7050 My Blue Ridge Mountain Home—Fox-trot,
Imperial Dance Orch.
Tin-Ear—Fox-trot Spencer's Dance Orch.
- POPULAR VOCAL RECORDS
- 7039 A Shady Tree—Tenor Solo, with Novelty Ac-
comp. Don Rogers

Forgetting—Tenor Solo, with Orch. Accomp., Frank Hollis

7040 Keep Sweeping the Cobwebs Off the Moon—Melody Twins
Male Duet

Love Me a Little Bit Every Day—Baritone Solo, with Orch. Accomp., Arthur Fields

7041 Together—Baritone Solo, with Orch. Accomp., Glenn Roberts

For Every Rose That Blossoms—Baritone Solo, with Orch. Accomp., Glenn Roberts

7042 There Must Be a Silver Lining—Baritone Solo, with Orch. Accomp., Ralph Haines

Ever Since I Met That Girl—Baritone Solo, with Orch. Accomp., Ralph Haines

7043 Our Bungalow of Dreams—Male Duet, with Piano Accomp., Melody Twins

Let Me Dream of You Forever—Baritone Solo, with Orch. Accomp., Arthur Fields

NOVELTY RECORDS

7044 Somewhere in Hawaii—Guitar Duet, with Vocal Refrain Frank Ferera's Hawaiians

Down Hawaii Way—Guitar Duet, with Vocal Refrain Frank Ferera's Hawaiians

7045 Among My Souvenirs—Guitar Duet, with Vocal Refrain Frank Ferera's Hawaiians

Hawaiian Mother o' Mine—Guitar Duet, with Vocal Refrain Frank Ferera's Hawaiians

7046 Bring Me a Leaf From the Sea—Male Duet, with Novelty Accomp., Dalhart-Robison

Sweet Elaine—Trio, with Novelty Accomp., Dalhart-Robison

7047 That Good Old Country Town—Male Duet, with Novelty Accomp., Dalhart-Robison

Old Plantation Melody—Trio, with Novelty Accomp., Dalhart-Robison-Hood

RACE RECORD

7048 Lonesome Ghost Blues—Comedienne, with Piano Accomp., Lizzie Miles

If You Can't Control Your Man—Comedienne, with Piano Accomp., Lizzie Miles

Domino Records

DANCE RECORDS

4100 A Shady Tree—Waltz Dixie Marimba Players

When Love Comes Stealing—Waltz, Dixie Marimba Players

4101 What Do You Say?—Fox-trot, Sam Lanin's Dance Orch.

To-day Is To-day—Fox-trot, Markel's Society Favorites

4102 Sunshine—Fox-trot Pelham Inn Society Orch.

Anything to Make You Happy—Fox-trot, Imperial Dance Orch.

4103 What a Wonderful Wedding That Will Be—Fox-trot Pelham Inn Society Orch.

Back in Your Own Back Yard—Fox-trot, Sam Lanin's Dance Orch.

4104 If I Can't Have You—Fox-trot, Markel's Society Favorites

My Melancholy Baby—Fox-trot, The Original Indiana Five

4105 When You're With Somebody Else—Fox-trot, The Rounders

Changes—Fox-trot The Rounders

4106 The Man I Love—Fox-trot, Markel's Society Favorites

'S Wonderful (From "Funny Face")—Fox-trot, The Rounders

4107 Can't Help Lovin' Dat Man (From the "Show Boat")—Fox-trot Pelham Inn Society Orch.

Why Do I Love You? (From the "Show Boat")—Fox-trot Spencer's Dance Orch.

4108 Auf Wiederseh'n (We'll Meet Again)—Waltz, Dixie Marimba Players

Was It a Dream?—Waltz, Sam Lanin's Dance Orch.

4113 Rose Room—Fox-trot Spencer's Dance Orch.

My Blue Ridge Mountain Home—Fox-trot, Hollywood Dance Orch.

VOCAL RECORDS

4109 There Must Be a Silver Lining—Baritone Solo, with Orch. Accomp., Rodman Lewis

I've Got the Blue Grass Blues—Tenor Solo, with Orch. Accomp., George Heaver

4110 Together—Baritone Solo, with Orch. Accomp., Rodman Lewis

So Tired—Baritone Solo, with Orch. Accomp., Rodman Lewis

4111 Keep Sweeping the Cobwebs Off the Moon—Male Duet, with Piano Accomp., Lewis-Clark

Our Bungalow of Dreams—Male Duet, with Piano Accomp., Lewis-Clark

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0220 Bring Me a Leaf From the Sea—Male Duet, with Novelty Accomp., Dalhart-Robison

You Can't Blame Me for That—Tenor Solo, with Orch. Accomp., Irving Kaufman

0221 That Good Old Country Town—Male Duet, with Novelty Accomp., Dalhart-Robison

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0222 Among My Souvenirs—Guitar Duet, with Vocal Refrain Frank Ferera's Hawaiians

Pinin' Hawaii for You—Guitar Duet, with Vocal Refrain Frank Ferera's Hawaiians

0223 Down at Waikiki—Guitar Duet, with Vocal Refrain Frank Ferera's Hawaiians

Hawaiian Mother o' Mine—Guitar Duet, with Vocal Refrain Frank Ferera's Hawaiians

RACE RECORD

4112 Shootin' Star Blues—Comedienne, with Piano Accomp., Lizzie Miles

Lonesome Ghost Blues—Comedienne, with Piano Accomp., Lizzie Miles

Harmony Records

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589-H Tin Pan Parade—One-step, with Vocal Chorus, Lou Gold and His Orch., 10

Lovely Lady (From "Lovely Lady")—Fox-trot, with Vocal Chorus, Manhattan Dance Makers 10

600-H Some Day You'll Know—Fox-trot, with Vocal Chorus Broadway Bell Hops 10

I Don't Believe You—Fox-trot, with Vocal Chorus Broadway Bell Hops 10

596-H I Just Roll Along—Fox-trot, with Vocal Refrain The Harmonians 10

Chloe—Fox-trot, with Vocal Refrain, The Harmonians 10

590-H Singapore Sorrows—Fox-trot, F. Farrell and His Greenwich Village Inn Orch. 10

In An Oriental Garden—Fox-trot, Manhattan Dance Makers 10

601-H Red Head Blues—Fox-trot, The Arkansas Travellers 10

Stack o' Lee Blues—Fox-trot, The Washingtonians 10

584-H What Do You Say?—Fox-trot, with Vocal Chorus, F. Farrell and His Greenwich Village Inn Orch. 10

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Dale Wimbrow at the Jardin Royal

Columbia Recording Artist Uses Novel Introduction to Act—Exploits the Columbia-Kolster Electric Phonograph

An unusual method of exploiting the Columbia-Kolster electric reproducing phonograph is being used by Dale Wimbrow, Columbia recording artist, in his act at the Jardin Royal at Broadway and Forty-eighth street, New York City. The instrument occupies a prominent place on the platform and as Mr. Wimbrow steps up to do his "bit," a Columbia recording is started playing in ordinary volume. After the first verse of the song, the volume is lessened and the chorus is played with Mr. Wimbrow accompanying the record in person. The novelty of the offering is scoring a big hit with the dinner and supper patrons of this well-known restaurant.

Paul Specht and His Orchestra, Columbia recording artists, are also featured at this Broadway restaurant, so that the musical features of the fine new establishment are 100 per cent Columbia.

Charles R. Stinson of the wholesale department of the Columbia Phonograph Co., New York City, is receiving the congratulations of his many friends upon the arrival of a son and heir, Charles R., Jr. who arrived March 2.

Back in Your Own Back Yard—Fox-trot, with Vocal Chorus, F. Farrell and His Greenwich Village Inn Orch. 10

585-H Old Time Waltzes—Parts 1 and 2—Medley Waltz, with Incidental Singing, Bar Harbor Society Orch. 10

586-H Mary Ann—Fox-trot, with Vocal Chorus, Manhattan Dance Makers 10

You Gotta Be Good to Me—Fox-trot, with Vocal Chorus Manhattan Dance Makers 10

588-H Together—Waltz, with Vocal Chorus, The Harmonians 10

Moments With You—Waltz, with Vocal Chorus Lou Gold and His Orch. 10

599-H Auf Wiederseh'n (We'll Meet Again)—Waltz, with Vocal Refrain, Andy Sennella and His All Star Trio 10

I Still Love You—Fox-trot, with Vocal Refrain, Andy Sennella and His All Star Trio 10

593-H Sunshine—Vocal Irving Kaufman 10

I'm Cryin' 'Cause I Know I'm Losing You—Vocal Irving Kaufman 10

592-H The Lonesome Road—Tenor Solo, Tommy Weir 10

I'd Rather Be Lonesome Without You (Than Have You Unhappy With Me)—Tenor Solo, Tommy Weir 10

591-H What Do You Say?—Vocal Jane Gray 10

You Gotta Be Good to Me—Vocal, Jane Gray 10

587-H The Sweetheart of Sigma Chi—Male Quartet, Knickerbocker Quartet 10

Sweet Elaine—Male Quartet, Knickerbocker Quartet 10

583-H I Still Love You—Vocal Duet, Harmony Bros. 10

Dream Kisses—Vocal Duet, Tom and Jerry 10

582-H We'll Have a New Home (In the Mornin') (From "Take the Air")—Vocal, Al Bernard 10

Mine—All Mine—Vocal Al Bernard 10

597-H After My Laughter Came Tears—Vocal, The Melody Man (Joe Davis) 10

Now I Won't Be Blue—Vocal, The Melody Man (Joe Davis) 10

598-H Anything to Make You Happy—Vocal Duet, Harmony Brothers 10

In the Land of the Whippoorwill—Vocal Duet, Tom and Jerry 10

594-H Where the River Shannon Flows, Stellar Male Quartet 10

A Little Bit of Heaven—Stellar Male Quartet 10

595-H Another Machree—Vocal, Charles Harrison 10

Macushla—Vocal Charles Harrison 10

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By the Waters of Minnetonka—Pipe Organ Solo John Hassel 10

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