Man, How They're Selling!
HERE is the latest Toman sales aid—an attractive window or counter card in red and black—featuring the fast selling No. 3 Reproducer. That's part of the Toman policy of cooperation—not only selling Dealers but helping Dealers get quicker turn-over by speeding up actual consumer sales.

If you are not now enjoying the ready profits before you with Toman tonearms and reproducers, write today for complete catalogue and an outline of our generous Dealer and Jobber policy. And be sure to get one of these effective little display stands—FREE.

Shown here is the famous No. 3 itself—the world's most beautifully designed reproducer. The No. 3 is, judged by all standards, as fine a product as has ever been offered the trade. It is equipped with a triple suspended duraluminum diaphragm 10/1000 thick—four times as substantial as the ordinary 25/1000 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. Possesses a marvelously full, deep, rich tone quality, as well as great beauty of design.

All Toman products are most favorably priced. Guaranteed quality inside and out. We invite inquiry from Manufacturers, Jobbers, and Dealers. Samples sent promptly upon request.
Will You Be Present?

Two events of outstanding significance to the talking machine-radio dealers and jobbers of the country are scheduled for the month of June. First: There is the Fourth Annual Trade Show and RMA Convention in Chicago, June 11-15. Second: The annual convention of the Music Industries Chamber of Commerce in New York City, June 4-9, a great gathering of the music trades.

The RMA Trade Show gives dealers and jobbers something they can get in no other way; namely, an opportunity of examining the newest radio products to be marketed during the 1928-1929 season. It provides the means of observing at first hand the comparative merits of the various new products. In short, it places the dealers and jobbers in a position where they know what the future holds in store in the way of products and it enables them to plan merchandising campaigns in advance so that they can engage in sales promotion most effectively.

Have an Open Mind

The annual RMA Convention program is the most comprehensive ever planned and those who attend the sessions with an open mind and are prepared to get the most out of the many addresses by leaders in the industry will go home with a wider outlook on the business of which they are a part. Thousands of dealers from all part of the country will crowd into Chicago for the Show and Convention and the exchange of thoughts and ideas on the retail business resulting from the contacts made possible by the gathering are worth the time and money spent in being there.

Evolution in the radio industry is so rapid that the trade simply must keep on its toes in order to be up-to-date. These quick changes bring new problems to solve and it is a shortsighted individual who fails to recognize the importance of a gathering in which are included members of the industry who are confronted with identical difficulties.

What will be the effect on the public of the introduction of the new AC sets? What about service? How does the line you carry compare with that of another manufacturer? Should you confine your energies to the promotion of one line or is it advisable to take on an additional product or two because of certain features that your present line will not possess in the new models? These and any other questions that come to mind will be answered to every person's satisfaction by a visit to Chicago and a careful inspection of the "newest in radio."

An Investment

This is distinctly a trade show—a special exhibition for dealers and jobbers. It has been carefully planned. The public will not be admitted. Nearly 300 manufacturers of sets, tubes, speakers, cabinets and accessories will show their lines and are prepared to go into details with dealers and wholesalers regarding the various features of the new products. By visiting these exhibits the dealer will be accomplishing more than if 300 sales representatives—one from each manufacturer or wholesaler—called at his store. The time saved, the opportunity of procuring first-hand information and of viewing the products, the addresses and the exchange of ideas makes a trip to Chicago for the RMA Trade Show and Convention the best investment possible of which a progressive dealer or jobber could possibly take advantage.

The annual convention of the Music Industries Chamber of Commerce in New York also gives the trade the opportunity of getting the other fellow's viewpoint on various merchandising problems. By all means, if it is possible, attend this important convention. The program for the Music Industries conclave includes, among other interesting features, discussions and addresses on the talking machine and radio business that should be of great value to every dealer and jobber. Make it your business to be present at both these events. You will be the gainer!
Fifty Boys Sell for Gray

Gray Music Co., in Town of 70,000 People, Increases
Record Sales 40 Per Cent With Aid of Canvassers

By John G. Sanderson

There is nothing startlingly original in the principle of increasing sales by adding to the sales force. But it is rather remarkable for a music store in a small city to employ fifty additional salesmen, put them to work on commission in the store's record department, and turn in a big profit by the venture. That is what Clifford L. Gray did in London, Ontario, a city of 70,000 people. Mr. Gray evolved this unique merchandising plan for the Gray Music Co. to see what could be done at a season of the year which usually registered a low output.

The result was that the store increased its sales of Victor records 40 per cent during the period from January 15 to February 15. The salesmen employed for this special campaign were schoolboys.

Record-Selling Campaign

Mr. Gray advertised a record-selling contest. Fifty boys answered the ads and were engaged. Each one was supplied with ten selected records, a carrier, and a catalog. They were offered 10 per cent commission on all sales and the three best salesmen were to get watches. This was incentive enough. The boys canvassed every householder in the city of London in the 30-day period. Not only were the Gray Co.'s sales lifted to new levels, but an intimate connection with a vast new clientele was established.

It was almost too much to expect that this schoolboys' contest would be effective. The Gray Co. is the most active store of the kind in London, and advertises extensively at all times, and is constantly pepping up regular record sales. According to the Victor people, the Gray Co. handled in 1927 30 per cent more records than its two closest competitors combined. Sales were kept at a steady high level and no increase had been registered for six months. It was plainly seen that it would require an extraordinary effort to register a gain, particularly at the period of the year when returns might very well be expected to sag to a considerable extent.

Fourteen-Year-Old Boys Best

At first it was decided to limit the contest to twenty boys, but the quality of the applicants was so high that restrictions were removed. Each boy was asked for a letter of introduction from minister, teacher, or other responsible person. The ages of the boys ranged from 13 to 16 years, and the boys of 14 proved to be the best salesmen. A boy of this age eventually won the best of the three gold watches. Canvassing earlier than four o'clock was forbidden, but there was no other limit, and many of them worked as late as 10 o'clock at night. Of the original 50 boys, 28 worked the whole 30-day period. Every canvasser had ten selected records. He was allowed to sell these or to sell from the catalog. His assortment was filled up again after each day's sales. Sales from the catalog were checked at the store, and commissions credited to the salesman.

Big Sales in Apartment Houses

Strange to relate, the highest percentage of sales was made in apartment houses. These sacred spots are usually taboo to the ordinary canvasser, but boys of the age employed in the record contest found no difficulty in gaining entrance. The boys made out daily report slips. Although no districts were mapped out in detail, a close check on territory was kept so that the whole city was eventually canvassed.

"We were astonished," was Mr. Gray's comment on the success of the scheme. "We did not believe we would make any real profit, but were content to accept a loss because of the great advertising value involved. We found, however, that we had underestimated, and that we did make money directly from the sales plan. A great many customers were attracted to the store, and bought records from the catalogs left by the boys."

The Victor Talking Machine Co. heard of the idea, broadcast it to others, and it has already been tried successfully in Chatham, Ontario.

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
Perfects a New Portable
to list at

$25

Slightly higher west of Rockies

With Tone-Range
Increased More Than 100%

HERE is new evidence of how Brunswick keeps the Brunswick dealer always in the lead. After months of ceaseless experimenting, Brunswick laboratories have perfected a new-type Portable that represents a tremendous advance over portable-type instruments as you know them.

The exponential-horn principle that has made the exponential type of Brunswick Panatrope outstanding in its field is applied in this newest Brunswick model.

As the illustration shows, horn length and diameter are increased many times. The result is tone range more than 100% greater than that of the ordinary portable. A wealth of bass tone will amaze and delight your customers as they hear this instrument. Brunswick Electrical Records are given reproduction such as they never got with the old portable instrument.

Brunswick offers this new Portable in ample time for the spring and summer season. It will add many dollars to your sales volume right when you need it most.

Write for advertising displays
Ask your Branch for display material on the new Brunswick Portable. Or, write our Dealer Service Department at 623 S. Wabash Avenue, Chicago. Don't delay. Cash in on this new development from the first.

Brunswick

THE BRUNSWICK-BALKE-COLLENDER CO. Chicago :: New York
Nicholas D. Patti Joins Sleeper Corp.

Now on Two Months' Sales Trip Visiting Sleeper Jobbers in East, Middle West and Northwestern Territory

Nicholas D. Patti, a well-known member of the radio sales fraternity, has joined the Sleeper Radio & Mfg. Corp., of Long Island City, and is now on a two months' sales trip which will carry him through seventeen cities of the East, Middle West and Northwestern districts.

Gordon C. Sleeper, president of the company, who is in general charge of sales, dispatched Mr. Patti as his personal representative, bearing all the home office news to the present Sleeper jobbers and making new appointments in cities where there is open territory. Mr. Patti was with the Freed-Eisemann Radio Corp. for several years and was sales manager of the Julian M. White Mfg. Co., of Sioux City, Ia.

Interest in Radio Gaining in England

J. T. Thomas, Managing Director, Fada Radio, Ltd., a Visitor to New York

Music dealers in England are now handling radio on an increasingly larger scale, according to J. H. Thomas, managing director of Fada Radio, Ltd., of London, who recently visited the Fada offices in Long Island City.

"Gramophone dealers," stated Mr. Thomas, "found that radio was selling more records than they had ever sold in the history of the industry. Naturally, this sold the gramophone dealers on the idea of radio more than anything else that could have happened."

Mr. Thomas states that English bungalows are being fitted out with complete radio equipment, builders are wiring homes for aerials, and electric sets, as well as other types of receivers, are meeting with general favor.

Myra Hess, Pianist, Is ColumbiaArtist

English Pianist, Who Recently Made an American Concert Tour, to Record Exclusively for the Columbia Catalog

The latest addition to the lengthy list of exclusive Columbia Phonograph Co. recording artists is Myra Hess, English pianist, who on her American tour this season was frequently called the leading woman artist in her field, even one "with few male equals." Miss Hess' first Columbia release, issued recently, is a coupling of airs from Bach, which composer she is said to interpret with special insight and beauty. The record gives promise of wide popularity among lovers of fine music.

A radio device which informs the pilot of an airplane whether or not he is on his proper course was recently demonstrated.

Peerless Master-Phonic the Extraordinary Portable for 1928

The Ultimate in Portables at $25.00 List

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

Peerless Master-Phonic Portable

Appearance—Quality—Tone

Peerless Vanity - - - $12.50 List
Peerless Junior - - - $15.00 List
Peerless Master-Phonic - $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
"Look at Brunswick" — you hear them say

Brunswick Record Sales Reach New Peaks

The tremendous public interest in Brunswick Electrical Records has become the talk of the industry. Ever since last December when Brunswick inaugurated the new one-price-for-all policy on Brunswick Records, sales have climbed. Gains in the past four months exceed any in Brunswick's history.

But Brunswick dealers who are enjoying the profits know why Brunswick Electrical Records are the best buy on the market. Three primary factors in Brunswick's sales policy enter into their success. These are:

1. Brunswick's recent reduction in prices
2. Brunswick's special discounts
3. Brunswick's 10% return privilege

Mr. Music Dealer, you're missing something if you're not handling Brunswick Electrical Records. In the field of popular music, Brunswick is admittedly without a peer. Brunswick sales policies are up-to-date . . . every advantage of smart merchandising is given the Brunswick dealer. Brunswick advertises in the way the dealer likes . . . Newspapers that your customers read. No wonder the Brunswick dealer is getting the cream of the record business!

Why not drop us a line? Or let our representative call? You risk nothing . . . and you may gain a lot! Do it today.

Brunswick

THE BRUNSWICK-BALKE-COLLENDER CO., 623 S. WABASH AVE., CHICAGO
Clifford Bros. Sideline Is Big Record Sales Aid

INDUCE the passer-by to come into your store and half the sale is made. Success or failure often hinges on the methods of inducing prospects to visit your sales floor. To most talking machine dealers this is a gigantic task involving considerable advertising expense. No different from many merchandisers, the Clifford Bros. of Hartford, Conn., tried extensive newspaper advertising, circulars and salesmen, but a little ordinary post card led more customers to the talking machine and record counter than all other schemes combined. The Clifford Bros.' experience is another story of the silent salesman bringing in a big share of the new business. The result of giving this midget article a giant's share of the display window proved successful in many ways more than one in increasing sales volume.

Fight to Stop Decline in Sales

When W. C. and W. K. Clifford bought out their present business two and a half years ago, they depended solely on their combined forty years of training in the talking machine field to revive a fast declining trade. The community was prosperous, other retailers in the vicinity were thriving, but this music shop experienced marked declines in business.

In the pioneer months of the Clifford store, it was a busy day that saw three customers in the listening booths, whereas today twelve booths are not enough to accommodate the record trade, which is still growing.

Big Summer Sales

The Clifford Bros. point to another indication that the post card has been an effective pulling power for their sales of records and talking machines. Last Summer was the biggest sales season since the site was originally opened.

By Clarence J. O'Neil

Ever alert to every new sales appeal the Clifford Bros. instructed their clerks to have a machine going regularly.

A Powerful Sales Appeal

"An attractive array of post cards set up in our windows has indirectly resulted in more sales of records and talking machines than any other method of sales appeal that we have ventured," W. C. Clifford commented. "We have studied these results carefully, realizing that in all of our local newspaper advertising, which averages about $100 a month, we never mention post cards. Our circulars, letters and other announcements never make any reference to them. Yet through the handling of cards we can trace a more substantial increase in sales than from all our other sales appeals combined.

"In my observation of the different classes of people who come in for the sole purpose of buying a five or ten-cent post card, I notice the majority, through a sense of pride, seem to be conscience-stricken at the idea of making such a small purchase. The playing phonograph in most cases catches the ear, and with a common usage as follows to its title. I always make it a point to add the price of the record to my reply. For example, 'Honeymoon Lane, it's a 75-cent Victor record.' A 75-cent or 80-cent purchase about fits the pocketbook of the majority of my patrons when not on a shopping tour. They go off morally contented 50 per cent of the time with at least one record in addition to their original purchase intent—a post card. In increasing the volume of record patrons to such large proportions our talking machine sales were naturally improved. The owner of a talking machine is always, as every dealer knows, half sold when it comes to selling a modern and even more expensive machine."

Better Advertising at Less Cost

From a cost standpoint the Clifford Bros.' policy of delivering extensively into post-card selling as an advertising medium proved a remarkable asset instead of a liability. Purchasing the cards involved a very small investment; salesmen were unnecessary, and the results helped cut down the general advertising appropriation. And again the cards gave a quick turnover at a reasonable profit. They were bought in large quantities, one year's supply at a time, and at the lowest possible cost. Very little storing space was used in buying in big lots. In dollars and cents, Clifford Bros.' store window not only wiped out profit from the post card has enabled them to eliminate the cost of advertising, one of their biggest annual expense items. Advertising their entire line cost them annually about $1,200, the introduction of the post card in the Clifford Bros.' store window alone wiped out this yearly deficit, but also boosted the sales of both records and talking machines.

The F. A. Stewart Music Co., Morgantown, W. Va., of which F. A. Stewart is president recently held its formal opening at 241 Walnut street. The store carries a complete stock of Orthophonic Victrolas and records and other musical instruments.
Stromberg-Carlson's FAMOUS TONE—
for Both Radio and Records

A TELLING sales feature of the new A. C. Stromberg-Carlson Receivers is that they give the same realistic tone to phonograph record reproduction as to radio.

To play records through a Stromberg-Carlson merely add the new Stromberg-Carlson Magnetic Pick-up Outfit to a standard phonograph—then push the Pick-up plug into a jack provided in the Receiver. The operating power is from the house-lighting circuit just the same as for radio—the tone of the record reproduction has all of radio's living beauty.

Wide-awake dealers will welcome this opportunity of giving their customers two-fold radio value—and will find the record reproducing ability of these Receivers a great advantage in giving demonstrations of tone quality, when there is no station on the air.

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

Listen to the Stromberg-Carlson Sextette Tuesday evenings at 8 o'clock E.S.T., through the NBC and Associated Stations: WJS, WRE-WRA, WAM, WMAR, WJX, WRT, WBZ, WBT, WHAM, WHB, WMC, WOAI, WFAA, WYER, WHAM, WHB, WRE.

Stromberg-Carlson Receivers complete with tubes for A. C. house current operation. East of Rockies, $4.95; and up; Rockies and West, $5.95; and up; Canada, $6.95; and up. No. 335 A. C. Stromberg-Carlson, illustrated.

Every new Stromberg-Carlson has handy jack to facilitate playing phonograph records.

Stromberg-Carlson Receivers complete with tubes for A. C. house current operation. East of Rockies, $4.95; and up; Rockies and West, $5.95; and up; Canada, $6.95; and up. No. 335 A. C. Stromberg-Carlson, illustrated.

Handy jack to facilitate playing phonograph records.

No. 30 Cone Speaker
A new 12-inch Seamless Cone Speaker. Complete with long cord. Price, East of Rockies, $2.75; Rockies and West, $4.45; Canada, $5.

Stromberg-Carlson Receivers complete with tubes for A. C. house current operation. East of Rockies, $4.95; and up; Rockies and West, $5.95; and up; Canada, $6.95; and up. No. 335 A. C. Stromberg-Carlson, illustrated.

Every new Stromberg-Carlson has handy jack to facilitate playing phonograph records.
THE servicing of radio receivers is a phase of radio merchandising that causes endless worry to many dealers, and a factor that eats into the profits from sales. Dealers who refuse to be stampeded into giving away the services of their men for unlimited periods because the customers expect it or because a competing dealer is offering ruinous service gratis, find that service expenses can be kept within reasonable bounds and if properly handled can be made a profitable source of income. An instance of this is the experience of Cushman & Cushman, Inc., of 1010 Sixth avenue, New York City. This establishment has for the past two years conducted a "Yearly Radio Service," for radio set owners. It consists of $10 yearly for the work. While the amount of money received does not represent a profit, the volume of sales of parts and accessories is profitable. Every one of the clients called upon purchases needed items from us and talking into consideration the scattered area we serve, it is evident that a great amount of this business would never find its way to our store if it were not for the service calls. In addition to these sales, a number of sets have been sold during the past two years through the service men to customers who owned sets which they wished to replace.

Seven men comprise the radio service department of Cushman & Cushman, Inc. They are well trained and can render effective service on the store and the lines it carries by receiving useful little gifts carrying the store's message. For instance, in December a number of check desk blotters with a celluloid cover on which, in addition to the firm's trade-mark and listing of lines, were printed a calendar for 1928 and a seven-inch ruler were distributed. At other times bridge score pads are sent out; sometimes the store window displays a small memorandum pad with a calendar of the following three months mailed. These constant reminders have proved successful in bringing people to the store and to them is attributed a good share of its success.

Cushman & Cushman, Inc., feature special programs of wide interest, and on such occasions posters in the store windows inform passers-by for a day or more in advance of the coming event. For prize fights a special window poster has been drawn by an artist with space provided for the names of the contestants, the station broadcasting and, if possible, the name of the announcer.

When such programs are broadcast to passers-by from the store door a loud speaker is placed in front and another at a store a few doors away so that assembled crowds can hear without pushing and crowding. Miss Cushman, who takes charge of promotional work, since that store-door broadcasting via the Radiola

### Yearly Radio Service Plan

1. One monthly inspection of radio, including testing of tubes, batteries and thorough checking of set.
2. The privilege of calling upon us in an emergency; if set will not operate.
3. Free inspections of radio sets by curriers that may be needed upon any of these inspections. (These curriers are made only for the materials supplied, but is found to need any new parts, and these are not supplied free under the manufacturer's guarantee; a charge will necessarily be made for same. (Aerial installation is not included in the above.)
4. Give us a thought to your radio! Roll now and be sure your radio physician will be at your service whenever he is needed.

#### CUSHMAN & CUSHMAN, Inc.

1010 Sixth Avenue
New York, N. Y.

**Subscription Service**

**YEARLY RADIO SERVICE**

Consisting of 12 monthly inspections

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**Enclosed find** Subscription for Customers living outside of New York City.

**Enclosed find** Subscription for Customers within New York City.

**Due with order**

1. Yearly Radio Service costs $10.00 a year and covers the boroughs of Manhattan and the Bronx. It includes the following:

- Aerial installation is not included in the above.
- One monthly inspection of radio, including testing of tubes, batteries and thorough checking of set.
- The privilege of calling upon us in an emergency; if set will not operate.
- Free inspections of radio sets by curriers that may be needed upon any of these inspections. (These curriers are made only for the materials supplied, but is found to need any new parts, and these are not supplied free under the manufacturer's guarantee; a charge will necessarily be made for same. (Aerial installation is not included in the above.)
- Give us a thought to your radio! Roll now and be sure your radio physician will be at your service whenever he is needed.

### Music Week Material

Several new pamphlets have been issued by the National Music Week Committee containing material for music promotion in connection with Music Week, which is to be observed May 6 to 12. The new booklets are: "Piano Ensemble Concerts," "Massed Band Concerts," "Music Week in the Churches," and "Home Night in National Music Week."
When you choose a radio set make sure that it is equipped throughout with RCA Radiotrons. Manufacturers of quality receiving sets specify RCA Radiotrons for testing, for initial equipment, and for replacement.

If you want to offer your customers the finest and fastest selling vacuum tube made, keep a complete stock of RCA Radiotrons. There is a tube for every purpose—one that serves every purpose best.

RCA has spent millions of dollars in the development and perfection of RCA Radiotrons. So why should you risk your profits by stocking inferior tubes? Carry the complete line!
The RCA SUPER-HETERODYNE

everywhere acknowledged as the supreme achievement in radio

— by radio experts
— by the trade
— by the public

Developed and perfected in the Research Laboratories of RCA, General Electric and Westinghouse
RCA RADIOLA 32—De luxe cabinet model of the RCA Super-Heterodyne with the famous RCA Loudspeaker 104 AC or DC operation. Finest receiver that carries the RCA mark.

$895 complete

RCA RADIOLA 30A—Custom-built cabinet model of the RCA Super-Heterodyne with special loudspeaker enclosed. For either AC or DC operation from house lighting circuit.

$495 complete

Are you using the RCA Time Payment Plan?
RCA announces a New Super-Reproducer

RCA DE LUXE LOUDSPEAKER 105

A power reproducer of greater range, capacity and fidelity of tone than any ever before designed.

Another remarkable achievement of the associated laboratories of RCA, General Electric and Westinghouse.

RCA De Luxe Loudspeaker 105—Provides "B" and "C" potentials for radio receiver. Operates on 110 volt, 50-60 cycle A.C. current. $350 list

RADIO CORPORATION OF AMERICA NEW YORK CHICAGO SAN FRANCISCO

RCA Loudspeaker

MADE BY THE MAKERS OF THE RADIO-LA
Neil Bauer Appointed to an Important Post

Made Assistant General Sales Manager of the Crosley Radio Corp.—Is Widely Known to Trade Throughout Country

Six years ago when Neil Bauer, then only nineteen years old, accepted a clerkship in the Crosley Radio Corp., he says he knew no more about radio than he did about washing machines, but he believed in the future of the business and determined to learn it from every angle. As a result of his application to the business, Mr. Bauer has been rewarded for his untiring effort and unswerving loyalty to the company, being made assistant general sales manager. Mr. Bauer is said to be one of the youngest men in the country to hold such a responsible position. He knows each of the 165 distributors personally, and many of the 18,000 or more dealers, representing every part of the country.

Klingman-Kelsall Music Co. Opens

LOUISVILLE, Ky., April 6.—A new music-radio establishment, the Klingman-Kelsall Music Co., opened here recently at 632 South Fourth street, with a complete line of instruments, including Victor Orthophonic talking machines, Radiolas and Atwater Kent receiving sets, Buescher band instruments, Cable Company pianos and an assortment of nationally known small goods, records and sheet music.

The members of the new concern are Gene Klingman, who for eight years was connected with the Louisville Music & Radio Co., serving for the past three years as vice-president and sales manager, and O. C. Kelsall, a Purdue graduate of radio engineering, who has had an extensive sales experience in the general music business.

Three large rooms are devoted to talking machine and radio displays and fifteen record demonstration booths, constructed of sound-proof cellotone, occupy the greater part of one of the two floors.

Buy Canadian Firm

The business and good will of the R. S. Williams & Sons Co., Ltd., Toronto, Canada, music dealer and Canadian distributor of Edison phonographs and records, has been purchased by B. A. and F. A. Trestrail for a sum said to be $80,000. The store at 145 Yonge street is being remodeled extensively.

Harold Agnew, of Amsterdam, N. Y., was selected by the Victor Talking Machine Co. to take a two weeks' course in radio engineering at Camden, N. J.

Neil Bauer

Is Now in Charge of Victor in Japan

B. Gardner to Direct Affairs of Japanese Company—Harry C. Stremsborn Appointed Superintendent

MONTREAL, Can., April 7.—Another Canadian commercial enterprise in the Orient is announced in the fact that B. Gardner, former treasurer and director of the Victor Talking Machine Co., of Canada, Ltd., has been appointed managing director of the Victor Talking Machine Co., of Japan, and has established offices, a manufacturing plant and a sales organization for distribution of "His Master's Voice" products in that country. The new organization is known in Japan as Nihon Victor Chiiko+i K.K. Another Canadian, Harry G. Stremsborn, of Montreal, recently assistant superintendent of the Victor Talking Machine Co., of Canada, Ltd., has become superintendent of the factory.

Mr. Gardner's many years as treasurer placed him in close and intimate contact with the administrative and manufacturing divisions of the Victor business in Canada. Besides this, the new head of the Japanese company, well-known in manufacturing circles, possesses a background consisting of a lifetime of merchandising and manufacturing experience. Mr. Stremsborn's connection with the Victor company covers a period of years of research and practical work on talking machines.

It is the announced intention of the company to go thoroughly into the matter of recording Japanese music and Japanese drama, which takes on national forms of an individuality and beauty unsuspected in the western world. Besides love for their own music, Japanese have a keen appreciation for the music of the western peoples, showing great interest in the works of the modern European composers.

Peffer Enlarges

STOCKTON, Cal., April 3.—Although 8,000 square feet of floor space are occupied by the Peffer Music Co. for its radio and music business, this space has been found to be entirely inadequate, and plans for enlargement are being made. The entire basement is being excavated and fitted for an up-to-date display space. In addition the establishment is being redecorated.

Yelly D'Aranyi a Columbia Artist

Violinist to Record Exclusively for the Columbia Phonograph Co. Catalog—Has Won Following From Concert Dates

Yelly D'Aranyi, the violin "discovery" of the current season, has signed to record exclusively for the Columbia Phonograph Co. catalog. She is known in Japan as "the virtuoso Joachim," and a pupil of the celebrated Hubay. For her first Columbia release, to appear March 20, Miss D'Aranyi features a Jota (Spanish dance), by De Falla, Spanish composer, and also the Brahms Hungarian Dance No. 8.

Potential Market for New Phonographs

Growing Demand for Electrically Operated Instruments in France

In a recent bulletin the Department of Commerce, Washington, D. C., calls attention of American manufacturers of phonographs to the important potential market in France for electrically operated phonographs. William W. Corcoran, vice-consul at Boulogne-sur-Mer, France, states that the cafe proprietors are adopting these instruments to amuse patrons and advise manufacturers to enter this field.

A NEW

A.C. Portable Instrument

Three ranges—150-8-4 volts for Radio and General Testing

NOTE its small, compact shape—for convenience in handling and carrying about.ston with testing kit or with other equipment. Contained in a red and black mottled bakedite case to distinguish it from every other instrument. It is the announced intention of the company to go thoroughly into the matter of recording Japanese music and Japanese drama, which takes on national forms of an individuality and beauty unsuspected in the western world. Besides love for their own music, Japanese have a keen appreciation for the music of the western peoples, showing great interest in the works of the modern European composers.

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STOCKTON, Cal., April 3.—Although 8,000 square feet of floor space are occupied by the Peffer Music Co. for its radio and music business, this space has been found to be entirely inadequate, and plans for enlargement are being made. The entire basement is being excavated and fitted for an up-to-date display space. In addition the establishment is being redecorated.

Yelly D'Aranyi a Columbia Artist

Violinist to Record Exclusively for the Columbia Phonograph Co. Catalog—Has Won Following From Concert Dates

Yelly D'Aranyi, the violin "discovery" of the current season, has signed to record exclusively for the Columbia Phonograph Co. catalog. She is known in Japan as "the virtuoso Joachim," and a pupil of the celebrated Hubay. For her first Columbia release, to appear March 20, Miss D'Aranyi features a Jota (Spanish dance), by De Falla, Spanish composer, and also the Brahms Hungarian Dance No. 8.

Potential Market for New Phonographs

Growing Demand for Electrically Operated Instruments in France

In a recent bulletin the Department of Commerce, Washington, D. C., calls attention of American manufacturers of phonographs to the important potential market in France for electrically operated phonographs. William W. Corcoran, vice-consul at Boulogne-sur-Mer, France, states that the cafe proprietors are adopting these instruments to amuse patrons and advise manufacturers to enter this field.

A NEW

A.C. Portable Instrument

Three ranges—150-8-4 volts for Radio and General Testing

NOTE its small, compact shape— ...
The Hardest Possible Test for ANY Reproducer!

Select a Group of "Difficult" Records

... Play them with

AUDACHROME
The Chromatic Reproducer

A Few Suggested Records and the "Difficult" Details for Which to Listen

COLUMBIA No. 634-D—SPRING IS HERE — Just notice how AUDACHROME recreates the singing and rolling of the canary, in the first quarter-inch of the record.

BRUNSWICK No. 3655—A DANCING TAMBOURINE—With AUDACHROME you really hear the tambourine dance, as well as every single instrument at its true value.

VICTOR No. 6562—GALLI CURCI — The delicacy and naturalness of her voice, as well as the orchestration is a revelation. Only AUDACHROME can cope with it.

VICTOR No. 9148—MARCH OF THE TOYS — The detail and delicacy in this recording is simply marvelous. Observe how AUDACHROME responds to every shading, every touch, however slight.

VICTOR No. 35833—DANCE OF THE HOURS — It is impossible for the ordinary sound box to interpret properly this remarkable symphony. The detail and delicacy is simply marvelous — when played with AUDACHROME.

OKEH No. 40958—THE BEGGAR — Notice the almost uncanny naturalness of the enunciation. Notice words like "Possess," "Happiness," the "S" being recreated by AUDACHROME as in actual life.

PLAY THEM WITH AUDACHROME AND YOU WILL SELL MORE RECORDS.

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 High Grade Acoustical and
Compare

Its Performance with that of Any Other Reproducer

The superiority of AUDACHROME is immediately evident—whether the record be very simple or extremely difficult—even to the untrained ear. On really intricate selections, however, this superiority is so vast as to astonish anyone who hears the comparison. The average reproducer or sound box may get by with a fair performance till the shrill string notes begin to multiply and countless color-tones mingle with the deep rumble of tuba and saxophone. But when things become thus complicated—when tricks of the human voice have to be re-acted, and bells and tambourines and other “local color” accessories—THEN only an INSTRUMENT like AUDACHROME will do!

The harder the selection, the more striking is AUDACHROME’s superiority in interpreting every element of it. All the wealth of detail in the splendid new electrical records is brought out by this revolutionary instrument with amazing fidelity to the original performance. That is why you owe it to yourself to demonstrate with AUDACHROME.

[ No One Can Listen to an AUDACHROME Performance without Being Amazed and Delighted ]

Company

New York, N. Y.

Electrical Apparatus for More Than 10 Years
Profit Winning Sales Wrinkles

Move the Slow Movers—Participate in Community Affairs and Profit—Unusual Log Card Is a Real Service—Build the Average Unit of Record Sales—Installs Buzzer in Demonstration Booths—Other Stunts

Sales effort should be largely centered on hard-to-move merchandise. The popular instruments and records which enjoy the great demand of the moment require less effort to sell in volume, leaving the dealer free to busy himself with ways and means of building up sales of merchandise that ordinarily moves more slowly. This is especially true of the finest recordings, including the sets of records contained in albums that the leading companies are now producing. While there is a consistent demand for these album sets from music lovers, there is a large potential market among purchasers of popular music on records that has barely been scratched. It is up to the dealer to build up his sales of album sets and also of other fine recordings for several reasons. First, by doing this the dealer will be placing his record business on a sounder foundation. Second, the unit of sales is increased. Third, they bring in more cash, and thus in itself should be the prime motive for getting behind these records with some real sales effort. Wurlitzer's, in New York, for example, display the record album sets on one of their show cases in the front of the store where record customers cannot fail to see them. A suggestion is all that is necessary and this method of display accomplishes its purpose. People make inquiries regarding the album sets and then the salesperson gets busy. Try it. These records are worth a good window and store display as well as direct mail and advertising effort.

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.

Building Good Will

Active participation in civic affairs is worthwhile for the talking machine and radio dealer from the standpoint of business. One of the best known and most progressive retailers in Union City, N. J., is Frank Hermance, who has built up a large following by intelligent sales promotion effort. Recently Mr. Hermance tied up with a local Boy Scout drive, devoting one of his two large windows to a display of Scout equipment. In addition he displayed small musical instruments, such as harmonicas and ukuleles in a tie up with the Scout movement. This is the type of co-operation with local affairs that brings returns in dollars and cents. This dealer overlooks no opportunities for bringing his store and service to the attention of the public. Another clever stunt that has been responsible for a considerable amount of business over a period of time is an announcement on the back of his business cards, which reads as follows:

"We will set up and demonstrate any radio of your selection in your home free of charge." This may seem like a too generous offer, but Mr. Hermance relies on the quality of his merchandise and his salesmanship to put over the deal once he has interested the customer to the point of a home demonstration.

Unusual Log Card

An unusual form of sale promotion and service to customers is practiced by the Mogle Radio Co., RCA dealer of Winfield, Kans. With every sale of a receiver a log card is given, with stations listed and with the dial numbers filled in, instead of a blank space to be filled in by the customer. Another feature the card has is that the stations listed have actually been logged in by a receiver of the same model and in by the customer. An unusual form of sales promotion and service to customers is practiced by the Mogle Radio Co., RCA dealer of Winfield, Kans. With every sale of a receiver a log card is given, with stations listed and with the dial numbers filled in, instead of a blank space to be filled in by the customer. Another feature the card has is that the stations listed have actually been logged in by a receiver of the same model and in by the customer.

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.

Increasing Unit Sales

A dealer in the Middle West has discovered a way to increase the interest of his sales people in building up his business. There is nothing particularly new in the idea, but nevertheless, there are many retailers who might take similar steps to advantage. The average record clerk very often gets into a rut, and when this happens sales are bound to suffer. Order taking is not selling and when this dealer came to the conclusion that most of his clerks were

Order takers he decided that he would make it worthwhile for them to actually sell the customers. In other words he decided that many sales of one record should have been a sale of two or more discs, this being on the part of the sales person to properly take advantage of the interest of the customer in his or her talking machine. Therefore, he decided upon a system of compensation designed to reward the salesman who sold the largest number of records in the course of a week; the salesperson who sold the largest number of various types of records, such as classical, standard, popular. A special commission was given for the sale of each specified record falling in the "dead stock" class. The benefits of the plan were immediately manifest. His clerks got right down to business, because they realized that the size of their weekly salary depended in a large measure on their ability to sell more records.

Bettering Service

The Klingman-Kelsall Music Co., 632 South Fourth street, Louisville, Ky., which opened April 1, has installed in its fifteenth demonstration booth, a novel feature which should go a long way in building up record sales and winning customer good will. This is a record service signal system and in each booth a button is prominently displayed so that by pressing the button the customer calls a clerk from the record department. In this manner record buyers will be spared the trouble of a trip to the service booth to the end that additional discs are wanted, and the record salesmen will be spared the unnecessary inconvenience of keeping an eye on each booth to see if the prospective customers are being properly served. Gene Klingman, one of the firm's members, informs The Talking Machine World that he believes this system will greatly improve record service.

Re: Past Releases

Recently the Philadelphia Victor Distributors, Inc., sent to dealers in their territory an attractive bulletin, listing fifteen record couplings, under the caption, "America's Best Sellers." The list was a varied one, including dance orchestra selections, violin solos, vocal duets, symphonic orchestra recordings and other types of records which were new, others not so new, but each recording was selected by an expert as having a wide appeal. Why not the dealer, knowing the tastes of his customers, prepare at intervals a similar list. The record customer cannot, or does not, buy every record as it is released. Some favorite might be overlooked. Look over your release listings for the past six months or so. Pick out the records which you found the best sellers. Make a list of them and send them, accompanied by an informational letter, to your mailing list and avoid the sales.

Sell Albums That Will Adequately Protect Your Customers' Valuable Records

The New National Loose Leaf Record Album

Beautiful in design.
Durable and flat-opening.

(Patent Applied For)

Write for descriptive list and prices.

NATIONAL PUBLISHING CO.

Factory and Main Office


Salesroom: 225 Fifth Ave., 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, panelled in genuine mahogany, complete, ready to operate including the new RCA, AC Tubes

$225.00

Manufactured by
CHAS. FRESHMAN CO., Inc.
NEW YORK
CHICAGO
LOS ANGELES

FRESHMAN ELECTRIC RADIOS
A GENUINE love of music, fortified by a wide knowledge of the subject, gained through years spent in the business, and the inclination and opportunity of utilizing this knowledge in the business world, represent a blending of the artistic and commercial that has made Miss Jane Barth, record manager of the Eberhardt Music Co., Wichita, Kans., "one of the most successful record merchants in the Middle West," to quote N. B. Smith, district manager of the Columbia Phonograph Co.

Miss Barth has definite ideas on record selling, and feels that the American public is at the present time far more familiar with music than it has ever been in the past. This development is due in large measure to the influence of radio, and Miss Barth comments upon the situation, saying in part:

"Before the radio came, people bought records as a matter of course. Their music buying was done at the dime store, or according to the recommendations of friends, or at the advice of the record street man. They bought records when they had money. Now, through the radio, everyone is beginning to be well acquainted with compositions and the artists and composers concerned, and in practically all cases the customer is willing to listen to record after record until a new music

that with it music can be enjoyed in the comfort of the home fireside and without the often annoyingly obtrusive personalities of the artists. Still another advantage of the phonograph is that with it music can be chosen to suit the mood of the moment."

When a customer enters the record department of the Eberhardt establishment Miss Barth plays a record which serves as an index to the customer's real interests and the reactions are carefully noted. She follows this with interesting anecdotes and information regarding the artists and composers concerned, and in practically all cases the customer is willing to listen to record after record until a new music

Blends Selling and Art -Wins Success

Miss Jane Barth Describes Methods of Building Up Record Sales

By R. P. Tracy

MISS JANE BARTH DESCRIBES METHODS OF BUILDING UP RECORD SALES

Dear Customer:

"KEEP SWEEPING THE COWSERS OFF THE MOON." This is one of the best Columbia releases we have for this month. It is played by Ted Lewis and his band, assisted by Ruth Etting (the Sweethearts of Columbia records). We take great pleasure in calling your attention to this number, as you will have the opportunity of hearing both Ted Lewis and Ruth Etting at the same time, which is indeed an unusual thing.

"WHAT A WONDERFUL NIGHT THIS WOULD BE," whispers Art Gilham in his new release. Turn this record over and he goes on to whisper: "NOW I WON'T BE BLUE." This last number, rather unusual for Art, as he is usually "Broken-hearted."

We also have a new Columbia artist, Fritzie Kie (Cliff Edwards), who is indeed worthy of mention. His first Columbia release 

"AFTER MY LAUGHTER CAME TEARS," coupled with ("I'm cryin' cause I know I'm"

"LOSING YOU.")

Clarence Senna tells us all about 

"THE DEEPSEY PEARL" and also tells us

"HOW TO WRITE A POPULAR SONG." Gives us some pretty good advice too.

It's been some time since the Knickerbockers have given us a release, but their last record is one that was well worth waiting for. "BACK WHERE THE DAISIES GROW," coupled with "WAITING FOR THE RAINBOW," a five-train just fall of.

We are enclosing our latest supplement, and among the large list of new releases we are sure there will be some records that you will want to hear. Drop in and hear them. You are always welcome at Eberhardt's.

Good records to you.

Miss Jane Barth
Oro-tone Products are made to stand the test of Time. Made for manufacturers who want their products to wear well. For Dealers and Jobbers interested in satisfied customers and repeat business over a long period of time.

That's why every Oro-Tone Product is made—from the fabrication of the raw material to the last testing—in one plant—under one roof—our own. Only by completely supervising the manufacture of every tone-arm—only by testing the reproducer at each separate stage can we be sure of that high performance standard which must go with our guarantee.

And this unity of manufacture means economy in production too. So that you may buy genuine Oro-Tone Products for no more than you would pay for most assembled products.

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

The Oro-Tone Co.
1000-1010
QUALITY FIRST
GEORGE ST.
CHICAGO, ILL.
How Miss Jane Barth Won Sales Success

(Continued from page 16)

As mentioned at the beginning of this article, Miss Jane Barth is a musician and has won fame as a composer. The first of her compositions, "My Covered Wagon Pal," was inspired by the film "The Covered Wagon," and has proved a big success. Miss Barth recently informed the writer that to this day she is receiving numer- ous letters from radio stations and theatres who are featuring the number. More recent com- positions by Miss Barth include "Silver Curls," and "Wending."

Miss Barth has been so successful in arous- ing and retaining customer's interest in recorded music that her comments upon the different types who make up the buying public are in- teresting. She says:

"The average person ordinarily tries to act and look as much as possible like everyone else does, but when it comes to selecting music it is so very evident that people are made up of very different emotions and longings be-neath the surface—for it is one of the best things about music, I think, that it can bring satisfaction to our desires and imaginings."

"Some people will have nothing but the wild cat jazz; some enjoy the tunefully soothing symphony classics indicating that they are interested in jazz or in symphony orchestra. There are some who are always on the lookout for new Irish music and we have one or two friends who look over each new Greek supplementary and "Wending."

Dear Customer:

It has just come to mind that in all of our previous letters to you we have never mentioned the fact that we also have in stock some of the finer classical records. Complete symphonies by some of the most famous com- posers in the history of music, and whose masterpieces will live forever. We are mentioning the following in- teresting:

Berlioz: Symphonie Fantastique, by Felix Mendelssohn and Orchestra.

Schubert: Unfinished Symphony by Sir Henry Wood and New Queen's Hall Orchestra.

Beethoven: Moonlight Sonata, by the London Symphony Orchestra.

Romantic: Symphony Fantastique, by Felix Mendelssohn and Orchestra.

These Symphonies are in complete sets with albums. We are also enclosing our regular monthly supplement. Look it over and come in and hear your favorites. You are always welcome at Eberhardt's. Yours very truly,

Eberhardt Music Company

Dear Customer:

You'll be delighted with them. We are sure you must be, his latest number might also be called his greatest. "I'm Waiting for Ships that Never Come In." You haven't heard this song until you have heard Art Gillham whisper it.

We have another selection we do not want to forget to tell you about. "Echoes From the South," by Paul Specht and his orchestra. This is a record of just the old time "Southern melodies and played in their usual way. We are sure you will enjoy hearing it."

The above mentioned are only a few of the many new selections that Columbia have for this month. We are enclosing our monthly supplement, look it over, then come in and ask us to play your favorites for you. We are always pleased to serve you. A welcome awaits you at Eberhardt's.

Have You Heard the ROLA "20"?

UNTIL you have heard the new Rola Table Cabinet, Model 20, it is impossible to appreciate what splendid reproduction can be had in a moderately-priced loudspeaker. This new speaker is proving to be the sensation of the radio industry. This new Rola speaker is specially engineered for use with the new socket-power sets and will handle maximum power and tone-range without trace of rattle or blasting. It also possesses a sweetness of tone and faithfulness of reproduction that places it in the class of real musical instruments.

Rola Table Cabinet
Model 20, $35

Write for the name of the nearest Rola jobber

THE ROLA COMPANY
612 North Michigan Avenue, Chicago, Illinois
Forty-fifth and Hollis Streets, Oakland, California

Rola Reproducer

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

Rola Reproducer
Columbia

Works with and for dealers

*It Pays to be a Columbia Dealer*

Columbia has the phonographs, the records, and the artists the public wants.

Columbia runs the advertising that puts them over, as the following pages show.

Columbia provides at very nominal cost attractive monthly window displays which hit your customers right at the point of sale—stops them at your window, and draws them inside.

Columbia, in addition to its own national newspaper campaign, offers its dealers an exceptionally liberal cooperative newspaper advertising plan for local use. Special electros, stereos, and mats are provided, free of charge.
Columbia Window Displays

Stop the Prospect at the Point of Sale —

YOUR STORE

The display shown on this page was created by Sachs of Paris, a younger French artist of the modern school.

These Columbia window displays, consisting usually of one big central panel, four smaller side cards, and one large streamer, are full of life, color and variety. They are supplied the Columbia dealer at the nominal charge of one dollar a month—the Company standing the balance of the cost.
The window streamer reproduced above, and supplied to Columbia dealers, tells the world where Mack’s new 12-inch Columbia record is on sale. The newspaper advertisements, furnished by the Company in two sizes, in mat, stereo, or electro form, enables the Columbia dealer to run impressive local advertising, dividing the cost of the space with the Company.
The Priceless Prize

$20,000, in commemoration of the Schubert Centennial, will be distributed by the Columbia Phonograph Company to composers who best recapture the melodic spirit of Schubert's Unfinished Symphony.

"Back to Melody" is the unofficial title of the contest. The priceless prize is ever yours in Columbia's Viva-tonal recording of the Unfinished Symphony, Masterworks Set No. 41, the world's greatest short work, recorded the new way—electrically—on Columbia New Process Records, with their smooth, scratchless surface. In six parts, with album—$4.50.

Thrill to Columbia's "Magic Notes!"

On these marvelous new reproducing creations, the Viva-tonal Columbia Phonographs, the original rendition and the record reproduction are twins. Ears cannot hear nor can the imagination conceive a difference. Enjoy all the music of all the world in your own home, when you want it, the way you want it—the Masterworks of Music's Immortals, the latest song hits, the dance numbers that everybody wants to dance and listen to. Every note, from the highest treble to the deepest bass, is exactly "like life itself". Only a hearing can convince you. Visit any Columbia dealer — without obligation. Eleven models, eight sizes, and eleven prices meet every purse, every taste, and every space requirement.

Various models range from the new Viva-tonal Columbia Portable, priced at $35.00, to the imposing Columbia-Kolster Viva-tonal, The Electric Reproducing Phonograph, at $475.00. The last named is equipped with an "electric pick-up", of new design, that plays records, yet its volume can be exactly controlled, by a twist of your fingers, from a whisper to a fortissimo.

Columbia Phonograph Company
1819 Broadway, New York City

Canada: Columbia Phonograph Company, Ltd., Toronto
Now Director Victor Co. of Canada, Ltd

H. J. Trihey Elected a Director of Victor Talking Machine Co. of Canada, Ltd.—Active in Reorganization of Company

MONTREAL, CAN., April 7.—Announcement is made from the offices of Victor Talking Machine Co., of Canada, Ltd., Montreal, of the election of H. J. Trihey, K. C., as a director of the company. Mr. Trihey is also a director of the Montreal City and District Savings Bank and of Canada Foundries and Forgings, Ltd.

Mr. Trihey, who is also the Victor Co.'s counsel, began his association with the talking machine industry in 1921, when he was retained as counsel for Berliner Gramophone Co., Ltd., at a time when that company's affairs were in a disorganized state. He took an active part in the reorganization which ultimately resulted in the formation of Victor Talking Machine Co. of Canada, Ltd. Mr. Trihey is, consequently, eminently fitted for his new and important post in this well-known Canadian organization.

Mr. Trihey fills the vacancy in the directorate created by the resignation of B. Gardner, who recently left for Japan to organize and become managing director of Victor Talking Machine Co., of Japan, Ltd.

H. I. Wildenburg in Important New Post

Emil S. Schenkel, president of the Madden-Schenkel Co., Inc., manufacturers' representatives, New York City, has announced the association of H. I. Wildenburg with the company. Mr. Wildenburg has had 25 years experience as a sales and advertising executive, and among his previous connections were the Larkin Co., of Buffalo, Rothchild Co., of Chicago, and the National Cloak & Suit Co., of New York.

W. M. Fagan Urges Dealer Protection

LOS ANGELES, CAL., April 5.—Walter M. Fagan, president of Pacific Wholesale, Inc., Southern California and Arizona distributor for Okeh and Odeon records, and Sparton radio distributor for Southern California, is waging a campaign to eliminate the practice of wholesalers competing with retail houses. Dealers throughout the territory have expressed themselves vigorously regarding the matter and have pledged their support to Mr. Fagan in his attempt to give the retailer real protection.

Price Reduction on Victrola No. 8-12

The Victor Talking Machine Co. recently announced a reduction of $10 on the list price of Orthophonic Victrola No. 8-12. A merchandise credit adjustment of $10 was awarded dealers for each 8-12 reported in stock as of March 15, the credit to apply against the purchase of additional No. 8-12 instruments.

Garber Broadcasts

Jan Garber and His Orchestra, exclusive Columbia recording aggregation, featured the Columbia Phonograph Co.'s radio hour on March 28. Other artists on the same program included Frank Harris, comedian; Rodolfo Hayes, tenor; the Cavalier orchestra, and the Charleston Chasers, under the direction of Red Nichols.
The New Portable Victrola is a "Natural"

It's true that you can carry it around. But put on a record. Close your eyes... and you're hearing a big cabinet instrument. Tones are rich, smooth, deep. Volume is big and true to life—loud enough for everyone.

The fact is, this new Victrola gives you far better reproduction than many a cabinet machine on the market today. And it has so many other selling points—any one of its exclusive features will be enough to distinguish it. Startling volume—loud enough for a group of dancers. Cabinet of tempered steel—indestructible. Covered with leather-finished fabric. Beautifully finished, metal parts gold plated, gold lacquered. Orthophonic-type Sound-box, marvelous reproduction. Records stop playing automatically. Angle winding key—instantly detachable, a child can wind it. Plays three records—one winding.

It opens up a whole new field of prospects. Every home and apartment in your neighborhood can now afford the finest kind of music.

As a sales-builder, a profit-maker, and a means of selling more Victor Records, this new Portable is a "Natural." It looks like a million! The shrewd dealer will see its possibilities at once. But there's no time to waste. Summer is almost here. Other stores will be displaying them in their windows first—unless you hurry.
How Maison Blanche Radio Section Develops Its Sales Volume

Broadcasting, Home Demonstrations, Newspaper Advertising, Window Displays and Service Are All Factors That Enter Into the Sales of Receivers

By W. B. Stoddard

Large New Orleans department store operates broadcasting station to build prestige and uses every avenue of sales promotion to attract customers. Newspaper advertisements in which specific prices are quoted are found advantageous, together with window displays which effect a tie-up with the store's advertising. Other advertisements tell of future outstanding broadcasts. Home demonstrations, price and service are listed by store's manager as being the most important factors in receiving set sales.

There are many factors entering into the sale of a radio set, and we have found the most important to be home demonstration, price and service. We believe in giving all the demonstration desired. As a general thing the first one is given in the store—the patron having been attracted by our newspaper advertising or window display, and, happening in the store, evinces a casual interest. If interest in any special set is shown, the salesman suggests a demonstration in the home, so that other members of the family may enjoy it. One of our experienced demonstrators then takes the prospect in hand, and in a majority of cases where a demonstration is given the set is sold. The demonstrator explains the simple workings of the set, speaks of the service and repair department which can be called upon at once if anything goes wrong; tells of the easy terms upon which it can be secured; but dwells at greatest length upon the pleasure to be derived in the comfort of one's home from the concerts already been partially sold on its merits from an enjoyment or a price standpoint, and now that he sees the set itself he examines it with greater interest. An atmospheric display is sometimes effective as it visualizes the pleasure the onlooker himself may derive from a set, but as a general thing a simple display that ties up with the printed publicity and keeps the idea of "buy a radio set" constantly before the mind is the best trade getter in the long run.

Everyone in our radio department is a practical radio man. While most women buy chiefly from the entertainment standpoint, as they do a phonograph, and care little for the technical side, the average man understands a little about the scientific end, and woe be unto the salesman if he cannot answer his questions. We conduct a repair department and also send out service men into the homes whenever necessary. We do not trade in old sets on new ones, but we make the matter of payment so easy, and feature so gloriously the advantages of a higher power set that we usually have little trouble in closing a deal on that score. We sell on time when such an arrangement is desired, securing from 20 per cent to 100 per cent cash, and the balance in monthly payments covering a range of from six to eight months.

We ascertain in advance the programs that are to be presented by the broadcasting stations within range of the average set, and advertise these in our special radio announcements. People who have become so accustomed to look for these notices, while those who do not have one, when they read of the excellent programs they are missing, begin to consider the purchase of an up-to-date cabinet radio. This is most profitable publicity.

The radio ads of this firm are noteworthy in that they usually stress one particular point. One recently called attention to "Free Demonstration in Your Home," and concluded with the pricing of several sets; while another advised "Tune in on Davenport WOC, Thursday, at 8 p.m."

Other advertisements of future outstanding broadcasts. Home demonstrations, price and service are listed by store's manager as being the most important factors in receiving set sales.

The Demand for Quality Never Ceases

To learn the difference between ordinary Cotton Flocks and "QUALITY" Cotton Flocks, order a sample bale of our Stand-

M'A'G. Radio & Phonograph HARDWARE

PERFECT Portable Needle Cup
Open Stays Oopen
Closed Knobs Olosed
Star Mach. & Nov. Co.
Bloomfield, N. J.
An acoustical gem in a magnificent setting—
Each SYMPHONIC and LOW-LOSS REPRODUCER is beautifully encased in a gold embossed silken container commanding attention and bespeaking its quality.

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

Symphonic Nickel Plated $8.00
Gold Plated . 10.00

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

Overture 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 phonograph, and you will be amazed. Booming basses—highest trebles—marvelous detail.

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

SYMPPHONIC SALES CORPORATION
370 SEVENTH AVE.
NEW YORK

SYMPHONIC A
STANDARD PRODUCT

NICKEL PLATED $10.00
GOLD PLATED $12.00

LOW LOSS
SYMPHONIC
PHONOGRAPH REPRODUCER

It is safer to BUY a standard product.
It is safer to SELL a standard product.
That is why the Symphonic trade mark on a reproducer is of more importance than the price tag.
 keras

the new Columbia Viva-tonal. He did not ask us to buy a large quantity of the instruments, but to take only a sample. We did, and from that day to this our business with the Columbia Viva-tonal phonograph has been big.

"Although our volume of sales last year was satisfactory, we are plugging along this year to exceed 300, and at the present time the prospects for reaching a bigger volume are good."

The Rhodes-Burford Co., which was founded and is operated at the present time by Col. H. C. Rhodes, one of the oldest active furniture men in the country, operates other stores in Paducah, Ky., Metropolis, Ill., and Union City, Tenn. Some of these stores did not include a phonograph department, but the success which rewarded the efforts of the Mayfield store has led the officers of the company to add the line, and all stores now feature the product.

Attracting Public Attention

Mr. Gardner has an unusual method of attracting the attention of customers entering the store to the Columbia phonograph department. He did not wish to mar the appearance of the establishment by having an unsightly sign erected, so, instead, he had an oil painting made which depicts a Southern scene with one of the popular excursion steamers coming down the Mississippi. Cotton fields are shown on the bluffs and several negro figures are going about their various tasks. To the right of this scene, is an oil painting of the Columbia Viva-tonal phonograph, model No. 810, and standing before the instrument is a negro pickaninny, dancing the "Charleston" to the strains of the music.

$25,340,660 Income
for Union Carbide

The Union Carbide & Carbon Corp., of which the National Carbon Co., Inc., manufacturer of Eveready batteries, is a subsidiary, reports for 1927 a net income of $25,340,660, after Federal taxes, depreciation, interest and subsidiary preferred dividends. This is equivalent to $9.52 a share earned on 2,697,733 shares of no par capital stock, and compares with $24,142,606, or $9.08 a share in 1926. Directors of the corporation have approved plans, it was announced, under which the executives may acquire larger financial interests in the corporation in order to encourage those responsible for determining and carrying out the corporation's business policies.

H. J. Rumsey, of the Vesta Battery Corp., gave an interesting talk on "Credit Matters" at the recent meeting of the National Battery Manufacturers' Association in Chicago. The meeting was largely attended.

Instructions on Use
of Radio Set Tester

A booklet containing detailed instructions for the use of the Weston model 537 AC and DC radio set tester has been prepared by the Weston Electrical Instrument Corp., Newark, N. J. It explains the general purposes of the instrument and goes on to tell how to test the conditions of batteries and circuits on receiving sets so operated and also AC operated sets. The tester has been designed for use by service men and manufacturers.

Newcombe-Hawley
Washington Jobber

The Doubleday-Hill Electric Co., 715 Twelfth street, N. W., Washington, D. C., has recently been appointed a distributor for Newcombe-Hawley radio reproducers.

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-sanny 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.
Rhythm Demands the Best Motor

Because rhythm is the thing, it makes the motor, by all odds, an important part of the phonograph, and the governors one of the most important parts of the motor.

That's why the governors of every Junior motor are given such careful tests before and after they become a part of the complete motor. The little steel balls are carefully weighed, the bearings are minutely examined, the arms are made just the right length.

And, when run, the arc of the circle the arms describe and the speed with which they rise and fall is carefully noted. They must be right or they don't become a part of a Junior or Flyer motor.

It will pay you in profits and good-will to insist that the portables you sell are Junior or Flyer-equipped, for manufacturers, dealers and buyers everywhere have come to recognize them as the finest in the world for portable phonographs.

The General Industries Co.
Formerly Named The General Phonograph Mfg. Co.
Elyria, Ohio

Makers of Precision Products for a Quarter of a Century
Money-Making Suggestions for Ambitious Merchants

Get Ready for the Heavy Portable Season—You Pay Rent for Your Window Space, Use It!—Let Customers and Prospects Know What's on the Air—A Classification of Records—Music Week Opportunities

With the approach of May, the hundreds of thousands of city residents who spend their Summer months at the beach or in the country, are planning the annual exodus to camp or bungalow—and what are you doing about it? Musical entertainment, either by radio or the phonograph, has become practically a necessity in the home, but most families do not wish to bring expensive and, what in smaller dwellings would be large instruments, to their Summer homes, so the portable phonograph comes to the fore as the instrument to be pushed during the next month or two. The window displays of many dealers show that they have given thought to the appeal of the portable instrument, for in practically every section of every city a portable display occupies the window. Other dealers seem loath to give adequate space to pushing portables, but if it is kept in mind that the portable sale represents a cash sale and the additional sale of $5 or $10 worth of records, it will be seen that this business is a most profitable one. Go after it.

Window's Rental

The value of an attractive window display is conceded by everyone, yet to judge by the appearance of the windows of many music and radio shops, this space would seem to be regarded as merely a depository for odds and ends. An interesting comment on window display space appeared in the March issue of "Radio Sales," issued by F. A. D. Andra, Inc. It reads in part: "If somebody came to you and suggested that you spend $1,800 next year for advertising you would think that was a pretty big amount. Yet if you are paying $300 a month rent for your store, at least half of that is kept in mind that the portable sale represents a cash sale and the additional sale of $5 or $10 worth of records, it will be seen that this business is a most profitable one. Go after it.

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Almost one hundred different size variations of VALLEY FORGE NON-JUMP MAIN SPRINGS, but only one standard of quality—the highest.

VALLEY FORGE MAIN SPRINGS are packed in individual cartons—never sold in bulk.
Make comparisons if you wish—but you don’t need to! Accept the judgment of the thousands of successful merchants who have made Plaza Music Co. the largest firm of its kind in the United States.

Send today to your nearest jobber for samples of our new portables, or write to us and we will send you jobber’s address.

Sales Records 1928

1927  1928

January  Brand  Brand
February  Brand
March  B
April  
May  
June  

PLAZA MUSIC CO.
DEALERS ARE MAKING NEW SALES RECORDS FOR 1928

Sales Records

10 WEST 20TH STREET
NEW YORK, N.Y.
MOST MODERN
of all portable

This United Electric Pick-Up—
complete with arm, cord, plug, and
volume control—retails at $16.50.
The heart of this product is our
Super-Magnet, which in cost to us
and actual value is far above com-
petition. Gives you astonishing
volume and tone quality. Brings
electrical reproduction to any
phonograph—and offers to jobbers
and dealers a highly profitable busi-
ness converting mechanical phono-
grahs owned by customers now
on your books. Send today for
samples.

Here is the most efficient motor ever built for port-
able phonographs—United No. 2—a strong-pulling,
silent, durable, even-running unit equipped with an
easy, noiseless worm-gear wind usually found only
in the more expensive cabinet phonograph motors.
This, and other, exclusive United features mean
something to you in your selling—because this motor
is designed and built for portables exclusively.
DEALERS are now insisting—and rightly—that motors, installed in the portables they buy, give perfect performance. And this seems logical inasmuch as the motor is usually the most expensive unit in any portable—and therefore expected to be the most efficient.

Most successful portable manufacturers have been quick to note this careful attitude of their dealers, and have made demands upon us to produce a strong-pulling portable motor which always runs silently at exact uniform speed.

This we have done with the new United No. 2, a motor for portable phonographs that assures smooth, silent, rhythmic, lasting power to the instrument. Because of this, a portable phonograph actually has more value equipped with the New United Motor No. 2.

And we will be glad to send samples of United Products to responsible manufacturers so that they may see for themselves how United equipment guarantees the utmost in reliability and lasting business to their Dealers.
Interesting Events of the Trade in Pictures

Above—Leon Errol and his leading ladies in "Yours Truly" listening in on an Atwater Kent set between acts.

Above—Left to right: Arthur Trostler, assistant to the Chairman; Joseph D. R. Freed, president; Arthur Freed, vice-president; and Alex Eisemann, Chairman of the Board, Freed-Eisemann Radio Corp., displaying new Auditorium Amplifier at luncheon of Talking Machine and Radio Alen, Inc., in New York.

Above—Rosamond Pinchot, famous actress and niece of former Governor Pinchot of Pennsylvania, enjoys Kolster Radio reception while "making up."

Left—One of the world's most famous musical organizations, the Vatican Choir, is here shown chanting for Brunswick records.


Left—Harry Currie, Louisville, Ky., Brunswick dealer's set up with Vitaphone production of "The Jazz Singer."

Above—Robert W. Bennett, who was recently appointed general sales manager of the A. C. Dayton Co., prominent Dayton, O., radio manufacturer.

Above—D. W. May, Newark, N. J., radio distributor, uses this traveling display to bring the Splitdorf line to dealers' attention.

Above—Window display in Japan featuring the products and the "magic notes" of the Columbia Phonograph Co. Note the futuristic elements in the display.

CLASS!

WHAT is there in the rakish ensemble of a Rolls Royce, the finish and balance of a Steinway grand, the craftsmanship of Tiffany ware, or the lustrous face of a Piquet watch that shouts "class" to the buyer? It is that "indefinable something"—the "it" in popular parlance—which convinces the consumer that here indeed is the superlative object of its kind, that now, at last, he need look no further.

Consider the new Orthophonic Victrola 8-35. What a creation! What a spectacular, startling and surpassingly beautiful musical instrument it is! Little wonder that the Victor product stands, as ever, preeminent in the field.

8-35 spells new life and plenty of real good dollars for up-and-going Victor dealers. Many are going to gather a sweet harvest, that much is certain. Will you be one of them?

C. BRUNO & SON, Inc.
Victor Distributors to the Dealer Only
351 FOURTH AVENUE  NEW YORK, N. Y.
1834—Almost a Century of Dependable Service to the Music Trade—1928
Announcing

THE ALL-AMERICAN
MOHAWK CORPORATION

A consolidation of the Mohawk Corporation of Illinois and the All-American Radio Corporation into one mighty organization, with the finest possible facilities for the building of radio receivers. All manufacturing activities are centered under one roof, under the supervision of capable engineering and production authorities, assuring thoroughness and precision of manufacture. The merchandising of MOHAWK All-American RADIO products will be guided by an aggressive organization, manned by executives whose background of experience dates back to the birth of the industry.

Those radio retailers who are on the alert for a line of radio receivers of outstanding merit, with eye value that attracts, selectivity and tone quality that clinches sales, at a price consistent with perfect workmanship, will do well to watch for the announcement of the MOHAWK All-American RADIO line, to be revealed in the near future. Wire or Write NOW!

The Officers of the All-American Mohawk Corporation

E. N. RAULAND, President
GUSTAVE FRANKEL, Vice-President
OTTO N. FRANKFORT, Vice-President in Charge of Sales
DONALD MacGREGOR, Treasurer
DOUGLAS DeMARE, Secretary

ALL-AMERICAN MOHAWK CORPORATION

4201 Belmont Avenue Chicago, U. S. A.

Appointed Assistant Sales Manager by Portable Phonograph Manufacturing Concern—Has Wide Sales Background

The Allen-Hough Mfg. Co. announces the addition to executive sales staff of W. G. Dorward, who comes to Allen-Hough from the

Wide Interest in Display Campaign

Announcement of the winners in the recent window display contest sponsored by Fada radio has been made by F. A. D. Andrea, Inc., of Long Island City. The contest aroused great deal of interest among Fada dealers throughout the country and many photographs of windows were submitted.

THE INSIDE BACK COVER OF This issue of The WORLD has a very important message for phonograph manufacturers and dealers. Read it Carefully

Does Work for Firms in South America

Arthur L. Van Veen, president of Van Veen & Co., Inc., New York City, manufacturer of talking machine wareroom equipment, reports two recent South American installations of Van Veen equipment in Felix de Bedout y Hijos in Medellen, Colombia, and J. V. Megollon, Cartagena, Colombia. Mr. Van Veen reports both installations are of the highest grade.

On Long Trade Trip

Herman Cohen, son of N. Cohen, president of the Wall-Kane Needle Mfg. Co., Brooklyn, N. Y., left recently on his initial trip on the road in the interest of Wall-Kane products. Mr. Cohen's first trip is quite an extensive one, as he will cover practically the entire country.

Plans Second Radio Audition This Year

Announcement by Atwater Kent Foundation of Philadelphia States Awards Will Be the Same as Last Year

PHILADELPHIA, Pa., April 6—Another National Radio Audition will be held this year, according to announcement made by the Atwater Kent Foundation of this city. The awards, totaling $17,500 with tuition in a musical conservatory for certain winners, will be the same as last year. The competition to be held over the radio by states and districts is open to all amateurs, male and female, between the ages of eighteen and twenty-five.

As in the previous audition, local and state contests will be conducted by civic, musical and cultural clubs in cooperation with the Foundation, which is a corporate institution established in 1919 for philanthropic, educational and scientific purposes.

In a statement announcing the new audition, Mr. Atwater Kent, president of the Foundation, and through whose generosity the awards are made, said in part: "The results of the National Radio Audition of 1927 were so splendid that the Atwater Kent Foundation has authorized another contest during 1928. I am proud that our efforts to discover young amateur singers in every state, and to give them the opportunity to be recog

With The NEW Atwater Kent Model 37 A. C.

THESE popular Red Lion-Atwater Kent combinations have found great favor among those who want first-class A. C. sets at moderate prices. For today's big business in radio is in the popular priced field.

From your Atwater Kent Distributor you can secure a complete line of Red Lion Cabinets in desk, console and chest types for the new Atwater Kent Model 37 A. C. Radio. And of course you can also get the regular line of cabinets for Atwater Kent Models 35, 30, 33.

An ideal outfit is the new Red Lion-Atwater Kent Combination which supplies cabinet, A. C. set and built-in speaker to retail at $133.

Full particulars of our complete line of models sent on request.

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Why Dealers Should Handle Radio Cabinets in 1928-9

Volume and Profit Possibilities of Products Should Be Analyzed—Artistic Cabinets Give Dealers a Profit-Producing Line

By Lambert Friedl
President, Symphonic Sales Corp.

(Rev. Friedl, the writer of this article, has been connected with the music-radio industry for a number of years, and is an authority on all phases of business management as applied to our own particular industry—Editor.)

The term "Progress" in its strict definition implies changes. This is particularly true of the radio art and industry. Anyone desirous of building and maintaining a position for himself in either division of radio, must begin with his mind prepared to either create and replacements, consisting of headsets, bat-teries, eliminators, etc., are coming into the manufacture of sets, in order to continue the contacts they built for themselves in the past, and to operate their respective plants at a

which fact they have in most instances proved most profitable for the trade to handle.

The best way to illustrate that the great future of accessories sales, as a source of revenue to the jobber and the dealer is now in the past, is by the fact that many manufacturers of bat-teries, eliminators, etc., are coming into the manufacture of sets, in order to continue the contacts they built for themselves in the past, and to operate their respective plants at a

Looking Back

Reviewing the past seven years of manufacture and sale of radio as a source of home amu-sement discloses a library of information. Broadcasting was followed by converting almost every machine shop into a radio "laboratory" and every peanut stand into a radio "salon." The advertisers of commerce and industry rushed headlong into the very center of the arena, only to end their ill-conceived ventures in the clouds of grief and loss. Methods, means and ethics were imported into this baby industry that seemed certain to prevent its advance and growth and indefinitely retard its progress. Thinking men in the business looked upon it all as hopeless chaos.

The Door to Stability

With all the foregoing, radio grew and prospered. With it all, each year it became more and better stabilized. Brains, efforts and guidance of big type men, leader type business executives, have finally created orderly proceed-ings. We now stand on the very threshold of the last door to be unlocked, leading into the inner chamber of safety and stability in radio. It might therefore be of some interest to view the problems confronting the radio jobber and dealer at this writing. In the past the radio jobber's and dealer's revenue was derived from the sale of parts, accessories and sets. The parts business, with the exception of some few jobbers and dealers who still specialize in merchandising parts, gave out first. Then came a very heavy percentage of sales in accessories and replacements, consisting of headsets, bat-teries, various kinds of eliminators, tubes, etc. These sales represented large volume and heavy percentages of the total sales of the wholesale and retail merchants.

Sales of Accessories

According to the best obtainable information the sale of accessories used to represent a per-cent age running anywhere from 20 per cent to 75 per cent of some dealers' and jobbers' busi-ness. Besides, these sales represented fairly quick turnover of inventories by reason of

far more substantial and satisfactory profit.

New Problems Confront Trade

With the arrival and almost universal adoption of the AC type set by practically all manu-facturers, new problems are confronting the jobber-dealer contingent. Further, the ef-ficiency in engineering and manufacturing, and extremely keen competition have forced the list prices of sets to a new and lower level, thus reducing the average unit sale of radio mer-chants. Another worth while factor to consider.

What Will Take the Place of Accessories?

What is there then that will enable the wide awake element to secure the desired volume of business in 1928-29? The answer seems to be simple enough. Without any hesitancy, briefly and concisely it can be stated. Whatever the dealer will decide to add to his lines must necessarily be merchandise, the sale of which guarantees the indisputable possibilities of

(1) Volume, and

(2) Profits.

The goods to be added should be as near kindred to radio as possible. It is generally admitted that kindred merchandise can be sold by the same salespeople to the same customers, and because of this the overload is not in-creased. Boiled down to a few words, here is a wholesome, guaranteed recipe for 1928-29:

Add a Good Line of Radio Cabinets

(1) Select a line of sets most suited to your field of operations, made by reputable manufac-turers, operating under the "hilt" principle. (This for the sake of safety).

(2) Sell aggressively. Do not be satisfied with business walking into your store through the front door. Reach out far that vast clientele that needs but to be reminded of the fact that their homes are still without radio sets.

(3) Sell radio cabinets. Sell them with new sets, and sell them to those to whom you have sold table-type sets in the past. Cabinet sales can and will replace a good bit of the sales of accessories now rapidly going out, and to be entirely gone as a factor in retailing.

Easy Going

Analyze the above three points and you will find that you are moving ahead and along the lines of least re-sistance. Every home prefers a radio set housed as a complete unit. Right here, however, just a word of caution should not be amiss. It is no less impor-tant to sell a good and staple line of cabinets than it is to choose a good radio set. The source of your supply should be closely scrutinized as to its qualifications to serve you and its ability to design, build and deliver to you that are certain to enhance the sale of your sets and satisfy your most critical cus-tomers. Finally, be sure that the speaker units used by your cabinet manufacturer are of stand-ard and accepted make. The importance of these points cannot be overemphasized.

Reduces Prices on Two "B" Batteries

List prices on two Eveready round-cell "B" batteries, Nos. 770 and 772, were reduced, effective April 1, accord-ing to an announcement of the National Carbon Co., Inc., New York. No. 770, which hitherto sold at $4.75 list, will be sold to the public at $4, and the No. 772, which sold at $3.75, will be retailed at $2.75. These two batteries were the company's leaders in the "heavy duty" and "medium size" radio dry batt-ery field until the introduction of the "Layer-hilt" principle. Dealer prices are lowered in proportion.

The announcement was made in a letter to dealers from the general sales offices of the National Carbon Co., Inc., New York, and points out that "Eveready quality will be rigidly main-tained with the result that dealers can now offer batteries of the highest quality at com-petitive prices."

Ryan & Hughes, Inc., 230 West Fifty-fourth street, New York City, radio dealers, recently filed a petition in bankruptcy with liabilities of $123,000 and assets of $34,600.
A MESSAGE of THANKS
and a word of PROPHECY

THE Farrand Manufacturing Company has just completed the most successful business year in its history... more Farrand Speakers having been sold during the 1927-28 season than in any similar period in its career. While recognizing this as further tribute to Farrand supremacy in the cone field, we are more than mindful of the part played both by distributor and dealer. To them... to every Farrand distributor and dealer through whose joint efforts this splendid record was made possible... we convey our hearty thanks...

and likewise....

the assurance that the Farrand line for the coming season will, more than ever, continue to merit their fine support.

FARRAND MANUFACTURING CO., INC.
LONG ISLAND CITY - NEW YORK

Farrand
Always the FIRST Cone SPEAKER
The answer is always—

---

**Gold Seal Radio Tubes**

Check off the advantages which a line of tubes should offer you—Gold Seal gives them all:

**First**—a strong hold with the public, both because of aggressive advertising and because, with all the enormous number of tubes we have sold, we have stuck to the quality that makes satisfaction sure.

**Second**—the store that sells Gold Seals has every modern aid to attract attention to its Gold Seal line.

**Third**—the Gold Seal Policy is a Square Deal for all. 

*It will pay you to write for particulars.*

**Gold Seal Electrical Co.**

250 Park Ave., New York

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The Pacific Coast Trade Bodies Plan Great Pageant of Music

International Pageant of Music and Exposition to Be Held June 18 to 30, Sponsored by Western Music Trades Association and Southern California Group

In a unified effort to place the music industry where it rightfully belongs, with its product as a basic factor in every American family's life, the Western Music Trades Association and the Music Trades Association of Southern California, both with offices in Los Angeles, have launched plans for an International Pageant of Music and Exposition, to be held there from June 18 to 30 in the Ambassador auditorium. Brilliant pageantry, music and entertainment is programmed to attract the crowds, while the artistic, educational and mechanical development of the music industry is the fundamental of the event.

Waldo T. Tupper, known for his success in handling trade exhibitions, among these being the International Health shows, the National Business shows and the Los Angeles National Radio Show, has been appointed managing director. Prominent among the general committee, who consist of heads of Los Angeles musical instrument houses, are Edward H. Uhl, president of the Western Music Trades Association, and W. H. Richardson, president of the Music Trades Association of Southern California. A. G. Farquharson, executive secretary of both associations, has been named secretary of the pageant.

Keen interest in the show is being evinced, as has been attested by mail and telegraphic inquiries, according to Mr. Tupper, from all parts of the country. At the time this article was written, 62½ per cent of the space had been contracted, Mr. Tupper stated.

Mr. Uhl, in announcing the project, said: "Competition for the consumer's dollar will be very keen during 1928. Already the automobile and electric refrigeration groups have launched "competition for the consumer's dollar. Some industries are going ahead rapidly, while others with an equal right to exist are on the decline. Those making progress are the ones which have been the most successful in captivating the public's attention, and a Music Pageant, such as is planned in Los Angeles, should prove one of the most effective trade exhibitions as yet devised."

That the show will prove a great merchandising medium, was indicated by Mr. Tupper, in announcements that the leading musical instrument houses of Los Angeles are sponsoring the project, and that virtually all lines of musical merchandise will be arranged on competitive display.

The show is being constructed as a "city of music," with all wall booths designed after the fashion of downtown store buildings, with building front effects. The streets or aisles of the exposition will be named "Harmony Way," "Jazz Boulevard," "Melody Lane" and similar intriguing titles. A plaza or "city park," consisting of open booths, will occupy the central portion of the show, and in the immediate center will be placed a bandstand, with revolving platform, on which entertainers will appear.

Imparting an international flavor, each day and night of the show will be dedicated to a different nationality, and the best available entertainers, chiefly musicians, representing that nationality, will participate in a music contest of the nations. Thus, the exposition is expected to have a far-reaching effect, pulling from every quarter of Southern California and interesting the leading races of the world.

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<td>GSX 280</td>
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**Patent Granted**

John F. Nielsen, of the engineering department of Fada radio, has received a patent from the United States Patent Office on a system for reproducing pictures transmitted electrically. The assignee is the Western Electric Co., in whose laboratories Mr. Nielsen was active before joining the Fada radio staff, where he is now engaged in special development work on speaker design.
Majestic

in 30 days will announce

the greatest line of quality all electric radio receivers that years of radio power leadership can produce, at the lowest prices ever placed on merchandise of this character.

when you see them
when you hear them
when you price them

You'll Know!

GRIGSBY-GRUNOW-HINDS CO.
4540 Armitage Ave.
Chicago, Ill.
Merchandising the Finest Recordings Profitably

Miss Lucy T. Hacker, of Rice & Co., Vicksburg, Miss., Describes Methods of Increasing Red Seal Record Sales

(Continued from page 33)

The Red Seal stickers have been one of the nicest little reminders of the slack buying of Red Seal records. Numbers of my customers have commented on them and said that they reminded them to get certain Red Seal records that they had been wanting. These little stickers have been used on each letter and package leaving the store. The real idea is to keep constantly in the mind of the public Red Seal records; and it takes every kind of advertising to do it.

Suggestion is the most important of all in selling Red Seal records. To suggest you must: (1) Know your composer, (2) Know your artist, and (3, last but not least) "Know Your Records."

Remember as much as possible your customer's likes and dislikes in music. Be able to readily suggest something when your customer comes in to hear records. Some like songs, some orchestral pieces. Remember this, be on the job and tactical. The "Musical Galaxy" has been a great help in selling Red Seal records. These were mailed out and handed out at the counter with the assurance that each record mentioned in the book could be heard and secured in your department.

Play music for the children—they love music and the parents buy what the child wants and likes, whether it is jazz or classical. "Try playing with your selection of jazz for the average modern child a Red Seal record, something pleasing, for instance, "The Southern Rose Waltz," by Strauss; nine out of ten buy. It is not the child's fault that they buy all jazz, but they have never heard the other, therefore, they know nothing about it. In this particular case your suggestion is invaluable.

Yourself! Be enthusiastic over your work. Full of pep! If you like a record, you can sell it. Familiarize yourself with all the records and your sales will increase. Like your work. If you do not, check out and give someone else the place. If you are not interested in your work and do not like it, you are doing yourself and all concerned an injustice. Most salespeople (girls especially) think that selling Red Seal records is like any ordinary salesmanship—all they are interested in is their salary check. So far as satisfying their employer or customer, they never give it a thought. This type of salesperson should be readily disposed of. To make a success of your work:

PHONOGRAPh CASES

Reinforced 3-ply Veneer

The Standard Case for Talking Machines and Radio Sets

Let us Figure on your requirements

MICA DIAPHRAGMS

For Loud Speakers and Talking Machines

American Mica Works
47 West Street
New York
Phantom melody of the air is magic realism to your ear as you listen to the new UTAH SPEAKER. Full, rich, harmonious, the tones come in with mystic fidelity to original values.

*The new, complete line covers all designs—prices ranging from $10 to $100*

UTAH RADIO PRODUCTS COMPANY, 1615 South Michigan Ave., Chicago
Greater Re-sale Value

ATLAS Plywood Packing Cases will bring the highest prices in the second-hand market every time. These modern containers are so strong and well-made that radios and phonographs packed in ATLAS Cases come through in perfect condition with the cases themselves undamaged and absolutely O. K. for restuffing. "ATLAS" on a packing case tells the world that he is getting a container that's still good for many long distance shipments. That's why you will pay more for ATLAS Cases. He knows he can depend on them.

Increasing the Sales Volume of the Finest Music on Records

(Continued from page 32)

record selling you have to make it one of the many things you live for. Think Victor, talk Victor, eat with Victor and dream of Victor. Be on the learning side. We never knew so much that we cannot know more. Never say "I think" when you speak, make it authentic. Never argue with a seemingly egotistic customer. The music masterpieces and other Red Seal records have been very successfully sold by letting the customer take them home for a night. There they have a place to try them out white and call your customers, and, too, Red Seal buyers have to please more than themselves sometimes. This gives them a chance to hear them together and they buy. Of course, these records go out with the understanding that they are to be returned in perfect condition. It is wise to know the customer that you are sending them to; use your own judgment in this case.

Stay With the Customer

Never leave a customer in the record booth alone unless requested to. This shows lack of interest, and the customer will not only feel neglected, but will not buy, nor return again to be treated this way. Remain in the room, only when necessary to come out for more records. Each record that you play tells the customer of some particular part to pay especial attention to. This makes the customer listen more closely to the entire record. The customer in this way realizes what he is getting for his money and is satisfied. Make the customer go home with the idea that he has just what he wanted. There is no advertisement so lasting, so wide reaching and so sure to grow in value as the "Satisfied Customer."

Use the Sales Helps

Use the posters and window cards that you get from the Victor Company. Keep constantly in mind that the more advertised, the more you will sell. If you are unfortunate enough to be out of a certain record that your customer calls for, order it at once and call or send it to him as soon as it is received, which will be within three days. They appreciate this and will gladly wait for the record if you do not have it in stock. While in your department suggest something else for them. Be accommodating. Do not let anything be too much for you to do for your customer—ensure them that it is a pleasure to serve them and not a duty.

When new records are received use your telephone and call your customers, and tell them of the outstanding numbers. Have them come in and hear these records and while they are in suggest others. No word in the vocabulary is more filled with significance than the word "quality," and the Victor Red Seal records are all quality. Teach your customer this.

Some Selling Advice

Never make a customer lose confidence in you at once and it can never be regained. Be on the square with them, like the Victor Company is with its dealers. Help the prestige of the Victor Company last forever. They have the goods to deliver. Meet the customer in the ideal in the mind of the individual. Have patience with your customers. Do not rush or become impatient with them. Do you buy the first pair of shoes when you first try one on?

Always have supplements with your name stamped on them and hand them to every customer. Tell them to look through the list and return to hear the records. This brings them back. From the time the customer enters your department he is your problem, study his tastes in music, learn what he wants and stay by him until he gets it, and if he does not buy, always leave him with a smile—"They will buy later."

Your Mailing List

Keep an up-to-date mailing list-use it. Every Orthophonic you sell, put the name and address of the purchaser on your list and send them the supplement regularly. Keep their Victrola constantly in mind. Do not allow it to become old to them. Sell them new records to make them play their machine more. The more they buy the more they want and they will buy it if the record company keeps its promise and played. My middle name is suggestion, and suggestion is the biggest money-making proposition ever. But, as I have stated before, to suggest you must know your records. Keep artists' pictures in the record booths and be able to readily give a brief history of their lives, or tell of some particular instance in their lives that will make a lasting impression.

Advertise your records in local papers as they are released. Make arrangements with your local paper to have a brief history of the great composers' lives published and in this article mention some of their compositions, also state that the compositions are published and can be purchased at any Victor dealer's department. The artists can also be advertised in the same way. The people are very anxious to hear these records after they know something of the artist and composer and, as I have stated before, the more advertised, the more sold. And it only takes a few minutes to bring this (otherwise lost) business to your department. If not there is to be a musical or opera in your city, before it comes, run an ad stating that the selections that are to be in the opera or musical can be secured in your department. Have a list of these records in your window two or three weeks before the musical.

Give an album with every three or six records bought. You can secure albums at little cost that hold three or six records. Suggest this to your customers, if they buy three records they get the album free, this makes them buy three records where they would otherwise buy one or two. Each week select some "particular" record to suggest to every customer that comes in, great results have been derived from this. Arrange your display to get the records for Mothers' Day, birthdays and Christmas. Have a Victor window. Place an Orthophonic Victrola in the window and tastefully arrange the Red Seal records, pictures and hangers. Make it as attractive as possible for the passer-by.

Write a personal letter to your out-of-town customers who have not been in recently and who cannot be reached by telephone. Tell them that they have been missed, that you are sending a list of new records you are sure they will like and ask if you might send them a selection. If you have been the salesperson that should have been, the customer will order a number of records from your selection.

Service is what people crave—give it to them. Keep a complete stock of records, especially the standard ones. For instance, Souvenir, Barcarolle, etc., are these good records for suggestion when the customers do not know what they want. Keep in mind that money is made on turnovers and lost on leftovers.

Marketing Electric Window Ad. Sign

The McDonald Travo-scope, an electric window advertising sign, is now being marketed by Scientific Products, Canada, Ltd., manufacturers of the McDonald howl arresting device for radio tubes. H. Whittaker, sales manager, announced this product upon returning to his desk in New York from a visit to the home office of the company in Montreal.
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

OKEH PHONOGRAPH CORPORATION

OTTO HEINEMAN, President and General Manager
Sole Sales Agents

25 West 45th Street
New York, N. Y.
Perhaps the music you sell would have pleased

THE GAY NINETIES

Like Springtime, ours is constantly budding into new rhythmic and harmonic colours.

Our musical arrangements are fastidious achievements in the art of modern jazz. Our dance music is more than a pleasure... it is a thrill to the Dancing People.

Ask to hear our

Okeh Phonograph Corporation

OTTO HEINEMAN, President and General Manager

25 West 45th Street  New York, N. Y.
Richard Wagner's Classics

European recordings of the great composer's masterpieces...

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<th>Price</th>
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<td>3223</td>
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<td>$1.25</td>
<td>Dollar Princess, Waltz from “Die Dollarprinzessin” (Leo Fall).</td>
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<td></td>
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<td>Your Dance Is A Love Memory, from “Die Geschiedene Frau” (Leo Fall). Dajos Bela and His Orchestra.</td>
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PIETRO MASCAGNI, Conducting the Orchestra of the State Opera House, Berlin

ODEON ELECTRIC RECORDS

OEHE PHONOGRAPHS CORPORATION

OTTO HEINEMAN, President and General Manager

25 West 45th Street
We have put to work the best steel . . . the result is a perfected needle . . . a needle that keeps faith with music.
Dearborn Agency Gets Important Account

United Air Cleaner Co., of Chicago, appoints H. Donaldson Leopold, Vice-President of the Agency, in Personal Charge of the Account

CHICAGO, ILL., April 5—Frank F. Paul, general sales manager of the United Air Cleaner Co. of this city, announced this week that the Dearborn Advertising Agency, which has been associated with the agency for many years, has been appointed advertising counsel to the company.

Ray Reilly Carryola Sales and Ad Mgr.

Has Been Associated With the Phonograph Industry for Fifteen Years—Formerly With Columbia and Sonora

O. L. Prime, president of the Carryola Co. of America, Milwaukee, Wis., manufacturer of Carryola portables and phonographs and the Carryola portables division of the United Air Cleaner Co., of Chicago, announced this week the appointment of Ray Reilly as sales and advertising manager of the company with headquarters in Milwaukee.

The appointment of Ray Reilly as Carryola's sales and advertising manager will be welcome news to the phonograph industry throughout the country, for he has been associated with the music trade for fifteen years. He started in the phonograph industry as a house-to-house canvasser for phonograph products, subsequently being a factor in every phase of retail and wholesale merchandising. In the fifteen years that he has been identified with phonograph activities, Mr. Reilly has been associated with only two other companies outside of his own business—namely, the Columbia Phonograph Co., Inc., and the Sonora Phonograph Co., Inc. With the former organization Mr. Reilly attained exceptional success as a member of the Chicago sales staff, at one time winning recognition as the first man in the entire Columbia country-wide organization in point of sales volume. As district representative for the Sonora Phonograph Co., Inc., covering Chicago territory, Mr. Reilly won the friendship and esteem of jobbers and dealers through his ability to co-operate with them along practical lines in solving their sales problems.

During the past six years, Mr. Reilly has also made a detailed study of radio merchandising, visiting radio jobbers and dealers throughout his territory and acquainting himself with sales developments in this industry. He, therefore, brings to his Carryola connections a thorough knowledge of merchandising as applied to phonograph and radio products which will give him an opportunity to work in close co-operation with Carryola dealers and wholesalers.

New Distributors

Lambert Friedl, president of the Symphonic Sales Corp., New York, sole sales representative for Wasmuth-Goodrich radio cabinets, announced this week that the company had appointed the Times Appliance Co. and Stankey & Patterson, of New York City, as distributors for these products. Both of these concerns are RCA jobbers and are recognized as among the foremost radio wholesalers in the East.

The RCA license for tuned radio frequency receivers and for power supply and power amplifier units, formerly held by the William J. Morlock Co., of Chelsea, Mass., has been transferred to the Philadelphia Storage Battery Co., of Philadelphia, Pa.

Brunswick Co. to Make Radio Sets in Co-operation With Radio Corp.

R. W. Jackson, General Sales Manager of Brunswick Co., Issues Interesting Statement Regarding Straight Radio Set Production Plans

Brunswick dealers throughout the country received last week a very interesting letter over the signature of R. W. Jackson, general sales manager of the Panatrop division of the Brunswick-Balke-Collender Co., wherein he referred to certain rumors which have been prevalent the past month regarding mergers in the phonograph and radio industry. With specific reference to the company's manufacturing plans for the future, and in order to give Brunswick dealers the details regarding (Continued on page 84)
New Interpretation of Competition

RECENTLY there have been organized in various cities clubs and associations of dealers and clerks more often competitors in selling the same line of goods, but who realize that by getting together at regular intervals and discussing common problems they are in a better position to present a united front to the public and to competing industries, and thus profit individually. In one city dealers in a well-known line of radio gather around the luncheon table at monthly intervals and discuss trade affairs from various angles. They exchange selling and promotion ideas, talk over the new products as introduced, consider the sales arguments best from various angles.

Organized gatherings such as those cited and others reflect the appreciation of a new interpretation of business competition. It has come to be realized that competitors in business are not those selling similar products and striving to the same end, but rather retailers selling any of the hundred and one other products that are offered in exchange for the public's dollar. There are many dealers in talking machines and radio apparatus who have won a full measure of success, but even the most successful of these does not in any sense know it all. He may be smarter than some of his fellow dealers in a given territory, but nine chances out of ten even the humblest of his cronies will have a thought or an idea that the big man might adopt with profit to himself and his business.

It would be well for dealers and their clerks in every community of any substantial size to get together at regular intervals and talk over those matters that are distinctly pertinent to their own particular lines of business. By this means it would be possible to organize more imposing and effective campaigns calculated to help all parties and to solve those problems that, though perhaps troublesome to the individual, may be dissipated in conference. In union there is strength, particularly when it comes to meeting an organized, even though diversified, opposition. The dealer who plays a lone hand faces this opposition without the comfort that lies in the experiences and ideas of others who are facing the same problems that he is.

The Phonograph Industry Moves Ahead

ANY man inside or outside of the industry who questions the comeback of the phonograph, or rather the ability of that comeback, has but to go over the records of the New York Stock Exchange activities during the past few weeks and watch what has happened to Victor, and then take cognizance of the fact that the Columbia Phonograph Co. has placed its common stock on a $1.00 annual basis.

During the hectic days on the Exchange, Victor has vied with General Motors and the Radio Corp. of America in making sensational rises, and although the cynic may have something to say about market manipulations, no stock can show such a substantial gain unless it is backed by public confidence and has intrinsic merit that is readily recognized by big investors.

The optimistic report issued, too, by President Shumaker of the Victor Co., who is to be regarded as a plain-spoken conservative, served to emphasize the remarkable rejuvenation of that company's affairs. The record-breaking business last year, the first quarter showing a gain and orders on hand to insure a tremendous volume of output for months to come, all go to prove the wide public acceptance of the new Victor product in its various forms, including radio combinations.

Under the leadership of Louis Sterling, Columbia progress has been steady and imposing, though hardly sensational. The declaration of a substantial dividend on the common stock, however, tells more than many printed words of how substantial the progress of the company has been. The dividend has been declared on the premise that the future will see even further advancement, a matter of encouragement for those who cast their lot in the field years ago and hung on courageously for better times, as well as for those who more recently have seen the opportunity for tying up with a live industry and have grasped it.

A Practice That Should Be Stopped

THERE is a friend of a friend of mine who knows a wholesale salesman who can get a discount on phonographs and radios. This is a sample statement of the sort that is actually taking perhaps thousands of dollars out of the pockets of legitimate dealers who realize that it is only by obtaining the proper list price for instruments that they can enjoy a decent profit.

The statement is no idle boast, for any member of the trade can find among his friends and neighbors those who have come to believe through hearsay or by personal experience that the list prices of talking machines and radio are put up simply for the purpose of providing something to shoot at, and that the private individual who pays the full price without argument is simply an easy mark.

The average citizen is not to be condemned for holding this view, and endeavoring to profit by his direct or indirect knowledge. The fault lies with the wholesaler or his representative who is inclined to be a good fellow, and the retailer who is more concerned about the sale and the turnover involved than he is with the profit that should normally result. How many dealers are here who have had customers come into the store, apparently make the profit that should normally result. How many dealers are here who have had customers come into the store, apparently make the profit that should normally result. How many dealers are here who have had customers come into the store, apparently make the profit that should normally result. How many dealers are here who have had customers come into the store, apparently make the profit that should normally result. How many dealers are here who have had customers come into the store, apparently make the profit that should normally result. How many dealers are here who have had customers come into the store, apparently make the profit that should normally result. How many dealers are here who have had customers come into the store, apparently make the profit that should normally result. How many dealers are here who have had customers come into the store, apparently make the profit that should normally result. How many dealers are here who have had customers come into the store, apparently make the profit that should normally result. How many dealers are here who have had customers come into the store, apparently make the profit that should normally result. How many dealers are here who have had customers come into the store, apparently make the profit that should normally result. How many dealers are here who have had customers come into the store, apparently make the profit that should normally result. How many dealers are here who have had customers come into the store, apparently make the profit that should normally result. How many dealers are here who have had customers come into the store, apparently make the profit that should normally result. How many dealers are here who have had customers come into the store, apparently make the profit that should normally result. How many dealers are here who have had customers come into the store, apparently make the profit that should normally result. How many dealers are here who have had customers come into the store, apparently make the profit that should normally result. How many dealers are here who have had customers come into the store, apparently make the profit that should normally result. How many dealers are here who have had customers come into the store, apparently make the profit that should normally result. How many dealers are here who have had customers come into the store, apparently make the profit that should normally result. How many dealers are here who have had customers come into the store, apparently make the profit that should normally result. How many dealers are here who have had customers come into the store, apparently make the profit that should normally result. How many dealers are here who have had customers come into the store, apparently make the profit that should normally result. How many dealers are here who have had customers come into the store, apparently make the profit that should normally result. How many dealers are here who have had customers come into the store, apparently make the profit that should normally result. How many dealers are here who have had customers come into the store, apparently make the profit that should normally result. How many dealers are here who have had customers come into the store, apparently make the profit that should normally result. How many dealers are here who have had customers come into the store, apparently make the profit that should normally result. How many dealers are here who have had customers come into the store, apparently make the profit that should normally result. How many dealers are here who have had customers come into the store, apparently make the profit that should normally result. How many dealers are here who have had customers come into the store, apparently make the profit that should normally result. How many dealers are here who have had customers come into the store, apparently make the profit that should normally result. How many dealers are here who have had customers come into the store, apparently make the profit that should normally result. How many dealers are here who have had customers come into the store, apparently make the profit that should normally result. How many dealers are here who have had customers come into the store, apparently make the profit that should normally result.
one dealer against another, does not simplify the matter at all.

Manufacturers of the better type have long ago taken a firm stand against direct discounts of any kind, in some cases going so far as to exclude their own employes of any privileges of the sort to close by that means any possible leak. Wholesalers, too, have in most cases put up the bars against any discount to other than legitimate dealers, and there is a case on record of one wholesaler who interpreted his own rules so rigidly that he refused a discount to his brother-in-law. There are dealers too, who hold to the belief that the list price is fair, that they and not the customer should make the price and refuse to be bullied or cajoled into granting an allowance. The difficulty is, however, that there are just enough of the other type in each division of the field to make the problem rather a serious one.

Unfortunately, neither the retail phonograph nor the radio trades are so well organized nationally that united action can be taken against this evident evil, but there are live organizations that do exist in various sections of the country that can do much to check the discount practice if an honest attempt is made. When the retailer learns of a manufacturer, a wholesaler, or a competing dealer who actually sells merchandise to the public at a discount, let the matter be reported and made public. When the facts are known it will not be difficult to bring to bear sufficient pressure to discourage the activities of the first two factors along that line, and it is often possible to make the dealer himself see the error of his ways.

When a business gets on a basis where a fair and legitimate quoted price is regarded simply as bait, and in the light of an "asking price," things are in a bad way. The wholesaler or manufacturer who grants a friendly discount is simply taking that much substance away from the dealer upon whom he depends for his distribution and his ultimate profit. The dealer who grants a discount is making a present of just that much cash to a stranger. Even if the practice carried on regularly increases his business 100 per cent, that increase is not only profitless, but often represents an overhead cost. By long odds, such business is better left to the other fellow.

Equitable Copyright Legislation

Just at the present time the question of copyright, particularly as it affects the mechanical reproduction of music and the royalties to be paid for the privilege, holds an important position on the legislative stage in Washington. Early in the month a hearing was held before the Patent Committee of the House of Representatives with a view to developing a measure that should prove satisfactory to the authors, composers and publishers, and also to the makers of records and music rolls, but the hearing resulted chiefly in charges of sharp dealing and broken agreements.

As the matter now stands, the committee, failing in the effort to have the interested parties present suggestions acceptable to both sides, has decided to draft a compromise measure, which will also probably lead to prolonged argument, for the copyright owners demand greater leeway in making royalty contracts for the use of their works, ostensibly for the purpose of securing returns greater than those offered by the two-cent-per-copy clause in the present law, and the record makers hold that open bargain-

The best electrically recorded disc on the market, at the price. Our samples are our best salesmen.

A post card request will bring you

BELL RECORDS

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

THE BELL RECORD CORPORATION

36 CLINTON STREET

NEWARK, N. J.
Last-Minute News of the Trade

All-American Radio Corp. and Mohawk Corp. of Illinois Merge

Consolidation Brings Pioneer Manufacturers Under One Roof—E. N. Rauland Is President of the All-American-Mohawk Corp.—Other Officers

The music-radio trade throughout the country evidenced an intense interest in one of the most recent developments in the radio field. In a recent announcement that the organization will soon place upon the market a complete line of radio receiving sets.

An interview with Herman J. Doughty, director of sales, produced the following information: "The Balkite AC set will retail in the table model at a price between $175 and $200 without tubes, and a comprehensive line of console models will also be available. Jobber and retail distribution will be on a restricted and exclusive basis. Samples will be sent promptly and production will begin at an early date."

Elaborating on this statement Mr. Doughty said: "During the past five years we have been one of the most successful manufacturers in the radio field. Balkite radio power units are of the highest quality, at a reasonable price, and have been designed so that it can be used alone as a receiver as well as with other equipment on the market. We intend to follow this policy exactly in the manufacture of our sets."

During the past five years we have had a steady increase in sales each month were steadily increasing and new jobber appointments of Balkite units. An announcement was made that the move was effected in order to have the

(Continued on page 83)

Langley and Estey
With Crosley Corp.

Ralph H. Langley Appointed Director of Engineering and F. Clifford Estey Is Now Assistant to the President

Two important announcements affecting the executive personnel of the Crosley Radio Corp. have just been made by Powell Crosley, Jr., president of the company. They are the appointment of Ralph H. Langley, director of engineering and F. Clifford Estey as assistant to the president. Both are veterans of the radio industry.

Mr. Langley is recognized as one of the foremost radio engineers in the radio world. He has been a close student of the art for nearly twenty years, during which time he has had practical experience. Mr. Langley is a graduate of Columbia University, where he completed a course in electrical engineering in 1913. It was while attending the university that the radio virus was injected into his veins. Those who know of his activities say that ever since he was first bitten by the radio bug he has devoted every minute of his life to the

(Continued on page 50)

Changes Its Name to Grigsby-Grunow Co.

According to an announcement made on March 20, Grigsby-Grunow-Hinds Co., Chicago, president, has changed the name of the Grigsby-Grunow Co. to Grigsby-Grunow Co. The firm, whose power-unit products bear the name "Majestic," plans to expand its activities and to place upon the market in the near future a full line of radio receiving sets. It is said that the company will manufacture every part, including the tubes, to enter the construction and operation of these receivers.

On the same date a public offering was made of 20,000 shares of no par common stock of the Grigsby-Grunow Co., and application was made to list the issue on the Chicago Stock Exchange. The application was accepted and the stock, which was offered at $40 per share, is at this writing listed at 64%. The offering syndicate stated that the issue was already oversubscribed and that the counter sales on a "when issued basis" closed on the day of the offering announcement at around 47. It is expected that the directors of the company will place the stock on an annual dividend rate of 3%.

Stewart-Warner Adds to Sales Personnel

According to an announcement received from the general headquarters of the Stewart-Warner Speedometer Corp., Chicago, several men have been appointed as sales representatives in the radio division of that company. C. E. Hall has been appointed field sales manager of the Stewart-Warner radio sales force as traveling representative covering the territory west of Denver. Mr. Hall, for some time, was connected with the Columbia Phonograph Co., and as recent years he was radio sales manager of the Stewart-Warner service station in Minneapolis. He has also been affiliated with General Motors and the Ford Motor Co.

Joseph Mayer, formerly of the Federal Radio Corp., Buffalo, N. Y., will represent the

Warner Speedometer Corp. in the Middle West, maintaining his headquarters in Chicago. Mr. Mayer, who for the past four years has been connected with the Poole Co., Philadelphia, will travel the Eastern States in the interest of Stewart-Warner radio products, with headquarters in New York City.
ONE DAY'S MAIL

in the offices of

The TALKING MACHINE WORLD

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
Last-Minute News of the Trade

Wide Interest Displayed in QRS Motion Picture Camera Apparatus

Appeal of Instrument and Unlimited Market Make Line Ideal for Talking Machine Dealer—Leading Pacific Coast Music Houses Install Departments

The announcement of the QRS movie camera and projector by the Camera Division of the QRS Co., of Chicago, which appeared in the September issue of Talking Machine World last month, has interested the trade throughout the country, and inquiries are pouring in to the QRS headquarters.

The popular price of the product, bringing it within the means of the masses, without a sacrifice of quality, provides the retailer with a new line of vast sales possibilities; merchandise that should be instrumental in eliminating the summer "slump" and at the same time increase sales volume of retail dealers in all the other seasons of the year.

Both the QRS Co. and the men behind it have long been outstanding trade figures. "Tom" Fletcher and Albert Page, president and vice-president and treasurer, respectively, know the trade and its problems, and they have a reputation for successful achievement in the production of quality merchandise.

H. H. Roemer, manager of the Camera Division, and Charles E. Phillimore, chief engineer in charge of production, through their wide experience in the amateur motion picture apparatus field and their knowledge of the trade in general, are ideally qualified to make this product a profitable one for retail talking machine merchants to handle.

The simplicity of the QRS camera and projector, the projector being provided merely by attaching a lamp-house and electric motor to the camera, is one that commends itself to the trade for several important reasons. First the projector is easily sold on a mechanism that is not complicated. Second, simplicity of operation makes for less trouble in handling and creates consumer satisfaction.

The talking machine merchant is completely equipped to make a success of a department devoted to the sale of cameras and projectors. The investment required is not too large for the average dealer, and the space needed for such a department is comparatively small. Another factor of the greatest importance from the standpoint of the retailer is that the consumer market for this product is the same as for talking machines and radio receivers. The customers already on the dealers' books are prospects for the sale of cameras and projectors. The contact which the dealer has with these people should make sales easy and put the department on a substantially profitable basis immediately.

That the music merchant has already grasped the importance of the QRS cameras and realizes the close sales appropriateness of this product in relation to other lines handled is evidenced by the fact: that among the great number who have already placed their orders are Sherman, Clay & Co., of San Francisco and the Southern California Music Co., of Los Angeles.

With Summer at hand the time is ideal for the installation of such a department. When there is a normal slowing down of sales of phonographs and radios the dealer who can make up the slack by getting behind a product that enjoys its greatest natural demand during that period is on the right road to a profitable year. Because of lack of competition the dealer who is wise enough to get an early start will have the field to himself and will be able to cash in to the greatest extent. The amateur motion picture camera and projector provides an added line that stands second to none as a profit-producer for the retail talking machine dealer.

Victor and RCA Merger Rumors

During the past few weeks newspapers throughout the country have printed rumors regarding a proposed merger between the Radio Corp. of America and the Victor Talking Machine Co. Some of the papers have given skeleton descriptions of the manner in which this merger will be accomplished, but at this date (April 10) the rumor has not become an established fact and the executives of both companies have declined to issue any statement for publication.

Appointed Fada New England Sales Agent

T. Norman Mason has been appointed New England sales representative of Fada radio with headquarters in Boston. Mr. Mason's experience includes many years with the Columbia Phonograph Co., Spiridoff Electrical Co. and A. C. Erisman Phonograph & Radio Co., wholesale distributors in Boston and he is well known to the trade.

J. V. Cremonon, New York City, has been appointed exclusive jobber for the line of radio tables and cabinets produced by the Watsontown Table & Furniture Co. of Watsontown, Pa. This line is growing in popularity.

New Victrola 2-55 Portable Announced

A new portable, Victrola 2-55, has been announced to the trade by the Victor Talking Machine Co. Among the features said to be embodied in this latest product are an Orthophonic type sound box, tone chamber, automatic stop and combination record carrier and lid closing arrangement. It plays three records without rewinding, has gold-plated or gold-lacquered metal parts, a cabinet of tempered steel, is covered with leather fabric and has a genuine leather carrying handle and tab, with combination record container for ten records and lid release. Strikingly attractive folders in full color carry the complete details of this new Victor portable.

J. G. Keech Transferred to Southwest

J. G. Keech, who has been connected with the Atlavideokine Co., in Philadelphia, Pa., for some time, has been appointed assistant Southwest territory manager, assisting H. T. Stockham. "Gibb," as he is familiarly known, recently completed a six weeks' study of the territory, traveling through Missouri, Arkansas, Texas and Oklahoma. He found dealers enthusiastic over their sales of the Model 37.

Roads and Lid Release.

QRS Camera Assembled for Projecting talking machines and radios the dealer who can make up the slack by getting behind a product that enjoys its greatest natural demand during that period is on the right road to a profitable year. Because of lack of competition the dealer who is wise enough to get an early start will have the field to himself and will be able to cash in to the greatest extent. The amateur motion picture apparatus field and radio reproducer diaphragms, Mr. Forster recently stated that arrangements have been made with Schechter & Lotch, New York City attorneys, to bring proceedings against any concerns infringing the Willett patents.

Buys an Interest in the Willett Patents

Henry C. Forster, treasurer of the Utah Radio Products Co., Chicago, recently announced the acquisition of a third interest in the Willett patents held by Guy E. Willett, Louisville, Ky. The Willett patents cover certain suspension features employed in the manufacture and construction of phonograph and radio reproducer diaphragms. Mr. Forster recently stated that arrangements have been made with Schechter & Lotch, New York City attorneys, to bring proceedings against any concerns infringing the Willett patents.

M. J. Adler Is Freed-Eisemann Ad. Manager

M. J. Adler has been appointed advertising manager of the Freed-Eisemann Radio Corp., Brooklyn, N. Y., succeeding Ray L. Sletcher, who has been assigned to sales promotion activities in the Freed-Eisemann organization. Mr. Adler brings to his new position a well-rounded background of experience obtained in advertising agency and other publicity work.

B. E. Beesinger, president of the Brunswick Co., Chicago, states that the company's first quarter earnings totaled about $450,000, a decided increase over the same period of 1927.
The COMPLETE AC tube LINE

You can meet every present day retailing demand with the new Bosch AC tube line. The seven models are in a price range to fit every idea of expenditure. Each model is a design, finish and artistry which instantly creates the impulse to buy. Bosch precision workmanship, Bosch Radio performance, makes sales. The new Bosch AC line, coupled with the Bosch Dealer Franchise, has profit making, business building advantages you cannot afford to overlook once you get the facts. We can tell you these points in a letter or by personal call. If you are the right kind of a dealer we have something of interest to you. Write to

AMERICAN BOSCH MAGNETO CORPORATION
SPRINGFIELD - MASSACHUSETTS
BRANCHES: NEW YORK CHICAGO DETROIT SAN FRANCISCO
THESE advertisements, and many more of the same type appearing in The Saturday Evening Post and Liberty, will create a world of new business for the music, radio or furniture dealer who handles the Carryola Line. The Portable business is going to be bigger than it ever was before—and "portable" business means Carryola.
Leadership for Carryola and for Carryola Dealers

In 1927 Carryola was the fastest-selling portable phonograph made. This year and next will see Carryola sales absolutely dwarf anything that has gone before. Leadership must be maintained! Carryola is now being advertised by the biggest campaign that ever exploited a portable phonograph! Sales are increasing at an amazing rate. Dealers are already finding Carryola the most profitable line in their entire stock.

Dealers!

If you don’t already carry the Carryola line, write or wire us today for the complete Carryola story—name of your nearest distributor and details of our selling plan.

THE CARRYOLA COMPANY OF AMERICA
Dept. G-1, 647 Clinton Street, Milwaukee, Wis.
Made by the World’s Largest Manufacturers of Portable Phonographs

Carryola
BEYOND THIS YOU BUY FURNITURE

Carryola Master

$25 List
Slightly higher west of the Rockies and in Canada

Carryola Lassie
Flat type, portable, furnished in black, blue or brown Fabrikoid. Both case and record album are embossed and air-brushed. Latest drum covers, throw-back, die-cast tone arm. Equipped with Audak reproducer. This Carryola model is the only portable phonograph in its price class that has all these exclusive quality features.

$15 List
Slightly higher west of the Rockies and in Canada

Carryola Electric Pick-Up
The pick-up itself replaces the reproducer of the phonograph. By simply removing the detector tube of the radio set and inserting the adaptor plug in its place, records may be played on the phonograph and electrically amplified. You hear them from the loud speaker with all the added volume and richness of tone that is characteristic of electric reproduction.

The Carryola Porto Pick-Up has been designed with electric reproduction in mind. The pick-up is an electric reproducer inaudible in use, and attached to a curved throw-back arm which makes it easy to change records. Without damaged convenience found on many other ready-to-use adapters, it permits a tone arm movement and speaker so designed that a standard size phonograph record may be played.

$25.50 List
Slightly higher west of the Rockies and in Canada

Carryola Portable Pick-Up
To attach, simply replace the detector tube of radio set with adaptor plug. That’s all. Place records in usual manner, then from the loud speaker with all the added volume and richness of tone that is characteristic of electric reproduction.

The Carryola Porto Pick-Up is an adapter which works with any amplifier or set. It has been designed with electric reproduction in mind. The pick-up itself replaces the reproducer of the phonograph. By simply removing the detector tube of the radio set and inserting the adaptor plug in its place, records may be played on the phonograph and electrically amplified. You hear them from the loud speaker with all the added volume and richness of tone that is characteristic of electric reproduction.

$25.50 List
Slightly higher west of the Rockies and in Canada
One Retailer Buys over $200,000 in Six Months of This Great Line

DEALERS
There may still be territorial franchises open for your locality.

Mail the Coupon

FREED-EISEMANN

FREED-EISEMANN Radio Corporation
Brooklyn, New York City

If one retailer can make a success like this with Freed-Eisemann, I want to know more about your proposition.

SIGNED

ADDRESS
Sherman, Clay Adds Atwater Kent Line

Stores in Oregon, Washington and California Featuring Atwater Kent Radio—Extensive Advertising Used

Somewhat of a trade sensation was created when announcement was made a few weeks ago that Sherman, Clay & Co. would handle in all their stores in Oregon, Washington and California the complete Atwater Kent line of radio receiving sets and speakers, as well as the Pooley furniture to go with them.

The announcement was made in striking full-page advertising, and as might be expected, resulted in a complete sell-out within a ten-day period of all the initial stocks in all the stores. The initial order, it is stated, was one of the largest orders ever placed on the coast for radio by a retailer. It was placed with Ernes. Ingold, Inc., of San Francisco, and the Sunset Electric Co., of Portland and Seattle.

Sherman, Clay's concentration on the retail radio field has resulted in a very marked increase in business, and according to the financial columns of the daily press, the company has just closed an extremely prosperous year. The initial page announcement was followed by half pages on the new Atwater Kent Model 38, and the advertising was tied in with quite a remarkable series of window displays.

Caruso Records Are Still in Big Demand

In Trenton, N. J., recently Chancellor Walker authorized an allowance of $12,000 a year for the maintenance and education of Gloria Caruso, the eight-year-old daughter of the late celebrated record artist and popular operatic tenor, Enrico Caruso. The money is to be drawn from an accumulation of royalties on Caruso records and will be paid to the mother of the child. Since the death of Caruso, in 1921, the royalties paid to his estate by the Victor Co. aggregated $741,449. The total for 1921 was $422,981.56, which dropped to $127,177.66 in 1922 and thereafter declined to $74,762.75 in 1927, which, by the way, showed larger sales of Caruso records than in the previous year.

Sonora Jobber in Twin Cities Expands

The Belmont Corp., of Minneapolis and St. Paul, distributor in the Northwest of Sonora radios and phonographs, reports rapid growth since its incorporation last May. It is interesting to note that this concern has just filed with the Secretary of State an amendment to its articles of incorporation increasing the amount of authorized capital stock from five hundred shares to fifteen hundred shares, fourteen hundred being common stock and one hundred shares being preferred stock. George A. Michel is president of the corporation.

Davega Sales Drive

A luncheon attended by members of the Davega, Inc., organization, operating a chain of music stores in the metropolitan territory, was held at the Hotel Commodore, New York City, on Sunday, March 11, at which plans were discussed for a tremendous sales drive to take place April 15 to May 15. The drive will commemorate the forty-ninth anniversary of the company, and it is expected that the sales volume for the month will double that of a normal month.
Legislation and Acoustics
Topics at March RMA Meeting

Dr. John Winton, Acoustical Engineer, Gave Illustrated Address on "Sound Generating Surfaces"—Legislation in Washington Discussed

Developments in radio, both in legislation and in acoustics, were subjects discussed at the monthly luncheon of Radio Manufacturers' Association on March 20th, at the Hotel Commodore, New York.

Dr. John Winton, acoustical engineer, who has been identified with some of the most important steps of radio progress, gave an illustrated address at the RMA luncheon, which was presided over by Hugh H. Eby, of Philadelphia, an RMA director. "Sound Generating Surfaces" was the subject of Dr. Winton, who reviewed over a century of pioneering experiments in acoustics from which the modern loud speaker has developed. These experiments, Dr. Winton said, dated back to 1829, including tests of metal bells, one of the many types of sound transmission surfaces. Mathematics of vibrating surfaces, as well as acoustics, which are now incorporated in the modern loud speaker, according to Dr. Winton, go back at least to 1839. He reviewed the developments in telephone, phonograph, and other sound transmitting and radiating devices and stated that, peculiarly, some modern manufacturers were basing their new products on acoustic principles as old as fifty years.

How representatives of the radio industry had been opposing new radio legislation in Congress, threatening the radio public and the industry, were detailed by Bond P. Geddes, executive vice-president of the RMA. The new legislation was rushed through Congress, Mr. Geddes stated, without any of the radio industry or the radio public having a word before either House or Senate Committee. None of the radio interests able to give their technical or other opinion on the effect of the legislation upon the industry or the public was heard. Protests of radio industry representatives to individual members of Congress, Mr. Geddes stated, had been followed by a compromise on the so-called "equal" distribution of broadcasting facilities, which actually is unequal and inequitable both to the radio public and the broadcasting interests.

"Politics of many varieties, from Ku Klux Klan to the Shipping Bill, all figured, and unfortunately, in the new radio legislation," said Mr. Geddes. "The compromise probably will read into law an unfortunate principle that radio broadcasting facilities should be allocated from the transmitting end, rather than the public reception end. However, the compromise is infinitely better than the original drastic and unworkable legislation proposed."

That within a week the Senate will take action on the confirmations of radio commissioners and give the radio public and the industry something it had been denied for a year—a functioning commission—appears probable, Mr. Geddes said.

Radio Exposition Held in Detroit

Detroit, Mich., April 6—The radio exhibition which was held at the Convention Hall during the past four days, April 2 to 5, under the auspices of the Federated Radio Trade School and the Amateur Relay Clubs of the city, was a decided success. Manufacturers of radio receivers, parts and accessories from all parts of the country had displays, featuring chiefly the newest AC developments. One entire section of the exposition hall was devoted to a series of electrical stunts and radio experiments, including television and short-wave operation.

United Co. Announces Motor for Portables

For several years F. F. Paul, president of the United Air Cleaner Co., has felt that the one outstanding need in the phonographic field was a good small motor designed exclusively for portables. This idea, combined with the engineering activities of the United Air Cleaner Co. over a considerable period, has at last resulted in the new United No. 2 Motor—a motor made to fit the distinctive needs of portable construction.

The new motor is silent, and though of necessity small, has a strong, even pull, operating with a noiseless worm-gear wind. It has a number of exclusive United features which especially adapt it for use in portables.
New Kellogg Models will arouse enthusiasm but they will not be 3 Tube Sets

RUMORS are flying thick and fast! The whole industry seems to be talking about what Kellogg is going to do. The Kellogg line for Fall, 1928, has not yet been announced. But to Kellogg distributors and to the many dealers and jobbers interested in securing the Kellogg Franchise, we may say:

Kellogg will go forward in the future as in the past. Never backward! New Kellogg models will incorporate the very latest developments. They will, of course, be A-C sets, using Kellogg A-C tubes. They will be sets of unequalled tone quality, as Kellogg sets always have been. They will be outstanding in design—VALUES that will insure ready sales and clean profits.

Increased production will make it possible to open additional territory this season. We, therefore, invite inquiries from jobbers and dealers interested in the distribution of high quality radio.

Kellogg Switchboard & Supply Co.
Dept. 25-94
CHICAGO

F. A. Hinners & Co.
Formed in New York

Frank A. Hinners, Well Known to Trade, Announces New Firm Will Manufacture and Market Radio Speakers

Frank A. Hinners, prominent in Neutrodynes circles, and formerly president of the King Hinners Radio Co., has announced the formation of F. A. Hinners & Co., Inc., New York, to manufacture and market radio speakers. Recently Mr. Hinners was associated with the Amrad Corp in the reorganization of the engineering and production departments of that well-known company.

Mr. Hinners' experience fits him exceptionally well to approach the speaker design problem from the angle of the set manufacturer. His announced intention is to work closely with individual manufacturers to the end that he may produce the most satisfactory speaker for their individual console needs.

In addition to special type speakers for manufacturers' consoles, the Hinners Company plans to market a quality speaker for the wholesale and retail trade, details of which will be forthcoming shortly.

C. H. Callies Made Temple Ad Manager

Widely Known Chicago Advertising Man Assumed Important Duties with Loud Speaker Manufacturer in March

Charles H. Callies, a well-known figure in Chicago advertising circles, was appointed advertising manager of Temple, Inc., loud speaker manufacturer of this city, assuming his new duties on March 9. Mr. Callies, soon after the

Seattle Radio Men in Important Meet

Eighty-four Trade Representatives Present Heard Interesting Talks

The radio group of the Radio and Music Trades Association, which met on March 14, in the Seattle Chamber of Commerce Hall, had a turnout of eighty-four, including dealer members and their staffs, with Harry J. Martin, chairman, presiding. "General Principles of Salesmanship" was the topic spoken on by W. A. Wicks, of Franklin-Wicks. Sherman W. Bushnell, of the National Radio Co., delivered a speech of excellent value on "Activities in Which the Radio and Music Trades Association Should Engage for the Benefit of the Radio Industry in Seattle," which was followed by a general discussion concerning his remarks.

Finally it was decided that a committee be appointed by the chair to report back at the next meeting concerning: Trade relations; possibility of making arrangements for the instruction of service men to cover the technical and selling side in which radio service men are involved; various problems in connection with broadcasting and local reception conditions. It was decided also that the second Tuesday of each month would be the meeting date.

Charles H. Callies

World War, became interested in radio from the standpoint of an amateur, and later in radio advertising work. He formerly conducted an advertising agency in Chicago known as Charles H. Callies, Inc., and through his experience in the handling of radio accounts and contact with the trade he is especially well fitted for his new position as director of advertising for the Temple organization.
"Satisfy Customers and They Will Be Your Best Source of Prospects"

Oscar Hanson, Exclusive Kolster Dealer, Discusses Methods Which Have Proved Most Successful in Increasing His Volume of Radio Set Sales

Use your record of sales made a year or more ago as a list of prospects for to-day. That is the suggestion of Oscar Hanson, proprietor of the Hanson Electric Co., 1915 West Superior street, Duluth, Minn. He is winding up his first complete year of specializing on Kolster Radio, and he has sold approximately 200 sets so far. In addition, he has a prosperous electrical supply trade, and he does a large contracting business that amounts to more than $100,000 a year. All this is done in an attractive basement shop with the aid of Mrs. Hanson in the salesroom, two service men and a service car. So his business methods must be sound.

"I keep a detailed record of sales," said Mr. Hanson. "The file of about a year or two back, I find, is always an excellent hunting ground for prospects. The amount of time between the first sale and the possibility of a second, of course, depends largely upon the number of changes that have taken place in the design of receivers. The recent advent of the AC tubes has made prospects of all purchasers on record beyond a year back. My file is being combed regularly for the names of those who have sets not using the latest improvements, and we go after these prospects aggressively. "Take care to satisfy all of your customers completely, and they will be your best source of prospects. An important step in doing that, and one which lessens your service calls, is to test each set thoroughly in your shop before you sell it out for a demonstration or a delivery. I set them up with the tubes to be used when the set is installed in the home, and tune in both local and distant stations. It's a precaution that pays well."

Prospects are often obtained through service men, he went on. A certain amount of service is required by all sets, no matter what kind or where they come from, though it may only be a call for new tubes or batteries. He makes it a point to have his service men go out of their way to service any set. In addition to selling accessories that way, he gets leads which often result in sales. The rest at least become friendly prospects and they will want a new set some day.

Another important rule he follows and recommends is "Always have a good stock of merchandise on hand." He makes it a point to have his service men go out of their way to service any set. In addition to selling accessories that way, he gets leads which often result in sales. The rest at least become friendly prospects and they will want a new set some day.

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He decided to get an early start for the new season, plan his campaign and carry it out along definite lines all through the year. On the first day of August he made arrangements to enlarge the personnel of his service department and sales force, made up his advertising budget and detailed plans on how to use it, arranged to get his window displays in and made tentative plans for some public demonstrations early in the Fall as publicity stunts to attract attention to his shop. When Mr. Hanson employs men for service or sales work, he finds the kind of man he wants first, and then talks salary afterward.

He says it does not pay to find a man to fit a salary. A successful shop must have the best service and salesmen obtainable. They may cost more, but they make more for the shop than is required to make up the difference in salary. A radio shop quickly gets a reputation either for pleasing its customers or for being unsatisfactory, through the good work of service men who understand their jobs and salesmen who are courteous, obliging and convincing, or through the half-hearted work of these employees. The difference in reputations means increasing success and profits or meager existence, finally leading to failure.

At least two service men are employed all of the time in repairing sets of all makes. They also demonstrate sets outside of the shop and close sales. They are the type of service men who can handle any delicate emergencies that may arise in the course of a demonstration or sales talk. Most of the sales, however, are closed right in the store either by Mr. or Mrs. Hanson. A service car is used for delivering sets and taking care of service calls. It has more than paid for itself, according to Mr. Hanson.

Early this season, when many dealers became excited about the coming AC sets and refused to stock up on DC sets, awaiting the time when their manufacturers could come out with electric sets, Mr. Hanson calmly continued to sell battery sets, which he had on hand and which his distributors had, and he did a surprising amount of business, while his competitors were lying down on the job. When electric sets did come out his stock was clean of battery sets, and he went right on with his busy salesmen selling the new AC receivers, while other shops had to find their sales slide again.

The store is in a basement with one large window facing the main business street of the west end of town. Mr. Hanson takes full advantage of that window. Moving objects in a window always attract attention, and they have been used quite often. Mystery is another big attraction. A black cloth draped over a Kolster Power Cone on the sidewalk, and operated by a set in the store, has always been a drawing card for passers-by. During such extra radio features as championship fights and important football games the speaker on the sidewalk has packed the street for a half-block in each direction.

Newspaper advertising is used consistently, the total amount being a fixed percentage of his annual sales. He has had a contract with the largest paper in the city and kept up a series of Kolster advertisements. Steady pounding with "ads" is what counts, rather than now and then. The percentage of returns is larger.

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**WE WANT ORDERS**

From the Man Who Demands the Highest Quality in PLYWOOD SHIPPING CASES.

10,000 ACRES OF THE FINEST TIMBER
NEW MACHINERY EQUIPMENT THROUGHOUT
18 YEARS OF SUCCESSFUL MANUFACTURING EXPERIENCE

With such resources we are meeting this demand.

**There Is No Increase in Cost**

Birch and Maple Plywood, Spruce Cleats

---

Northern Maine Plywood Co.

Statler Building  Boston, Mass.
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

RARE tone quality, the ability to make musical instruments in an orchestral production stand out clear and distinct, and impart to the human voice a naturalness and reality that is decidedly new in radio reproduction, is the notable achievement of the Molded Wood Tone Chamber.

This is the result of the combination of a long tone chamber of Molded Wood and the perfect, specially designed Fidelity Speaker Unit, reproducing with utmost faithfulness and full-throated beauty every note of the musical scale, without excessive amplification or weakness at any point.

A sample for your own test will be furnished gladly without any obligation.

Send for catalog and wire for full details.

MOLDED WOOD PRODUCTS, INC.
219 West Chicago Ave. Chicago, Illinois
Each month W. Braid White will suggest methods of stimulating retail sales of high-class music

Creating a Record
Demand for Finest Music

By W. Braid White

THE difficulty to-day with these conversations of mine is with the profession of subjects. There was a time when one might be glad that they went into the thing so largely the large expenditures involved, all concerned this country and abroad by the ingenious efforts of the piano industry of this country failed to take any particular interest in the 1926 anniversary was well worked up both in the industries concerned in selling music and instruments. Nineteen hundred and twenty-six was the two hundredth anniversary of the perfecting of the original piano forte. Nineteen hundred and twenty-seven was the one hundredth anniversary of the death of Beethoven. Nineteen hundred and twenty-eight marks the one hundredth anniversary of the death of Schubert.

The piano industry of this country failed to take any particular interest in the 1926 anniversary, but we all know that the Beethoven centennial last year was well worked up both in this country and abroad by the ingenious efforts of the Columbia interests. The output of fine music during 1927 was vastly stimulated by the anniversary, and it is safe to say that, despite the large expenditures involved, all concerned are glad that they went into the thing so largely and well. For it has been a question, from 1926 onwards, of establishing for the phonograph a position of its own. When electric recording came in nothing was more necessary than to establish at once a supremacy in the matter of good music, for evidently the new methods would bring to the phonograph powers and possibilities never before possessed, which, however, would only show themselves at their best in music of the higher grades. In fact, from the start of the new methods it has been clear that the phonograph must, as it were, strike out for itself in new directions, and that, by all long-sighted views, this direction must be definitely artistic. Whatever might happen in the future, it has been evident that the stand-by of the phonograph industry would sooner or later be its libraries of rare interpretations of great music, by great artists, done fully and not partially, reproducible faithfully and not as the poor shadow of reality. Schubert

Now, again, during 1926, we are faced with an opportunity to put before the intelligent music-loving public the new position and possibilities of the phonograph. The name of Franz Schubert is universally known. Uncounted millions have heard the "Serenade," the "Hark, Hark, the Lark," and the piano Impromptus. Of late almost as many millions have heard via radio or in person, the great eighth symphony, universally known as the "Unfinished." Goodness only knows how many crowded houses night after night have welcomed the operetta Blossom Time, which is all about Schubert and is built entirely on themes from his works. The genius of the music itself, its instantaneous appeal to every hearer, cultivated or barbarian in taste, gives to the name and fame of Schubert a power and an influence hardly equalled among musicians.

It is well known that the Columbia interests have organized plans for suitably celebrating this occasion. These plans go far beyond any selfish monopolization of the anniversary. They can, in fact, be utilized by everybody connected with the phonograph industry. They call among other things for prizes to be awarded to those who shall submit the best Scherzo and finale (fourth and closing movements) to the Unfinished Symphony. There will be celebrations all over the world, and the concerts, lectures, and gala performances which will be given in every great city of the United States will bring the music of the great Viennese to every town and village. How any dealer can fail to capitalize Schubert year is beyond my ability to explain.

Valkyry! All this provides just another indication of the present trend of things in the phonograph industry. It will not be supported by the most careless individual that the eminent manufacturers who are putting all this money into the production of complete symphonies, oratorios, even grand operas, are merely doing it for fun without some idea of getting their money back. The Victor bulletin of March 30th contains the first announcement of the American release of a new and virtually complete recording of Wagner's opera "The Valkyr," which for many years has been one of the stand-bys of the world's opera houses and which with Lohengrin and Tristan for the honor of being the most frequently performed of all the Bayreuth master works. A full house is always the answer to an announcement of Valkyry, a house as full as greta Carmen, Faust, Trovatore or any of the old Italian operas. Now Victor is putting out a Valkyry recording which will enable its owner to give a complete operatic performance at home. When we add to this that of course the recording is electrical, that the work has been done, in part, in Germany, that the Wotan part, were subject to conditions of recording which were against complete success. Now, however, all makes for success, and those who have heard the records in Great Britain, where already they have been published, have little but praise for them.

The Trend This, then, is the trend of things. Those who have most at stake in the phonograph industry perceive that its future support is to come more and more from the intelligent music-lovers of the country, and they are therefore doing all in their power to appeal to this large, constantly increasing but hitherto neglected minority of the population. There is no sense at all in crying over milk already spilled and on the ground. The taste of the public for the ephemeral will in all probability be largely filled hereafter through the broadcast; but the phonograph will remain as the one unapproachable recorder and reproducer of the finest music, available at any time, made under perfect conditions and vastly superior in every detail of reproduction. A concert hall in the home, ever available, subject to no interruptions, the

SPLITDORF Radio Receivers
A series of beautiful period furniture models

Twelve models that are leading the radio world in the new swing to beauty in appearance as well as excellence of performance. Designed after period furniture, reproducing the full beauty of line and finish. Splitdorf is the one line offering the dealer complete coverage of the most profitable radio market, with a minimum investment.

List prices range from $45 to $800

SPLITDORF RADIO CORPORATION
Subsidiary of Splitdorf-Bethlehem Electrical Company
NEWARK, NEW JERSEY

(Continued on page 42)
An Automatic Phonograph Which Plays
28 Records on Both Sides Continuously

Volume Controlled

The ORCHESTROPE is the only instrument which plays—continuously—28 records on both sides, turning and changing them automatically.

The ORCHESTROPE is the most outstanding and sensational improvement in musical reproduction in recent years.

All Electric

An instrument which you—MR. DEALER—with the aid of our co-operative sales plan, can easily merchandise to locations such as:

Theatres, Confectioners, Restaurants, Clubs, Hotels, Department Stores, Dance Halls, Y. M. C. A.'s, Roadside Places, Fraternity Houses, Drug Stores, Pool and Billiard Halls, Country Clubs, etc.

Cabinet by Caswell-Runyan

DEALERS!
Wire or Write for
Exclusive Sales Franchise

CAPEHART AUTOMATIC PHONOGRAPH CORP.
Manufacturers
HUNTINGTON INDIANA
Creating a Demand for Finest Music

(Created from page 40)

The retail price of this Model is only $95.00!

Vincennes Phonographs—the Rivoli and Veraphonic liners—retail from $49.50 to $85.00

NINE PEOPLE OUT OF TEN—BLINDFOLDED—CHOOSE THE VINCENNES!

THE VINCENTES PHONOGRAPH MANUFACTURING CO.

VINCENTES, INDIANA

The Talking Machine World, New York, April, 1928

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.

Barrow, Jr., Great Neck, N. Y.; C. M. Hay, Cohocton, O.; Stroh Bros. Radio Co., Fremont, O.; S. Kahn & Sons Co., Cleveland, O.; J. A. Polansky, Dime Box, Tex.; E. G. Robinson, Gridley, Ill., and James D. Bellah, Saint Jo, Tex. In announcing the prize winners RCA officials stated that the simplest and more direct sales methods were, in nearly all cases, the most effective from the standpoint of results.

Barker Bros. Corp. Floats Stock Issue

The Barker Bros. Corp., a holding company formed to acquire all the common stock of Barker Bros., Inc., Los Angeles, Cal., has, through two New York banking houses, sold $3,000,000 of convertible 6V% per cent cumulative preferred stock and 25,000 shares of common stock, which will be used to retire the first and second preferred stocks of Barker Bros., Inc. This company, which handles talking machines and pianos, in addition to a complete equipment of furnishings for the home, did a business last year that exceeded $16,000,000.

Atwater Kent Radio Hour for Far West

The East has enjoyed Atwater Kent broadcast hours for several years. The Pacific Coast is now to have its own series of Atwater Kent Hours broadcast over the Pacific Coast network each Sunday night. The program is under the auspices of the Atwater Kent Mfg. Co., of Philadelphia, and its Pacific Coast distributors, Ernest Ingold, Inc., of San Francisco; Sunset Electric Co., of Portland and Seattle, and Ray Thomas, Inc., of Los Angeles.

Big Spring Demand for Freed-Eismann

Spring demand for radio sets and accessories is splendid, according to Charles Abel, vice-president and general manager, and Harold Hawkins, sales manager, of the pioneer radio jobbers, Syracuse Auto Supply Co., Syracuse, N. Y., on a recent visit to the Fred-Eismann factory, Brooklyn. They reported that the new Freed-Eismann 26-inch cone speaker is particularly successful among their customers in central New York State.

J. B. Hurd Wins RCA Sales Plan Contest

National Campaign Resulted in Bringing to Light Many Successful Ideas for Promoting Sales of Receiving Sets

First prize of $1,000 has been awarded by the Radio Corp. of America to Johnston B. Hurd, president of the Hub Radio & Electric Co., Elizabeth, N. J., for a sales plan he devised and presented to the executive offices of the company. The prize was awarded as a result of a contest conducted last Summer on a national scale, and was one of ten, the other awards being $50 each. Following are the names and addresses of the winners of the $500 prizes:

Burbank Music Store, Burbank, Cal.; William Freed-Eisemann 26-inch cone speaker is particularly successful among their customers in central New York State.
The industry is alive with talk today. Retailers, wholesalers, manufacturers—everyone is discussing radio and the radio market.

All recognize, in A. C., the basis of permanence and increased demand. All unite on the expanding future for radio.

But through all this talk, there is one note that stands forth pre-eminent in demanding recognition. It goes beyond the mere mechanics of radio.

It gets right down to fundamentals—places a detecting finger upon the one great underlying factor, which, more than any other, will ultimately govern any dealer's permanency and success in selling radio.

That factor is tersely summed up in the answer to this question: “Who is the manufacturer?” Find the right manufacturer! That is the first step. When you find the right manufacturer, you'll have the right radio. You'll have the right proposition. You'll have the right assurance of a lasting connection on which you can safely build.

The position of Stewart-Warner is unparalleled in the field of radio.

Think for a moment. How many of today's trade names in radio predate the birth of broadcasting? How many carry with them a 20-year reputation of stability, achievement, leadership, good will?

How many can point to a history that dates back virtually to the beginning of the automobile? To an experience born of the one great industry which, more nearly than any other, parallels the characteristics of radio?

The name Stewart-Warner—and Stewart-Warner alone—stands for all these things!

The dealer or jobber who ties up with Stewart-Warner will never have an "orphan" radio on his hands. He will have no unpleasant memories to live down or forget. He can build his business with confidence that he will be selling Stewart-Warner Radios five years, ten years, fifteen years hence.

And, knowing Stewart-Warner's outstanding record in merchandising and advertising, he can depend upon Stewart-Warner to lead the way with common-sense, intelligent merchandising assistance.

Radio has come to stay. You are in business to stay. And Stewart-Warner is in radio to stay. Here, then, is the perfect opportunity for a permanent and profitable union.

Our facilities for radio production have again been enlarged. We are looking for more dealers of the right type. You should know about the Stewart-Warner proposition. Don't delay. Write or wire for details today.

20 years in business—$10 million dollars in resources—6th successful radio year

STEWARD-WARNER SPEEDOMETER CORPORATION
CHICAGO - U. S. A.

The voice of authority in radio
A New Market For You

New profit for Dealers --- introduced by The Allen Pick-Up --- retails for only $7.50 complete --- what an opportunity! An excellent product which quickly gives your customers electrical reproduction on their old mechanical phonograph. Simply attach to the tone arm on any machine, plug into any good radio, and you enjoy electrical reproduction.

Allen Portables, all models, equipped with this Pick-Up are available to your trade at the regular list price plus $7.50. There is a profitable new market opened for Dealers and Jobbers with this product. Wire or write today for samples.
ALLEN PORTABLES have proved one thing—that the world still makes a beaten path to the store where a better product is sold.

But we're meeting the world more than half way. The ad shown here will appear in the *Saturday Evening Post* and is the fourth of a series which will go consistently into some 3,000,000 homes, many of them in your own city or town.

That's our way of "beating a path to your store." Stimulating actual sales right in your own town! Helping you sell! Bringing you new business and generous extra profits.

*Just call the jobber near you for samples, or write us for complete free catalog.*

ALLEN-HOUGH MANUFACTURING COMPANY
RACINE, WISCONSIN  Factories: New York and Racine
Heres' a little picture from life, gentlemen, that tells why there are sales, and more sales and more—well, repeat orders are pouring in from dealers everywhere!

A record is played at a customer’s request. It gives good results—the usual results. Then the dealer, aware that his customer owns a radio set, brings in a little device, weighing but 2½ ounces, places it lightly on the turntable, connects it (instantly and easily) to a radio set, pulls the switch—and that selfsame record pours out a wealth of sound that the customer never even remotely suspected was hidden in it! A turn of the knob and volume is reduced, magnetically. Another slight turn and the record is whispering its message; but with remarkable clarity and with every heretofore distorted or lost tone coming out with flute-like beauty.

“How much?” is the question. “Seven-fifty,” the answer. The sale is made, then and there. And other sales are made, and others, until the pick-up business in that shop is something to talk about. The PHONO LINK is right, precisely right. It accomplishes wonders. It is literally fascinating to every phonograph and radio owner. The price is right—practically nominal. It’s a combination that makes new customers and helps to sell more records, phonographs and sets.

Ask your jobber to give us the chance to prove these facts to you. Write for full details and our SPECIAL MERCHANDISING PLAN. Let us help you merchandise the PHONO LINK.

**PRICE**

**Phono-Link Co.**

490 BROOME STREET, NEW YORK CITY
Newcombe-Hawley Is Licensed by Magnavox

Manufacturer of Exponential Horn Type Reproducers to Market Dynamic Type—V. Ford Greaves Appointed to Newcombe-Hawley Engineering Sales Service

A license agreement has been consummated whereby Newcombe-Hawley, Inc., a large manufacturer of exponential horn type reproducers, will market a reproducer of the dynamic type under Magnavox patents. In this connection, Newcombe-Hawley has secured the service of V. Ford Greaves, who has been engaged in the development of dynamic cone reproducers with the Magnavox Co. for the past several years. Mr. Greaves has been active in research work in acoustics since 1910. He conducted important radio activities for the government during the war, and holds a Lieutenant-Commander's commission in the U.S. Naval Reserve. Since the war he has been associated with the Federal Telegraph Co., and later he was associated with the Magnavox Co. Mr. Greaves' experience in pioneer development of the dynamic cone particularly fits him for his new duties with Newcombe-Hawley, where he will be engaged in engineering sales service, solving the acoustical problems of Newcombe-Hawley's customers.

Through their connection with the Wallace Clement Sabine Acoustic Laboratory at Riverbank, Geneva, III., and a group of scientists and engineers, Newcombe-Hawley are developing many refinements in radio and phonograph reproducers of all types. They are bringing the benefits of their research work to the public in products manufactured in Geneva and St. Charles, Ill.

Polymet Mfg. Corp.
Adds to Its Plant

A constantly increasing volume of business has compelled the Polymet Mfg. Corp., manufacturer of various parts and accessories for radio receivers and power units, to take over another floor in the building at 599 Broadway, New York City. This was the first public announcement made by Otto Paschkes, president, and Nat C. Greene, vice-president, of the Polymet organization, upon their return from abroad, where they made a thorough survey of radio conditions in England and in the countries they visited on the Continent.

Death of H. Horner

Henry Horner, for over forty years engaged in the musical instrument business in Beatrice, Neb., died March 23 in that city, aged seventy-five. He came from a musical family, was highly respected and had scored a great success in his business, which was recently turned over to his son, Samuel H. Horner, who now conducts it as H. Horner & Son. In addition to well-known pianos, Columbia and Edison phonographs and Zenith and Atwater Kent radio are handled by this concern.

Garber Orchestra With Columbia

Jan Garber and His Orchestra Latest Dance Aggregation to Sign Exclusively With the Columbia Phonograph Co.

Jan Garber and His Orchestra, well-known dance aggregation, recently contracted to record exclusively for the Columbia Phonograph Co. catalog. Garber won his early fame at Coral Gables, Fla., where he conducted the leading dance orchestra for several seasons. Since that time he has added considerably to his following by vaudeville appearances, and is at present touring Loew's Southern circuit of theatres as a big-time attraction, drawing capacity houses in the cities visited.

The orchestra's first Columbia release couples the fox-trots: "Since My Best Gal Turned Me Down" and "I Wish I Could Shimmy Like My Sister Kate."

“HELYCON”
Stands for All That Is Best in
PHONOGRAPH EQUIPMENT

If you are a manufacturer or a dealer in phonographs or phonograph equipment, you should investigate the “Helycon.”

POLLOCK-WELKER, Limited
Kitchener, Ont., Canada

Cable Address: Polwel, Kitchener

Code: A.B.C., 5th Edition, Bentley’s
The circus comes to town with a blare of trumpets and the smell of sawdust. Everything is absolutely the very biggest, greatest, newest, most wonderful, sensational and astounding. That night the circus leaves town—it doesn’t have to stay and make good! During the past years of radio development many names have flashed like a skyrocket and soon vanished for evermore. They had “circus” plans, but the trouble was, they had to stay
and couldn’t make good. The dealer was, in most cases, the “goat.” Of the enduring names in radio, Kolster is today outstanding and made so by adherence to the basic principle that a successful business can be built only on confidence. This confidence has resulted in continuous growth for Kolster Radio and will add thousands of new Kolster users this year. The Kolster dealer is assured of sound, progressive methods backed by finance, engineering and merchandising.
Three-Quarters of Radio Corp.'s Income Put Back Into Business

Net Earnings for Five Years Aggregated $39,145,172, of Which 25.94 Per Cent Was Paid Out in Dividends and Tax Reserve-Balance to Surplus

A recent study of the income accounts and balance sheets of the Radio Corp. of America for the years 1923 to 1927 shows that three-quarters of the net earnings of RCA have been plowed back into the property in the last five years. With net earnings for the five years aggregating $39,145,172, only $5,505,596 was paid out in dividends and $4,645,735 was set aside as Federal tax reserve. Together these items comprise 25.94 per cent of the net earnings and the balance of 74.06 per cent went to surplus or reserves. These dividends cover only four years, beginning with 1924, when the 7 per cent preferred stock became cumulative, and no dividends were paid on the common stock in the period under consideration. The study shows that the greater part of the accumulation of reserves remained untouched until 1927. In the three years, 1924 to 1926, reserves aggregating $6,326,699 were used to write down contracts and good-will to $1. In 1927 balance sheet many items were written down through the application of accumulated reserves. Drastic write-offs appear in the patents and patent rights account, which stood at $12,671,184 at the end of 1927. To this account reserves of $7,155,640 were applied, reducing it to $5,515,543 or 43.5 per cent.

Radio Wholesalers' Association Executive Committee in Session

Organization Plans Completed at a Two-Day Meeting Held in Chicago-Important Matters Discussed—Next Meeting to Take Place on April 21

The Executive Committee of the Jobbers' Section of the Federated Radio Trade Association recently for a Radio Wholesalers' Association, working under the name of the Radio Wholesalers' Association, affiliated with the Federated Radio Trade Association. Interest in the wholesale organization has lagged one bit, as evidenced by the complete membership of the Executive Committee, Thomas White, of the Wholesale Radio Equipment Co., Buffalo; Geo. Purdy, of the Geo. C. Beckwith Co., Milwaukee; Martin Wolf, of the Electric Appliance Co., Chicago; Harry Alter, of the Harry Alter Co., Chicago; Fred Wiebe, of the Brown & Hall Supply Co., St. Louis; J. F. Connell, Kruse-Connel Co., Indianapolis; W. H. Roth, of the Radio Specialty Co., of Milwaukee, and Harold J. Wrape, Benwood-Linzer Co., St. Louis, being present in Chicago for this important meeting.

Organization plans were completed and the Radio Wholesalers' Association now has a complete set-up to act as an organization for wholesalers for the benefit of the wholesale trade. The Jobbers' Section was organized in Milwaukee on February 19, 1928, and is now a complete organization, working under the name of the Radio Wholesalers' Association, affiliated with the Federated Radio Trade Association. Interest in the wholesale organization has lagged one bit, as evidenced by the complete membership of the Executive Committee, Thomas White, of the Wholesale Radio Equipment Co., Buffalo; Geo. Purdy, of the Geo. C. Beckwith Co., Milwaukee; Martin Wolf, of the Electric Appliance Co., Chicago; Harry Alter, of the Harry Alter Co., Chicago; Fred Wiebe, of the Brown & Hall Supply Co., St. Louis; J. F. Connell, Kruse-Connel Co., Indianapolis; W. H. Roth, of the Radio Specialty Co., of Milwaukee, and Harold J. Wrape, Benwood-Linzer Co., St. Louis, being present in Chicago for this important meeting.

Organization plans were completed and the Radio Wholesalers' Association now has a complete set-up to act as an organization for wholesale distributors and dealers throughout the country. Many applications from reputable wholesalers were submitted for membership and approved. The Executive Committee approved the copy for the booklet, "The Radio Wholesaler Needs Organization," which is now being printed and is available for distribution. Harold J. Wrape, president of the Federated Radio Trade Association, was present at the Legislative Committee, during the past two weeks in Washington, D. C. The next meeting of the Executive Committee of the Radio Wholesalers' Association was voted to take place in Chicago, April 21.

Kellogg Co. Issues Fine House Organ

Kellogggram to Be a Clearing House for Radio Merchandising Ideas Tested by Kellogg Dealers Throughout Country

In October, 1927, Kellogg Switchboard & Supply Co., Chicago, prominent radio receiver manufacturer, issued its first radio house organ, which was known as the Dealer Help Bulletin, printed in newspaper style and mailed to radio distributors and dealers throughout the country. The first issue was so favorably received that the second issue was compiled early in December. In January the firm received so many requests from the trade to continue the bulletin that it was decided to issue it each month under the name Kellogggram. The February issue arrived in the hands of the trade about the first week of each month. The Kellogggram editor decided that the publication could best serve the trade if used as a clearing house for ideas which have been tried and proved successful by Kellogg dealers, instead of using the publication as a place wherein to exploit Kellogg radio products. Dealers who have successfully used some plan which has attracted more prospects to their stores are urged to send the news to the editors of the Kellogggram so that it may be passed on to other dealers for their use.

Window display, direct mail campaigns, unique selling plans, etc., are sought by all dealers, and through the columns of the Kellogggram about 10,000 dealers will learn new selling and advertising ideas. The inside pages of the Kellogggram illustrate and describe the free dealer helps, and sales literature which are available to Kellogg dealers, and copies of the publication will be mailed to anyone interested in radio merchandising.

Stromberg-Carlson Line Is Featured

Highway Motor Supply Co. Uses New Electric Vapor Type Sign in Window to Call Attention to Radio Line

CHICAGO, I11, April 6.—The Highway Motor Supply Co., authorized Stromberg-Carlson dealer of this city, is a firm believer in the selling power of window display space, and utilizes this "silent salesman" to the best possible advantage. An unusual feature of this window, a photograph of which is reproduced herewith, is the large Stromberg-Carlson electric sign near the top. This sign is one of the newest electric vapor types which does not use electric bulbs. It costs considerable and is a striking indication of the Highway Motor Supply Co.'s enthusiasm and desire to push the line.

Unique Stromberg-Carlson Sign

Elsa Alsen, operatic and concert soprano, was the featured artist at the Columbia Phonograph Co.'s Schubert Centennial broadcast which took place on March 21.
The Smallest
Artone No. 14, $12.50
A flat model with fine tone.

The Largest
Artone Grand, $35
A strictly M. B. portable with 44-inch tone column and special reproducer.

Seven Models
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
No. 30, with electric pick-up - - 32.50 List

BERG A. T. & S. CO., Inc.
Long Island City, N.Y.
Landay Bros. Feature Fada Sets in Comprehensive Screen Tests

Series of Newspaper Advertisements Invite Buying Public to Make Selection of Radio Receiver From Comparative Tests Behind Screen

While occasionally the "blind" test has been used for loud speakers, it has remained for Landay Bros., New York musical instrument house, to adopt a comprehensive screen-test plan for radio. The announcement to this effect was first made in the New York Times for Friday, February 24, in connection with Landay's featuring of the Fada A. C. electric radios.

The idea is regarded as sufficiently revolutionary to warrant the belief that radio selling methods will be considerably altered by it. Landay announced that the music specialists in the organization had tested Fadas behind screens and that by process of elimination the product of Frank Andrea and his associates had "proved its thoroughbred qualities." The significant thing for readers of this publication about this screen-test idea is set forth by Landay in these words:

"After all, most of our patrons are not technical experts, every radio owner thinks he knows the best radio made, but how many has he actually listened to—side-by-side—under exactly the same conditions?"

By arranging for its customers to be able to have the radio screen test in all the company's stores, Landay feels that each customer will be satisfied by means of his own ears.

R. B. Rose Radio Chain Is Bankrupt

Operator of Thirty Radio Sections in Department Stores Lists Liabilities of $400,000; Assets $100,000

The R. B. Rose Co., 221 West Fifty-seventh street, New York City, operating a chain of some thirty radio departments in department stores throughout the East and Midwest, recently filed a voluntary petition in bankruptcy, listing liabilities of approximately $400,000 and assets of approximately $100,000. Melville Boyd and Thomas H. Matters were appointed as receivers under bond of $30,000.

The Rose organization was formed four years ago by Robert B. Rose, for years talking machine buyer for R. H. Macy & Co., and Ralph B. Austrian, formerly assistant buyer of the phonograph-radio department of Gimbel Bros.

H. Bobker Now With Cable Supply Co.

H. Bobker, a widely known sales and advertising executive, is now associated with the Cable Supply Co., New York, in an executive capacity. The Cable Supply Co. manufactures radio tubes, transformers, condensers, electrical specialties and Neon tube signs. Mr. Bobker was sales manager of the Supertron Mfg. Co., Hoboken, N. J., manufacturer of Supertron tubes, for four years.

Bosch Profits Were $469,174 in 1927

Profits of $469,174, equivalent after expenses, depreciation, etc., to $2.26 per share on 207,399 shares of no par stock, were shown in the 1927 annual report of the American Bosch Magneto Corp., Springfield, Mass. This compared with $448,319, or $2.16 a share earned in 1926. Net sales were $7,975,027 in 1927, compared with $7,510,222 reported for 1926.

Southern Victor Dealers' Meeting

Atlanta, Ga., April 5—Victor dealers from Georgia, South Carolina, Alabama and Tennessee attended a general sales meeting last month at the Capital City Club, the Elvey Talking Machine Co., Victor distributor, sponsoring the meeting.

Acquires Control of Mu-Rad Radio Corp.

Sleeper Radio & Mfg. Corp., Officials and Mu-Rad Corp. in Important Deal—Gordon C. Sleeper Heads Both Companies

Announcement of the acquisition of control of the Mu-Rad Radio Corp. by officers of the Sleeper Radio and Mfg. Corp. and their transferring to the Mu-Rad Corp. of common stock control of the Sleeper Corp., has been

Gordon C. Sleeper at His Desk announced by Gordon C. Sleeper. Mr. Sleeper is now president of Mu-Rad, as well as of the Sleeper Company, and his associate, H. C. Doyle, becomes treasurer of both corporations. Under the merger agreement, Mu-Rad becomes the holding company and Sleeper the manufacturing and operating company.

The contract between these two well-known radio concerns is said to involve a substantial increase in the working capital of the Sleeper Radio and Mfg. Corp., which will greatly broaden manufacturing and sales activities during 1928.

"The identity of the Sleeper organization is in no way lost or changed by combination with Mu-Rad," Mr. Sleeper stated in discussing the merger. "The stockholders of the Mu-Rad Company simply offered to turn over control, as well as to provide a substantial increase in the working capital of the Sleeper Company if my associates and I thought ourselves would merge our company with theirs."

A series of recitals, utilizing the Columbia Viva-tonal phonograph and New Process records, have been given throughout Portugal. In Oporto the recording of "Hallelujah," by Cass Hagan and His Orchestra, was so well received it was repeated three times. Phonographs are popular with the public in Portugal.
Light OFF!

**FLASH**

Your Way to Extra HOHNER Profits!

Light ON!

**Up to date dealers who are real merchandisers have marked the Harmonica as one of the fastest growing and most profitable lines in their entire stock.**

The spreading of Harmonica instruction in the schools, the great and rapid development of Harmonica Orchestras and Bands throughout the country and the recognition of the Harmonica by parents and educators as the first step in musical knowledge have placed this instrument in a unique position and have increased its sale by leaps and bounds.

Enterprising merchants are capitalizing on this situation by giving the Harmonica prominent space in their show windows and on their counters. They are reaping extra profits and securing many new and satisfied customers.

The Hohner Flasher illustrated above is a sure medium through which to obtain profits for all retail dealers.

Set it up in your window, plug in on a light socket and let it go! Day and night it will flash its selling message to new customers. Beautifully colored, electrically illuminated, substantially built, convenient in size (14"x17"), it is a REAL sales stimulator.

The Flasher costs you practically nothing when you purchase the No. 800 Assortment of Hohner Harmonicas—"The World's Best" both as musical instruments and as profit-making merchandise.

**Hohner Harmonicas contained in Assortment No. 800**

- **1401 Old Standby**
- **1808 Marine Band**
- **603 Echo**
- **3CND World Renown**
- **132 World Renown**
- **106 Marine Band Tremolo**
- **301 "J" Haarmonet**
- **215 Violanita**
- **146 Marine Band Tremolo**
- **400 "Echo"**
- **461 "Up-to-Date"**
- **300 "Chromonica"**

**2.75 2.00 1.50 2.10**

**Price List**

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<td>Marine Band</td>
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<td>&quot;Echo&quot;</td>
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<td>&quot;Up-to-Date&quot;</td>
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<td>&quot;Chromonica&quot;</td>
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**32 pcs.**

**$27.45**

**YOU INVEST for these Harmonicas AND the Flasher**

**$19.50**

**YOU GAIN Over 45% Cash Profit—PLUS a valuable attention getter for your window**

**$7.95**

M. Hohner, Inc., Dept. 72, 114 E. 16th St., New York

Canadian Address: HOUGH & KOHLER, 468 King St. W., Toronto
Sell New Instrument, If You Can—If Not, a Reproducer

Russell Raymond Voorhees Tells How Reynolds Music House Found Sale of New Sound Boxes Increased Profits and Led to Phonograph Sales

Some dealers seem to feel that unless a person who has one of the old style phonographs can be sold one of the new type that it is not the best merchandising to sell them a new sound box so that they can improve their old machine. G. J. Emmanuel, manager of the Reynolds Music House at Pensacola, Fla., felt this way and so for over a year he refrained from selling new sound boxes unless they were called for. Finally he began to mull over the entire proposition, with the result that he decided he would give the new sound box a fling anyway and see what would happen.

As a result he changed his selling plans. He tried in the first place to sell a customer with an old machine one of the new phonographs, taking the old one in for part payment. When he saw that this could not be done for one reason or another, but principally because they didn't want to take on the added financial burden, he would shift and try to sell them a new sound box so that they could bring their old machine up to date. The result was that in most instances he made a sale, either of a new machine or of a sound box. In addition he stimulated the sale of records, and this department began to show more activity.

Following up the sale of sound boxes, Emmanuel found that later on these same people became prospects for the new machine, whereas if he had not sold them a new sound box their machine would likely have been out of use all of that time, and they might never have become prospects for the new phonograph. After using this method for some time now, Emmanuel is convinced that the thing to do is to try to sell a new machine, and if that cannot be done, then the wise thing to do is to sell them a new sound box. That stimulates business and keeps the customer using the phonograph, which is the only way that the dealer can make continuous profits from it.

Grebe Establishes Radio Scholarships

Two radio scholarships, sponsored by Alfred H. Grebe, president of A. H. Grebe & Co., Inc., New York City, manufacturer of the Synchrophase receiving set, will be given to worthy applicants by the Veteran Wireless Operators' Association each year, it was announced at a recent meeting of that organization. The scholarships, known as the "Grebe Radio Scholarships," will be awarded one for an attendant student and the other for a correspondence student in the Radio Institute of America, New York City. The candidate will be selected by means of a letter or essay prepared on a subject selected by a committee of the association. J. V. Maresca at the Hotel Roosevelt, New York, has been placed in charge of applications for the scholarships.

Roy A. Forbes on Dealer Education

How the Victor Talking Machine Co. trains its retail representatives was the subject of an interesting article based upon an interview with Roy A. Forbes, sales and merchandise manager of the Victor Company, that appeared in a recent issue of Printers' Ink. The chief points of Mr. Forbes' talk on retailer education, briefly summed up, are: A connecting link between the company's national advertising campaign and the dealer's educational campaign which was accomplished by the distribution of a sales booklet, "Co-operative Acquaintance," a point of contact, represented by "Dorothy Martin," namely, a woman who keeps in touch with the salespeople, 95 per cent. of whom are women; the organization of Victor Record Clubs of retail salespeople in as many important cities as possible, each club holding monthly meetings at which advance records are played and discussed, and finally, the classification of records into types and the working for a higher unit of sale.

Co-operative Kolster Billboard Campaign

Harper-Meger, Inc., Kolster distributor, Seattle, with the co-operation of Kolster dealers, sponsored a concentrated billboard campaign lasting over a period of several months. At various points along the highways to and from Seattle nine twenty-four sheet billboards were placed. The message they have is brief and forceful and easily read by a glance of a passing motorist. It reads in huge letters: "Kolster Radio, a Triumph in Tone—Matchless in Value—Sold Only Through Authorized Dealers—Harper-Meger, Distributors." Featured across the center of the board is a large illustration of the Kolster 6 H. Nightly illumination keeps the message at work at all times. Since this campaign started increased sales can be traced directly to the Kolster billboards, and even though the expense was great, the remarkable advance in inquiries for Kolsters and about Kolsters and actual purchases have more than justified the expense.

New Distributors for Steinite Line

I. J. Cooper Rubber Co. to Cover Central Ohio and Indiana—Dunham-Carrigan-Hayden Co. in California Field

The Steinite Laboratories Co., Chicago, recently announced the appointment of the I. J. Cooper Rubber Co., as an exclusive distributor. The firm will cover the central Ohio and Indiana territory, and with offices located at Columbus and Dayton, O., and Indianapolis, Ind., the Cooper organization is in a position to give prompt and efficient service to Steinite dealers in that territory.

The Steinite Laboratories Co. also announced the addition of another well-known distributor to its rapidly growing list, the Dunham-Carrigan-Hayden Co., San Francisco, Cal., who will act as an exclusive Steinite jobber in the northern California territory.

Fischer Co. Issues Chart of Springs

PHILADELPHIA, PA., April 7.—The J. A. Fischer Co., of this city, has just issued its new chart of Valley Forge "Non-Jump" main springs. A novelty has been introduced in the preparation of the new chart in that it has been prepared in a wall-hanger type. The cover, artistically prepared in two colors, shows the Valley Forge heat-treating process and the succeeding pages list, describe and give minute measurements of every spring in the Valley Forge line.

An Important Move

To remedy poor conditions surrounding the handling of insolvenies in the radio industry arising through lack of unified action of creditors, the Radio Manufacturers of America have decided to refer all insolvenies cases of their members to the Credit Clearing House. The plan, as announced, will enable unit action in the election of proper trustees, and is expected to result in large savings in administrative expenses, as well as larger dividends for the parties concerned.

Exclusive Features

which will increase the sales value of your phonographs are incorporated in the superior line of

KRASCO silent
MOTORS

Krasco Phonograph Motor Co.
Elkhart, Indiana, U. S. A.
F. A. D. Andrea Returns From Cruise

President of Fada Radio Completed Personal Test of Radio Reception in Various Ports of the West Indies

F. A. D. Andrea, president of Fada radio, has completed a personal test of radio reception in various ports of the West Indies and aboard ship. Mr. Andrea recently returned to his desk from an enjoyable trip.

From the moment he left New York, Mr. Andrea reports that he was able to keep in touch with New York stations during daylight hours, until within one day of Havana. By night he was able to tune in New York stations from every port his ship touched in the West Indies, with uniform good reception.

Another interesting development, and which has to do with average stock investments and annual turnover of money as to several lines, including radio. Mr. Shearer especially directs the industry's attention to the analysis made by the Retail Ledger from statistics from which Mr. Shearer has prepared articles on radio's competition and comparative conditions as to sales throughout the country. The Retail Ledger analysis has to do with average stock investments and annual turnover of money, as to several lines, including radio. Mr. Shearer especially directs the industry's attention to the article referred to that the average stock investment to yield sales of $100,000 in radio is $18,000. This makes the annual money turn approximately 5.5.

Another interesting development, and which was noted by Mr. Shearer on his recent West ern trip, was the strong position of the music phonograph and radio products manufactured by Federal-Brandes, Inc., Newark, N. J., one of the best-known distributors of National Music Week.

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Atwater Kent Hour to Open Music Week

PHILADELPHIA, PA, April 9.—For the third time the Society for the Advancement of Music has designated the Atwater Kent Sunday evening broadcast concert as the official radio opening of National Music Week. The Atwater Kent Mfg. Co., of this city, which is a member of the Music Industries Chamber of Commerce, has always cooperated with that organization in the advancement of music, and this year, as in other years, calls the attention of Atwater Kent dealers to the various seals, window stickers, hangars, billboards, books, and pamphlets available for increasing the interest of the general public in music.

New York Wholesale House Changes Name

The Greater City Phonograph Co., New York, one of the best-known distributors of phonograph and radio products in the East, figure given for radio. It is stated in the article referred to that the average stock investment to yield sales of $100,000 in radio is $18,000. This makes the annual money turn approximately 5.5.

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United Air Cleaner Co. Has Fine Plant

Sixty Thousand Square Feet of Factory Space Possessed by Chicago Manufacturing Firm Headed by F. F. Paul

Owning right in Chicago seven and one-half acres of valuable land, on part of which stands a huge modern plant with 60,000 square feet of floor space, that’s the position the United Air Cleaner Co. enjoys.

The company is known throughout the industry as manufacturer of United motors, which to-day are used very generally by the trade. Last year their No. 5 motor created a sensation when it was introduced—a six-cylinder motor of distinctive design and constructed on a modern principle. F. F. Paul, general manager of this company, advises that the 1928 program is the most ambitious ever undertaken by his organization. It embraces large-scale production of the No. 5, and active exploitation of the new No. 2 motor for portables, exclusively. Dealer help is being created, advertising planned and a policy of dealer promotional effort has been established. The concern specializes in the manufacture of quality products, a fact that has been instrumental in building up one of the largest businesses of its kind in the country.

RCA Film “Links” Used to Aid Sales

A motion picture entitled “Links,” the story of a successful dealer, has been produced by the Radio Corp. of America, to show how dealers can increase sales of RCA products. It shows a typical American family; how they respond to RCA national and local advertising; how a progressive radio dealer utilizes that advertising; the various steps in his successful selling of a Radiola, and how one satisfied customer leads to further sales. It is designed to show the RCA dealer the sales methods calculated to result in increasing his retail business. It is a two-reel film, and takes about twenty-five minutes to show upon the screen. It may be had in two sizes, for standard projection machines and also for small home projectors. Additional information may be obtained from the Radio Corp. offices at New York, Chicago and San Francisco.

Interest in Radio Wholesalers’ Assn.

Many Applications From Leading Distributors Being Received by Membership Committee—Circulars Sent Out

The Radio Wholesalers’ Association, formed at the Federation Radio Trades Association Convention, in Milwaukee, February 15, recently mailed circular letter to the entire radio wholesale trade with the result that several hundred more interested wholesalers have requested further information concerning this newly formed organization. The results of the membership campaign have been very satisfactory, and many new applications have been received from the most reputable wholesalers throughout the country.

The membership committee reports great interest evinced in various localities, with the result that they plan on far exceeding the quota of members which was anticipated by the executive committee. The dealer-relations committee is actively at work on dealer-help problems and other activities to make the radio retail store a more profitable enterprise. The manufacturers’ relations committee reports continued activities with results to be made public at the next meeting of the executive committee. The last executive committee meeting was held for two days on March 16 and 17 in Chicago, at which time organization plans were perfected.

Correcting an Error

In a news article in the March issue of The Talking Machine World, New England News Section, it was stated in error that the radio receivers manufactured by the Kellogg Switchboard & Supply Co., Chicago, were known by the trade name “Majestic.” It was further stated that the company was planning to place upon the market a three-tube receiver shown in several different models. In order to correct the erroneous impression which this article may have created, it is hereby stated that the radio receivers manufactured by the Kellogg Switchboard & Supply Co. are known by the trade name “Kellogg” and that the Kellogg organization has made no announcement as yet regarding its new line of radio receivers. Furthermore, according to advice received from the Kellogg Co. in Chicago, the firm has no intention of introducing a three-tube receiver.

Heads Brunswick Promotion Dept.

E. L. Sorsen Appointed to New and Important Position in the Brunswick Organization—Will Co-operate With Trade

The Brunswick-Balke-Collender Co. announces the appointment of E. L. Sorsen as manager of the Sales Promotion and Merchandising Department of the company, a newly created department for which the company officials felt there was a real need in view of the existing demand for better merchandising methods and more efficient sales work.

Mr. Sorsen will keep an accurate report on the work of each Brunswick sales representative throughout the country, and will at all times be conversant with the situation in each territory. He will assist branches in the merchandising of Panatropes and records, and in the creation of new sales plans, and will conduct campaigns and contests on special models.

Mr. Sorsen is particularly well fitted for this new and important post. For the past several years he has been in charge of the general sales offices of the Brunswick Co., and has worked in close contact with the dealers from that office and is thoroughly conversant with modern merchandising problems in the music industry. His long experience enables him to appreciate the problems that confront the music dealer to-day, and with this appreciation he can more readily work toward the solution of those problems.

Mr. Sorsen is now lining up his new department and is fortunate in having Frank Fry to assist him in his work. Mr. Fry has been associated with previous promotional activities with Brunswick, and he too is conversant with the dealer situation, and his experience will be invaluable to Mr. Sorsen in the operation of his new department.

New A-K Dealer Aid

The Atwater Kent Mfg. Co., of Philadelphia, Pa., has prepared for the use of its dealers three new designs in letterheads, and each thousand lot is split evenly among the three designs, which should add to the effectiveness of the dealer’s mail solicitations and follow-ups.
Improved Tone Quality

NO detail of mechanical perfection has been sacrificed in re-designing the Swanson THIN MODEL. A tone chamber of improved design and the phonic reproducer give the new machine even better tone quality.

Consolidated Talking Machine Co.
CONSOLIDATED BUILDING
227-229 W. Washington Blvd., Chicago
Deca-Disc Co. Renames Its Products

Automatic Instrument Now Known as the Fulumatric Creature—New Remote Control Model—W. R. Moore, Secretary

WAYNESBORO, PA., April 7—Having completed a change in organization, name of product, and added new products, the Deca-Disc Phonograph Co., will remain the same as heretofore, with the exception of the secretary, to which office Mr. Moore was appointed. The officers of the company are as follows: President, Mark H. Landis; vice-president, G. T. Shearer; treasurer, John B. Eader, and secretary and general manager, W. R. Moore, Jr.

H. R. Fletcher With Racon Electric Co.

Nationally Known Figure of the Music-Radio Industry Has Been Appointed General Sales Manager of the Firm

Harold R. Fletcher, nationally known in the music-radio industry and a pioneer radio executive, has joined the Racon Electric Co., Inc., New York, as general sales manager, according to an announcement by A. I. Abrahams, vice-president of Racon. Mr. Fletcher will shortly leave his desk on an extended sales trip throughout the country in the interests of the company.

While the name of the Deca-Disc Phonograph Co. of this city, is preparing to make 1928 one of the biggest years in its history. W. R. Moore, Jr., an engineer and experienced executive, has been elected secretary and general manager of the organization.

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Speaker With Remote Control Panel

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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 Line That Measures Up—

to the standard you set for
radio in your own home should
be a profitable one for you to
sell—

Slagle Radio

—especially if investigation shows
the sales and merchandising
policies behind the line to be
equally right.

Ask for the facts on
Slagle 1928-29 Radio

Slagle Radio Company
Fort Wayne Indiana
Division of United States Electric Corp.
**Widespread Demand Features Trade in Kansas City District**

Medium and Higher Priced Instruments Continue to Lead in Point of Sales and the Entire Trade Is Optimistic Over the Outlook for Business

**KANSAS CITY, Mo., April 7.—**Demand for phonographs and radios is brisk at this time, according to leading retailers in this city. Activity is well distributed over the medium and higher-priced instruments. Record demand is unusually good.

The talking machine and radio department of J. W. Jenkins' Sons is enjoying a fine business in Orthophonics, combinations and radios, according to Barton J. Pierce, head of the retail department. In radio they have so much business that it has been almost impossible to handle it all. Kellogg, RCA and Atwater Kent are all in good demand. J. W. Jenkins' Sons were hosts to the Victor dealers from more than thirty towns in Missouri and Kansas at a dinner at the Hotel Muehlebach on March 29. The meeting was a sales conference.

Kolster and Columbia lines are holding to an excellent volume at this time, according to C. M. Willis, sales manager of the Sterling Radio Co. Mr. Willis finds ever-increasing interest in the Columbia-Kolster electric phonograph.

Standale's report that business is well ahead of last year at this time. Sales of records are more than satisfactory.

Paul's report activity in phonographs on the increase now. A very good attention at this time is the new Orthophonic Radiola with AC operation.

At the recent Better Homes and Building Exhibition held in Convention Hall in this city a number of the music dealers exhibited. J. W. Jenkins' Sons had two attractive booths, displaying an Automatic Victrola Electrola Radiola, priced at $1,550, as the central piece of the exhibit. A model 510 Kellogg priced at $495, was featured, two smaller Orthophonics and the new small Atwater Kent. Duff & Repps had a Kolster exhibit, showing the complete Kolster line. The booth was artistically decorated with tapestry hangings and shaded lights. The Jones Store Co. exhibited an Atwater Kent as a part of their furniture display. These exhibits attracted a great deal of attention on the part of the public.

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**Advent of Spring Puts New Life in Business in Cincinnati Field**

W. C. Fuhri, of the Columbia Phonograph Co., New York, visits Local Branch—Alterations Under Way at Starr Co.'s Store—Other Trade News of the Month

**CINCINNATI, O., April 9.—**Talking machine dealers report that Spring business has opened up in a way that is better than fair with sales at a higher level than they were at this time last year.

Recent visitors to the local branch of the Columbia Phonograph Co., of which Miss Rose Helberg is manager, were W. C. Fuhri, of New York, general sales manager, and R. J. Mueller, of Cleveland, district manager. “Our Columbia-Kolster electric reproducing machines have met with a splendid reception, and orders for it are increasing satisfactorily day by day,” said Miss Helberg.

The Ohio Talking Machine Co. has just received the new 535 Orthophonic Victrola, which retails at $300. This has been demonstrated to local dealers. Following the demonstration here it was taken to Indianapolis, Louisvile and other cities.

A new store which is soon to be opened in Springfield, O., by James Waite, will carry the Brunswick line.

“Ours greatest trouble is to get high-grade models of instruments as fast as we can sell them,” said Miss Nan Tighe, manager of the Baldwin Victrola Shop, which adjoins the store of the Baldwin Piano Co.

The store of the Starr Piano Co., which is the home of the Starr phonograph and Gennett records, is undergoing several changes, the principal one of which is the alteration of the front of the first story.

According to H. O. Biddle, of the Biddle Brodhead & RCA Shreve, which has since opened in the store of the Starr Piano Sales Co., the demand for talking machines, combinations and straight radio has been very good and it is good still better.

Ernest C. Daulton, son of R. F. Daulton, local manager of the Brunswick-Balke-Collender Co., has gone to New York City, and is now resident musical director in the Brunswick Recording Laboratories.

L. D. Fairall, son of P. F. Fairall, proprietor of National Music Store, Newark, O., has been appointed a member of the sales staff of the Brunswick Co. and will cover eastern Tennessee and portions of Kentucky and Virginia.

T. T. Marshall, who formerly represented the company in Indianapolis territory, has been transferred to western Tennessee and western Kentucky.

The last week of March the Otto Grau Piano Co. took advantage of the Vitaphone appearance of Al Jolson and featured "Mother of Mine" and other Brunswick records.

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**Trade-in Allowance Plan Is a Success**

Unique Plan Devised for Ortho-Sonic Radio Dealers by Federal Radio Corp. is Stimulating Sales of Receivers

The Federal Radio Corp. has adopted a unique method of stimulating radio sales for its retailers during the Spring period. The Federal Co. has reports from many retailers to the effect that their business is peaking that of November and December combined, and that if the trade-in Allowance Plan is continued, it will result in the sale of many Federals during the Spring season. This is the first time that a radio manufacturer has attempted the trade-in plan on a national basis. That it is working out successfully is proven by the results reported by many Federal retailers.

In connection with the above letter the following letter was sent to Federal retailers by L. E. Noble, president of the Federal Radio Corp.:

"Laters are pouring in from retailers and wholesalers telling us in detail about the success of the Federal Trade-in Allowance Plan."

Any radical merchandising innovation is undertaken with considerable anxiety as to the outcome and effect, and, therefore, the fact that this plan, which has been in the industry for a short time, has worked out so successfully, is most gratifying. In any new industry there is always a tendency to attempt to apply such experience and methods as have proven successful in older and more established industries. This industry of ours does not seem to submit itself to such application of precedents, but seems to require a constant development of merchandising ways and means to fit the kaleidoscopic changes in the business.

"Our experience up to this time with the trade-in allowance plan leads us to consider the advisability of its application to future product as well as to present merchandise. We are advised that various agencies external to the Federal family have questioned the latent and sincerity of the trade-in allowance plan and we wish to state emphatically at this time that the plan is only one that appears on the surface, and it is de signed to "secure a wider consumer ownership of Federal Orthosonic receivers in order that there may be a greater appreciation of the extraordinary value of the equipment and consecutively more general word-of-mouth advertising of it." We feel our experience in this plan is in keeping with the intimated future reduction of suggested list prices.

"One cannot take this opportunity to enumerate the whole story of sales, but we would like to bring to your notice an instance to emphasize the point that wholesalers and retailers who have been aggressively taking the advantages of the possibilities which the plan offers and pushing accordingly and to point out to any who are not the opportunity that is passing by their door.

"The plan is solid and well grounded and a boon to those users who have a recent or sizable investment in older or battery apparatus. Federal intends to push to the limit the advantage gained by first instituting this plan on a national basis."

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**Jewell To Hold Trade (Give Good Service)**

The current wave of holding your customer's trade is to gift them good service means that you must use good service instruments.

A Jewell service instrument which will help you keep your customer good-will is the Pattern 500, 150 A.C. and D.C. Set Analyzer. It is the most popular development in radio service equipment because of its ease of operation. Practically marked, individual push button switches indicate the tests to be made.

The instruments incorporated are a 0-100 A.C. voltmeter for checking line voltage and filament voltage of tubes (operated in series); a double scale 0-0.1-1-5 A.C. voltmeter for adjusting filament voltage on A.C. tubes; and a D.C. voltmeter having a voltmeter resistance of 5000 ohms for measuring D.C. voltages of 0-150, 0-250 and 0-1000 milliamperes.

This service instrument maintains the usual high quality of Jewell instruments. The case is covered with genuine Morocco leather and the analyzer comes completely equipped with adapters and test leads.

Write for descriptive circular No. 1141.

**Jewell Electrical Instrument Co.**

1650 Walnut Street - - Chicago

"28 Years Making Good Instruments"
The new President of SONORA is gathering Men!

No business despite its millions of money, despite its revolutionary products like the wonderful new Sonoras, can hope to rise higher than the abilities of the men who command it and who serve it.

You have probably heard of the vast and far-reaching plans of Sonora, you have perhaps, heard of its millions of life-giving money—and you may have heard of its astounding new improvements and products and its new plans in the interest of dealers the whole land over.

But the last and greatest guarantee of its future is the new man-power Sonora is assembling. Some of our new leaders are with us now, others are soon to be announced. Watch for the most important announcement of personnel in next month's issue of this publication.

P. L. Deutsch, the new president of Sonora is gathering men. And he is gathering dealers too. The Sonora Snowball has started to roll.
Phonograph Record Sales Gained in Germany in the Year 1927

Interesting Report of Commercial Attaché to the Department of Commerce Shows Exports for the Year Totaled 7,120,759 Records Valued at 9,765,000 Marks

Germany's sales of phonograph records increased considerably in 1927, in the domestic market and abroad, reports Commercial Attaché F. W. Allport, Berlin, to the Department of Commerce.

Exports amounted to 7,120,759 records, valued at 9,765,000 marks, as compared with 4,261,440 records, valued at 5,855,000 marks in 1926—an increase in value of nearly 4,000,000 marks, or almost 65 per cent over 1926. (The mark is worth $0.23.)

The favorable balance of the foreign trade in talking machine records increased in 1927, from 4,840,000 marks to 8,200,000 marks.

According to Germany's monthly summaries of foreign trade, the greatest number of records in 1927 was taken by the Netherlands, as in the year before. It is, however, to be assumed that at least part of these exports were not destined for the Netherlands, but were shipped in transit through that country to other markets.

Exports to the United States were relatively small in 1927, amounting to only 134,000 records.

Exports to South America and the United Kingdom were negligible. As these markets are entirely in the hands of the American and English record manufacturers, German statistics give no export figures on them.

In 1927 Germany imported 1,225,182 records, valued at 1,579,000 marks, compared with 837,174 records, valued at 1,017,000 marks in 1926. Out of the total in 1927, 966,000 records came from Great Britain and nearly $3,000 from the United States.

Talking Machine and Radio Patents


Emil Velazco New Columbia Artist

Well-known Motion Picture Theatre Organist Has Won Name as Composer of Music for Motion Picture Theatre Organ

Emil Velazco, new exclusive Columbia artist, is not only one of the youngest but at the same time one of the outstanding theatre organists in the country. He is also regarded as being one of the leaders in the composition of novelty jazz for the modern theatre organ. With the rapid development of the motion picture theatre and the strides taken by the pipe organ, Velazco began an intensive study of pipe organ music as applied to motion pictures. For two seasons he played with a jazz orchestra to be closer to the subject of his study.

Mr. Velazco has composed theatre pipe organ music for practically every type of film. When the Roxy theatre opened in New York he was selected as its chief organist, and recently he added to his following by broadcasting "The Witching Hour" three times a week from radio station WOR.

Radiomarine Donates Two Scholarships

Two scholarships, donated by the Radiomarine Corp. of America, for attendance at the Radio Institute of America, will be administered and awarded by the Veteran Wireless Operators' Association, according to a recent announcement. Awards will be made to those American-born youths over eighteen who write the best letters or essays on "Why the American Merchant Marine Needs Perfect Wireless Communication." Complete information may be obtained from James Maresca, secretary, Veteran Wireless Operators' Association, Hotel Roosevelt, New York City.
These are the men who will introduce a new and dominant AMRAD SERIES next month!

A line of superlatively fine, purely electrical radio receivers Embodying principles of character and design of extreme interest.
Darrow Music Co., of Denver, Stages Unique Publicity Stunt

Jos. C. Coyle Describes How Live Dealer Attracted Attention to His Lines by Clever Use of a Large Beer Keg in Which Was Concealed a Loud Speaker

Since so many different kinds of establishments have started handling radio supplies, and there is a loud speaker in almost every block, appealing to the public to stop and listen, it was thought that the Darrow Music Co. of Denver, had hit upon a unique and very effective way of advertising.

"The Keganola, as we call it, has been so successful that we sold out our best records and were obliged to order more," said O. M. Frazier, manager of the phonograph and radio department. "The old time music seems to make the biggest hit with the crowds, and the stunt has resulted in many sales in the radio department also, which we are able to trace to the demonstration outside."

H. P. Shearer Talks on Buying Areas

General Manager of Splitdorf Radio Corp. Gives Interesting Facts and Figures on Buying Conditions on the Coast

Hal P. Shearer, general manager of the Splitdorf Radio Corp., Newark, N. J., who recently returned from an extensive trip, presented interesting facts and figures upon the question "Do the very largest cities produce greater sales in proportion to population than the next grouping and still smaller cities?"

Mr. Shearer found this was a question frequently asked by radio merchandisers and stated in part: "I was recently in California, and was interested in the figures compiled by the Domestic Distribution Department of the United States Chamber of Commerce on San Francisco itself, and in comparison Metropolitan San Francisco. While these comparisons will not answer entirely the above question, an analysis of the figures will throw considerable light on the topic which surely is of interest to everyone engaged in selling radio."

In 1926 San Francisco radio sales were $2,992,600. Metropolitan San Francisco sales were $4,459,100. San Francisco population was given at 556,800 and metropolitan San Francisco at 945,500. The latter figure therefore leaves 389,700 for the rest of the market which includes Oakland, Alameda and Berkeley. The latest figures I have before me give Alameda at 94,550, Berkeley, 56,036 and Oakland, 216,261. In round numbers San Francisco has 60 per cent of the population, and the other parts of the trading zone 40. Sales are above the 60 per cent for San Francisco proper. Better get it accurately:

<table>
<thead>
<tr>
<th>Per Cent</th>
<th>Population</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Francisco</td>
<td>60%</td>
<td>40%</td>
</tr>
<tr>
<td>Outside territory</td>
<td>64%</td>
<td>59%</td>
</tr>
</tbody>
</table>

"Thus it would appear that in areas of greatest concentration sales are greatest. Of course, this fact must be taken into consideration. Many people, as in the New York trading area, 'come to town,' as it were, to trade, and even such large 'suburbs' as those on the West Coast are no exception."

A. N. Doty Joins the Atwater Kent Staff

Widely Known in Trade—Will Assist H. T. Stockholm, District Sales Manager in the Southwestern Territory

A. N. Doty

Atwater Kent Mfg. Co., also of this city. Mr. Doty is widely known in radio circles, having traveled the entire Southern part of the United States for the Pooley Co., and also has had a previous wide and varied experience in both the talking machine and piano industries. In his new capacity Mr. Doty will assist H. T. Stockholm, district sales manager in the Southwestern part of the country.

New RMA Directors

M. Frank Burns, general sales manager of E. T. Cunningham, Inc., New York City, and John C. Tully, president of the Bremer-Tully Manufacturing Co., Chicago, Ill., were recently appointed members of the board of directors of the Radio Manufacturers' Association by President C. C. Colby. These appointments fill the vacancies caused by resignations, including that of Carl D. Boyd, who has entered a different line of business.

Art Gillham Pleases

Atlanta, Ga., April 5—Ludden & Bates, Phillips & Crew, Bame's, Inc., Edico Piano Co. and LeRoy Webb, all Columbia dealers, report a decided increase in record sales, due to the appearance at the Grand Theatre for a week of Art Gillham, the Whispering Pianist, of wide fame.
Here's the Solution of Your Accessory Problem!

What is going to take the place of your accessory business—the quick-turning, profitable sales of batteries, eliminators, etc., that brought new and old customers into your store frequently and helped you sell complete sets?

Progress of the radio industry is wiping out this business—but we now offer you an even more profitable alternative!

Wasmuth-Goodrich Radio Furniture

is made by masters of the wood-working craft; conceived by men who know 1928-29 requirements. The modern replacement for your dwindling accessory sales—ready now, for this week's business!

We shall present new designs and new goods as often as the basic demands of the industry justify or require. Careful distribution through wholesalers of approved standing—wholesome merchandising methods and liberal discounts—these mean quick turnover and greater profits for you!

The coupon is for your convenience—mail it NOW!

SYMPHONIC SALES CORPORATION
370 Seventh Avenue, New York

Symphonic Sales Corporation
370 Seventh Avenue, New York
Please send me detailed description; list prices and discounts on the new Wasmuth-Goodrich Radio Furniture.

Name
Address
Gradual Strengthening of Trade
Volume in New England District

New England Music Trade Association Stages Annual Meeting and Dinner—F. D. Pitts Co. Campaign Stimulates Improved Window Displays—Other News

BOSTON, MASS., April 9—Business is gradually strengthening as the Spring comes along. In the talking machine field the new models being put out by the different companies are attracting considerable attention.

Annual Meeting of Association

The annual meeting and dinner of the New England Music Trade Association held a fortnight ago at the Hotel Statler was a most enjoyable affair, and was attended by quite a number of the talking machine men. The new president, Shepard Pond, is widely and pleasantly known in the trade.

Sponsors Window Display Campaign

There is considerable local interest in the window display campaign fathered by the Kellogg Switchboard & Supply Co., whose line is handled by the F. D. Pitts Co. of this city. The prize of $400 will be given the winner of the best window display campaign fathered by the Kellogg headquarters in Chicago, the firm has made no announcement as yet regarding its new line of radio receivers. Furthermore, according to advices received from the Kellogg headquarters in Chicago, the firm has no intention of introducing a three-tube receiver.

Correcting an Error

In a news article in the March issue of The Talking Machine World, New England News Section, it was stated in error that the radio receivers manufactured by the Kellogg Switchboard & Supply Co., Chicago, were known by the trade name "Majestic." It was further stated that the company was planning to place upon the market a three-tube receiver shown in several different models. In order to correct the erroneous impression which this article may have created it is hereby stated that the radio receivers manufactured by the Kellogg Switchboard & Supply Co. are known by the trade name "Kellogg" and that the Kellogg organization has made no announcement as yet regarding its new line of radio receivers. Furthermore, according to advices received from the Kellogg headquarters in Chicago, the firm has no intention of introducing a three-tube receiver.

Big Unit Sales in Instruments—larger than ever before in Victor history—and quick turnover in records are now possible for the dealer who has vision and energy plus a representative stock.

DOLLYS OR DIMES?

Oliver Ditson Co.
BOSTON

Chas. H. Ditson & Co.
NEW YORK
ARE YOU ON THE MAP?

- IF SO, note your standing according to number compared with others in the distribution of TRAV-LER Portable Radio Receivers

(They sell the year round)

DISTRIBUTORS—If not on the map and your territory is not well represented, write
TRAV-LER MANUFACTURING CORPORATION
3491 North Halsted Street, Chicago, Illinois - Manufacturers of
The Trav-Ler
THE "ORIGINAL ONE-MAN PORTABLE RADIO"

DEALERS—write your nearest distributor

TRAV-LER PORTABLE RADIO RECEIVERS

East of Rockies

LIST ONLY

$57.50

West

$60.00

1. Lyon & Healy
2. Specialty Service Corp.
4. Dickens Electric Co.
5. Triangle Electric Co.

11. Western Radio
15. Electric Lamp & Supply Co.
16. Young, Larson and Richardson
17. Waken & McGuire
18. Chicago Auto Equipment Co.
20. Automobile Equipment Co.
23. Nissan Electric Radio, Inc.
24. F. D. Fox Co.
27. Cupples Co.
28. National Radio
30. Parco-Chilton Corp.
31. Seattle Hardware Co.
32. H. Lesser & Co.
33. Beckley-Ralston Co.
34. Northwestern Radiator Co.
35. W. N. S. Auto Equip. Co., Ltd.
36. Johnson Electric Supply Co.
37. M & M Co.
38. Jos. C. Gordon Co., Inc.
39. Moore & Evans
40. R. H. McMann, Inc.
41. L. C. Werner Co.
42. O. C. Corp.
43. Rocky Mountain Radio Co.
44. Tarbell-Waters Co.
45. Shaw's, Inc.
46. The Water Taps Co.
47. Nat West

They sell the year round.
The table model AC sets are and always will dominate, says Mr. Chirelstein, and feel that the combination unit is in the lead, and that a jobber only carrying two or three sets towards this sensible policy. It was pointed out that a jobber only carrying two or three sets was in the lead, and more and more jobbers were turning towards this sensible policy. It was pointed out that a jobber only carrying two or three sets, one or two tube lines, one or two speaker lines, and one or two "B" battery and power unit lines, gave him saliency the opportunity to put more effort on these few lines and thus work them more intensively for greater sales.

An important trend noted by Mr. Chirelstein is the fact that the average large radio merchant, who is doing a business of a half-million or more at retail, feels that the combination unit is in the lead, and that a jobber only carrying two or three sets towards this sensible policy. It was pointed out that a jobber only carrying two or three sets, one or two tube lines, one or two speaker lines, and one or two "B" battery and power unit lines, gave him saliency the opportunity to put more effort on these few lines and thus work them more intensively for greater sales.

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POOLEY

Leader in Radio Cabinets of Quality

Four years of leadership in radio cabinets—and now for 1928-29 Pooley will present the finest line in its history.

A large part of the public wants quality radio merchandise. Pooley Radio Cabinets are built expressly to fill that part of the market.

THE POOLEY COMPANY
1600 Indiana Avenue
Philadelphia, U. S. A.
New Victor Model Displayed at Meeting of Dealers in Milwaukee

Seventy-five Dealers From City and the Northwestern Territory Attend Meeting Sponsored by the Badger Talking Machine Co.—Addresses Featured the Event

MILWAUKEE, Wis., April 7.—About seventy-five dealers from Milwaukee and the Northwest attended a Victor dealers' meeting held by the Badger Talking Machine Co., Milwaukee, distributor of Victor merchandise, at the Wisconsin Hotel. According to reports from the company a spirited enthusiasm was accorded the presentation of the new Victor model 8-35. The meeting was opened by an address from the president of the Victor Talking Machine Co., delivered from a Victor record, a “Message From E. E. Shumaker.” William R. Lewis, district sales manager of the company, was present at the meeting and made the presentation of the new model.

H. A. Goldsmith, secretary of the Badger Talking Machine Co., conducted the meeting. Following the presentation of the instrument Mr. McGarrey, service engineer from Camden, N. J., spoke on the possibilities a well-organized service department represents in a dealer's establishment, not only from a service angle, but also from a sales angle. Record business and the volume sales that can be developed by establishing a service department represents in a dealer's interest of the manager or owner of the establishment, not only from a service angle, but also from a sales angle.

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Michael Ert, of Michael Ert, Inc., was re-elected president of the Wisconsin Radio Trade Association at the annual meeting here last week. Other officers re-elected were secretary, Sidney Neu; treasurer, Eric Pfleger, of the General Ignition Co. Three new vice-presidents were elected. They are W. H. Roth, of the Radio Specialty Co.; A. J. Wolfe, manager of the radio departments of the three stores of Edward Schuster & Co., Inc., who heads the retail committee of the Association, and W. C. Kluge, of Julius Andrae & Sons Co., in charge of the wholesale committee. Mr. Ert has been named chairman of the committee in charge of the 1928 radio show; Sam Snead, of the Sam Snead Radio Service, chairman of the technical committee; Charles Krech, publicity; W. C. Kluge, conversion, Fred Yahr, of Vahr-Lange, Inc., legislative, and Frank Vaughan, of the Wisconsin School of Engineering, broadcasting. Articles of incorporation have been filed at Madison, Wis., for the Sidney Neu Co., Milwaukee. The company is organized to manufacture and sell radios and accessories. Sidney Neu, S. M. Soref and E. A. Miller are the incorporators.

Crosley-Amrad Ads. to Cost $1,000,000

CINCINNATI, O., April 7—The Crosley Radio Corp. and the Amrad Corp. will spend $1,000,000 during the next nine months in advertising its products. Two-thirds of the appropriation of nearly $700,000 will be spent in newspaper advertising, covering every section of the United States and Canada. A very careful survey of the newspaper field throughout the country has just been completed by H. Curtiss Abbott, general sales manager of the Crosley Radio Corp., and its advertising campaign has been definitely planned.

Lauds the Federal Radio Commission

Declaring that the order and efficiency which now prevail in the broadcasting industry in this country are due to the work of the Federal Radio Commission, Major General J. G. Harbord, president of the Radio Corp. of America, asserted in recent speeches before the Chicago Association of Commerce and the Chicago Bar Association that it was “high time some one pinned a rose on the Commission.” General Harbord stated that the Commission, working unpaid, with no staff, deserves the esteem of all who have enjoyed radio programs of constantly increasing quality.

TREMENDOUS DEMANDS for Electro-phonics Needles are the FASTEST SELLERS in the INDUSTRY

The new electrical records have had the biggest year in the history of the phonograph business. That's why rich-toned Electro-phonics Needles are selling like wild-fire! Electro-phonics needles—made of special composition—carry the tremendous volumes, the high and low notes, of these new records without a shiver or a blast. That's why dealers are finding Electro-phonics fast-moving, popular and profitable.

Revolving Display Stand Keeps “ELECTRO-PHONICS” Moving

Keeps these new needles before public eye. Stimulates sales! Revolves. Made of attractively colored heavy metal. Occupies only 5 inches of counter space. 16 3/4 in. high, 4 3/4 in. wide, 4 3/4 in. deep. Finest needle display stand on the market.

ORDER FROM YOUR JOBBER

Display Stand Outfit

<table>
<thead>
<tr>
<th>Description</th>
<th>Retail Value</th>
</tr>
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<tbody>
<tr>
<td>Stand outfit</td>
<td>$5.50</td>
</tr>
<tr>
<td>Loud-Medium</td>
<td></td>
</tr>
<tr>
<td>Medium</td>
<td></td>
</tr>
<tr>
<td>Extra Loud</td>
<td></td>
</tr>
<tr>
<td>Each 1 pkg.</td>
<td></td>
</tr>
<tr>
<td>Each 10 pkgs.</td>
<td></td>
</tr>
<tr>
<td>Each 100 pkgs.</td>
<td></td>
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</tbody>
</table>

JOBBERS—Write for FREE Examination Offer. Thousands of Dealers Already Lined Up

ELECTROPHONIC NEEDLE COMPANY

506 S. Wabash Ave., Chicago, Ill.
There's no "Static" in these Motors

In building the Flyer particular attention is given to every construction and assembly step to insure a noiseless motor. Two separate and distinct listening tests conclude a series of 77 inspections. They are tests which amplify many times any sound the motor may make. And if any sound is detected, however slight, the finished motor is completely torn down and every part must again pass inspection.

It is these exhaustive tests—and the construction of the motor—the cast iron frame, everlasting bronze bushings, spring of finest steel, especially cut precision governors and many other features—that insure satisfaction in every Flyer motor.

They are reasons why manufacturers and dealers everywhere insist on portables that are Flyer equipped.

The General Industries Co.
FORMERLY NAMED THE GENERAL PHONOGRAPH MFG. CO.
ELYRIA, OHIO

Makers of Precision Products for a Quarter of a Century
Pittsburgh, Pa., April 9—According to a statement issued by the Department of Agriculture of Pennsylvania the annual State Farm Products Show, which always attracts hundreds of farmers and their families from all sections of the state, opened on Tuesday in the city.

The opening was attended by N. B. Smith, manager of the local branch of the AG Services, who spoke on what radio has done and is doing for people in a music sense. Frank Dagan spoke on the increasing value of radio to the modern home, while E. R. Goodsmith pointed out the possibilities of the Stewart-Warner line and the excellent service that is given to the dealer and patron.

The C. & M. Supply Co., western Pennsylvania distributor of the American Bosch Magneto Corp., received a full carload of Bosch radio a few days ago, which, a member of the firm said, is a secret and continued public demand for the Bosch line.

J. E. (Jack) Thompson, a well-known radio entertainer of Pittsburgh and a member of the famous R. V. B. Trio who broadcast weekly from KDKA, has joined the interior decorating staff of Boggs & Buhl, the Northside department store. Boggs & Buhl maintain a large talking machine and radio department.

The Player-Tone Talking Machine Co., manufacturer of the company’s Player-Tone talking machine, through T. J. Goldsmith, the president, reports a very satisfactory volume of business for the fifteen models, consoles and consoles and uprights, that are made by the company. The local dealers in a number of cities, it was stated, found it a comparatively easy matter to sell the Player-Tone, due to its fine tonal qualities.

The Campbell Department Store, Columbia and Brunswick dealer, has issued a statement to the effect that the sale of the property would not affect the operation of the business of the firm. The business was founded more than fifty years ago by the late William Campbell, a well known trade figure.

The estate of the late T. E. McAusland, music dealer, at 330 Penn avenue, Pittsburgh, will continue to operate the business for some time. A department in the store is devoted to the sale and display of talking machines and radio receiving sets.

Edgar J. Kaufmann was re-elected president of the Kaufmann Department Stores, Inc., at the annual meeting of the directors. The other officers chosen were Oliver M. and Henry Kaufmann, vice-presidents; Irvin D. Wolf, secretary, and W. F. Peterson, treasurer.

The firm has installed on the eleventh floor of the store one of the largest and most complete Victor departments in the country.

The C. C. Mellor Co. has moved its place of business from 38 Twelfth street, Wheeling, to a new location at 1420 Market street. Walter R. Stump is the local manager. Victor and Brunswick phonographs are handled.

More Than 125 Retailers From the Western Pennsylvania District Hear Interesting Addresses—Farm Products Show to Feature Radio This Year

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Attractive New Berg Co. Sales Literature

Several new pieces of attractive sales literature have originated from the headquarters of the Berg A. T. & S. Co., Long Island City, N. Y. An eight-page folder on the 1928 Artone portable line has been prepared, with the dealer’s imprint. The seven models of the line are shown ranging from the Artone No. 14 to the Artone Grand at $35. There is also illustrated and described the Artone Model No. 30, which is equipped with an electric pick-up for the talking machine. The message on this folder follows the theme used throughout the 1928 sales campaign, “Tone and volume for long horns.” There have also been prepared pages for use in jobbers’ catalogs. The measurements and measurements of these pages have been so arranged that they may be inserted any size binder.

Emil S. Schenkel on Middle Western Trip

Emil S. Schenkel, president of the Madden-Schekel Co., Inc., New York City, manufacturers’ representative, left last week for an extensive Middle Western trip. Mr. Schenkel, who is one of the officers of a number of large organizations who have solicited the representation of the Madden-Schekel Co. in the East, Mr. Schenkel’s itinerary includes Chicago, Minneapolis and St. Paul, Omaha, Quindaro and Rockville, III.; Evansville, Indianapolis and Peru, Ind.; Bay City, Jackson and Grand Rapids, Mich.; Minneapolis and St. Paul, Minn.; and the Jensen Radio Manufacturing Co., Oakland, Cal.

Magnavox Speaker Licenses Granted

The Talking Machine World, New York, April 24

Four well-known jobbing houses which have recently been added to the list of Kolster radio distributors are Greater City Distributing Co., New York; E. M. Wilson & Son, Newark, N. J.; Harger & Blish, Des Moines, la., and Howard Cranfill Co., South Bend, Ind.
DECA-DISC Fulamatic "Creatone"

Solves the Problem of Economical Entertainment

at

The DAGMAR

Hagerstown, Md.

Dealers—

Here’s Your Opportunity

Think of all the hotels, boarding houses and Summer resorts where this automatic record playing instrument can be sold.

The Fulamatic "CREATONE" plays ten records continuously or any predetermined number. It is absolutely fool-proof in its operation and through electrical amplification the full volume of an orchestra is realized.

In addition to the regular models of the line, we have just introduced a remote control unit combined with the reproducing unit so that the music can be carried to any part of the building.

The Summer season is almost here and you will be able to reap a big harvest among the Summer resort hotels so write for full information today.

DECA-DISC PHONOGRAPH CO.

WAYNESBORO, PA.
St. Louis Kolster Dealers Organize

Merchants Handling the Line Meet Each Month to Discuss Experiences and Make Sales Plans—Business Has Increased

St. Louis, Mo., April 7.—Friendly co-operation exists between the Kolster radio dealers of this city who, despite the fact that they are competitors in business, have organized a club which meets monthly, and at which business experiences are discussed and sales suggestions are made. This organization was formed at the suggestion of Eugene Straus, head of the Strauss Co., Kolster distributor, some months ago. Once a month the Kolster retail representatives gather at dinner and decide on ways and means of increasing Kolster sales. In emergencies the dealers help each other and it is interesting to note that since the formation of the club sales of the Kolster instrument have increased appreciably.

A Monthly Meeting of the St. Louis Kolster Club Which Was Recently Formed

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James Melton, tenor, and the London String Quartet, will be featured in the Columbia Phonograph Co. Hour on April 18.

Okeh Race Records in New Supplement

Miss A. M. Kennard, Advertising Manager of Okeh Phonograph Corp., Designs Interesting Release Bulletin

The Okeh Phonograph Corp., New York City, recently issued a new form of race record supplement to dealers. The supplement, prepared by Miss A. M. Kennard, advertising manage-

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.

Important Trade Deal Consummated

Chairman of Board, Graham Amplion, Ltd., Leslie Laurence, on Visit to U. S., Arranges for J. W. and W. L. Woolf to Buy Interest in Amplion Corp.

A trade deal of unusual interest to the music-radio industry was concluded in March, when Leslie Laurence, chairman of the board of directors of Graham Amplion, Ltd., London, England, visited the American branch of the company, the Amplion Corp. of America, New York. Mr. Laurence arranged with J. W. and W. L. Woolf, well-known as a result of their activities in the horn, unit and loud speaker business as factory representatives of Nathaniel Baldwin, Inc., to purchase a substantial interest in the Amplion Corp. Mr. Laurence returned to England upon consummation of this important arrangement.

The active management of the Amplion Corp. is now under the direction of W. L. Woolf, who has become treasurer. A. W. Harris remains president. He has also taken a financial interest in the business, according to the announcement, and in addition to dealing with problems of general administration, will be in direct charge of engineering and development. P. M. Dreyfuss, general sales manager of the company for the past few months, has resigned that position.

The Woolf organization will continue to represent the Baldwin interests in New York. Mr. Woolf stated that he became interested in Amplion not only because of its excellent position in the trade, but also because of new developments in progress in the Amplion laboratories consisting of the Revelaphone, a phonograph pickup, a new dynamic unit for public address use and one for popular use, which is said to involve construction entirely new to the radio industry and to embody new features in design.

Sun Reproducers Are Featured in Folder

Louisville, Ky., April 6.—An attractive folder devoted to Sun reproducers and tone arms was recently sent to the trade by the Golden Sun Co., of 2829-31 Grand avenue, this city. The type M-28 Sun reproducer with the Willett patented diaphragm, available in nickel, statuary bronze, gold and oxidized finishes, is featured in the folder. The other reproducer illustrated and described is the type G-39 Sun reproducer, finished in nickel, gold and oxidized. The diaphragm used in this reproducer is a development of the Golden Sun Co.

The type GH-1 full-curved large-size tone arm, finished in nickel, statuary bronze, gold and oxidized, is also described in detail. Large illustrations of each of the models are included, as is the Willett patented diaphragm which has a spring bronze spider riveted to the diaphragm at three points.

Feature Sonora Line

Allan & Co., Melbourne, Australia, feature the Sonora line in various ways, one of the most interesting of which is the imprinting of the Sonora trade-mark in the upper left-hand corner of the envelopes used at the same time the stamp and postal city and date line are imprinted. This is made possible by means of a postal permit machine.

Prince Mohiuddin, a lineal descendant of Mohammed, is recording exclusively for the Columbia Syrian-Arabic catalog. He plays native airs on the oud, a sort of mandolin.
Victor Co.'s Record Plant in Japan Now in Full Operation

Japanese Artists and Dealers Enthusiastic Over the Outlook as Recordings Are Made Daily and Factory Is Kept Busy Making Records for the Far Eastern Trade

This is what the title of the Victor Talking Machine Company of Japan, Ltd., looks like in Japanese characters.

"The Victor Talking Machine Co. of Japan?"

Yes; for the company's new plant at Yokohama is in full operation, the pressing of records having begun on January 11 of the present year. The company is the first to establish a factory in Japan for the production of phonographs and records.

It is the announced intention of the company to go thoroughly into the matter of recording Japanese music and the Japanese character, which takes on national forms of an individuality and beauty unsuspected in the Western world. Originals of the records will be sent to the United States and released to dealers as rapidly as possible for the large Japanese trade in America. Two general series are announced, the Black and Red label classes, corresponding to the Red and Black label series marketed in the United States.

The aims of the Victor Co. in Japan were so definitely stated with its opening, and so clearly understood, that five days after the factory began to press records, its Imperial Highness Prince Asaka visited it in person and had some records made of his own voice. For some years past the Japanese have been exhibiting a pronounced interest in the music of the West, and visiting artists there, including, among others, Kreisler, Schumann-Heink, Humperdinck, Galli-Curci, Elmao and Helfetz, have been received with remarkable appreciation and understanding. With centuries of artistic tradition behind them, cultured Japanese appreciate an appreciation of our music with greater comparative swiftness than the average Westerner. There is a large demand for vocal operatic records, and the better class of instrumental records, insuring sales volume to dealers.

The sales of Red Seal records, it is announced, are proportionately larger than in any Western country, even in Latin America, and the records are heard, analyzed and debated with keen interest. And while Japan is proud of Japanese artists who have entered the field of Western music, as singers, orchestral conductors and the like, interest in Western music is no less keen for its own sake.

There are in Japan, at the present, very many exclusive Victrola shops, where records and instruments are handled by Japanese dealers. Japanese music stores, which market a general line of musical instruments, are eagerly looking forward to a thrilling business as rapidly as the new Victor catalog is built up.

The wish to preserve records by its great artists, many of whom have large earnings, and records of some of its popular national art works, such as the classical "No" drama, is very keen. Interest in the theatre has always been intense, either in the aristocratic "No" series of the popular drama; it must be remembered in this connection that the actor's profession is hereditary, even a stage name passing from father to son or adopted successor, faithfully, generation after generation.

The formal installation and opening of the factory were supervised by the Victor officials from the United States and Canada. Appreciating national feeling toward the arts, it left to Japanese artists and dealers to exercise many matters of choice and policy, although trained employees from the Victor plants in Camden and Canada remain in charge of the major operations of the new plant, which has employed a force of Japanese workmen.

Talking Machine and Radio Sales
Forcing Ahead in Buffalo Field

Art Smith Opens Another Branch Store—Important Ruling Made by the Canadian Customs Department—Display of Freshman Radio Sets Arouses Interest

BUFFALO, N. Y., April 9—Business in both talking machines and radio has brightened up perceptibly during the past month. Wholesalers and retailers alike declare that in many instances their March sales volume was the best of the year, and in several cases the business done during the month is reported to have equaled that of the months of January and February combined.

Art Smith, who operates a chain of stores in Buffalo and New York, has opened a branch at Main and Allen streets, Buffalo, where his radio department is being featured in a modern setting.

Ralph Lucas, who recently opened a talking machine store at 237 Delaware avenue, featuring the Victor line, has incorporated the business with $15,000 capital, under the firm name Lucas, Inc.

A ruling of the utmost interest has just been given by the Canadian Customs Department and one of the most important. It is now ruled that an American going to Canada for pleasure and staying over the outlook for the future.

The company's entire line was shown, under the direction of E. H. Waite, of New York, State representative. With Mr. Waite were Assistant Sales Manager James A. Frye, and H. H. Harris, company engineer.

The South Side Furniture Co. has been appointed a dealer in its community for Fada radio, and has installed an up-to-date radio department in its store at 2196 Seneca street.

The J. B. Ellison Piano Co. of this city, has opened a branch at 235 North Union street, Olean, under the management of J. H. McCusker and is featuring talking machines.

Frank Hager's talking machine store in the Arcade Building, Jamestown, was badly damaged in a fire which swept through that block. The Rudolph Wurlitzer Co. has leased the centrally located ground floor of the Zion Building, 80 Clinton avenue, Rochester, and will open a fine musical instrument store there.
Executive Committee of F.R.T.A.
Jobbers’ Section Holds Meeting

Important Accomplishments Resulted From Meeting of Executive Committee of the Radio Wholesalers’ Association, Recently Formed and Affiliated With Federated

The executive committee of the jobbers’ section of the Federated Radio Trade Association met in Chicago for a two-day session on March 17 and 18, at which time many things were accomplished for the benefit of the wholesale trade. The jobbers’ section was organized in Milwaukee on February 15, 1928, and is now a complete organization working under the name of the Radio Wholesalers’ Association, affiliated with the Federated Radio Trade Association.

Organization plans have been completed and the Radio Wholesalers’ Association now has a complete program to act as an organization for wholesalers for the benefit of the radio industry and the individual members. The manufacturers’ relations committee, headed by Harry Alter, Chicago, reported progress being made on trade relations and development of a standard purchase form which will be used by all members of the Radio Wholesalers’ Association upon its adoption. The membership committee, headed by J. F. Connell, reported keen interest being aroused in the wholesale trade in general and expressed his opinion as being very optimistic concerning the future membership of this organization. Many applications from reputable wholesalers were submitted for membership and approved.

The executive committee approved copy for the booklet, “The Radio Wholesaler Needs Organization,” which has been printed and is available for distribution. This booklet has been requested by interested wholesalers from coast to coast, and will enjoy one of the largest circulations ever achieved by a booklet of such nature. It deals concretely with the Radio Wholesalers’ Association, its accomplishments, and purposes, giving a brief description of the entire organization and personnel.

Harold J. Wrape, president of the Federated Radio Trade Association, reported the activities of the legislative committee during the past two weeks in Washington, D. C., where the legislative committee of the Association has been actively representing this organization on the grave legislative problems. Next meeting of the executive committee of the Radio Wholesalers’ Association will take place in Chicago, April 21.

The Kennedy Furniture Co., Toledo, O., has added the Sparten radio line.

Announcing the MUSIC BOX

A New Hyatt Product
5 Tube Single Dial

$60.00 without accessories
$77.50 Complete

Two-toned Green Cabinet—Nickel Trimmings—Loop Panel embossed in Gold Relief.

Hyatt Electric Corporation
836 N. Wells Street
CHICAGO

Trade News From Richmond Territory

RICHMOND, VA., April 7—Victor dealers in this territory are very much interested in the new Orthophonic Vorticola No. 535, an advance model of which was shown at the offices of the Corley Co. W. T. Davis and Dave Pruitt, Victor factory representatives, displayed and demonstrated the instrument to a recent meeting of dealers. The instrument was also shown at Norfolk, Roanoke and Charleston, W. Va.

A series of radio lectures is being given in the public schools of the city, sponsored by the Richmond Radio Dealers’ Club.

R. J. Martin, talking machine and jewelry dealer of Farmville, reports a satisfactory Victor instrument and record business. A great proportion of Mr. Martin’s business is done with the students of the State Normal College and the Hampden-Sidney College.

Schneer’s Jewelry Store, which recently moved to a more desirable location at 211 East Broad street, has added the Victor line of talking machines and records.

The Gerson Co., furniture dealer, has added the Lyric line of phonographs.

The James Cowan Co. recently added the Brunswick and Vocalion lines and now carries Mr. Freed-Eisemann’s entire line to its stock. This company also carries Victor, Columbia, Okeh and Paramount records.

Schubert Week Date to Be Decided Upon

Louis Sterling, chairman of the Board of the Columbia Phonograph Co., sponsor of the Schubert Centennial observance, has issued a call to the Ministers of European countries for an international meeting to be held in Washington, D. C., where the legislative committee of the Association has been actively representing this organization on the grave legislative problems. The next meeting of the executive committee of the Radio Wholesalers’ Association will take place in Chicago, April 21.

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Les Backer Gennett
Record Dealer in Demand

INDIANAPOLIS, Ind., April 6—Gennett record dealers in this city experienced a decided increase in record sales, due to the recent appearance at B. F. Keith’s Theatre of Les Backer, Gennett recording artist and radio favorite.

Mr. Backer sings a variety of popular songs, playing his own accompaniment on the guitar. On the occasion of his broadcasts over station WFBM here recently, hundreds of letters were received from all over the State requesting favorite numbers. The local branch of the Starr Piano Co., maker of Gennett records, received a great many requests for Mr. Backer to autograph records.

Freed-Eisemann Is Popular in England

Record-breaking sales of Freed-Eisemann electric receivers, power units and speakers were reported by Frank Murray, an executive of Post & Lester, New England distributors, on a recent visit to the Freed-Eisemann plant in Brooklyn, N. Y. Mr. Murray stated that Post & Lester had concluded the biggest year’s business in the history of the organization.
ARMS and SOUND BOXES
(Made in their entirety in our own plant)
Increase Sales—Improve Quality
Made for CONSOLES, PORTABLES, UPRIGHTS and REPLACEMENTS
Sold to MANUFACTURERS, JOBBERS and DEALERS
STATE YOUR REQUIREMENTS
AND GET OUR STORY IN DETAIL

Kent Products
EXCEL IN
Value
Quality
Material
Workmanship
Simplicity
Durability
Practicability

Noteworthy for
Grace
Beauty
Tone and
Execution

Manufactured by
F. C. KENT CO.
Irvington, New Jersey, U.S.A.
(Makers of the Famous KENT ATTACHMENTS)
Organized in 1914
Incorporated in 1920
Retailer Features Rola Loud Speakers

Window of H. C. Capwell Co., Oakland, Cal., Turned Into a Miniature Speaker Factory—Attracted Wide Attention

The Rola Co. of Oakland, Cal., manufacturer of Rola loud speakers, recently turned one of the slow windows of the H. C. Capwell Co., of Oakland, into a factory in demonstrating how Rola speakers are made. A realistically painted back drop gave a comprehensive idea of the factory, and one of the girls from the factory sat at a work-table in the foreground winding bobbins, giving life and interest to the display which made it attention-compelling.

In the foreground were various types of finished speakers, as well as a cabinet speaker in various stages of construction, with a huge parts board showing all the parts entering into the Rola reproducing unit. This gave the uninitiated a very comprehensive idea of the number of parts and the careful workmanship required in manufacturing the modern radio loud speaker.

During shopping hours the window drew a constant crowd, and the radio department of the H. C. Capwell Co. reported a 50 per cent increase in loud speaker inquiries and a number of sales of Rola Cabinet speakers during the week this window was on display.

Landay Bros., who recently closed their store at 427 Fifth avenue, New York City, will open a new salon at 581-583 Fifth avenue soon.

Hinde & Dauch Own Many Large Plants

Through its recent assimilation of the Thompson & Norris and J. M. Raffel interests, the Hinde & Dauch Paper Co., of Sandusky, now owns and operates twenty-eight individual manufacturing units, grouped in twenty separate plants and located at fifteen strategic points in the industrial section on both sides of the Canadian border, all devoted to the production of fiber shipping boxes and packing materials. North Atlantic coast cities, the Great Lakes basin, the Mississippi and Missouri valleys and the populous centers of the lower Canadian provinces are all served by Hinde & Dauch plants, convenience to markets and sources of supply. Although there are many smaller fiber box industries which produce fiber packages in almost inconceivable aggregate volume, the Hinde & Dauch Paper Co. enjoys the distinction of being the largest producer of that commodity in the entire world.

Zenith Corp. Closes an Important Deal

E. F. McDonald, President, Announces Purchase of Patents Covering New Automatic Broadcast Receiver

E. F. McDonald, president of the Zenith Radio Corp., announced several weeks ago that his company had purchased the ownership and control of all patents covering the new automatic broadcast receiver from Harry N. Marvin of Rye, N. Y., and A. J. Vasselli. In announcing this purchase Mr. McDonald stated, "I believe that this automatic is the greatest development since the advent of broadcasting. It will be in the future unnecessary to tune your radio set; just push the button, and the desired station is tuned in automatically. I had hoped that there would be no further radical development or changes in radio. This automatic development, however, is too great to be ignored, and great credit is due to Harry N. Marvin, the original automatic inventor, and to Anthony J. Vasselli who worked along the same lines, simultaneously.

"It is hoped that Zenith can be in production of these automatic radio sets by June, but the automatic field, I believe, is entirely too large to be monopolized by one company. It is the intention of the Zenith Radio Corp. to license its competitors under its automatic radio patents."

Feature Freshman in Landay Broadcasts

Broadway Stars and Recording Artists Entertain Crowds From Window at Landay Hall—Others to Use Display

One of the most original window displays was recently produced by the Charles Landay Co., in co-operation with Landay Bros., New York music house. This was accomplished when the show window of Landay Hall at Forty-second street and Sixth avenue was decorated to represent a broadcasting studio. A regulation microphone was used in conjunction with the Freshman Equaphase electric radio and phonograph to personalize the appearance of favorite artists and demonstrate the tone quality and volume of the popular Freshman radio product.

CROWD VIEWING FRESHMAN RADIO

Such well-known stars as Guy Robertson and Marie Dayne, now playing in Broadway's leading musical productions, appeared. Oscar Grogan, Columbia recording artist, and Frederick Franklin, Brunswick recording violinist, entertained the crowds. It is estimated that 10,000 people witnessed the broadcasting daily, and on Saturday afternoon it was necessary for the police to request Landay Bros. to suspend the performance because of traffic congestion. It is planned to use the display throughout the country in co-operation with large music dealers, who, according to officials of the Freshman organization, are booking it as far as six months in advance.

Price Increase on Synchrophase Models

A. H. Grebe & Co., Inc., New York City and Los Angeles, Cal., have announced a $10 increase in the list price of Synchrophase five and seven-tube receivers. The new price increases, it is stated, apply only to the battery-operated broadcast receivers, and the list price of the newly announced Synchrophase AE-6 table model will remain the same.

The Disabled American Veterans Hospital at Liberty, N. Y., has been equipped with a Freed-Eisemann receiver donated and installed completely by the Freed-Eisemann Radio Corp. of Brooklyn, N. Y.
RMA Convention and Trade Show Plans Rapidly Mature

Attendance of 25,000 or 30,000 Persons Connected With the Radio Industry Expected —Leading Manufacturers to Exhibit New Lines—Elaborate Program Planned

Plains are maturer for the premier radio industry event and trade conclave of 1928, the fourth annual Convention and Trade Show of the Radio Manufacturers’ Association, to be held June 11-15, at the Stevens Hotel, Chicago. And at least 30,000 of its 25,000 to 30,000 persons connected with or interested in radio manufacturing and merchandising is expected.

During the week of June 11, coincident with the RMA Trade Show, there will be held the fourth annual RMA Convention, and also meet-ings of the National Association of Broadcasters and the Federated Radio Trades Association. The radio industry meetings and Trade Show will be staged simultaneously at the Ho-te! Stevens and the gathering of radio interests will be the greatest in the history of the industry. Problems incidental to radio manufacturing, distribution, engineering and merchandising will receive attention at many national and group meetings. Addresses will be deliv-ered by prominent national and industry figures and extensive programs of entertainment for guests and visitors are in preparation.

The last word in modern radio will be on exhibition in the Trade Show. The newest and latest in receiving sets, tubes, loud speakers, parts, cabinets, accessories, etc., will be dis-played by about 300 of the leading manufactur-ers (all RMA members), but only for the trade. The public will not be admitted.

Over 30,000 square feet of space in the Stevens Hotel, the largest in the world, has been oversubscribed by RMA members for the Trade Show. The space engaged is almost double the space occupied by the historic RMA Trade Show in 1927, which occupied 19,000 feet of space. Reservations being made insure that virtually the whole Stevens Hotel will be used by the radio gathering; for the largest is a radio show featuring entertainment for the radio visitors. The feature will be the lavishly entertainment program, with celebrities of the musical and entertainment world appearing for a national radio broadcast. Rainbow Gardens will also be equipped with amplifiers within the banquet area of the radio industry event and trade conclave of 1928, the fourth annual Convention and Trade Show of the Radio Manufacturers’ Association, to be held June 11-15, at the Stevens Hotel, Chicago. And at least 30,000 of its 25,000 to 30,000 persons connected with or interested in radio manufacturing and merchandising is expected.

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Company Formed to Exploit RCA Photophone Apparatus

Formation of a new company to be known as "RCA Photophone, Inc." is announced by Major General James G. Harbord—Photophone Synchronizes Film and Voice

Announcement of Formation of "RCA Photophone, Inc." Made by Major General James G. Harbord—Photophone Synchronizes Film and Voice

device suitable for use in the home, which will make it possible, it is stated, to reproduce "talking movies" and opening movies as the ordinary radio broadcast programs are now being received in more than eight million homes.

General Harbord announced that the other members of the Board of Directors would be Owen D. Young, Gerard Swope, Paul D. Cravath, E. M. Herr, E. W. Hariden, Cornelius N. Bliss, James R. Shaw and David Sarnoff. The president of the new company will be David Sarnoff, and Elmer E. Buchler will be vice-president in charge of commercial activities. Doctor A. N. Goldsmith will be vice-president in charge of technical matters.

In discussing the formation of the new company Mr. Sarnoff pointed out that although the Radio Corp., General Electric and Westinghouse had been preparing for several years to market apparatus synchronizing voice and music with motion pictures, public introduction of the apparatus had been delayed until the engineers had achieved "complete practicability" so that it would be as simple to operate as a radio set, and, at the same time, highly perfected.

"The Photophone," said Mr. Sarnoff, "is both simple and practical. The essential principle is the recording of pictures and sound on one film. While various methods have been devised for 'talking movies,' experience has shown that the most practical is that of recording pictures and sound on the same film. This is the method employed by the Photophone. It is now possible for the President of the United States—voice as well as action—to distribute films reproducing the event throughout the country.

"Easily-operated reproducing apparatus for use in theatres, schools and churches will be nationally available. An entire opera, musical comedy or drama can be electrically recorded on the film, just as it is seen and heard, and then reproduced from the same film. Whatever is seen or heard at the time it is a pageant, play, cantata or an army in battle, can now be recorded and reproduced for both the eye and the ear. Moving picture dramas with complete orchestral accompaniment of music and speech, will be available for nation-wide use.

"Standard films without the sound can be used without any change in the machine. The only thing the operator has to do is to close one switch when he is projecting pictures with sound. The machine can be run, it is true, but it does not make any sound. Any type of 'talking film' can be used in the machine. The type of sound reproducer to be used will vary with the size of the room in which the pictures are to be shown. The machine reproducer embodies some remarkable new developments in acoustics.

"Sight and hearing have been the two avenues of approach to the human mind for education, religion and entertainment. Now one medium combines the appeal to sight and hearing simultaneously with universal accessibility and availability. The complete practicability of the new art has already been demonstrated, and there remained only the need for an intelligent and serviceable system of manufacture and distribution.

"One can only guess at the many varied uses of this invention as well as to what it will mean to the average person in his daily life. It is not entirely possible, and I may say probable, that the new device will be used to stage debates on great national issues. Presidential candidates, photographed while speaking, can be shown the same evening on the same film, one earnestly presenting one side of a national question, the other eloquently presenting the other side."

Mr. Sarnoff stated that the new company would make its products available to the entire motion picture industry, as well as to individual users. Through the Photophone Co., another Radio Corp. associate, it will be able to obtain programs and artists which can be recorded and reproduced by the RCA Photophone apparatus.

Experimental motion picture laboratories at 411 Fifth avenue have been established by the Photophone Co. for the development of "talking movies" technique. One picture house, 150,000 churches and 270,000 schools in the United States, the new company expects to develop a very large market for its Photophone apparatus.

"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 no current, requires no lightning arrestor, 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

Los Angeles Trade Interested in Exposition and Radio Trade Show

Many of the Leading Manufacturers Have Taken Space at the Pageant of Music and Exposition to Be Held in June—F. B. Simpson on a Trip to Hawaii

Los Angeles, Ca., April 4—The Victor Talking Machine Co. has secured large space at the forthcoming Pageant of Music and Exposition which will be held at the Ambassador Auditorium, June 18-30. A. C. Love, Pacific Coast representative of the Victor Co., wired to President Richardson of the Music Trades Association of Southern California, late last month, the definite news that his company had decided to take up the reservation which had been held for some time. The reservation comprises a space sixty feet by twenty feet, immediately adjoining the organ and the成功的 exposition permits of eighty feet of window display available through the scrim—instead of glass, and will enable the thousands of visitors to view the entire line of Victrola, Electrola and Combination Victrola-Electrola Radiolas. Many other large concerns plan to have exhibits at the Pageant of Music and Exposition.

F. B. Simpson, general manager of the Brunswick-Balke-Collender Co.'s business in California, left three or four weeks ago for a trip to Hawaii. Irving J. Westphal, manager of the photophone division of the Wisconsin Hardware Co., has been awaiting the return of Mr. Simpson in order that a final selection of space in the Pageant of Music be made for the display of Brunswick Panatropes, Panatrope-Radiolas and Brunswick records.


H. J. Zeuser, manager, Edison Phonograph Distributing Co., was in Los Angeles last month and accompanied W. G. Carson, South Coast representative of the Phonograph Co., on a trip to Hawaii. Mr. Zeuser spoke very optimistically of the future and appeared to be much gratified at the results of the efforts of Mr. Carson in interesting new accounts in Los Angeles and the Southland.
Cleveland Distributor Holds a Three-Day Meeting of Retailers

New Model Atwater Kent Shown to Retail Fraternity at One of the Most Successful Meetings Ever Held by a Distributor in This Territory—Other News

CLEVELAND, O., April 9—The Cleveland Ignition Co., distributor of Atwater Kent in Cleveland and northeastern Ohio, held a very successful three-day meeting for the purpose of introducing the new Model 38. The affair was held at the Hotel Westlake and the new model was enthusiastically received, and a large number of orders placed for it. The new Pooley radio tables, Styles No. 1 and No. 2, were also shown, and received a welcome from the trade, as both styles are large enough to accommodate the Atwater Kent Models 37 and 38.

N. W. Steiger, a Cleveland Crosley dealer, gained considerable publicity for himself, and also for the Crosley Bandbox, by equipping a Green taxi cab with one of these well-known sets. The installation excited considerable favorable comment.

Brunswick dealers are finding an exceptionally good demand for Al Jolson's exclusive Brunswick record "Mother O' Mine," theme song of the Jazz Singer. The picture, when shown in communities that do not have a Vitaphone, offers dealers an opportunity to tie up therewith, by using the Brunswick Panatrope, and synchronize with the film. E. S. Germain, district sales manager of the local Brunswick branch, visited the territory served by the branch and is optimistic over the outlook.

The Wolfe Music Co. moved during the month to its new home at 2112 Euclid avenue from its old location on Prospect avenue at the Taylor Arcade. T. E. Chadwick, sales manager of the Cleveland Ignition Co., assisted the Wolfe Music Co. in a display of the new Atwater Kent models during the month.

The regular monthly meeting of the Cleveland Music Trades Association was held at the Hotel Statler and was fairly well attended. The Cleveland Talking Machine Co., Victor distributor, reports the sale of Red Seal records to have been unusually heavy during the month. The company has been holding monthly sales promotion meetings for dealers' sales ladies, which are bringing forth very encouraging results. The various models of Victor instruments are also doing well, said Howard Shartle, of the Cleveland Talking Machine Co.

The Empire Phonoparts Co., of Cleveland, manufacturer of tone arms and reproducers, has recently placed four new products on the market which are meeting with considerable success. They are the No. 12 and No. 13 Empire tone arms, Empire No. 3 tone arms and Premier reproducer. President McNamara, of the company, is well pleased with the demand.

Robert E. Taylor, general manager of the Cleveland branch of the Starr Piano Co., preceded, in his capacity of president of the Music Merchants' Association of Ohio, at the mid-year meeting held at Columbus. He was accompanied by the Columbus Branch to Columbus.

Attributes Success to Service Policy

J. E. Sawkins, manager of the Sawkins Music House, Grebe radio dealer of Alma, Mich., sold a lot of radio sets last year, mainly because he gave "instant radio service" and courteously told his customers the truth at all times.

"When we first installed our service department we missed a few service calls, and our customers were sore," said Mr. Sawkins. "After that we put up a large blackboard in the office and wrote down every call that came in. Thereon the name remained until the call was made and the service card signed and returned to our office." "Shortly after we began handling radio we hired a young chap who said he could install and repair radio sets. We didn't have much confidence in him at first and always went out with him to see that he did his work right. Soon afterward I found out that he knew a hundred times more than I did. I then raised his salary and placed him in complete charge of service. We laid the law down to him about pleasing customers and giving "instant service," and right there, I firmly believe, is the basic reason we sold so many sets thereafter—and have so many satisfied customers."

Asked how he managed his service department, Mr. Sawkins told of the present system which he maintains. "We give a few free service calls with every set sold, and after that we charge one dollar and a half ($1.50). This charge is always made even if we only find that the storage battery is dead. Sometimes they kick, and once in a while we cancel the service with a warning that the next time we will collect. Not only do we believe in it but we have found that the public is willing to pay for reliable instant radio service from the dealer!"

News Section

Devoted to Kolster

Federal-Brandes, Inc., manufacturer of Kolster radio, with the co-operation of Kolster distributors and dealers in the metropolitan district of New York, executed a strikingly effective piece of co-operative advertising on April 1 in the New York Herald Tribune. This was a special eight-page section devoted entirely to Kolster news and advertising, and published as part 2 of the regular Herald Tribune radio section.

Musical Products Distributing Co., Greater City Distributing Co., McPhilen-Keator, Inc., and E. M. Wilson & Son, Kolster distributors in the metropolitan territory, and approximately 225 dealers carried advertising space in this special section. Photographs and personal histories of Federal-Brandes executives, the story of Kolster Radio from the establishment, technical features, including the Kolster Radio Hour now being broadcast weekly, as well as photographs of Kolster distributors, combined to make this one of the most powerful layouts of co-operative advertising effort ever directed to the buying public.

Start Radio Service School in Newark

A vocational training school for radio service men has started in Newark, N. J., having been established by the Essex County, N. J., Board of Education, working in co-operation with the Radio Manufacturers' Association. The success of the initial radio servicing school has interested many other institutions of technical training throughout the country, and it is expected that a number of similar schools will be founded in the near future.
Broader Scope of Buying Creates
Optimism in Philadelphia Field

Combination Instruments and AC Sets

Lead the Demand — C. J. Heppe & Son
Co. Makes Strong Bid for Sales—First Showing of New Victor Model

PHILADELPHIA, PA., April 9—While March was marked for its lively demand for the newer types of AC radio sets and combination talking machine outfits the early days of the current month were more encouraging for the general industry in the broader scope of trade. Contrasted with March of 1927, that of 1928 was more satisfactory in sales of records, with many reports from dealers and distributors showing a slight increase in the sales. Straight talking machines were slower in moving, but the combinations were on the active list. Talking machine repair parts and accessories manufacturers have been enjoying a fairly well maintained demand for these supplies throughout the month, and particularly for the newer reproducers that are needed to improve machines of older makes.

Portable talking machines have been enjoying a growing demand during the past month, and the April shipments have been in keeping with the normal seasonal requirements. Shipments from local manufacturers to South American parts have been noticeably increased.

Vigorous Sales Promotion

That clever and original ideas are required to meet the problems of moving combination talking machines in satisfactory volume from the stores of the dealers is realized by alert concerns. C. J. Heppe & Son Co. has developed a novel plan for bringing to the attention of the patrons to meet the problems of moving talking machines with the normal seasonal requirements. The first steps will be to canvass the patrons of the company, bringing to their attention the proposed three days' trial offering. Where answers are received, follow-up methods will be applied. Should the initial steps prove satisfactory the firm will then undertake a newspaper campaign on the day demonstration offer. The Heppe Co. just completed a very lively sales campaign along similar lines on radio, featuring the RCA, Atwater Kent, Federal, Zenith and Kolster sets. There has been added to the list of records handled by the company, the Masterworks of the Columbia Phonograph Co. These will be stocked along with the Victor and Brunswick. Manager Leo Cromson, of the radio and talking machine departments, has been most successful in promoting the various exploitation stunts that have with recent days made the department one of the most profitable branches of the Heppe store.

Improve Panatrope Stage Setting

For the national exploitation of the Brunswick Panatrope, the manufacturer under direction of the Philadelphia branch of the Brunswick Co., 40 North Sixth street, is now remodeling the lighting system in its Atlantic City Boardwalk store, in preparedness for the coming Summer campaign. The Atlantic City store at 7039 Boardwalk will have a unique and improved lighting system with colorful and effective lights flashed upon the auditorium where daily concerts and talks on the Panatrope are given. There will be color lights flashed on the machines as they are assembled on the stage while the main body of the concert hall will be effectively lighted. With the Easter Week the local branch featured a campaign on the new 13-8 combination electrical Panatrope, on the Boardwalk and in the Philadelphia headquarters. Ivan Brooks, who is in charge of the Boardwalk store, a former army aviator, did a flying stunt for the exploitation of the Panatrope by making an air trip with novelty flying enroute from the shore to Philadelphia for the purpose of securing the first batch of records to be used on the new model displayed at the seashore. The first batch to be shipped by air will be the April releases. H. A. Hawley is giving particular attention to promotion of the Adelphia Hotel Orchestra, which is now being featured by the Brunswick as a local recording dance band under direction of Herbert Gordon, W. J. Waldis, who is in charge of advertising with the Sun Oil Co., is now assistant to District Manager George A. Lyons.

Ben Bernie recordings on the Brunswick were exploited during the premier showing of "And How," the new musical comedy in which his band now is appearing, and which made its bow here in the early days of April. The Pennsylvania district tied up with the appearance by the Adelphia Hotel Orchestra in Harrisburg, Lancaster and surrounding territory within recent months. He has made many new friends for the Brunswick in that section.

Showing of New Victor Model

A joint meeting of the Philadelphia distributors of the Victor was held March 28th, at the Benjamin Franklin Hotel, when the wholesale departments of H. A. Weymann & Son, Inc., and the Philadelphia Victor Distributors, Inc., were represented. This meeting was followed by the Philadelphia branch of the Victor Co., E. E. Shumaker, who appeared as a Victor recording artist for the occasion in the special record played at the gathering and containing his message of greeting. Louis Morgan, Philadelphia representative of the Victor Co., introduced the various speakers, including Assistant Sales Manager Davis Pruet, of the Southeastern district, and Sales Manager L. Richardson. They told of the improvements in the new model. Two hundred dealers attended the joint meeting.

Previous to the Philadelphia meeting there was a similar introductory session for the new Victor held at the Penn Harris Hotel, in Harrisburg, Pa., on February 27 for the dealers in that section of the State. George Tatem and Shumaker, who appeared as a Victor recording artist for the occasion in the special record played at the gathering and containing his message of greeting. Louis Morgan, Philadelphia representative of the Victor Co., introduced the various speakers, including Assistant Sales Manager Davis Pruet, of the Southeastern district, and Sales Manager L. Richardson. They told of the improvements in the new model. Two hundred dealers attended the joint meeting.

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During the month Gimbel Bros., talking machine department, under

Substantial Price Revisions

AUTOMATIC VICTROLA No. 10-50 now $500.00
AUTOMATIC ELECTROLA No. 10-51 $975.00
AUTOMATIC ELECTROLA No. 10-70 $975.00

An added feature — the KRAWOOD COIN BOX attachment, $50.00 list price and $20.00 list for each additional Wall Box, opens a wonderful field for sales prospects to Hotels, Road Houses, Tea Rooms, Restaurants and other public places.

This feature readily appeals to prospective purchasers as a profitable investment.

The field for the sale of these instruments is almost untouched. Capitalize this price reduction by doubling your efforts to sell these models.

H. A. WEYMANN & S0N, INC.
Victor Wholesalers
Oh, What a Portable!!!
The Loudest and Clearest in the World

You should stock this SERPENTINE PORTABLE because it is, without question, the loudest and clearest phonograph on the market selling at anywhere near its price, $25.00, in fact on many records a soft needle will have to be used unless dance music volume is desired.

It only measures approximately 12x12x6 inches, is built of the very best materials obtainable, is unqualifiedly guaranteed both to you and your customer, is light in weight and will carry twenty double-face records. The tone arm fits snugly inside the box for carrying purposes. It can be replaced on the pin in an instant for playing.

The SERPENTINE PORTABLE will play old records practically as loudly as the new electric records and it brings out tone qualities which have certainly never been produced on a portable of this size and for the price. In the playing of Grand Opera records each note of the complete scale, from the lowest to the highest, is brought forth with astounding volume and clarity.

This portable embodies the famous SERPENTINE TONE ARM amplifying principle and, of course, a first class reproducer is furnished.

By removing the sound box and attaching a radio unit this portable also becomes one of the foremost horns for radio reproduction.

Liberal Jobber's Discount
Order Now for Early Delivery
We Have Been Manufacturers for Years

Astral Radio Corporation
1812 Chestnut Street
Arcade—Store 12
THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 78)

the management of G. F. Wurtle, rearranged its department to give a full view of its Victor and Brunswick Pantonographs was available to customers. Herefore the records and machines were confined to the rear of the seventh floor, but the space has been cleared by rearrangements of record cases and the various instruments are readily discernible to customers by a full floor exhibition of the various models extending to the front portion of the department. The record cases have been placed so that they too may be readily viewed and attractive furnishings complete one of the most attractive displays featured by local department stores. There also are shown the Atwater Kent and RCA lines.

Features “Talkers” and Radios

Stern & Co., furniture dealers with a piano and talking machine radio department, recently damaged by fire, have reconstructed the musical instrument section with complete new surroundings and booths and cases. The store at 712 Market Street is now giving prominence to the talking machine and radio stocks.

Association Expands Scope

Under the plans for extension of membership of the Philadelphia Musical Instruments’ Association which meets here in convention on May 7 and 8, at the Adelphia Hotel, will include other divisions of the trade to enrollment in its ranks. The plans to develop the organization will include the enrollment of talking machine dealers and radio associates who are linked with the music trade. At the meeting of the State organization with the Philadelphia Piano Dealers’ Association held in early March, it was announced that the annual convention would take place in May. Later in the month the committee on arrangements with A. Z. Moore, of the Kirk Johnson Co., Lancaster, Pa., and George Miller, of the Philadelphia organiza-

Vatican Choir Records Popular

Vatican Choir records have been profitable Easter sellers among the recordings of the Brunswick list. The Philadelphia trade gave much attention to the feature of these over the

Valvaloid Record Brush

Ideal for advertising purposes or resale. Write us for full information.

PHILADELPHIA BADGE CO.

Manufacturers

PHILADELPHIA, PA.

942 Market Street

Distributors for Eastern Penna. and Southern New Jersey

Zenith

“GROW WITH US” is our slogan, and it expresses two things:

1. That our business is developed on the seeds of CONFIDENCE, planted by selling RELIABLE merchandise of nationally recognized manufacturers, liver by giving our dealers a Service that leaves nothing to be desired.

2. That Trilling & Montague’s dealers subscribe to the same business principles in their relationship with their customers in order to “grow with us.”

TRILLING & MONTAGUE

WHOLESALE RADIO MERCHANTS

N.W. COR. 7TH AND ARCH STREETS

PHILADELPHIA, PA.

“GrowWithUs”

Pascal season. The Vatican Choir, with its 60 male singers, is considered the greatest of Catholic Church Choral organizations, and recently completed a tour of America, making its record while in this country.

Girard Co. a Carryola Distributor

The Girard Phonograph Co., Broad and Wallace streets, has become the Philadelphia distributor for the Carryola line of portables and electric pick-ups. The Girard Co. has been local distributor for the Bosch radio for some time, and has long been established here, previously featuring the Edison and other phonographs and radios. The firm will take care of the distribution of the Carryola in the eastern Pennsylvania, New Jersey and Delaware territory.

Brisk Demand for Valley Forge Line

Returned from a tour of the South, Irvin Eptman, of the J. A. Fischer Co., 730 Market street, reports that business in that section is spotty in the larger centers, but quieter in the Florida resorts where the Winter season has not been as lively as in normal years. There has been a lively demand for the Valley Forge repair parts and accessories, but particularly for the ValPhonic reproducers that now are being used for modernizing the old type instruments. The newest of products to be introduced by the Fischer Co. is the Roniphonic, the medium-priced reproducers which will be advantageous to the modernizing of the old-style talking machines. The new medium-priced reproducer is a vast improvement over the former Valley Forge make. It has more rigidly and tonal qualities are improved. The firm is now working on several new types of tone arms and shortly will announce these products to the trade.

The Valley Forge manufacturer shortly will issue the new Spring chart with eight to ten new springs added for the new type of portable and various modern machines. Recently the firm has been highly complimented by trade associates on its advertisement appearing in The Talking Machine World last month in two color full-page display. Those dealers who wrote in on the ad state it was unique and original.

Speeds Production

With the opening of the outdoor season the Guarantee Talking Machine Supply Co., 35 North Ninth street, has been speeding up production on its portable section. There are three new models with modern features among them a thin model in which the tone arm is stationary so that necessary work of removing the tone arm can be omitted.

M. Grass & Son Expand

M. Grass & Son have removed the wholesale sheet music department to the music store in West Philadelphia. The store at 1131 Poplar street, took over an additional floor and enlarged its business in the talking machine section, and extending books to pianos and musical instruments. The radio department also has been developed, with the RCA, Atwater Kent, Zenith, and Fada in stock. Better service to the dealers is planned with the removal of the sheet music department to its store quarters from 1017 Samson street.

Rosen Buys Victor Department

Last month Rosen’s Music Store of 1131 Poplar street, bought out the stock and fixtures of the Victor department of the Penn Furniture Co. on Market street, and have added the line to the branch store at 848 South Sixth Street.

In preparation for this event Hyman Rosen added eight new booths, enlarged the record shelving and generally remodeled the store. Rosen’s Music Stores are doing a very large business in foreign records. Mr. Rosen reports that the foreign population is very much interested in high-priced Victor products and believes that by adding this line they have all that is required.

Victor Foreign Record Drive

The foreign department of the Philadelphia Victor Distributors, Inc., is engaged in a campaign stressing foreign language record re-leases. A series of half-page advertisements was inserted in thirteen foreign language newspapers, circulating in this territory the latter part of last month, featuring music of the Easteride. Dealers were urged to run ad copy tying up with the half-page ads. Makes Sales Suggestion

The sales promotion department of H. A. Weymann & Son, Inc., Victor distributors, has issued a sales campaign stressing communication to its dealers upon the subject of sales. Among other things, it is pointed out that the sales people in the record department have the available opportunity to develop prospects for machine sales. It is suggested that the record clerk when selling a record ask the simple ques-

(Continued on page 82)
2nd R. M. A. BANQUET — THURSDAY, JUNE 14

At the RAINBO GARDENS, on Chicago's North side, the show place of the Middle West, on the evening of Thursday, June 14th, will be held the Second Radio Manufacturers' Association Banquet. The entire proceedings will be broadcast. Sumptuous feasts for eye and ear, including ISHAM JONES and his world famous Chicago Jazz Orchestra will round out the banquet. As the banquet hall borders on the Jai Lai Courts there will be an opportunity to witness several matches of this interesting game of the Spanish Countries.

Tickets can be had upon application to the Radio Manufacturers' Association office, 32 West Randolph Street, Chicago, Illinois, or 1265 Broadway, New York City. Tables will be reserved for parties of ten persons each. Tickets $6.50 per person.

Full particulars regarding your credentials to the Trade Show 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)

"Do you play your records on the Orthophonic Victrola?" Those replying in the negative should receive a comparison demonstration in their homes between the old type which they own and the new type Orthophonic.

Trilling & Montague Add QRS Cameras Trilling & Montague, well-known distributing firm of this city, recently announced that they have secured the wholesale distribution rights for the QRS motion picture camera and projector for the home. They plan an intensive advertising campaign to interest dealers and the public in this product.

David M. Trilling, Harry Montague and J. Lobel, sales manager of the company, recently returned from Chicago, where they attended the wholesale distributors' convention of the Zenith Radio Corp.

Visitors to the Trilling & Montague offices have commented on the improved service since a reception room with an information clerk on duty was installed.

Attractive programs on alternating Sunday evenings over stations WLTJ, of this city, are sponsored by Trilling & Montague. The programs are proving popular.

This well known and progressive wholesale firm will soon announce a new line of record players, which has been selected after a thorough survey of the new offerings of leading radio manufacturers. Trilling & Montague are well known for the exclusive distributors of Zenith and Kolster radio, and they are extending a service that leaves nothing to be desired, promising dealers exclusive territory and liberal merchandising and advertising co-operation.

Motor Parts Co. Crosley Distributor The Motors Parts Co., radio distributor, 818 North Broad street, this city, has been appointed exclusive distributor of the Crosley radio line in the Philadelphia territory. Carl Wilkening, head of the Motor Parts Co., is making extended plans for the distribution of this line during the coming season.

News Brieflets

An attractive store is being fitted for the exclusive Columbia dealer, T. D. Dougherty, 1027 Arctic avenue, Atlantic City.

E. E. Garrett, who covered the Philadelphia trade for the local branch of the Columbia Phonograph Co., has severed his connection with the concern.

Harvey Hortman has opened a new store at 505 Arch street, removing from the old quarters at 5017 North Fifth street, just a few doors away.

Stricken suddenly while conversing with Harvey at the Philadelphia Victor Distributors, Inc., J. C. Holby, Sr., father of J. C. Holby, owner of the Victor Shop in Lansdowne, Pa., passed away from a heart attack on March 16.

Vice-President Harry Ellis, accompanied by George Tatem, representative of the Philadelphia Victor Distributors, Inc., 835 Arch street, journeyed to the Harrisburg and Lancaster trade in March.

H. R. Baldwin, Victor dealer at Haddon Heights, N. J., is recuperating from an operation for appendicitis.

Following the gift of a specially built Victrola to the Peoples Church, of Dover, Del., J. A. Downes sold more than 300 records to the Church. The Victrola was the gift of former President Eldridge Johnson, of the Victor Co., and the Dow dealer was in turn benefited by the sale of the records.

A tour of the Victrola plant was enjoyed by the Philadelphia Victor Record Sales Club in March. The visitors were conducted over the plant by Miss L. M. Groell, Philadelphia record representative, and then were shown to the Audience Hall and the Quaker City, sales representative of the advance samples of new recordings and saw a demonstration for the benefit of the dealers.

The Victor is being featured at the newly opened branch of the Ludwig Piano Co., in Burlington, N. J., under the able management of Charles Leudeke.

William H. Davis is making a special drive on dollar records in his store at 4321 Germantown avenue.

An attractive Easter window was made a feature for the sales of the Victor talking machines, RCA and Atwater Kent radios at Ertelt's during the month.

Carson's Music Store in the South street section has been giving wide publicity to the Hebrew recordings of the Victor Co. The store at 518 South street is running ads in the Jewish World on the noted Cantors in the record list.

Moissi, Noted Actor, a Columbia Artist

Columbia's German list for April carries the first American record by Alexander Moissi, reputed to be the most popular actor of Europe, who lately concluded a notable ten-weeks' engagement in New York City. Early during his stay, The Columbia Phonograph Co. secured him under exclusive contract. The present record, coupling the ballad "Novemberwind" and Goethe's "Osterglocken" ("Faust," is a remarkable example of elocution, and should prove of interest to more than native German people.

F. A. D. Andrea Gives Trophy for Bowling

An attractive trophy, donated by F. A. D. Andrea, will be given to the winning team of the inter-department bowling tournament now in progress among the employees at the Pada radio plant in Long Island City. The tourney started in March and will run through to May, at the conclusion of which there will be a banquet and the presentation of the trophy and other individual prizes.

The tournament committee is headed by William Huy, assistant production manager. John Andrea is treasurer and Frank Ramp is secretary, with Charles Davis and Joe Patra on the bowling committee.

Music Fair in Paris Occurs May 12-28

The sixth Salon de la Musique will take place this year on the customary site at the great Paris International Fair, the date set being from May 12 to 28. The importance of this annual display has been universally recognized by exhibitors and buyers, who find the Salon de la Musique a real necessity, affording, as it does, an opportunity of developing business and here is the place to make selections. Hence it helps to make direct contact between suppliers and customers.

Every branch of the music trade is represented at the Salon de la Musique, and foreign traders have found the salon a splendid means of making contacts. The offices of the Salon de la Musique are located at 15 Rue de Madrid, Paris, France, where the fullest information will be given on request.

Interior of Store Decorated for $6.45

New Andrews and Brand Radio Shop Presents Attractive Interior Despite Smallness of Sum Expended

DALLAS, Tex., April 5.—The new Andrews and Brand Radio Shop, 327 North St., was recently opened, with the accompanying photograph, branches of trees are artistically used for both utilitarian and practical purposes and the display material supplied by the advertising department of the Atwater Kent Mfg. Co. has also been put to good use.

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Every branch of the music trade is represented at the Salon de la Musique, and foreign
All-American Radio Corp. and Mohawk Corp. of Illinois Merge

(Continued from page 34d)

best possible facilities for the building of radio receivers, with all manufacturing facilities under one roof, and to thus be enabled to give the

first priority to the progress of the radio industry for many years. Mr. Rauland, formerly president of the All-American Radio Corp., has been

identifying with the progress of the industry for the past six years, and has been a prominent figure in activities of the RMA. He is now serving as chairman of the Fair Trades Practice Committee of that organization. Mr. Frankel, previously president of the Mohawk Corp. of Illinois, is one of the veterans of the industry, having successfully guided the Mohawk organization, as a pioneer in the one-dial receiver field, to a position of first rank in the industry. As a possessor of aggressive merchandising ability, Otto N. Frankfort holds a top-notch position in the field, for he has been identified with the advertising and selling of radio receiving apparatus since the early days of the industry. Through his close study and contact in the field of radio merchandising he is in a position to bring to

the trade and great popularity in the national trade.

Mr. MacGregor, treasurer of the new organization, is well known in the financial field, and needs no introduction to the trade. He is also prominently identified with RMA activities and is treasurer of that organization. Mr. DeMare has been associated with the Mohawk organization for the past several years, and is recognized as one of the foremost authorities on radio production and factory management in the field.

Both of the firms in the consolidation are licensees of the Radio Corp. of America, American Telephone & Telegraph Co., Westinghouse Electric Co. and General Electric Co. In addition the Mohawk Corp. of Illinois owns a number of other valuable patents. The Mohawk organization is known as the pioneer in the one-dial control field and the All-American Radio Corp. was the second licensee under the RCA patents.

The factory which now houses the manufacturing activities of the new firm is one of the most modern in the industry, both from the standpoint of construction and facilities, and 94,000 square feet of floor space will be devoted to the manufacturing of the firm's products, which will bear the name "Mohawk." It is expected that, through the combining of the talent of the All-American factory personnel in the making of power units and parts, and the knowledge of the Mohawk organization in the production of radio receivers, the 1928 products of the company will create widespread interest in the trade upon their introduction.

Charles Tait to Visit United States

Charles Tait, one of the directors of Allan & Co., Melbourne, Australia, sailed for America last month for an extended stay. Mr. Tait has many affiliations with the talking machine and sheet music industries in the United States, and his friends will be glad to hear of his visit.
K. Bancroft Is With the Brunswick Co.

Covering Syracuse and Northern New York Territory in the Interest of the Brunswick Line of Instruments

Brunswick Panatone and record dealers in Syracuse and northern New York are now being contacted by a new Brunswick representative, W. Bancroft, who succeeded Paul Herrity as New York State representative for the Panatone division of the Brunswick-Balke-Collender Co.

For several years Mr. Bancroft was connected with the McColl Pattern Co., New York, as their Canadian and Pacific Coast representative. Prior to that time he was associated with Goodyear Tire & Rubber Co., spending two years promoting sales for this company in South Africa.

Gets Important Post With Stewart-Warner

R. H. Woodford, While in East, Announced Promotion of Don Tervilliger

R. H. Woodford, sales manager of the radio division of the Stewart-Warner Speedometer Corp., Chicago, Ill., was a recent visitor to New York. While here, Mr. Woodford made arrangements whereby Don Tervilliger, who has been identified with the Stewart-Warner New York branch since the inception of the company's radio activities in charge of the service department, becomes a field service engineer operating out of the New York branch and under the direction of the factory at Chicago. Mr. Tervilliger is well equipped for his new work, being thoroughly familiar with dealer activities in the servicing of radio.

Otto Heineman Host to Columbia Executives

Otto Heineman, president of the Okeh Phonograph Corp., was the host recently at a dinner and theatre party given to several of the executives of the Columbia Phonograph Co., Inc. Among those present at the dinner, which was given at Mr. Heineman's home, were Louis S. Sterling, chairman of the Okeh directorate; H. C. Cox, president; W. C. Fuhri, vice-president and general sales manager; Fred Ames, secretary; Frank D. Ian, assistant to the president, and Raymond Glotzner, general manager of Columbia factories.

Subsequent to the dinner the party visited one of the Broadway musical shows and completed the evening at Mr. Sterling's hotel apartment.

Plaza Co. Originates New Dealer Service

The Plaza Music Co., New York City, has originated a mat service for its dealers, for use in their local newspaper advertising. This service is much appreciated by "FAL" dealers as collectively it has been possible to produce advertising copy and art illustrations that would be prohibitive in price individually to the dealer. These mats have been prepared in five-column format, but the central advertisements are so ingeniously arranged that it can be trimmed to any space between one and five columns, according to the dealer's requirements.

The Denver Music Co., Denver, Colo., Victor dealer, has added a piano department.

J. E. Thorne Opens Eastern Headquarters

Plans to Devote All His Attention to Promotion of Trav-Ler Portable Receiver Sales in the Eastern Territory

J. E. Thorne, of the Trav-Ler Mfg. Corp., Chicago, maker of Trav-Ler portable receivers, left Chicago a few weeks ago for New York City, where he will establish his headquarters and devote all of his attention to Trav-Ler sales on the East Coast. Mr. Thorne stopped at several important trade centers en route to New York, arriving in this city April 12.

Sales work in the Chicago headquarters is now under the supervision of L. L. Martell, who recently joined the Trav-Ler organization. Mr. Martell has been active in the radio field for many years and brings to his new position a wide background of radio sales experience.

F. A. Magee, president of the Trav-Ler Mfg. Corp., has issued a dept to all RMA golfers, especially those radio executives in the East, offering to defend his RMA golf championship against all contenders during the June Trade Show in Chicago.

C. F. Propson Now Crosley Ad Manager

Carl F. Propson, of Rochester, N. Y., has been appointed advertising manager of the Crosley Radio Corp. He has had wide experience in the advertising field. For the last six years Mr. Propson was director of advertising for the Bouch & Lomb Optical Co., in Rochester, and prior to that was export advertising manager of E. I. du Pont de Nemours & Co., Inc., of Wilmington, Del.

"None of the larger American industries has a more promising future than radio," Mr. Propson said. "I feel that its possibilities are unlimited and am glad to be identified with an organization that is recognized as one of the foremost in this comparatively new field.

"Having started on high gear, with business mounting higher than ever before during a similar period, I predict for 1928 the greatest volume of sales in the history of the Crosley Radio Corp. A most energetic newspaper and magazine advertising campaign is to be carried out this year, and this, together with the high reputation of Crosley products, is bound to bring big results."

Samson's Radio Stores, Milwaukee, Wis., celebrated their eleventh anniversary in March.

Brunswick to Make Straight Radio Sets

(Continued from page 34a)

the Brunswick arrangements with the Radio Corp. of America, Mr. Jackson said:

"Our contract with the Radio Corp. of America, under which the Brunswick Panatone and Radiola as boradcasters to the public, is to last for a period of time which eliminates any need for disturbance upon your part as to our ability to serve and supply you, but in the matter of future disclosure of attempts to destroy was just completed, being thereby our service at an early date will be expanded so that, in addition to our present comprehensive reproducing instruments and records, we shall be able to offer you Brunswick Radio as straight radio receivers and in assorted assembly in table and console styles, all produced in co-operation with the Radio Corp., the General Electric and the Westinghouse Electric & Manufacturing companies with that assurance the great productive and research departments of our combined institutions insure.

"We are prompted to believe that there is little we can say which would be more expressive than the foregoing announcement to you as an indication of not only our ability but our determination to continue aggressively the Musical Division of our manufacturing and merchandising activities.

"We hope that you will recognize from the foregoing the vast immediate and future opportunity in your possession of the Brunswick dealer franchise, and we take this opportunity of assuring you of our purpose and sincere effort at all times in the advancement of our mutual business interests which we are pleased to believe are cemented by a spirit of mutual friendliness and confidence.

"Official announcement in behalf of Brunswick Radio will be made to you in full detail as soon as necessary production achievements permit."

Harry Alter Co. Is G-G-H Distributor


The Harry Alter Co., prominent radio distributor of Chicago, has been appointed as a jobber for the Grigsby-Grunow-Hinds Co., also of that city. The firm will handle the line of radio receivers manufactured by the Grigsby-Grunow-Hinds Co., having as its territory the City of Chicago and northern Illinois. The appointment of the Harry Alter organization as a Grigsby-Grunow-Hinds Co. distributor was made effective early in March.

Radio Foundation, Inc., Changes Hands

ANSONIA, CONN., April 5—The Ansonia Mfg. Co. of this city, has taken over the Radio Foundation, Inc., formerly of New York, and is moving it to this city, where radio speakers will be manufactured. It is announced that Radio Foundation, Inc. will be continued as a selling organization with offices at Park Place and Broadway, New York City. Although detailed plans are not as yet available it is the intention of the Ansonia Mfg. Co. to make a good line of speakers at their factory in this city.

The radio division of the business will be under the supervision of Leslie H. Jockums, who is well qualified for this work.
Demonstrate Automatic Zenith Set at Jobbers’ Convention

CHICAGO, ILL., March 31.—The annual convention of the wholesalers of the products of the Zenith Radio Corp. was held at the Hotel Stevens, and was a decided success from every angle. The high point of the gatherings was the demonstration of the new automatic Zenith radio receiver, which tunes any desired station at the touch of the lever. In seeking to ascertain what the distributors’ requirements would be for the coming year in Zenith products officers of the company found that orders totaled $12,367,438, despite the fact that every distributor was told that the conservatism which has attended their policies in the past would be expected from them during the coming year.

The convention opened officially on Tuesday morning, March 27. Eugene F. McDonald, Jr., president and founder of the Zenith organization, extended a brief address of welcome to the assemblage of distributors and introduced as chairman Paul B. Klugh, vice-president and general manager. In his talk Mr. Klugh reviewed the general radio situation and its outlook with respect to the Zenith organization. The company, he stated, had no desire or intention of entering the low-price set field, feeling that the present tendency on the part of buyers did not look in that direction. He also said that the Zenith Co. would not increase the percentage of trade discounts and would continue to recommend to wholesalers that the maximum discount given dealers be no more than 40 per cent.

Other speakers at the Tuesday morning session included Irving Herriott, general counsel of the Zenith Radio Corp.; and James Heggie, patent counsel, who told of the company’s acquisition of rights in the “push-button” operative method in set design and its control of patents upon the automatic device.

On Tuesday afternoon the new Automatic receiver was demonstrated. President McDonald told of the discovery of the automatic device and the company’s steps in securing the basic rights to use the invention. He then threw the switch and brought in station after station by touching lever after lever. Other models in regular and automatic design were exhibited and demonstrated. Mr. Klugh then introduced Thomas H. Endicott, the newly appointed sales manager, who spoke briefly, telling of his pleasure and interest in his new work.

A variety of interesting talks featured the Wednesday business sessions. John Fletcher, vice-president of the banking and investment firm of John H. Burnham & Co., talked on “The Banker’s Idea of Radio,” outlining the fundamentals governing the business. C. J. Callahan, advertising director of the Zenith Corp., told of the company’s plans regarding advertising and dealer help, and L. A. Graham, of the Chicago agency of Low, Graham & Wallis, spoke of advertising in general and policies developed and adopted. It was announced that the company intended to allow over $600,000 during the coming year for advertising by the Zenith trade to consumers, in addition to the direct advertising done by the company itself. Thomas H. Fletcher, president of the QRS Co., spoke on and displayed the new QRS motion picture camera and projector. He dwelt on the many uses of the moving picture camera in all seasons and stated that parents owed it to their children to make a permanent record of every-day happenings. Mr. Fletcher was followed by Warren Ripple, president, and L. C. Chadbourne, vice-president of the Johnson Motor Co., maker of Johnson outboard motors. They spoke of the greatly increased interest in motor boating and urged the jobbers to add the line to their merchandise.

The entertainment of the visiting distributors was not forgotten. On Monday evening, following dinner, they adjourned to the Rainbo Gardens to see the jai a’ lai games, and on Wednesday a theatre party witnessed “The Wooden Kimono,” after which there was a cabaret party at the Midnight Frolic, a most enjoyable affair.


Zelma O’Neal Makes Brunswick Recording

Edward Wallerstein, of the New York wholesale division of the Brunswick Co., reports that the first Brunswick recording by Zelma O’Neal, featured artist of “Good News,” the collegiate musical comedy which has proven a Broadway sensation, is selling well with metropolitan dealers. This record couples “The Varsity Drag,” from “Good News,” the number which stopped the show on its opening night, when Miss O’Neal rendered it in her inimitable fashion, and “Can’t Help Lovin’ That Man.”

New Fada Jobber

Appointment of the Robertson Supply Co., Orlando, Fla., as Fada distributor for the State of Florida, has been announced by F. A. D. Anderson, Inc. The Robertson Supply Co. has a branch in Miami.

Another Step Forward

Orthophonic Victrola 8-35

List Price $300

Beautiful . . . distinctive . . . classic in principle . . . modern in effect . . . musically superb . . . these are the qualities of the amazing new Orthophonic Victrola No. 8-35.

NOW YOU HAVE IT! . . . The Eight-Thirty-Five is an instrument that will command instant eye-and-ear attention . . . anywhere! Once again, it will focus on you and your business the keen attention of that immense section of the public who want what is good . . . new . . . up-to-date . . . yet in good taste. The development of the EIGHT-THIRTY-FIVE is in harmony with a great movement that is getting under way throughout the country . . . the movement toward better, more modern furniture . . . designed for the home of today . . . the home in which only what is beautiful, practical and up-to-date can have a place.
Saal Co., Motor Manufacturer, Now Known as the L. S. Gordon Co.

L. S. Gordon Purchases Assets of Co.—Name Change Does Not Affect Company in Any Particular—Johnson-Gordon Electric Phonograph Motor Improved

To indicate the present executive direction which has for some time past headed the aff airs of the H. G. Saal Co., phonograph motor manufacturer, Chicago, an interesting change of name has just been announced whereby the concern becomes the L. S. Gordon Co., the assets having been purchased by L. S. Gordon, president. In every particular the company is unchanged, and as it has for twenty years, this concern continues noted for the manufacturing quality of all operations carried on in its large modern factory.

Credit for a great share in the firm’s success is no doubt due to its completely equipped tool and die department, manned largely by old-country mechanics long trained in patient painstaking and precision. One of the interesting developments recently announced by the company is the improved Johnson-Gordon electric phonograph motor, in which annoying company of name has just been announced whereby the concern becomes the L. S. Gordon Co., the

The Johnson-Gordon motor is universal, it can be operated AC for radio hook-up and either DC or AC for phonograph use alone.

The perfection of this device is of special interest to manufacturers of phonographs employing electrical reproduction and amplification. The electrical characteristics of the motor are said to be so perfectly balanced as to give no “interference.” The motor was commercially announced only after rigid laboratory tests and actual performance in the homes of several thousand users.

Ingenious engineering has given the motor such high starting torque that correct turntable speed is reached practically the second that the switch is turned on and there is no “moaning” in the music as the motor gathers speed, according to the maker. The scientific governor operates so exactly that there is no change or fluctuation in the turntable rpm even when the line voltage fluctuates. This does away with the irritating changes in pitch so frequently heard when motor speeds vary. The Johnson-Gordon motor is supplied with turntable, speed regulator and automatic stop and is guaranteed to be quiet.

As a result of enlarged facilities, the company has announced that it is now in a position to supply turntables for all types of electric drive motors.

Studner Bros., Inc., of 67 West Forty-fourth street, New York City, have been appointed national sales agents for the L. S. Gordon Co., according to announcement from the Chicago headquarters of the Gordon organization.

F. C. Kent Co. Line Popular With Trade

The F. C. Kent Co., Newark, N. J., well known in the talking machine field as the manufacturer of Kentone attachments for Edison phonographs and Kentone sound boxes, is gaining an equally enviable reputation through the line of tone arms which it produces. These tone arms are now produced in four models as follows: No. 30-SP for portable phonographs, No. 40 for the better grade of portable phonographs, No. 55 designed for the highest grade of cabinet and console model phonographs of the extra large size, and No. 60 designed for the same grade of the conventional size. These tone arms are made of seamless drawn brass and although only comparatively recently introduced they already enjoy much popularity. The F. C. Kent Co. has recently issued a catalog of these tone arms in an attractive loose-leaf binder.

Madeline Beatty Now on Okeh Recordings

A recent release of Okeh records was marked by a very excellently sung vocal record. This record introduced a new Okeh artist, Madeleine Beatty line Beatty. It has been remarked that among record buyers there is a definite desire for songs sung by the ladies. If this is true the quality of Miss Beatty’s singing will make her very popular on Okeh listings.

U. S. Army Guests at Kolster Radio Hour

The United States Army were guests of honor during the Kolster Radio Hour on April 11, when a program of stirring army tunes identified with various regiments was played by the Kolster military band and sung by the male quartet. Major Herbert H. Frost, of the Signal Reserve Corps and Vice-president of Kolster, personally invited Major General George S. Gibbs, chief signal officer of the army, to listen in on the program.

Wins Prize for Opening of New Accounts

George Tressider, Brooklyn representative of the Auto Hardware & Equipment Co., distributor of New York, won first prize of $100 for the greatest number of new accounts opened from January 1 to March 1, a contest open to all auto hardware salesmen. Robert Marans, with a Manhattan territory, won a similar prize for the greatest amounts of new business obtained within that period.

Fada Sales Record

The largest first quarter business in the history of Fada radio has been announced by R. M. Klein, general manager of F. A. D. Andrea, Inc., Long Island City. Mr. Klein stated that this was “a tribute to the merchandising value of the electric set.” “Last year we broke all previous records for the first three months,” said Mr. Klein, “and the first quarter this year shows an appreciable gain over 1927.”
Annual Banquet of Talking Machine Men

Will Be Held on April 23 at Hotel Commodore—Record Companies Supplying Wealth of Talent to Entertain

Members of the Talking Machine and Radio Men, Inc., of New York, New Jersey and Connecticut, their families and friends, will gather at the Hotel Commodore, New York City, on Monday, April 23, for the annual banquet and ball of the Association.

As in other years, the record manufacturing companies and the radio broadcasting stations are co-operating to the utmost to make the event a decided success and the best affair that has ever been held—and from plans already announced, the banquet of 1928 will reach this goal. As this issue of The Talking Machine World goes to press the list of entertainers who will appear is far from complete, yet those already scheduled are more than enough to give an indication of the enjoyment that is in store. Among them are: Columbia artists, Jan Garber and his Orchestra, Andy Sannella, saxophone soloist; the Charleston Chasers, under the direction of Red Nichols; Oscar Grogran, tenor; Irving and Jack Kaufman, The Cavaliers, waltz artists; Sam Ladin, of the Ipana Troubadours, guest conductor, and W. C. Perry, of Fisk's Orchestra, guest conductor; Okeh, artists, Dorsey Bros and Orchestra, Seger Ellis, tenor, and others.

The Brunswick artists thus far scheduled are: Vincent Lopez and his orchestra, Ben Bernie and his orchestra, Bernie Cummins and his orchestra and others. Emerson artists include: B. A. Rolfe and his Palais d'Or orchestra, Lilliefeld and his Hotel Biltmore orchestra, Wininger and his Penn Boys and the Rollkers. The entertainment committee reports that artists from other companies who have not yet forwarded their lists will practically double this number of artists. In addition, broadcasting stations will send the “cream” of their talent so that those attending the banquet will be able to be entertained in person by their favorites of the air.

The entertainment will start promptly at seven o'clock and from 10.15 until midnight the program will be broadcast over station WBT from New York.

New Astral Tone Arm

PHILADELPHIA,Pa.,April 6.—The Astral Radio Corp., of this city, maker of the Astral Serpentine tone arm, has entered the portable field. This tone arm with its serpentine curves adds materially to the length of air column and therefore lends itself readily for use on portable phonographs. The Astral Co. will produce portable equipment with this new arm.

Herbert N. Teepell, radio dealer of Watertown, N.Y., has added the Victor line.

Jensen Dynamic Cone Speaker Plant Opens

Oakland Manufacturer Opens Manufacturing Plant in Chicago—T. A. White Is Appointed Sales Manager

The Jensen Radio Mfg. Co., Oakland, Cal., has opened a manufacturing plant on the West Side of Chicago for the mixing and assembling of Jensen dynamic cone speakers. Thos. A. White, formerly manager of the Wholesale Radio Equipment Co., Buffalo, N. Y., has been appointed sales manager of the Jensen organization and maintains headquarters at the Chicago factory. Mr. White was formerly a vice-president of the Federated Radio Trade Association, chairman of the Radio Wholesale' Association and a member of the Radio Legislative Committee, which has been active in radio legislation work in Washington, D. C.

Mr. White has spent the past seven years in the radio industry and brings to his new position a wide background of radio sales experience.

Peter L. Jensen, of the Jensen Radio Mfg. Co., spent several days in Chicago at the time of the opening of the new plant in that city and departed for the Oakland, Cal., factory early in April. Mr. Jensen, with E. S. Pridham, was a co-inventor of the dynamic speaker and with Mr. Pridham founded the Magnavox Co. in 1911. The Jensen Radio Mfg. Co. started production in August, 1927, in Oakland, and that plant will continue to be maintained.

The Jensen dynamic cone speaker will be produced in several different types for the distributor and dealer trade and they will also be available for use by radio receiver and cabinet manufacturers for original installation.

Gramophone Shop Does Big Business

New Establishment Specializing in Imported Records Starts With Fine Sales Volume—Has Own Catalog

On April 1 a new talking machine store, the Gramophone Shop, opened at 125 East Forty-first street, New York City, and in the short time that has elapsed has built up a sales volume that reached a figure more than double expectations. W. H. Tyler and J. F. Brogan are the proprietors of the new store, and both have had many years' experience in the retail music field. Mr. Tyler was until recently manager of the Victor departments of the New York Band Instrument Co., and prior to that was connected with Landay Bros. and Lord & Taylor. Mr. Brogan has been connected with the New York Band Instrument Co., Wanamaker's and the Knabe Warerooms.
The Newest in Radio

Radio Cabinets

Radio Corp. of America, New York City. B-105, a cabinet model employing the new Clarostat. Radiola No. 50 embodying the new variable resistance in the form of an accessory, together with sufficient current-handling capacity for long-life operation. Consists of a microammeter variable resistor (220 ohms to 20,000 ohms) mounted in metal stand, with two flexible connecting cords provided with standard cord tips, as well as a connection block to take the usual loud speaker cord tips. Metal case is finished in nickel and bronze, and the bottom is covered with a soft felt pad. May be used in through connection or to cut in resistance in any given circuit. May also be used as a voltmeter for electric phonographs. List price $2.50.

Radio Tables

The Pedler Co., Philadelphia, Pa. Three radio table models—Model 1, Model 2, Model 3. Each has one or two shelves as desired. The first two models are designed to accommodate electric phonographs, while the third is designed for use with a hi-fi set. New AC reproducer unit. Model 1 has single shelf to accommodate loud speaker; Model 2 has two shelves to accommodate book rack or phonograph reproduction; Model 3 has two doors in front which when open reveal the tuning control panel, with a (blanket) loud speaker opening be-neath. Radiotrons are used as first audio and radio fre-quency amplifiers, as well as for standard functions as a detector and a 17/111.3, as does the second- and third-ct. amplifier. The new model weighs 58 pounds and measures 29 inches wide by 12 inches deep.

De Luxe loud speaker No. 105, a floor cabinet model employing the new super-power amplifier Radiotron UX-226B and two alternating current rect-ifier Radiotrons UX-281. Has an acoustic response that is markedly better than Model No. 104 and will handle three times the load of the latter cabinet. May be used as a hi-fi set or as a two-tuned cabinet. Unit is designed to accommodate 105 films and models of radio receivers, and a cabinet style.

Radio and Speaker

Radio Corp. of America, New York City. Radiola No. 50 embodying the newest in radio No. 51, and loud speaker No. 50, for use with the new stabilizer, a motionless, unbalanced...
The Newest in Radio

AC Receiver
Jewelbox single unit AC radio set is self-contained. Supplied 110 volts to power output tube and gives pure, undistorted volume. Is attractively finished and designed to be placed in the window. List price $10.

Radio Set Tester
Western Electric Radio Equipment Corp., Newark, N. J. Weston model 511 is AC-DC radio set specially designed and fully adaptable to the testing requirements and the equipment made, whether operated by batteries or AC mains, in any of the instruments to circuits being tested. A.C. volt-meter and a D.C. volt-meter are furnished. All voltage ranges have a balance, and to balance, are furnished with the necessary adapters and complete instruction book.

Radio Speakers
Steinheil Laboratories Co., Chicago, III. Steinhile Polyphonic speaker, console model, with tone travel chamber of non-vibrant cast-iron. Outer amperes have the precise number of turns necessary for best results. Con-

D.C. volt-milliammeter. A system of switches and binding posts provides for automatic connection of instruments to circuits being tested. A.C. voltmeters and D.C. volt-milliammeter four voltage ranges. All voltage ranges have a balance, and to balance, are furnished with the necessary adapters and complete instruction book.

AC Tube
C. K. Mfg. Co., Inc., Providence, R. I. "Cleo" AC receiver, model 202, with four element shielded grid. Can be used to advantage for making special electric or equipment designed for its use. De-

signed primarily as a radio frequency amplifier and as such is capable of volt-ampere requirements of 50 to 60 per stage. Operating current is 2.3 volts, 162 plate volts, and 1 to 1.5. shielded grid bias plus 45.

Three additional new AC tubes, L50-7, 12, and 12A4, were described as being similar to the J12 and J17 type tubes in all characteristics, excepting in "A" current consumption, which in the new type is 11 amp. current drain as against 15 amp. in the older types.

"B" Battery
National Carbon Co., Inc., New York City. A new smaller size Eveready "B" battery, known as No. 455, is constructed of layers of flat cells placed one upon the other and is designed to outlast the cylindrical cell battery of the same size. The new model is a 45-volt battery and costs at $6.

Condenser
Avenco Wireless Corp., Brooklyn, N. Y. Molded metal condensers in genuine bakelite. Dielectric of India Rubber. Molded as one piece in a body of form, with condenser element thoroughly insulating the plate and top and bottom of the body. The new units have split, elongated slots for easier condenser removal. List prices from 35 cents to $1.30.

Condenser
Avenco Wireless Corp., Brooklyn, N. Y. Paper dielectric condensers are non-inductively wound with a multilayer, wax pitch compound of high melting point resulting in high insulation resistance. List prices from 20 cents to $2.50.

AC Wire Kit
Hedden Mfg. Co., Chicago, Ill. Colomboh Electric Wire Kit is designed to smooth the path of the amateur set builder in constructing an alternating current receiver. Consists of a Mark twisted pair of Colomboh Insulated Hookup Wires for the AC circuit, a yellow twisted pair for the 110 volt filament circuit, a red twisted pair for the 300 volt filament circuit, and a coil of green Colomboh Hookup Wire. The twist-
Baltimore Music-Radio Trade Reports Good March Business

Satisfactory Volume of Sales With Outlook for Coming Year Encouraging—Records Still Selling Consistently—Chickering Wareerooms Drop Piano Lines

Baltimore, Md., April 7.—According to the reports of distributors and retailers the talking machine trade keeps up its wonderful pace, and all prospects seem most encouraging for a continuance of this prosperity during the balance of the year. This, in spite of the doldrums in which business in general finds itself.

R. H. Cagle & Sons, Victor distributors, while reporting a slight falling off in machine sales during the past month, state that this was more than compensated for by increased volume of record orders.

E. F. Droop & Sons Co. report business to be even in excess of last year's record sales, and are confident that next quarter's business will attain a new high level.

Joseph G. Mullin, local manager of the Brunswick-Balke-Collender Co., states that the sale of Pauzerpes and records for the quarter ending April 1 was far in excess of the sales for the same period of 1927. Their well-known "popular-price" policy on their Gold, Purple and Black label records has contributed in no small degree to this gain.

Effective May 1, J. B. Elliott, Brunswick's North Carolina representative, will be promoted to district manager of the Boston branch. R. H. Cagle, eastern Virginia representative, will succeed Mr. Elliott in North Carolina, and H. M. Wagner, formerly record salesman of Baltimore and Washington, will be assigned to Mr. Cagle's territory.

The Hamilton Co., operating the Chickering Wareerooms at 305 North Howard street, and who handled Chickering and other well-known pianos, announce their retirement from the piano business. After April 1 they will devote their entire efforts to conducting a strictly modern and up-to-date talking machine and radio store, offering a complete line of high-grade talking machines and radios, featuring the Orthophonic and Radiola combinations and the AC electric, Fada and Crosley radios, together with a complete catalog of the Victor records.

A. J. Odelwurtel, who have for over fifteen years been conducting the Talking Machine Shop, at 305 North Howard street, are removing to 316 North Howard street. Pollack's, the Baltimore division of the Reliable Furniture Stores, one of the larger chain store systems, have quit this building, which adjoins their corner property, and will, after extensive alterations, be made, occupy it as a talking machine and radio store.

Sales of the Columbia "Two Black Crows" records were increased considerably at the Talking Machine Shop, Hagerstown, Md., division manager, gave an interesting sales talk.

Braiterman-Feder Co., of 414-416 East Pratt street, distributor of "The Columbia Phonograph," serves great credit for the elaborate and artistic catalog which they have just issued. Their activities are certainly far-flung, and they have built up a fair volume of export sales to South America and other distant points. And to such places, their catalog is, of necessity, their only representative. An idea of its wide distribution may be had from the fact that they were forced to increase the number printed from 3,000 to 5,000. They have recently appointed the Halperin Co. as their distributor in New York and the South to represent them in the Philadelphia section.

L. L. Andrews, president of the Columbia Wholesalers, Inc., Baltimore, tells of the successful and energetic efforts of the distributor's franchise for Kolster Radio. The executives of this jobbing house have been well aware of the steady growth of Kolster sales in their territory, and although enjoying good business on several other well-known radio lines, they realized the desirability of getting a Kolster jobbing franchise and have been working to that end for some months. The notice of their appointment as distributors for Maryland, District of Columbia, parts of Virginia and West Virginia has been enthusiastically received by the trade, and many letters and telegrams of congratulation were received by the Baltimore headquarters.

M. A. Gallin, general manager of the Columbia Wholesalers, Inc., was the largest for any month this year. All departments contributed to the good volume. The biggest dollar and cents seller on the list was the Columbia-Kolster combination model No. 900.

The Kunkel Piano Co. has been very active in getting the machine played before every possible center, such as dances, bazaars, minstrel shows, church meetings, schools and Rotary, Kiwanis and other such clubs. Such activities have not only resulted in actual machine sales, but have earned for this store the reputation of being one of the most wide-awake music houses in Baltimore. The Kun kel Piano Co. has also been sponsoring a Columbia record program over Radio station WCAO. The Charles Electric Co. has also arranged some fine demonstrations of this Columbia model, one of them being for the Baltimore Advertising Club, when it entertained Mayor Walker, of New York.

Another good demonstration of the Columbia-Kolster model was before the student body of the Johns Hopkins University. A special assembly was held to hear this new machine and to learn the engineering principles involved.

Louis & Co., of Washington, and G. Fred Kranz Music Co., in Baltimore, are leading the rest of the dealers in this section in the sale of Bayreuth Wagner Masterwork records. The G. Fred Kranz Co. has gotten up a special display, featuring these particular recordings, and sent out a special sales letter to its entire mailing list. By these aggressive methods they have been able to build up a fine business on this $16.50 sales unit, as well as increasing sales on records of the Columbia-Kolster combination.

Among the new dealers to secure Columbia franchises in this territory is the well-known house of Shaw's, Inc., of Charlotte, N. C. This progressive concern has just taken over the store and equipment of the Sneath Piano Co.'s branch in Charlotte.

Dealers in Newport News had record business considerably stimulated by the appearance there of the ever-popular "Whispering Pianist," Art Gillham. This famous exclusive Columbia artist stayed a full week at a local theatre and also broadcast several times over the Norfolk radio station, bringing good record sales to those dealers who tied up with this event.

Richmond and Norfolk dealers were considerably enthused over the statement of the Co-
Memphis, Tenn., April 6—Harry T. Goldstein, manager of the local branch of the Artophone Corp., Okeh record distributor, is receiving the congratulations of dealers for his idea of the 100 per cent Memphis record which was carried out and found to be most successful.

This concern is well known in Ohio territory and has already opened up a number of important dealer accounts who are aggressively merchandising Okeh records. Referring to general business conditions, Mr. Heineman stated that Okeh record sales for March were far ahead of 1927, with the first two weeks of April showing a similar gain. Motor and needle sales for March were ahead of last year, with the first quarter of 1928 showing a substantial increase over 1927.

Wiedenbach Brown & Co., a Sylvania Jobber

The Sylvania Products Co., of Emporium, Pa., has announced the appointment of the Wiedenbach Brown & Co., Inc., 118 East Twenty-fifth street, New York City, as sole distributor of Sylvania tubes for the metropolitan territory. F. H. Snyeys, sales manager of the Sylvania Products Co., reports a heavy demand for Sylvania tubes, and the sales quota for the first three months of the year has been exceeded by a wide margin. Several new tubes have recently been added to the line.

100 Percent Memphis Record Is Big Seller

Memphis, Tenn., April 6—The Edison Phonograph Co., that it would insert its national newspaper advertising in their local papers. Columbia business has been steadily growing in both these cities.

Feature Modernistic Atwater Kent Radio

When the Atwater Kent Modernistic style radio receiver was introduced in this city, department and furniture stores which carry the line and whose organizations were already familiar with the modernistic fashion in furniture, jewelry, draperies, etc., took up the plan of a concerted window display. Parke & Hull, Inc., Atwater Kent distributor, supplied appropriate window cards which were used by the establishments featuring the receiver in their window displays. The displays, together with newspaper advertising, resulted in a record-breaking number of set sales.

Open South American Columbia Agencies

A. G. Linsig, Traveling Representative, has appointed agents in all of the important West Coast Cities.

A. G. Linsig, traveling representative for the Columbia Phonograph Co., New York City, for the West Coast of South America, has, during the past year, established Columbia agencies of the first rank in all the leading Coast cities from Santiago to Guayaquil. Among the prominent agents to handle Columbia products in this territory are W. R. Grace & Co., owners of the Grace line of steamships and leading importers and exporters.

Well Known Artists in Maine Festival

Conductor Sprague, of the Eastern Maine Musical Association, recently announced that Allen McQuhie, Irish-American tenor, and the Cleveland Orchestra, Brunswick artists, have been engaged to participate in the 1928 Bangor Festival on May 1 and 2. This is the Thirty-second Festival to be given in the Maine city, and it is expected that this event will excel all others in brilliance.

Jobber Expands

The Edison Phonograph Distributing Co., Orange, N. J., has taken over as of April 1 the Edison phonograph distributing business of W. A. Myers, Williamsport, Pa., and in the future that territory will be covered direct from the Orange headquarters.

Window Displays for Kolster Trade

Each display designed for the average window and with consideration of the important factor of cost.

An Artistic Kolster Window

by Kolster Radio each month, and published in its house organ, "The Kolster Dealer." Each window is designed for the average amount of space and is decorated mostly with colored paper which can be purchased at any stationery store. Complete instructions on arranging the display are published with the photograph. Dealers who have little time to plan effective windows appreciate this service.

Increases Capital

The Bracken Furniture Co., Inc., 45 West 125th street, New York City, carrying a complete line of radios and talking machines, is increasing its capital stock.

1928 Radio

Licensed only for Radio Amateur, Experimental and Broadcast Reception.

Montana, Wyoming, Colorado, New Mexico and N. E. cost, prices slightly higher.

Write Dept. 26 for descriptive information.

The Crosley Radio Corporation

POWEL CROSLEY, Jr., President

Cincinnati, Ohio
OUR SPECIAL MODERNISTIC

LATEST OKEH RECORDS

MUSIC

Frankie Trumbauer and His Orchestra

40979 10 in. 75c
MISSISSIPPI MUD—Fox Trot
THERE’LL COME A TIME (Wait and See)—Fox Trot

Joe Venuti’s Blue Four

40947 10 in. 75c
FOUR STRING JOE—Fox Trot
PENN BEACH BLUES—Fox Trot

McKenzie and Condon’s Chicagoans

41011 10 in. 75c
SUGAR—Fox Trot
CHINA BOY—Fox Trot
LIZA—Fox Trot
NOBODY’S SWEETHEART—Fox Trot

Bix Beiderbecke and His Gang

41001 10 in. 75c
SORRY—Fox Trot
SINCE MY BEST GAL TURNED ME DOWN—Fox Trot

Boyd Senter

41018 10 in. 75c
MOBILE BLUES—Instrumental
I WISH I COULD SHIMMY LIKE MY SISTER KATE—Instrumental, with Guitar by Ed Lang (Boyd Senter and His Senterpedes)

40949 10 in. 75c
WABASH BLUES—Clarinet with Piano; Guitar by Ed Lang
THE BOSS OF THE STOMPS—Clarinet with Piano; Guitar by Ed Lang
HOT LIPS—Clarinet with Piano; Guitar by Ed Lang

EXCLUSIVE OKEH ARTISTS

Consolidated Talking Machine Co.
227 West Washington Street
Chicago, Illinois

Mid-West Phonograph-Radio Sales for March Show Decided Increase

Comparison With Same Period of 1927 Shows Increase in Sales Volume—Anticipating New Models and New Products—News of Middle West Area

CHICAGO, ILL., April 7.—The trade this spring has witnessed a partial fulfillment of the prophecy of trade leaders that the sale of sound-reproducing instruments for the home in the future would not be allowed to slump and fall off sharply in the Spring of the year. In the past it has been the experience of manufacturers to stop production in their factories around the first of the year, and in many cases before Christmas, and to devote their complete attention to the designing of new products.

This year, through combined advertising and sales promotional efforts of manufacturers, distributors and dealers, and aided by products of sufficient merit, the public was told, and in large measure convinced, that radio and phonograph products should be purchased and used every month of the year. The sales curve is by no means completely straightened, but worth-while progress in that direction has been made during the past three months.

As a result of this continued effort in bringing its products to the attention of the consumer, the music-radio trade in the Middle West has enjoyed a fairly profitable late Winter and early Spring season. Sales are not as heavy as in mid-Winter or the Fall season, but, from various sources it is learned that March, from both a phonograph and radio standpoint, brought heavier returns than the corresponding month in 1927, and in some instances it was reported to have brought heavier sales than the preceding month, February. This is especially true in the sale of talking-machine records, because of the new customers created by the sale of both cabinet and portable machines.

The entire trade is looking forward to the announcements to be made by radio manufacturers in the near future regarding new lines of products, especially since a large number of firms have already announced their intention of placing on the market phonograph-radio combination instruments. The improvements made in phonograph reproduction, radio receivers and loud speakers would make it appear that the music-radio dealer in 1928 will have, more than ever before, lines of merchandise which he is ably equipped to sell.

Declares 50 Per Cent Cash Dividend

The board of directors of the Kimberly Radio Corp., this city, recently declared a 50 per cent stock dividend, payable in cash, to the stockholders of the company. P. R. Kimberly, president of the company, states that the great success enjoyed by the organization can be traced to its policy of confining its activities to the Zenith line exclusively. He states that the past year was the most successful ever experienced by the Kimberly Corp.

Paul B. Klugh Home From Coast

Paul B. Klugh, vice-president and general manager of the Zenith Radio Corp. of Chicago, who has just returned from an extended tour on the Pacific Coast, makes some observations of interest to the music and radio trades.

"While music dealers," said Mr. Klugh, "are just becoming seriously interested in radio in eastern United States, I find on the Pacific Coast the largest radio outlets are through the music trade. This is surprising in view of the fact that such a small percentage of radio is sold through Eastern music dealers. Apparently, exclusive radio stores are not in vogue on the Pacific Coast as they are in the East—neither is there found, in serious number, the cut-price "gyp" type of radio dealer such as is found in the East. This situation is highly creditable to Pacific Coast music dealers. Through their activity in radio they have found substantial profits and quick turnover, two essential elements in every successful business. Most of the piano dealers interviewed were strong believers in the eventual comeback of the straight piano, but the consensus of opinion (Continued on page 94)
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 93)

was that while one may speculate upon the revival of the piano business, there is no need for such speculation in connection with radio.

Zenith radio is handled on the Pacific Coast by Chanslor & Lyon, an organization having main offices in San Francisco and well-located branches in Los Angeles, San Diego, Fresno, Oakland, Portland, Seattle and Tacoma. They are the largest and oldest automotive organization on the Pacific Coast, and concentrate all of their efforts upon Zenith, exclusively.

Smith Music Shoppe Opened

On March 9 over five thousand people from Danville, Ill., and vicinity attended the opening of the Smith Music Shoppe, 16 East Third street, Danville. Ralph Smith, president of the Illinois Corp., was for ten years manager of the Smith Music Shoppe one of the musical centers of eastern Illinois. The complete Victor line, as well as standard makes of pianos and radio products, are featured by the store.

Hyde Park Shop Opened

The Hyde Park Music Shop recently opened its new store at 1901 East Fifty-third street, Chicago, just a few hundred feet west of the old site, where this shop has been established for many years. The new quarters of the store are more spacious and are attractively appointed. In addition to the Victor line of records and Victrolas the Hyde Park Music Shop carries Zenith, Sparton, Atwater Kent, RCA and Day-Fan radio receivers. In addition to musical instruments the firm has also added the complete line of Graybar household and electrical appliances, including vacuum cleaners, sewing machines, ironing machines, etc. The Hyde Park Music Shop is owned by Home Appliances, Inc., and this organization also operates two other stores, at 4122 West Madison street and 4803 West Twenty-second street, the other two stores also carrying the Victor line.

Chicago Firm Chartered

Garfield, 35 East Wacker Drive, Chicago, Ill., was recently incorporated with a capital stock of $2,000 to manufacture and deal in radio sets, musical instruments, etc. The incorporators are R. J. Klinger, Helen Camfield and R. W. Camfield.

Big Demand for Zenith AC Sets

Thomas H. Endicott, sales manager of the Zenith Radio Corp., Chicago, recently returned from an extensive survey of the Eastern and Middle West territories, and is highly enthusiastic regarding the future sales of the new Zenith AC electric receivers, particularly the models with self-contained power speakers.

In a recent interview Mr. Endicott, outlining the attitude of distributors of the Zenith line, said, "The advent of the electric radio receiver has increased our sales over 100 per cent and kept the Zenith factory at top speed on production. In addition to the Victor line, the firm has added the complete line of Graybar household and electrical appliances, including vacuum cleaners, sewing machines, ironing machines, etc."

A Unique Advertising Plan

In the trade publication advertising, Mr. Endicott said, "The advent of the electric radio receiver has increased our sales over 100 per cent and kept the Zenith factory at top speed on production. In addition to the Victor line, the firm has added the complete line of Graybar household and electrical appliances, including vacuum cleaners, sewing machines, ironing machines, etc."

A new store, the Smith Music Shoppe, opened at 16 East Third street, Danville, Ill., recently with a full line of Victor products.
Sings in Hollywood, Recorded in N. Y.

Columbia Phonograph Co. Recording Studios in New York Record Song Received Over Phone From Hollywood

The new recording process has been responsible for many new records which it would have been impossible to secure under the old acoustic method, as witness the long-distance recording which was accomplished last month.

Miss Del Rio sang the Feist hit, "Ramona," which bears the same title as her latest film production. The recording studio officials state that the rendition, despite the miles intervening, was beautiful and came fully up to expectations.

Transfer License

The RCA licenses for tuned radio frequency receivers and also for power supply and power amplifier units heretofore held by the Piantini Radio Co., Waukegan, Ill., have been transferred to the Grigsby-Grunow-Hinds Co., well-known firm of Chicago, Ill., according to a recent announcement.

Price Reduction

Reduced prices on Diamond B batteries were recently announced by the Diamond Electric Corp., Newark, N. J. The new price is $1.95, formerly $1.75; B-22, 30-volt heavy duty, formerly $2.47, is now $2.30.

Stevens & Co. Plans for 1928 Completed

J. B. Price, Sales and Advertising Manager, States There Will Be Four New Radio Loud Speaker Models

J. B. Price, sales and advertising manager of Stevens & Co., New York, manufacturer of all Stevens loud speaker products, stated this week that the company has practically completed plans for its new line of 1928 speakers. There will be four new models this coming season, including two cones and two cabinets. The cone models will be known as A-28, listing at $18.50, and B-28, listing at $25. The other two models consist of table speakers, one being an artistic Gothic cabinet listing at $35 and the other being an original design along modernistic lines in two-tone effect, listing at $45. All speakers will contain the well-known Stevens TT unit, which has been greatly improved.

In addition to the line of Stevens speakers, the company will produce three built-in console speakers on which the factory is already in production for prominent set manufacturers. Another Stevens product this season consists of three Burrite diaphragms for use in dynamic speakers. The Stevens line and distributing plan will be announced in May.

R. Hunting Now With the Louis Buehn Co.

PHILADELPHIA, Pa., April 8.—The Louis Buehn Co. of this city, Atwater Kent distributor, has announced the appointment of Russell Hunting as sales manager of the organization. Mr. Hunting has had a long experience in the radio field, his most recent connection having been with the Pooley Co., where he made an enviable record.

When sopranos sound like baritones with a buzz saw obbligato

No more irritating changes in pitch due to varying motor speed; no more moaning in the music as the turntable gathers speed; no more static discords caused by unbalanced and faulty electrical characteristics.

The improved Johnson-Gordon Motor ends all that. Guaranteed quiet for electric reproduction, it will not hum-m-m. It will not "interfere." But noiselessly, effortlessly, steadily, it will turn the table. The motor operates on either DC or AC (25 and 60 cycles), and is supplied complete with turntable, accurate speed governor, automatic stop, mounting plate, and extension cord. Manufacturers of radio-phono graph combinations and phonographs are invited to write for a sample motor, specifications, prices, and discounts.

L. S. GORDON COMPANY • Successor to H. G. Saal Co.
1800 MONTROSE AVENUE, CHICAGO, ILL.

STUDNER BROS. INC., 67 W. 44th Street, New York City, National Sales Representatives
Langley and Estey
With Crosley Corp.

(Continued from page 34d)

worked with some of the most prominent men of that profession. He has literally lived, slept and eaten radio from the time he first became interested in it.

Mr. Langley has been identified with many of the important radio organizations, such as the International Wireless Telegraph Co., the

Ralph H. Langley

Marconi Wireless Telegraph Co. and the General Electric Co. He held important positions in all those organizations and achieved notable results while with the General Electric Co. He spent seven years with this company in Schenectady before joining the Crosley organization.

During his radio career Mr. Langley has worked with some of the most prominent men in the radio field, starting with the American Radio & Research Corp. in New York, later joining the Clapp-Eston Co. of Cambridge, Mass., as sales and advertising manager. He was general sales manager of the Priess Radio Corp. of New York; founder and president of Essex County (Massachusetts) Radio Association, and one of the organizers and president of the New England Executive radio counsel at Boston. Just before coming with the Crosley Corp., Mr. Estey was sales manager of the Stewart Battery Co. of Chicago. He is a member of the Institute of Radio Engineers and the Radio Club of America.

J. L. Hudson Buys
Janney-Bowman Stock

Hudson Establishment Reports Large Sales Volume of Columbia Records—Celebrate Andrews Anniversary

DETROIT, Mich., April 7—The Janney-Bowman, Inc., conducting its well-known straw vender business in Detroit, has decided to discontinue business, having sold its entire stock on hand to the J. L. Hudson Music Store.

Several music firms are now negotiating for the lease of the Janney-Bowman Building, at Park and Elizabeth street, which is completely equipped and splendidly laid out for the conduct of the music business.

Thomas Davine, local manager of the Columb phoenograph Co., wholesale branch, is one of the most enthusiastic men we have ever met in the phonograph industry. Judging from the increase in the sale of Columbia products he predicts the best year the phonograph industry has ever had. Mr. Davine reports brisk sales of the Columb portable at $50, and the Columb-Kolster instrument.

The J. L. Hudson Music House was the first locally to announce the new Columbia Binyothruth records, offering them in a beautiful album. During the first week the Columbia wholesale branch had calls every day to duplicate orders, as the demand was far greater than had been anticipated. We might mention in this connection that the Hudson store is now a full-fledged Columbia dealer, handling the complete line of phonographs and records.

Julius Dsukab, foreign record salesman for the local Columbia wholesale branch, has been transferred to the New York branch, where he will act in a similar capacity. In Detroit he is succeeded by William Schultz.

Gerald Marks and His Orchestra, playing for the past three years at the Hotel Fuller, will soon embark for New York to make their second series of records for the Columbia Phonograph Co.

In honor of their wedding anniversary Mr. and Mrs. E. K. Andrews recently gave a party at the Detroit Athletic Club to about forty of their friends. The table was charmingly decorated for the occasion. Bridge and dancing followed the supper. Mr. Andrews is manager of the J. L. Hudson Co.'s large and successful talking machine department.

The radio jobbers' and manufacturers' representatives of Detroit and eastern Michigan have formed an organization known as the Radio Jobbers' and Manufacturers' Representatives Club. The immediate reason for the formation of such a group is the lagging of a pre-season radio show to be held at the Book Cadillac, July 24, 25, 26, 27. The entire twenty-eighth floor has been engaged for this event, and at a meeting held about two weeks ago the entire floor was sold out to exhibitors in less than an hour's time. The purpose of the pre-season radio show is to provide an advance exposition of new models and new apparatus properly presented so that the radio dealers may see the actual merchandise all together under one roof and make their franchise arrangements for the coming season. A large attendance is anticipated.

RCA 1928 Ad Drive Is Well Under Way

The national advertising campaign of the Radio Corp. of America for 1928 is now well under way and is proving to be of great assistance to RCA authorized dealers and distributors in sales of sets and accessories. Full pages are being run in consumer mediums such as the Saturday Evening Post, Liberty, Collier's Weekly and the Literary Digest on Radiolas and Radiatrons. An extensive program of farm paper advertising is also being carried on.

One hundred and ten big city newspapers in March carried Radiola advertising and 146 carried Radiotron copy. One of the newspaper Radiola ads is reproduced herewith.

RCA Ad

One of the RCA Radiola Ads as the Saturday Evening Post, Liberty, Collier's Weekly and the Literary Digest on Radiolas and Radiatrons. An extensive program of farm paper advertising is also being carried on.

One hundred and ten big city newspapers in March carried Radiola advertising and 146 carried Radiotron copy. One of the newspaper Radiola ads is reproduced herewith.
Instrument and Accessories Mfrs. Meet


The fretted-instrument promotion plan of the National Bureau for the Advancement of Music was finally adopted following the approval of both the Eastern and Western Associations. This is the plan looking toward the organization of fretted-instrument orchestras in industrial plants, Summer camps and recreational centers. A special committee is planned for the standardization program, which will endeavor to increase the interest in that activity. The standard approved label is already being attached by a good many members to their products, but the new Standards Committee will work toward the adoption of the standards by the entire membership. Names of the committee members will be announced later. The guitar is the next instrument to be standardized and a complete list of the specifications will be ready before the convention.

In accordance with the action of the board of directors of the Music Industries Chamber of Commerce it was decided that members making application for membership after March 1 would not be permitted to exhibit at the convention. This action will help to restrict the exhibition privilege to members who are actively carrying on the work of the Association last year. Credit matters were discussed.

The meetings were held on Friday morning and Friday evening, while the afternoon of Friday and all of Saturday were used for golfing, walking, swimming and horseback riding. A golf tournament was played on Saturday morning, competition of the keenest kind featuring this annual event.

Music Industries Seeking a Slogan

Immediate work is to begin on a plan for a slogan for the music industry according to developments at the first meeting of the slogan committee held in the offices of the Music Industries Chamber of Commerce on March 13 when the following members were in attendance: William J. Haussler, representing the National Musical Merchandise Association; Edward C. Boykin and Max J. de Rochement, piano promotion committee; H. C. Lomb, National Association of Musical Instrument and Accessories Manufacturers; C. M. Tremaine, National Bureau for the Advancement of Music; and Alfred L. Smith, general manager, Music Industries Chamber of Commerce.

Slogans such as those adopted by the Flower and Paint and Varnish Associations have been considered for sometime by the Associations comprising the industry and recently the National Association of Musical Instrument and Accessories Manufacturers appropriated the sum of $1,000 with the proviso that other divisions of the Chamber would furnish $3,000. The slogan when completed was to promote the idea of playing musical instruments. A contest of some sort will very likely be the means for securing the slogan according to one member of the committee, although the type of contest to be considered was not revealed. On letterheads, envelopes, advertising, windows, delivery wagons—everywhere will this music slogan be displayed when finally adopted by the Chamber of Commerce.

Prepare for Contest

SAN FRANCISCO, CAL., April 3.—Members of the band contest committee, in charge of the San Francisco Music Week band contest, expect to send the winning bands to Joliet, Ill., to take place in the national school band contests which will be held soon.

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.

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.

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.
Trumpet Prodigies
Use King Instruments

Jean and Mariane Fonda, of Portland, Ore., Age 6 and 8, Respectively, Create a Sensation in Oregon Music Circles

PORTLAND, Ore., April 3.—King trumpets are the choice of Jean and Mariane Fonda, aged six and eight years. These two youngsters are real artists, and on account of their ability are being presented by Howard Stanchfield, manager of the small goods department of Sherman, Clay & Co., before the Lions’ Club and various civic organizations, in order to stir up more interest in music for the juvenile and to get their backing to promote more music among the younger generation.

Increased Interest Shown in Harmonica

Los Angeles, Cal., April 5.—The popularity of the harmonica is steadily growing in the playgrounds of this city. Girls who formerly strummed ukuleles have become advocates of the harmonica and in several of the playgrounds they have organized their own bands and in others have joined with the boys in playing the mouth organ.

The interest in harmonica playing is not confined to the children, however, for the grown-ups also show decided favor for the instrument. Entertainments and outings of lodges, civic clubs, churches and other organizations make repeated calls for harmonica bands to be represented on the programs.

Many of the boys and girls who learn to play the easily mastered harmonica become interested in other forms of music. Glenn M. Tindall, supervisor of musical activities for the Los Angeles Department of Playground and Recreation, gives many instances of children who have taken up other musical study as a direct result of the interest aroused by the mouth organ. The accordion, the clarinet and the piano lead all other musical instruments chosen.

Frederick J. Bacon Home From South

Groton, Conn., April 6.—Frederick J. Bacon, president of the Bacon Banjo Co., Inc., this city, has concluded an extensive Southern trip. Mr. Bacon made several demonstrations, broadcast, played one of the leading moving picture houses and otherwise contributed to the popularity of B & D Silver Bell banjos.

David L. Day, treasurer and general manager of the company, reports that volume of business is equal to that of the same period of last year and the demand has been for the higher-priced banjos, with a marked demand for the highest-priced model of the B & D Silver Bell line.

Small Goods Makers Urge Guild Support

The desirability of supporting the American Guild of Banjoists, Mandolinists and Guitarrists, which holds its next convention in Hartford, Conn., on June 11, was the subject of much discussion at the last meeting of the National Association of Musical Instrument and Accessories Manufacturers. It was particularly recommended that members subscribe for memberships in the Guild. One of the important membership privileges is the exhibition of instruments at the convention. This will be one of the chief features of the convention this year.

Use Freed-Eisemann Set to Synchronize

The Freed-Eisemann Radio Corp. has been informed that model 70 was used in the synchronization work of stations WLTW in Brooklyn, N. Y., and KTNT in Muscatine, Iowa. The set was connected by special telephone lines to a remote control station ten miles from the WLTW studios, and was brought in on a loud speaker, so that the zero beat of station KTNT could be noted. By the synchronization listeners in many States were able to hear both stations, whereas heretofore an annoying whistle marred the reception.

Zinke Opens Store

Milwaukee, Wis., April 3.—Arno Zinke, who owns the East Side Music Co. store at 425 Farrell avenue, has opened the Zinke Music and Radio Shop at 953 Third street. The Zinke stores feature the Sonora, the Freed-Eisemann, and Columbia and Victor records. Bjar Brothers, Gordon and Stair are included in the piano lines.

Harry Von Tilzer, head of the music publishing firm bearing his name, recently issued special orchestrations of his two new numbers, “When the Harvest Moon Is Shining” and “Out of a Clear Blue Sky.”
House Committee Holds Hearings on New Vestal Copyright Bill

Publishers and Record Manufacturing Companies Represented at Hearings Held by House Committee on Patents—Seek General Agreement on Terms

WASHINGTON, D. C., April 5—An amendment to the Copyright Law designed to permit authors and composers to “bargain” with the companies using their copyrighted works for mechanical reproduction as to the royalties to be paid was argued before the House Committee on Patents, which has the Vestal “mechanical copyright” bill under consideration this week.

Arguments for the measure were submitted by E. C. Mills and Gene Buck, representing the American Society of Authors, Composers and Publishers, who declared that the royalty of two cents fixed by the Copyright Law in 1909 was a hardship. It was pointed out by Mr. Buck that in the case of Herbert’s “Kiss in the Dark,” for instance, the composer, the lyricist and the publisher or agent receive two cents for the records sold, while the artist who made the records could bargain and might get several times as much for his work.

“All we are asking for,” he told the committee, “is that the law be amended so as to permit the creators of a work the right to make an arrangement or contract with the producers of records for the rate they are to be paid. We believe there should be a field of bargaining as to the material.”

Those who presented the case for the record companies included A. L. Smith, manager of the Music Industries Chamber of Commerce; George W. Case, Jr., representing the Brown-Balke-Collender Co.; Henry Lanahan, counsel for Thom. A. Edison, Inc., and others.

Mr. Case declared that the public must pay for any change in the existing copyright law covering royalties and mechanical reproduction. He maintained that there was no constitutional right to invention or creative art, but merely a direction for Congress to grant copyrights in the interest of the public. After all, he said, the primary consideration of Congress is the protection of public interest.

Mr. Smith declared that the record industry had been developed on the basis of the two-cent royalty and could be continued only on such a basis, and with his colleagues urged that the compensation should be limited to only such per record, excluding lump sum and percentage basis settlements. Mr. Smith also expressed surprise at the fact that had been suggested for the bill, as presented at the hearings.

“When we left here last year,” he said, “it was understood that a compromise bill would be worked out, and now we find a bill submitted which we have not had an opportunity to study, and a bill has been introduced to which we cannot wholly subscribe.”

Referring to the testimony taken at the hearings held last year, it was shown that both sides had agreed that legislation should be drafted to provide “that a mechanical license under the copyright law, if granted to one licensee, shall be granted to any responsible applicant at the same rate of royalty under a proper and workable scheme insuring an accurate accounting for and prompt payment of royalties, with provision of adequate penalties in case of fraud.”

It was announced by the Committee that, if a general agreement on the language and terms of the bill could be reached by the interested parties, the committee would take up the measure in executive session to frame its recommendations.

Velour Background Is Audio Display

RCA Window Displays Are Simple but Effective and Retailers Are Finding Them Excellent in Sales Promotion

How a simple background of velour adds dignity to the dealer's window is shown in the illustration herewith of a new RCA display. In the center of the background is one of the velour cutouts to serve as a background for the new Nickel-a-Day poster and Radiola 16.

The other two pieces are draped over packing boxes to serve as pedestals for Radiola 17 and Radiola 16. If the center piece of velour is black and the other pieces a second color, such as green, the effect is still more striking.

The Talking Machine and Radio Men, Inc., held their regular monthly meeting on Wednesday, April 11, at the Cafe Boulevard, New York.

Author of "Mephistopheles" and "Veau d’Or" on New Round of Music Career

Sam Pickard, of Kansas; Harold A. Lafount, of Utah; Ira E. Robinson, of West Virginia, and Orestes E. Caldwell, of New York, as members of the Federal Radio Commission, Mr. Robinson, the new member and chairman of the Commission, was appointed to succeed Rear Admiral W. H. G. Bullard, who died several months ago.

Gange, Columbia Artist, Starts Tour

Well-known Concert and Recording Artist to Make Extensive Tour of Australia and New Zealand—New Recordings

Fraser Gange, British baritone and Columbia celebrity artist, sailed March 21 from San Francisco for a ten-week tour of New Zealand.

P. W. Carlson Is Now With the Victor Co.

Paul W. Carlson, in charge of the wholesale Victor department of Chas. H. Ditson & Co., and a member of the Board of Control of that company, resigned on April 1, to take an important post that had been created for him with the Victor Talking Machine Co., Camden, N. J., details of which will be forthcoming shortly. Mr. Carlson will take up his new duties after April 15, and in the interim will enjoy a vacation with his family.

Professor C. May, who has been connected with the Victor department of Chas. H. Ditson & Co. for the past eighteen years as traveling representative and who is well and favorably known in the Eastern trade, has been promoted to succeed Mr. Carlson in charge of the department, the personnel of which will remain unchanged.

Mr. Carlson is being widely congratulated upon his new connection with the Victor Co., for he has a wide knowledge of the company's product and its policies, and his executive abilities have been widely recognized. He received his early training with Henry A. Winkelman, manager of the wholesale Victor department of the Oliver Ditson Co., and is a distinctly popular member of the Victor wholesale trade.
Federal-Brandes 1927 Report

Shows Sales of $11,039,678.07

Annual Report as of December 31 Lists Current Assets of $6,987,854.15 and Liabilities of $2,904,887.70—Interesting Facts Regarding Firm

The annual report of Federal-Brandes, Inc., just issued, contains interesting information regarding the history of the company and its operations during the year 1927. The consolidated balance sheet as of December 31 shows current assets of $6,987,854.15 with current liabilities of $2,904,887.70, or a ratio of 2.5 to 1.

The companies have no funded indebtedness. Liabilities of $2,904,887.70, or a ratio of 2.5 to 1.

Annual Report as of December 31 Amounts to $11,039,678.07. The sale of broadcast receivers and electrical products have a sound value after depreciation of $1,252,137.11. With the exception of $380,000, fifteen-year 6.3 per cent convertible gold notes the companies have no funded indebtedness.

The sale of broadcast receivers and electrical phonographs for the fiscal year ended December 31 amounted to $11,039,678.07. Since that time the volume of sales has been exceptionally good, and there is every indication that the record-breaking progress of the company will be continued, according to the board of directors.

Federal-Brandes was incorporated on July 1, 1926, for the purpose of acquiring the entire capital stock of Federal Telegraph Co. (California), Brandes Products Corp., Canadian Brandes, Ltd., Brandes, Ltd., and Brandes Laboratories, Inc. All of the stock of the four Brandes companies was acquired on November 1, 1926, and since that date Federal-Brandes has acquired 99.6 per cent of the stock of Federal Telegraph Co. In addition to being the holding or parent company of Federal Telegraph and the four Brandes companies, Federal-Brandes also functions as a merchandising corporation of Kolster Radio in the United States. Canadian dealers, Ltd., and Brandes, Ltd., perform similar functions in Canada and the British Isles, respectively. In two years, according to the report, Federal-Brandes has become recognized as occupying third place nationally in sales volume in this phase of the radio industry. Kolster radio is sold in the United States by over seventy wholesale distributors and by more than 7,000 franchised dealers, and the directors expressed confidence that the company will show similar gratifying merchandising progress in the future.

In 1927 Federal-Brandes entered into a contract with the Columbia Phonograph Co., under the terms of which Kolster radio and the Kolster electrical phonograph will be used exclusively by the Columbia Co. Certain patent arrangements were also concluded with the Radio Corp. and associated companies, which gave Federal-Brandes not only substantial recognition of its own patents but the right to use the inventions of RCA, and associates. An advantageous agreement with the Postal Telegraph interests was also reached in 1927. As of December 31, 1927, Federal-Brandes, Inc., held outstanding 21,200 shares of preferred stock, $42,400 shares of A common stock and 20,000 shares of B common stock. Dividends of 7 per share per annum have been paid on the preferred since its issuance.

World's Classified Advertising

Any member of the trade may forward to this office a "situation" advertisement, intended for this Department to be inserted free. Replies will also be forwarded without charge. Additional space will be at the rate of 2.6 per line. If held-back type is desired the cost of same will be 26 per line. Rates for all other classes of advertising are on application.

POSITION WANTED

WHOLESALE radio manager and buyer, at present employed by large Southeastern jobber, wants position with reliable radio manufacturer. Qualified by long experience as "contact" man with distributors and dealers and by knowledge and acquaintance in Southeastern territory as field representative. Over twenty years with present employer, who is old automotive jobber. Experienced catalog and booklet compiler. Five and one-half years in radio dept. Address Box 1623, Talking Machine World, 420 Lexington Ave., New York.

DIRECT SALES

We will organize a Direct Sales force in New England territory to distribute your product. Give regulations, etc. For further information and terms address Drayton-Kelman, Inc., 33 Summer St., Boston, Mass.

MANUFACTURER'S REPRESENTATIVES WANTED

We have some very valuable territory for live wire representatives who are acquainted with the jobbing trade in their territory and who can produce results. In answering be sure to request the "alphabetical" Columbia Coal, B. & L. Ave., Holland, Mich.

PHONOGRAPH DEPT. MANAGER


RECORDING ENGINER WITH 30 YEARS' EXPERIENCE WANTED. C. R. N. 60th St., Maspeth, L. I.

Sheets Music Dealers to Meet During June

The fifteenth annual convention of the National Association of Sheet Music Dealers will be held on June 11 and 13 at the McAlpin Hotel, New York City. All retail sheet music dealers are urged to be represented whether members of the association or not. A number of topics of interest to all dealers will be discussed, among which are: Co-operation between retailers and publishers; newspaper reviews of new music and the inserting of advertisements in conjunction with them; the securing of contact with educational authorities to increase the sale of public school music, and a number of other live subjects.

Trinidad Distributor

Bremner Tully Mfg. Co., Chicago radio set and parts manufacturer, announces the appointment of Hardware & Electric Supplies, Ltd., 4 Frederick street and 11 Henry street, Port-of-Spain, Trinidad, B. W. I., as wholesale distributors.
The week of April 9, just ended, was observed by music dealers throughout the entire country as Walter Donaldson Week, and the compositions of this gifted composer, in sheet music, talking machine record and player-piano roll form, were featured in a concerted drive that added considerably to the sales volume of these items. During the week every possible avenue of exploitation was used in bringing Donaldson compositions before the public. "Donaldson Hours" were featured by broadcasting stations and orchestra leaders, organists and artists in vaudeville and moving picture houses all joined in the concentrated exploitation which meant greater profits for the music dealer.

Leo Feist, Inc., New York City, publisher of Donaldson's compositions, inaugurated the sales campaign and supplied dealers with a wealth of material to enable them to tie up with the promotion work. The most outstanding dealer's aid was a poster suitable for both interior or window display in easel form, which contained a photograph of Mr. Donaldson, and listed his most recent hits, namely: "My Ohio Home," "There Must Be a Silver Lining," "A Shady Tree," "My Blue Heaven," "What Are You Waiting for, Mary?" "If I Can't Have You," "Changes," "That Melody of Love" and "At Sundown."

That dealers were alive to the opportunity of increasing their sales of music, records and rolls was evidenced by the reports received at Feist headquarters telling of the great number of window displays that were devoted exclusively to Donaldson numbers. The talking machine recording companies co-operated with the Feist organization by supplying display and consumer literature material, and this played its share in making the week a successful one from the dealers' standpoint.

Among the factors that made Walter Donaldson Week the success that it was were the number and variety of his compositions. Despite the fact that countless hours were devoted to these numbers by broadcasting stations listeners-in did not become bored because Donaldson has written so many hits and his work represents such variety that repetition was avoided.

**New Berlin Ballad Heard in A-K Hour**

Richard Crooks, Concert Tenor, Introduces "I Can't Do Without You," the Latest Waltz Ballad by Irving Berlin

"I Can't Do Without You," the new waltz ballad of Irving Berlin, was given a most effective introduction to the hundreds of thousands of radio listeners-in when Richard Crooks, concert tenor of world-wide reputation, sang it during his program of songs in the Atwater Kent radio hour on March 11. The program was broadcast over a national hookup of stations and letters in untold numbers have been received by the popular tenor and the stations which co-operated in the hookup, Haensel & Jones, Mr. Crooks' managers, recently wrote to Ed Christy, of Irving Berlin, Inc., and told him that a great number of the letters made specific mention of the Berlin number and gave it unqualified praise.

"Diamond Lil" is Published by Marks

"Diamond Lil," the theme song of the production of the same name, which opened at the Royale Theatre, New York City, on April 9, after playing at the Shubert-Teller Theatre, Brooklyn, N. Y., for a week, has been published by the Edward B. Marks Music Co., New York. The song and lyrics of the theme song were written by Robert Sterling. Newspaper reviews predicted a long run for the production.
Cleveland Dealer Ties Up With Exploitation of Fox Hit "Rosita"

Schirmer's Music Store Uses Attractive Window Display to Effect a Tie-up with Theme Song of "Gaucho" Also Used in Picture's Prologue

The increasing importance of the stage presentation as a major part of the motion picture theatre's program has led publishers of popular music to seek a place in these acts for the exploitation of their numbers. When the music used in the stage feature is also a part of the musical score for the film the exploitation is doubly effective and every effort should be made by dealers to tie up with the promotion work for the building up of sales.

A good example of a clever dealer tie-up with a photoplay presentation was recently given in Cleveland, Ohio, where the Douglas Fairbanks film "The Gaucho" was shown at Loew's Stillman Theatre, and where the orchestra, under the direction of Morris Spitalny, had one of the most elaborate prologues of the season. "Rosita," published by the Sam Fox Publishing Co., Cleveland and New York City, was used in both the prologue and as the theme song of the film's score. The presentation opened with a tenor soloist singing "Rosita." He was joined in the first chorus by a soprano and on the repeat of the chorus a group of eight joined in a rousing close. Then followed a tango dance set to the strains of "Rosita," and as a finale the entire cast sang the number.

From this description it can be readily seen that the presentation is a production in itself, a type of limited operetta. When a song of merit is given exploitation of this character together with being repeated many times during the showing of the film, it is obvious that the possibilities for sales are great, provided the dealers take advantage of his opportunities.

Schirmer's Music Store, Cleveland, greatly increased its sheet music sales during the photoplay's run in Cleveland by presenting a particularly attractive window setting of the composition. The accompanying photograph shows both the prologue and a view of the Schirmer window. The store's manager reports that, in addition to selling copies of "Rosita," many of the customers purchased other articles of musical merchandise, particularly records.

Sammy Lerner With De Sylva, B. and H.

Sammy Lerner recently assumed the post of publicity manager for De Sylva, Brown & Henderson, Inc., New York City, succeeding Mort Bosley. Mr. Lerner should prove a valuable acquisition to the organization and to the songwriters throughout the country, for he has had a wide experience as a song writer, author of special material for vaudeville and other acts and in preparing organ versions of songs. Among the actresses who have used material prepared by Mr. Lerner are Sophie Tucker and Grace Hayes.

Among the song successes which Mr. Lerner has written are "By the Sign of the Rose," "Nobody Worries 'Bout Me" and "The Pump Song." Before becoming associated with De Sylva, Brown & Henderson, Inc., Mr. Lerner resided in Detroit.

"Ramona" Featured in Dodge Bros. Hour

One of the outstanding broadcasts during the past month was that of Dodge Bros., which presented Paul Whiteman and His Orchestra, playing in New York; and officials of Dodge Bros., speaking from Detroit, and Douglas Fairbanks, Norma Talmadge, John Barrymore, Charlie Chaplin and Dolores Del Rio from Hollywood, Cal., on March 29, over a nationwide hook-up of stations. During the program Dolores Del Rio, star of "What Price Glory?" and of the forthcoming film "Ramona," sang, "Ramona," the theme song of the film. The Victor record of "Ramona," made by Paul Whiteman and His Orchestra, was played "Ramona" with a vocal chorus sung by members of the orchestra.

The results of the broadcast were that "Ramona," which had been climbing steadily to occupy an important place in the Feist catalog, jumped to No. 1 position, and officials at Feist headquarters, New York City, were deluged with wires and letters requesting immediate shipment of quantities of the number. The Victor record of "Ramona," made by Paul Whiteman and His Orchestra, which is said by many to be one of the best discs ever made by Mr. Whiteman, is also selling in a most satisfactory fashion.

Lee Feist, Inc., anticipated the sensation which "Ramona" would prove in the nationwide broadcast and some time prior to the event sent special "hurry-up" order blanks to dealers throughout the country.

Allen McQuhaes Sings Latest Berlin Hit

Allen McQuhae, tenor, who has won a wide reputation as a concert artist, and who is favorably known to radio audiences through his frequent appearances on the Atwater Kent radio hours, included "I Can't Do Without You" in his program during the A. K. Hour on Sunday, April 9. This is the second time an artist of international reputation has sung this ballad "hit," as Richard Crooks, concert tenor, introduced it recently.
Eddie Peabody Uses Sam Fox Numbers

Banjoist Who Is Being Featured With Band in Publix Theatres Accords High Praise to Sam Fox Popular "Hits"

Eddie Peabody, versatile banjoist and well-known recording artist, who created a sensation a season or two back by signing a contract introducing "Eddie Peabody" for no reason at all* with the Publix theatres for a six-year period with his band for a total of over a million dollars, will be seen in Eastern theatres in the fall. Mr. Peabody has been a huge success on the Pacific Coast, where he increased the weekly gross in numerous theatres, drawing capacity houses wherever he appeared.

Mr. Peabody, who plays twenty-six different musical instruments, in a recent letter to the Sam Fox Publishing Co., states that he is using a number of the Sam Fox popular numbers including "Starlight and Tulips" and "Humoreskimo," and thinks they are both marvelous hits, which is good news for the publisher coming from an authority of the caliber of Mr. Peabody.

Appointed Feist Agent in Germany

Francis, Day & Hunter G. m. b. H., Berlin, is Exclusive German Representative for the Feist Catalog

Leo Feist, Inc., New York City, recently announced that the Feist catalog is being exclusively represented in Germany by Francis, Day & Hunter G. m. b. H., Leipziger Straße 37, Berlin. This is a German company recently formed and is a branch of Francis, Day & Hunter, Ltd. of London, and Publications Francis, Day, of Paris. In the future all orders for the Feist catalog emanating from Germany will be handled by the new company and performers traveling in Germany can secure the latest Feist songs through this firm.

The Edward B. Marks Music Co., New York City, has accepted for publication a new number by Donald Heywood, composer and lyricist, of "I'm Coming Virginia." It is entitled "No Need to Tell Me That You Love Me" (I Can See It in Your Eyes).

Joe Davis Reports Volume Music Sales

Head of Triangle Music Co. States March Sheet Music Sales Were Largest in Co.'s Existence—New Numbers Added

Joe Davis, head of the Triangle Music Co., New York City, states that the total sheet music sales for the month of March exceeded by far the total sales of any month since he has been in business. The leading numbers were: "My Blue Ridge Mountain Home," "You'd Rather Forget Than Forgive," "Little Marian Parker," "Now I Won't Be Blue," "My Carolina Home," "A Good Man Is Hard to Find," "In My Sweetheart's Arms" and "Rube Bloom's latest piano solo, "Seventeen."

In addition to enjoying a large volume of sheet music sales, the Triangle Music Co. has had a great number of its compositions listed mechanically during the past few weeks. "I Ain't Got Nobody" and "A Good Man Is Hard to Find" were recently made on Columbia records by Ted Lewis and His Orchestra, and Ruth Etting sang "I Ain't Got Nobody" for the same catalog. The Columbia race releases also enriched by Ethel Waters' version of "I'm Saving It All for You." Dolly May may be heard singing "I Ain't Got Nobody" and "A Good Man Is Hard to Find" on Vocalion releases. The Triangle waltz hit, "You'd Rather Forget Than Forgive," has been recorded 100 per cent by the following artists: Joc White, "The Silver Masked Tenor," Victor; Art Gillham, "Whispering Pianist," Columbia; Joe Green's Marimba Orchestra, Brunswick; Richard Greens, Vocalion; Joe Davis, the "Melody Man," Harmony; Carolina Club Orchestra, Perf.; Golden Gate Orchestra, Caesars, Sugar Ellis, vocal, and Sam Lanin and His Orchestra, Okula; Jack Parker, Edison, and Irving Kaufman, Banner.

Mr. Davis announces that he is arranging plans to start an immediate campaign on three new songs: "All Day Long," a waltz, written by Milton J. Gross, Walter H. Preston and Eugene Stanley; "Red Head," by Ruth Miller and Howard Johnson; and "Should I Be Sorry?" by Dave Kapp, Jack Eller and Howard Johnson. A piano and orchestra novelty, "Pigeons," by Carson J. Robison, has also been added to the catalog. This number is being featured by Vincent Lopez and His Orchestra as a regular part of their radio program. The Triangle race catalog recently added two new songs of Spencer Williams.

De S., B. & H. Issue Three New Folios

Outstanding Hits of De Sylva, Brown & Henderson Popular Catalog Contained in Recently Issued Folios

Three new folios were recently placed on the market by De Sylva, Brown & Henderson, Inc., New York City, and they are meeting with great success both from dealers and the public. They are the second edition of the Supreme Dance Folio, containing such outstanding successes as "Among My Souvenirs," "Without You, Sweetheart," "I'm On Parade," and "One More Night." This issue gives every promise of being one of the greatest dance folios of the year; Tenor Banjo Folio No. 1 contains the numbers listed above in addition to other hits from the De Sylva, Brown & Henderson popular catalog, and is being warmly welcomed by tenor banjo enthusiasts, and Saxophone No. 2, containing the "cream" of the popular catalog, and judging by its reception it gives every indication of being a very big seller.
"My Blue Heaven" Is Text of Sermon

In an interesting piece of exploitation work recently sent to dealers, Leo Feist, Inc., gave further proof that "You Can't Go Wrong With Any Feist Song." This proof was in the form of a reprint of a letter and newspaper clipping received from H. G. Mundon, chairman of the Kelley Memorial Methodist Church, of Longview, Tex., which told of the effect of an inspirational sermon preached by the pastor of the church on the subject, "My Blue Heaven." In the words of Mr. Mundon, "The church was erowded to overflowing and every one got a thrill and a blessing as they listened to Rev. Swain picture the ideal Christian home as 'My Blue Heaven.' I want you to know that we appreciate the kind of popular music that when properly played has a tendency to lift people to a higher plane. Looking forward to Feist hits, I remain, etc."

Acquire Rights to Pingitore's Works

Paul Whiteman Publications, Inc., New York City, have taken over the publishing rights to Mike Pingitore's Complete Method for Tenor Banjo from Wm. L. Lange, and hereafter it will be published under the trade-mark of the Whiteman firm.

Special significance is attached to this announcement by the fact that Mike Pingitore is the featured banjoist of the Paul Whiteman Orchestra, and has held this position for years. Mr. Pingitore's method has already had a considerable sale, but now that it has found its way into the Whiteman catalog it belongs to it as the leading method of its kind.

Matter Song in Favor

S. A. Matter, music publisher of 1658 Broadway, New York City, reports that "Dreaming Away" (To Find a New Way) is proving popular with a great number of radio entertainers and is selling satisfactorily in sheet music form. Strickland's Mayflower Orchestra is featuring the number in its radio appearances.

Leo Feist Issues Five New Numbers

Leo Feist, Inc., has announced five new publications which are listed as class "A," or twenty cents a copy until April 30, after which date they will be included in class "B" at twenty-two cents a copy. They are "Ole Virginny's Lullaby," a waltz song by Erno Rapee, Lew Pollock and Sidney Mitchell; "Just Like the End of a Story," fox-trot ballad by George Whiting and Lew Pollack; "Watin' for Katy," novelty fox-trot, by Gus Kahn and Ted Shapiro; "There Ought to Be a Law Against That," comedy song, by Irving Caesar and Cliff Friend, and "That's My Mammy," ballad hit, by Harry Pease, Ed. G. Nelson and Abel Baser.

Will Sing "Beloved"

Marguerite Nanaura, operatic and concert artist, and recently the featured star of several operettas, will sing the Irving Berlin, Inc., song success, "Beloved," on Tuesday, April 24, when she is to appear before the microphone in a wide hook-up as the guest artist of the Eveready Hour. According to Berlin officials, this number and "I'm Afraid of You" are showing a most satisfactory progress, and give every indication of becoming leading sellers of the Berlin catalog.

Ends Lengthy Trip

William Wiemann, who has been on a sales trip for the Edward L. Marks Music Co., New York City, continuously for the past six months, is just starting the last leg of this unusual stretch of music-selling activity, determined to push out as close to 1,000,000 copies as possible. Although Mr. Wiemann may not reach this goal he will have broken all sales records for one trip in the long history of the Marks organization.

The trip took Mr. Wiemann right to the Coast, embarking comparatively lengthy visits to the larger cities and flying trips to smaller towns. The best spots of Canada were included, and the present is he is in the South gradually returning to New York from the Southwest. Upon his return in May, Mr. Wiemann will take a well-earned vacation.

Fred K. Steele, Inc.
Issues Two New Songs

Fred K. Steele, head of the music publishing firm bearing his name, tells an interesting story regarding the title of his new Hawaiian fox-trot number, "Lei Lani," meaning "Wreath of Heaven." Billy Heagney, composer and lyricist of the song, after having composed the melody, chanced to speak to a child who accompanied her father, a well-known Hawaiian actor, on a vaudeville tour. He asked her name and was informed that it was "Lei Lani," pronounced "Lay Lah-nee." The musical quality of the name and the further information that it meant "constellation of stars" or "wreath of Heaven," decided Mr. Heagney in giving the name to his composition. He also learned that this name is given Hawaiian children who are unusually fair of face and beautiful of nature. Fred K. Steele is establishing the sub-title, "Wreath of Heaven," as part of the title itself.

Another new Fred K. Steele number which has received high praise from all orchestra leaders who have heard it is "Hurry On," by Frank Bannister and Billy Heagney.

Pliantadosi Songs Proving Popular

"I'm Tired of Making Believe," the 141.0 -"THAT HIT THE MARK!"

"TOGETHER (New)"
"LIFE (New)"
"AMONG MY SOUVENIRS"
"BELIEF"
"WHY BE SAD WITHOUT YOU SWEETHEART"
"TIN PAN PARADE"
"BY ANGEL"
"LULLABY"
"THINK THEY'RE RINGING FOR MARY"
"THERE Ain't NO SWEET MAN"
"WORTH THE SALT OF MY TEARS"
"SWEETHEART MEMORIES"
"DEARBIRD SING ME A SONG"
"I'M LOOKING TO GLORY"

Song Hits from the Collegiate Musical Comedy:

"GOOD NEWS"
"THE VARIETY DRAG"
"LUCY IN LOVE"
"THE BEST THINGS IN LIFE ARE FREE"

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Song Hits from the Collegiate Musical Comedy:

"GOOD NEWS"
"THE VARIETY DRAG"
"LUCY IN LOVE"
"THE BEST THINGS IN LIFE ARE FREE"
Nothing can stop this "Natural"

"I’m Tired of Making Believe"

By George A. Kelly and Al Piantadosi, Composer of “Curse of an Aching Heart.”

Waltz Ballad

“My Stormy Weather Pal”

Getting Better Every Day

Read This Chorus

and Tired Of It All

I’m so tired of making believe

I’m so tired of wearing a mask

CHORUS

I’m tired of making believe

and I’m tired of it all

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1576 Broadway

AL PIANATOSI, Publisher

JOSEPH P. WHALEN, General Manager

New York
Sidney Johnson Elected President of Oregon Music Trades Ass'n.
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CORRESPONDENCE FROM LEADING CITIES


which is issued in Paris, France, by the same organization that publishes Music et Instruments, a well-known monthly covering the music industry, of which Auguste Bosc is director. The Revue des Machines Parlantes should do much to stimulate a greater interest in talking machines and records throughout France and its colonies.

J. H. Mayers Warns of "Gyp" Customer

Joseph H. Mayers, proprietor of the International Phonograph Co., New York City, sends warning to the talking machine and radio trade:

"On February 29, 1928, a customer giving the name of Samuel Fau, 1237 Fortieth street, Brooklyn, N. Y., purchased a Zenith 16 E. P., serial No. 12682. A first deposit of $50 was received. One day after the Zenith was installed it was removed from the premises. We have learned that this man makes it a practice to buy radios and furniture on the installment plan, orders it to a certain address and dispose of same within a day or two after a delivery without leaving any trace or clue as to his whereabouts."

New Songs Featured in Plaza Bulletin

The Plaza Music Co. bulletin for April, issued by the sheet music department of the Plaza Music Co., New York City, lists the latest releases of the leading publishers, and among other features Irving Berlin's new triumph, "If I Can't Do Without You," "Chloe-E," "You Can't Blame Me for That," "So Tired," "Louisiana Lullaby," "Starlight Lane" and "Speedy Boy."
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WE THANK YOU

The announcement last month of our new Empire products for the 1928-1929 season has brought us inquiries for samples from all parts of the world. Orders for immediate delivery are now being received daily and the trade has been quick to appreciate the merits of the new Empire line.

These new EMPIRE TONE-ARMS, No. 12 (illustrated), and No. 15, are made in several lengths: 6½ ins., 7½ ins. and 8½ ins.; meeting the requirements for every type of phonograph.

We are continuing the manufacture of our popular No. 75 tone-arm for large machines and the No. 2 tone-arm for portables.

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The Latest Broadway Jazz—"Close-up"

Your patrons know of the gay Palais d'Or on bright Broadway! At this favorite resort of diners and dancers the music is always sprightly and care-dispelling; Rolfe and his merry men interpret the newest tunes irresistibly! Only for the Edisonic do Rolfe and his Palais d'Or Orchestra make records! On the Edisonic they know that their lilting music will be faithfully Re-Created—each instrument, each note, clearly silhouetted in clean-cut perfection. Demonstrate THE EDISONIC to your trade with some of the Rolfe Records! Share in the prestige and sales that "Edison"—the greatest name in the phonograph industry, brings alert dealers.

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